

**CERTIFICATION AND REQUEST FOR PRIORITIZED EXAMINATION
UNDER 37 CFR 1.102(e) (Page 1 of 1)**

First Named Inventor:	Robb	Nonprovisional Application Number (if known):	
Title of Invention:	System and method for distributing multimedia content		

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS PRIORITIZED EXAMINATION FOR THE ABOVE-IDENTIFIED APPLICATION.

1. The processing fee set forth in 37 CFR 1.17(i), the prioritized examination fee set forth in 37 CFR 1.17(c), and if not already paid, the publication fee set forth in 37 CFR 1.18(d) have been filed with the request. The basic filing fee, search fee, examination fee, and any required excess claims and application size fees are filed with the request or have been already been paid.
2. The application contains or is amended to contain no more than four independent claims and no more than thirty total claims, and no multiple dependent claims.
3. The applicable box is checked below:

I. ☒ Original Application (Track One) - Prioritized Examination under § 1.102(e)(1)

- i. (a) The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a). This certification and request is being filed with the utility application via EFS-Web.
---OR---
(b) The application is an original nonprovisional plant application filed under 35 U.S.C. 111(a). This certification and request is being filed with the plant application in paper.
- ii. An executed oath or declaration under 37 CFR 1.63 is filed with the application.

II. ☐ Request for Continued Examination - Prioritized Examination under § 1.102(e)(2)

- i. A request for continued examination has been filed with, or prior to, this form.
- ii. If the application is a utility application, this certification and request is being filed via EFS-Web.
- iii. The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a), or is a national stage entry under 35 U.S.C. 371.
- iv. This certification and request is being filed prior to the mailing of a first Office action responsive to the request for continued examination.
- v. No prior request for continued examination has been granted prioritized examination status under 37 CFR 1.102(e)(2).

Signature <u>/Maulin Shah/</u>	Date <u>April 30, 2020</u>
Name (Print/Typed) <u>Maulin Shah</u>	Practitioner Registration Number <u>56587</u>
Note: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required in accordance with 37 CFR 1.33 and 11.18. Please see 37 CFR 1.4(d) for the form of the signature. If necessary, submit multiple forms for more than one signature, see below*.	
☒ *Total of <u>1</u> forms are submitted.	

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.
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6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (*i.e.*, GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public 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.

Claims:

1. 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.
2. The method of claim 1, wherein the embeddable buy button is configured to be embedded into different web sites.
3. The method of claim 1, wherein the checkout screen allows a purchase of the item using a transaction processing service.
4. The method of claim 1, wherein the checkout screen allows a purchase of the item using a transaction processing service operated by the server.
5. The method of claim 1, wherein the item is a physical good or service.
6. The method of claim 1, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

7. 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.

8. The system of claim 7, further comprising a transaction processing service configured to process a payment initiated via the checkout screen.

9. The system of claim 7, further comprising a first computing device configured to transmit the selection of the item.

10. The system of claim 7, wherein the embeddable buy button includes software that is executed by the server.

11. The system of claim 7, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

12. The system of claim 7, wherein the embeddable buy button is configured to be embedded into different web sites.

13. The system of claim 7, wherein the checkout screen is configured to facilitate the purchase of the item.
14. 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.
15. The method of claim 14, wherein the embeddable buy button is configured to be embedded into different web sites.
16. The method of claim 14, wherein the checkout screen is operated by the server.
- 17.. The method of claim 14, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.
18. The method of claim 14, wherein the item is a physical good or a service.
19. The method of claim 14, wherein the checkout screen is configured to facilitate the purchase of the item.

20. The method of claim 14, wherein checkout screen allows a purchase of the item using at least one of a credit card, a debit card or bank account information.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		
	Filing Date		
	First Named Inventor	Robb	
	Art Unit		
	Examiner Name		
	Attorney Docket Number	DR-103	

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	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**
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Application Number		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

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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Attorney Docket Number	DR-103	

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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Application Number		
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Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

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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Application Number		
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First Named Inventor	Robb	
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Examiner Name		
Attorney Docket Number	DR-103	

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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NON-PATENT LITERATURE DOCUMENTS

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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	AMAZON.COM, INC., "aStore", July 3, 2007 (https://web.archive.org/web/20070703030928/http://astore.amazon.com/)	
	2	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

Examiner Signature		Date Considered	
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*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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(Not for submission under 37 CFR 1.99)

Application Number	
Filing Date	
First Named Inventor	Robb
Art Unit	
Examiner Name	
Attorney Docket Number	DR-103

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)	2020-04-30
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.

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1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.
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CERTIFICATION OF MICRO ENTITY STATUS (GROSS INCOME BASIS)					
Application Number or Control Number (if applicable):			Patent Number (if applicable):		
First Named Inventor: Robb			Title of Invention: System and method for distributing multimedia content		
The applicant hereby certifies the following—					
(1) SMALL ENTITY REQUIREMENT – The applicant qualifies as a small entity as defined in 37 CFR 1.27. (2) APPLICATION FILING LIMIT – Neither the applicant nor the inventor nor a joint inventor has been named as the inventor or a joint inventor on more than four previously filed U.S. patent applications, excluding provisional applications and international applications under the Patent Cooperation Treaty (PCT) for which the basic national fee under 37 CFR 1.492(a) was not paid, and also excluding patent applications for which the applicant has assigned all ownership rights, or is obligated to assign all ownership rights, as a result of the applicant's previous employment. (3) GROSS INCOME LIMIT ON APPLICANTS AND INVENTORS – Neither the applicant nor the inventor nor a joint inventor, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986 (26 U.S.C. 61(a)), exceeding the "Maximum Qualifying Gross Income" reported on the USPTO Web site at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census. (4) GROSS INCOME LIMIT ON PARTIES WITH AN "OWNERSHIP INTEREST" – Neither the applicant nor the inventor nor a joint inventor has assigned, granted, or conveyed, nor is under an obligation by contract or law to assign, grant, or convey, a license or other ownership interest in the application concerned to an entity that, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986, exceeding the "Maximum Qualifying Gross Income" reported on the USPTO Web site at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.					
SIGNATURE by an authorized party set forth in 37 CFR 1.33(b)					
Signature		/Maulin Shah/			
Name		Maulin Shah			
Date		4-30-2020	Telephone	888-307-6807	Registration No. 56587
☐		There is more than one inventor and I am one of the inventors who are jointly identified as the applicant. The required additional certification form(s) signed by the other joint inventor(s) are included with this form.			

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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-103			
Filed as Micro Entity				
Filing Fees for Track I Prioritized Examination - Nonprovisional Application under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
BASIC FILING FEE-UTILITY	3011	1	75	75
UTILITY SEARCH FEE	3111	1	165	165
UTILITY EXAMINATION FEE	3311	1	190	190
REQUEST FOR PRIORITIZED EXAMINATION	3817	1	1000	1000
Pages:				
Claims:				
Miscellaneous-Filing:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
PUBL. FEE- EARLY, VOLUNTARY, OR NORMAL	1504	1	0	0
PROCESSING FEE, EXCEPT PROV. APPLS.	3830	1	35	35
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				1465

Electronic Acknowledgement Receipt

EFS ID:	39316262
Application Number:	16863229
International Application Number:	
Confirmation Number:	2460
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-103
Receipt Date:	30-APR-2020
Filing Date:	
Time Stamp:	15:18:22
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	\$ 1465
RAM confirmation Number	E20204TF18480563
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	179115	no	9
			ac08bb34eb1ad33df5d140bde0b89333561404e9		
Warnings:					
Information:					
2	Specification	Specification.pdf	2426977	no	38
			11bf52307a22d046666222dae577de93bc6ec690		
Warnings:					
Information:					
3	Drawings-only black and white line drawings	Drawings.pdf	206720	no	16
			4d5f8c3a0bed39a5265989b86ea736c30d53febd		
Warnings:					
Information:					
4	Oath or Declaration filed	Oaths.pdf	619463	no	5
			146d696ed5430c426910f75a2836223559bc6343		
Warnings:					
Information:					
5	TrackOne Request	sb0424.pdf	117414	no	2
			c3ad5236eee94180e092c5edad064855f96bf20b		
Warnings:					
Information:					
6	Claims	Claims.pdf	38846	no	4
			4a6c93ff1bacc0ef0ade5f129d6a5a380200e050		
Warnings:					
Information:					

7	Non Patent Literature	aStore.pdf	199282	no	2
			63ee7928a28095302e3e48289393a2462b3278d5		
Warnings:					
Information:					
8	Non Patent Literature	AmazonWidgets.pdf	255124	no	2
			80f43d1b3fab9685b87797076821692e361913a0		
Warnings:					
Information:					
9	Information Disclosure Statement (IDS) Form (SB08)	IDS.pdf	613901	no	8
			480253a054bb57e2e52f7ed588b20e7e8d8faba3		
Warnings:					
Information:					
10	Certification of Micro Entity (Gross Income Basis)	Sb0015a.pdf	86854	no	2
			b84b35308475c84a4110cd6039d71965d7294487		
Warnings:					
Information:					
11	Fee Worksheet (SB06)	fee-info.pdf	39914	no	2
			e49e724dae64a6731841076dc950fb8b556ab0f9		
Warnings:					
Information:					
Total Files Size (in bytes):			4783610		

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-103
		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	Page 23 of 274	Patterson		

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-103
		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	

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	DR-103
		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-103	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

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-103
		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	16512018	2019-07-15

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-103
		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)
16512018	Continuation of	15591208	2017-05-10	10395304	2019-08-27

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 ⁱ	Filing Date (YYYY-MM-DD)	Access Code ⁱ (if applicable)

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

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.

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-103
		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.

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-103
		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	28207-1835
Phone Number		Fax Number	
Email Address			

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

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-103
		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.				

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-103
		Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT		

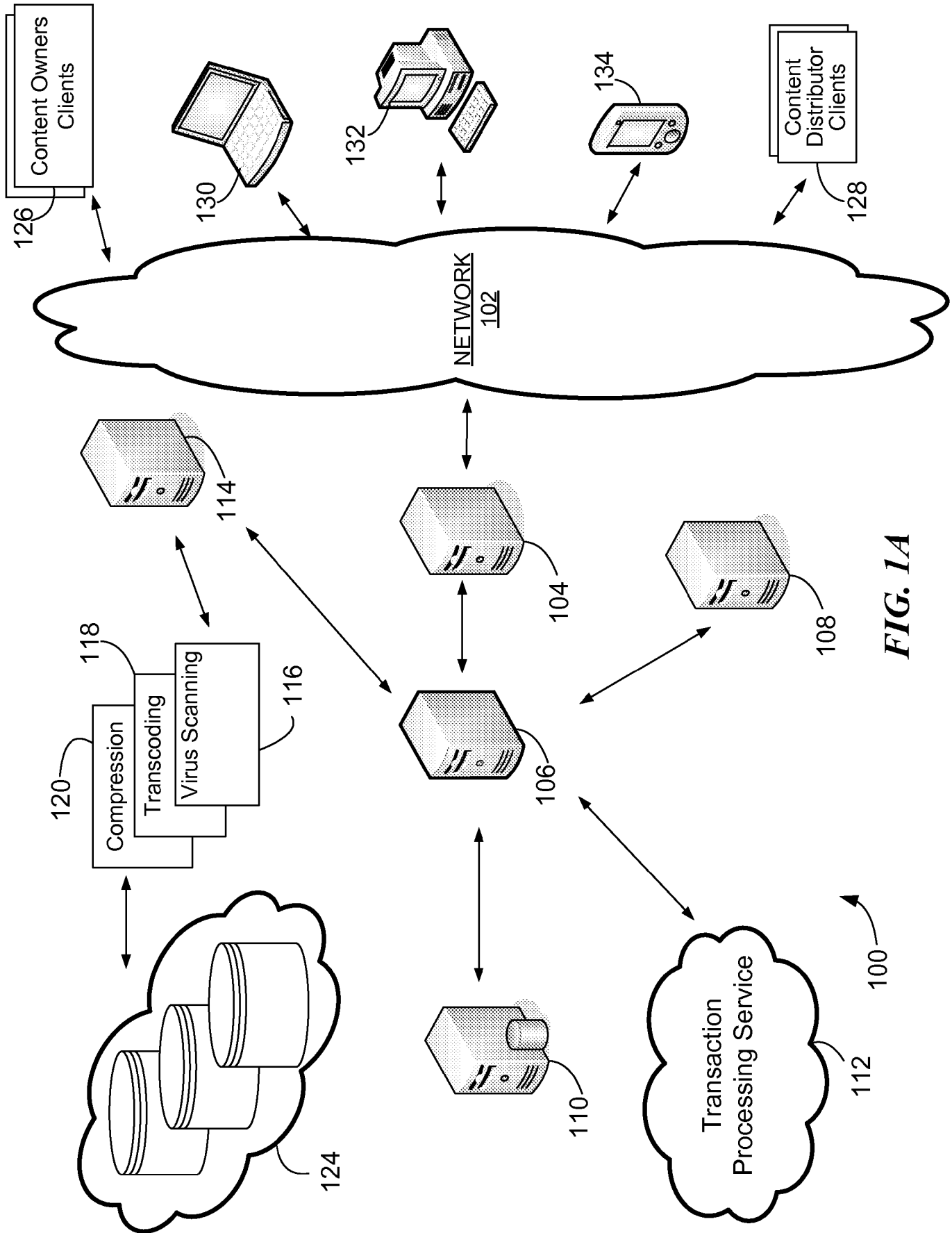
Signature:

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.

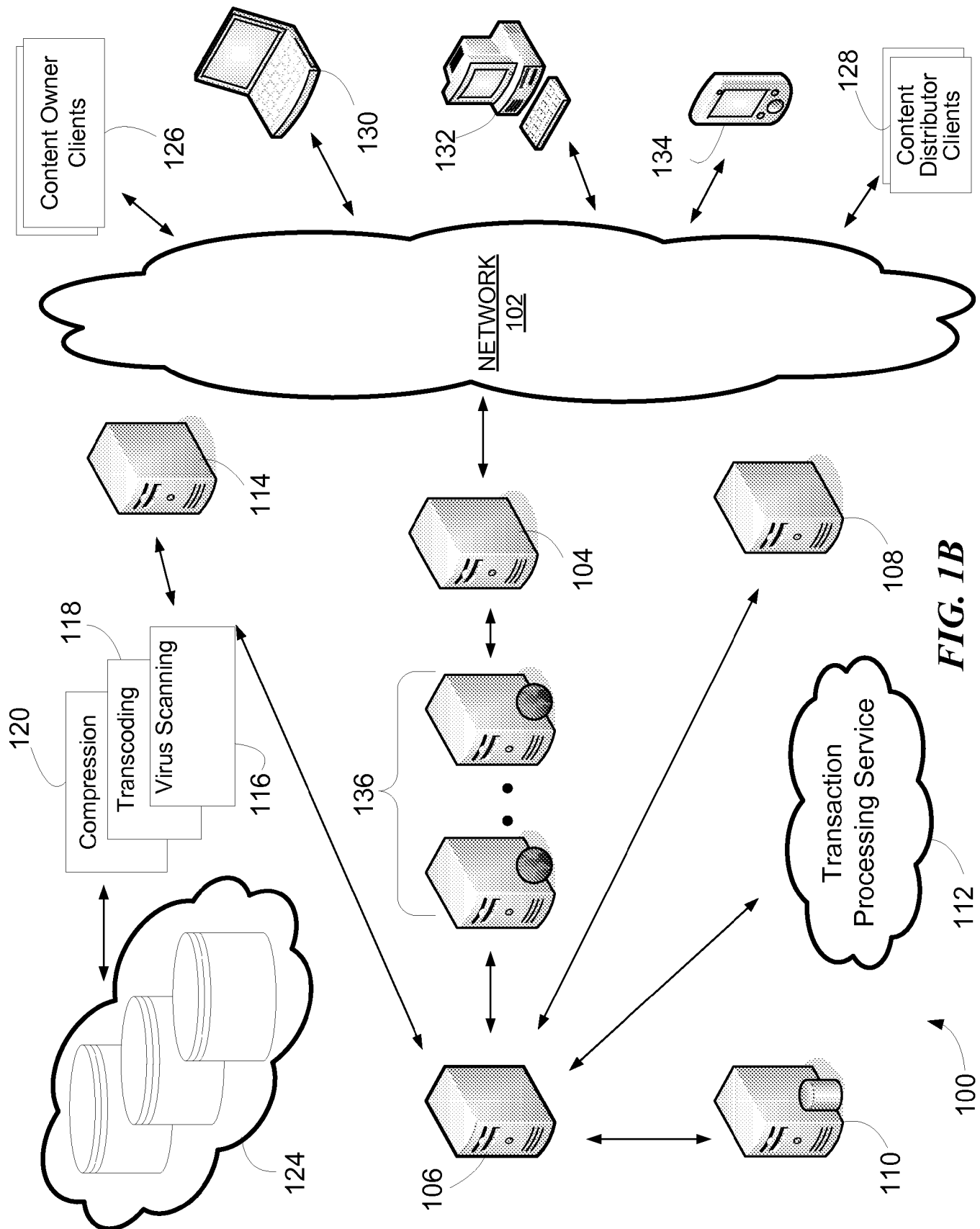
See 37 CFR 1.4(d) for the manner of making signatures and certifications.

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.					



Title: SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

First Inventor: David K. Robb
Attorney Docket No.: DIY-110US



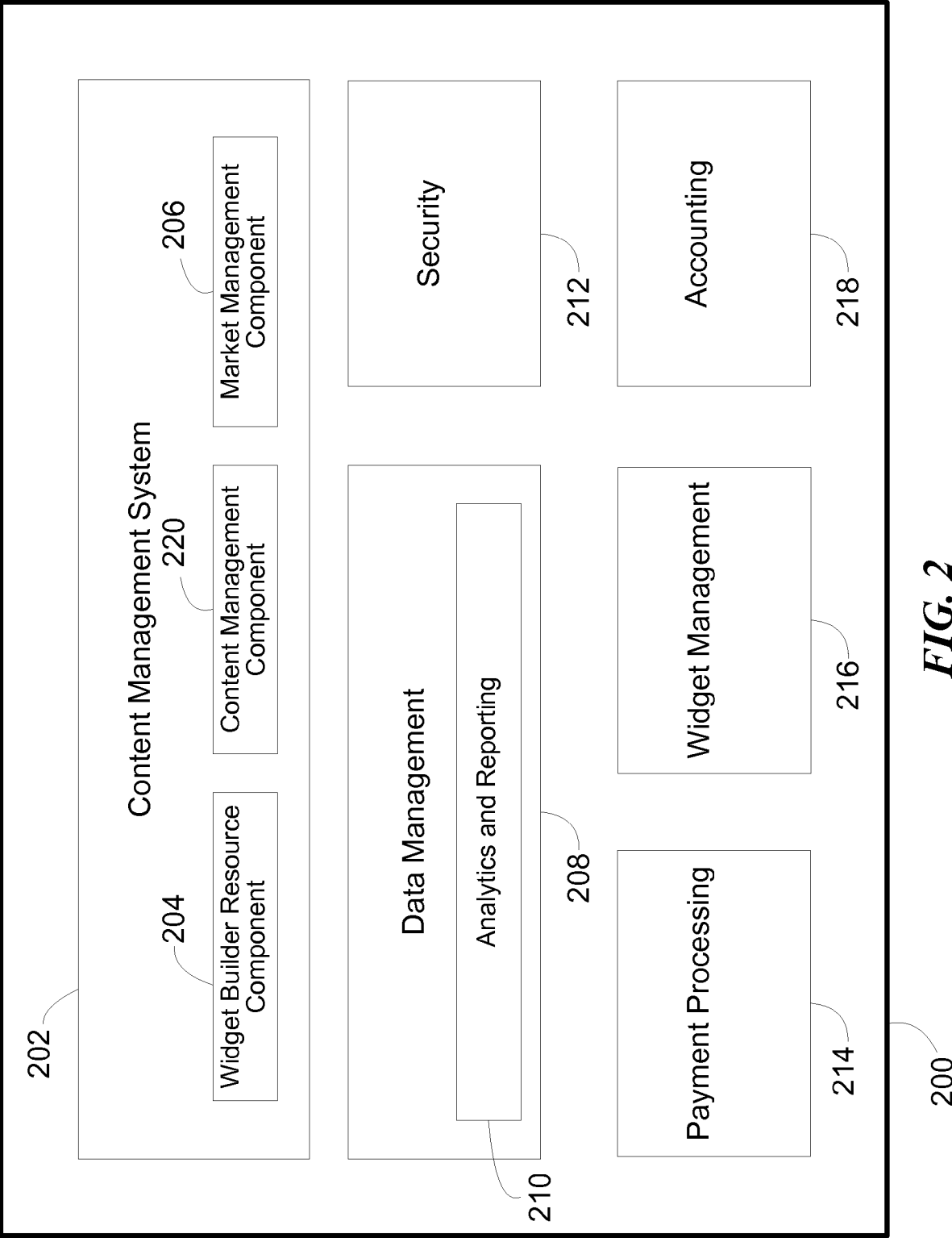


FIG. 2

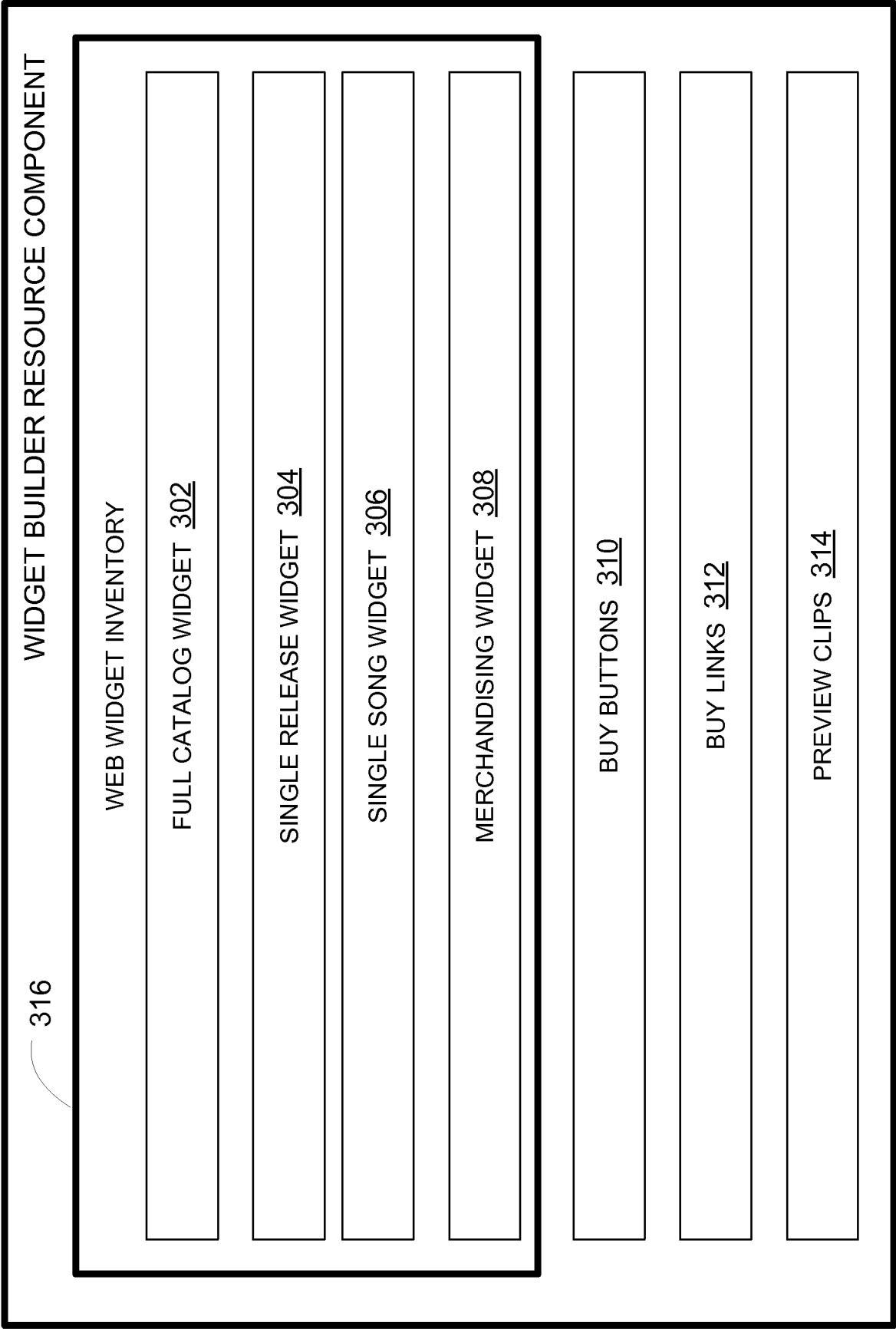


FIG. 3

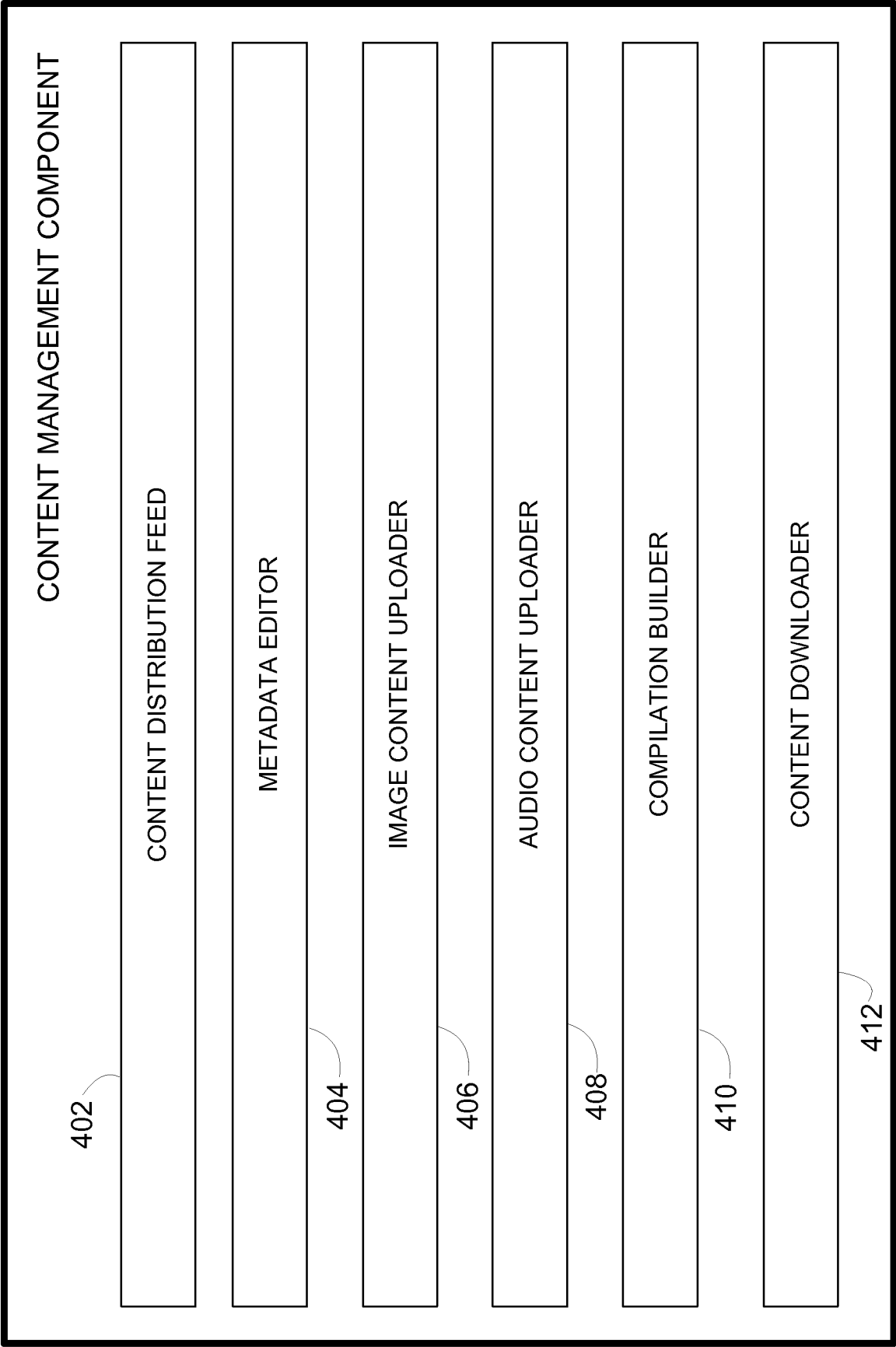


FIG. 4

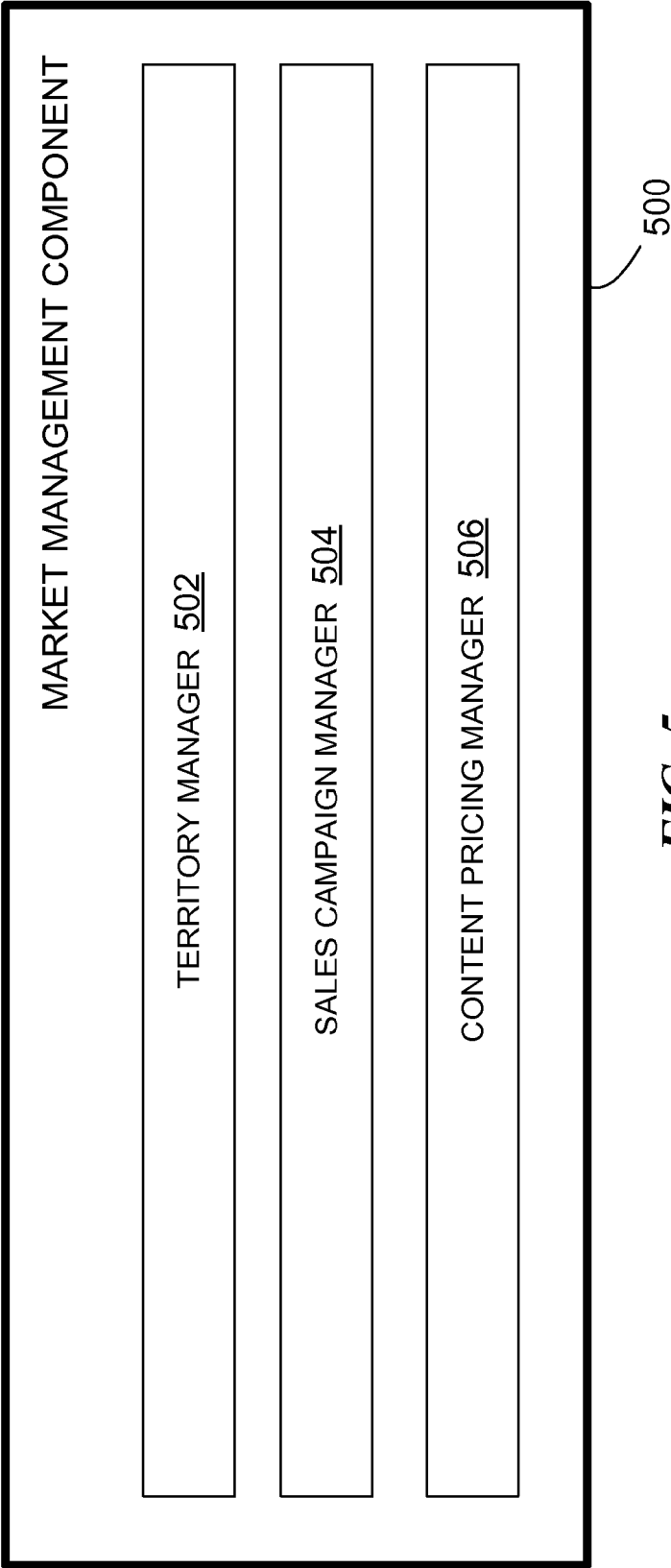


FIG. 5

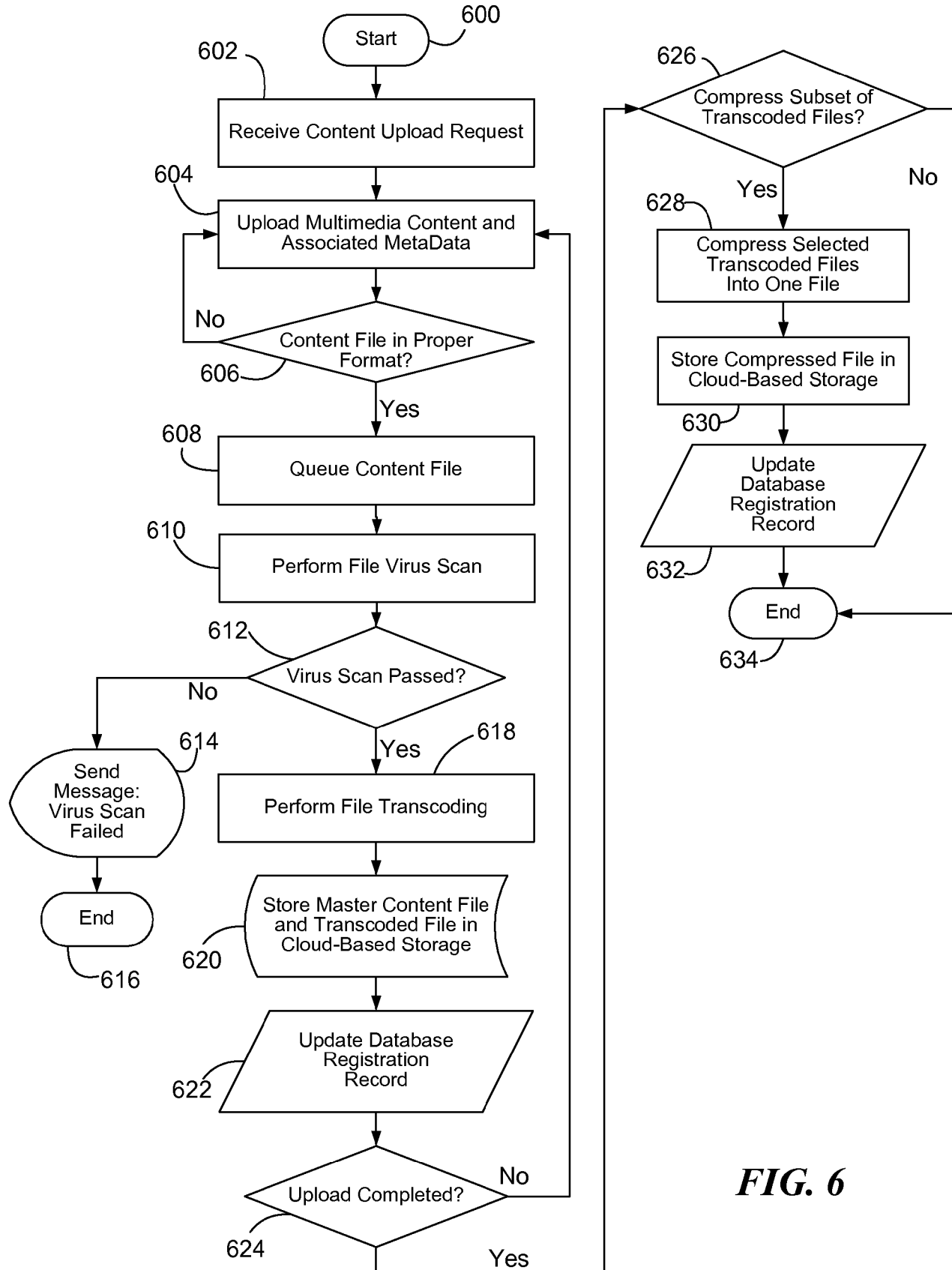


FIG. 6

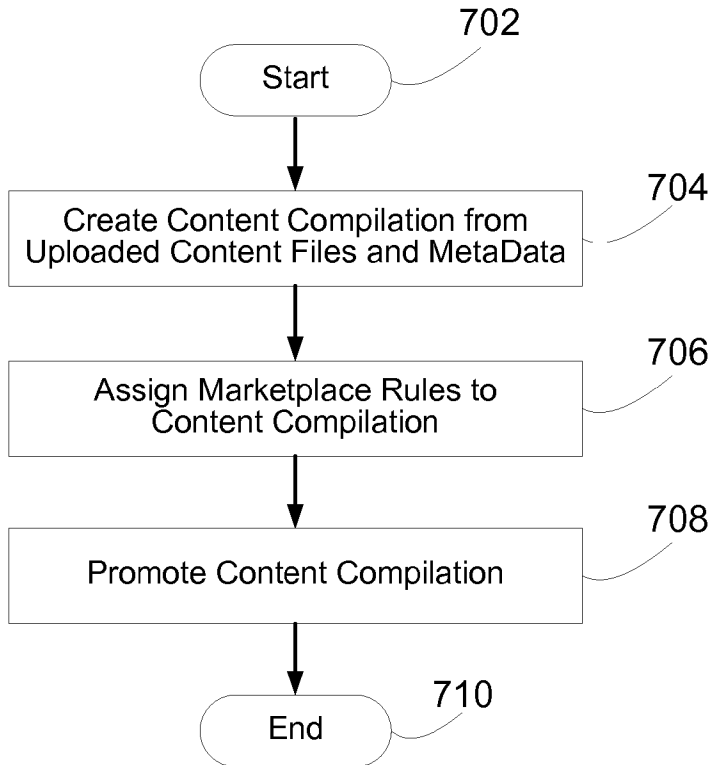


FIG. 7A

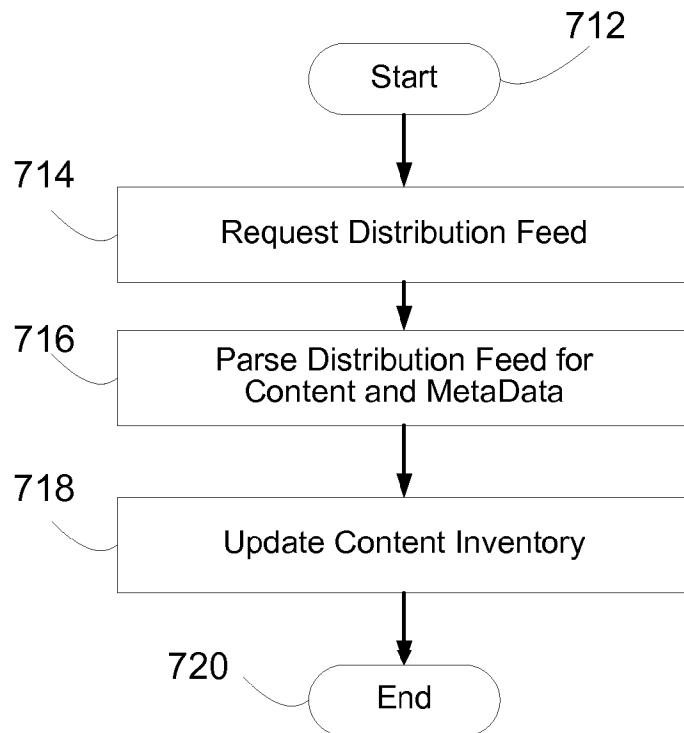


FIG. 7B

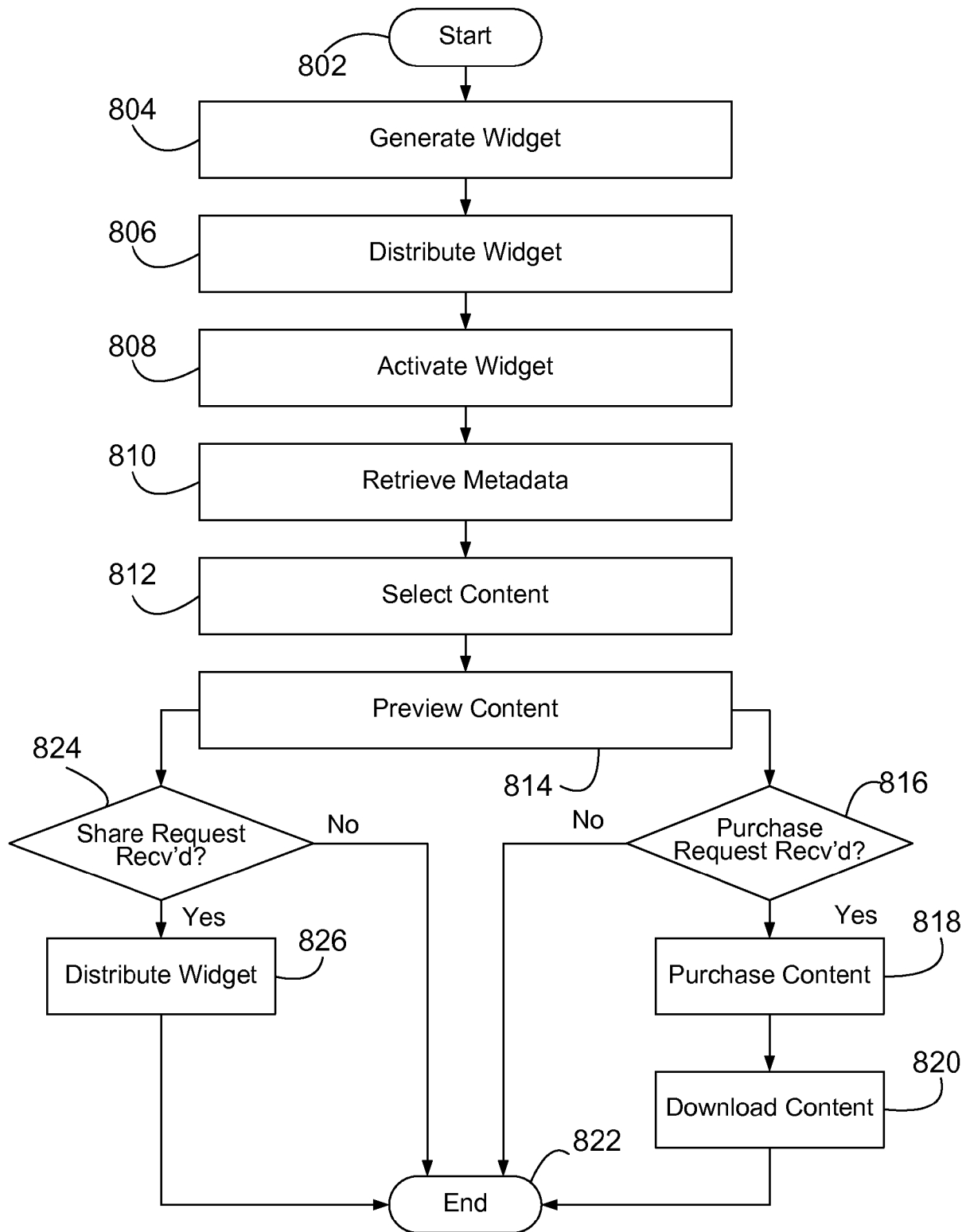


FIG. 8

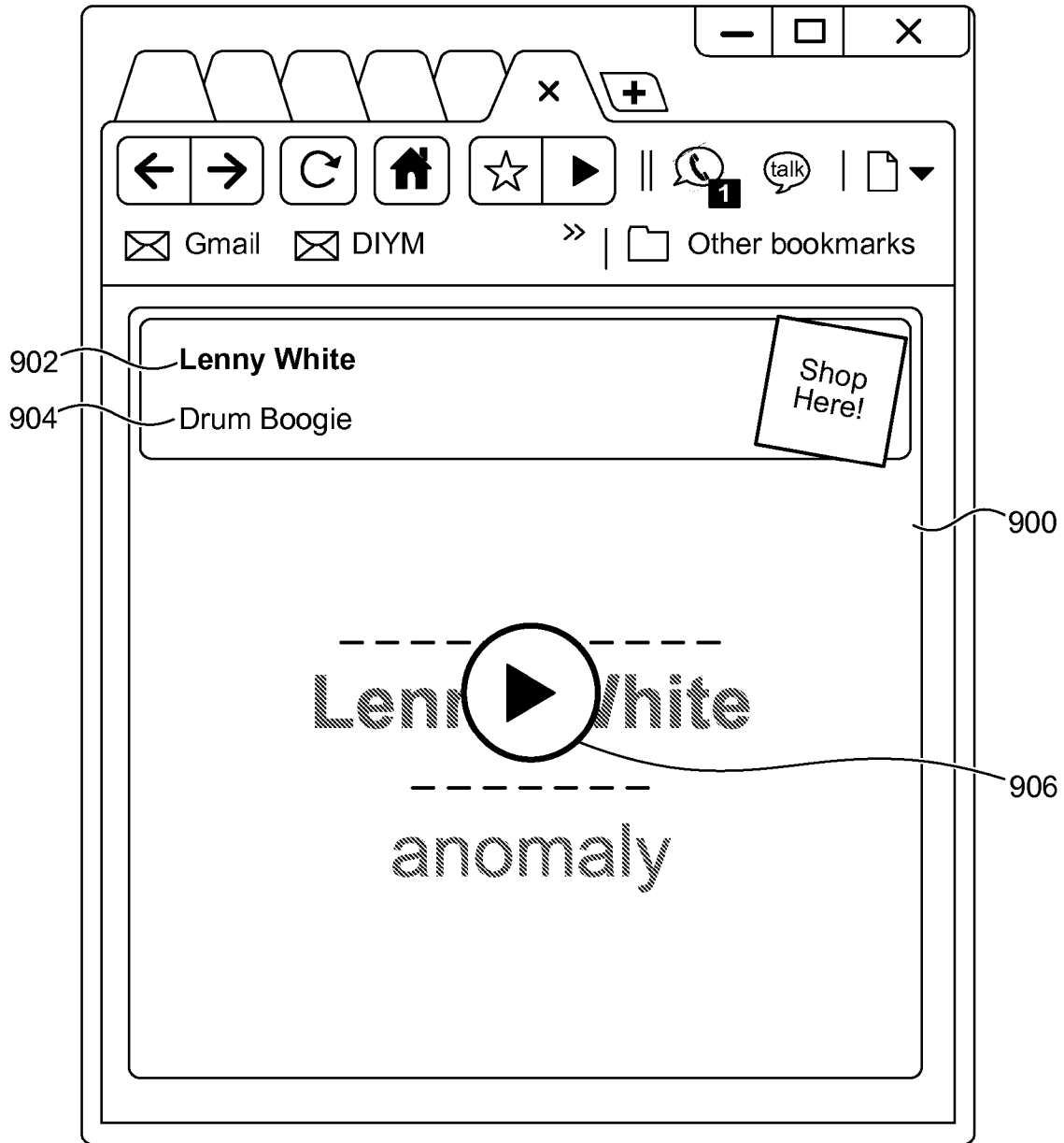


FIG. 9

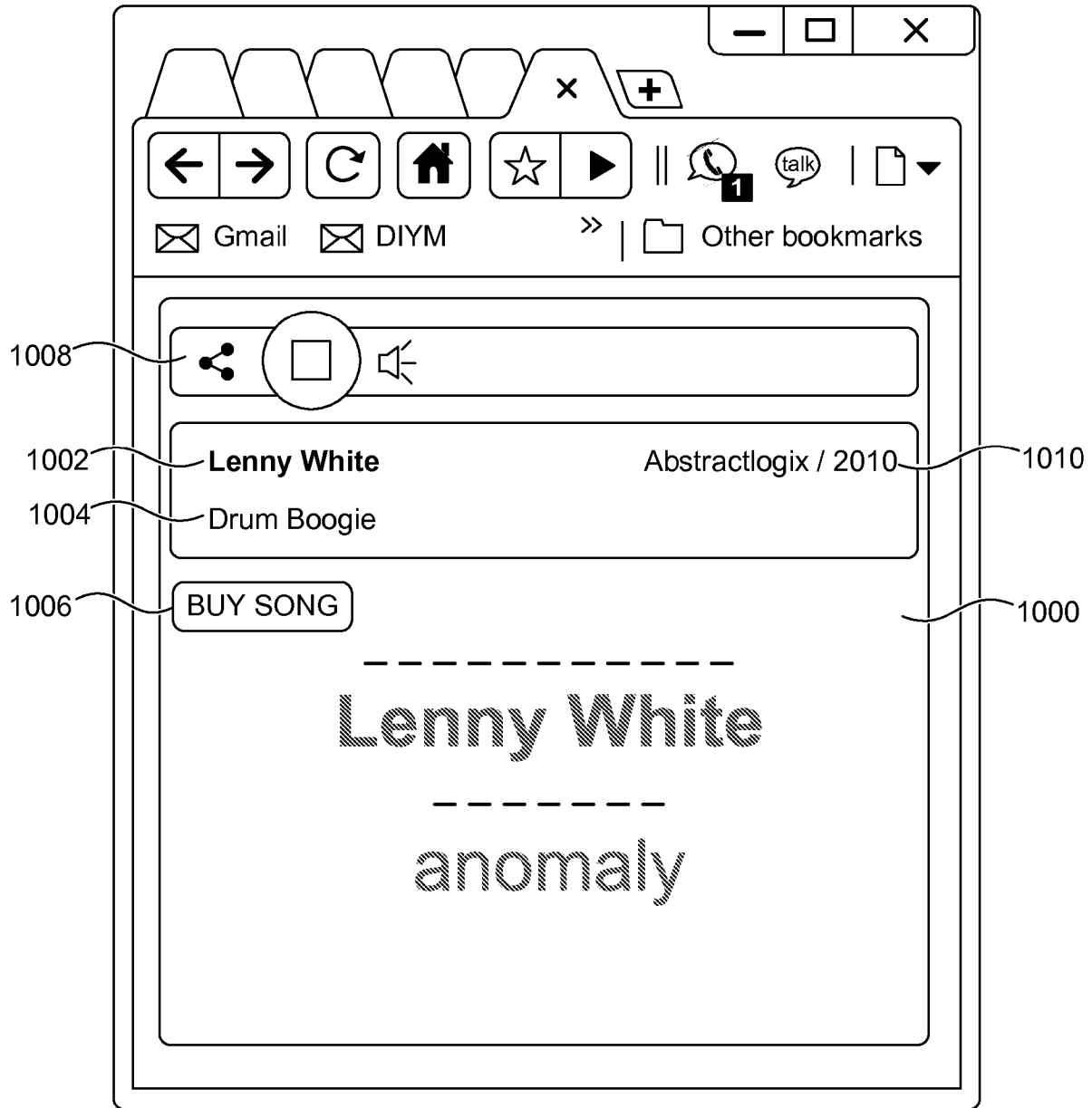


FIG. 10

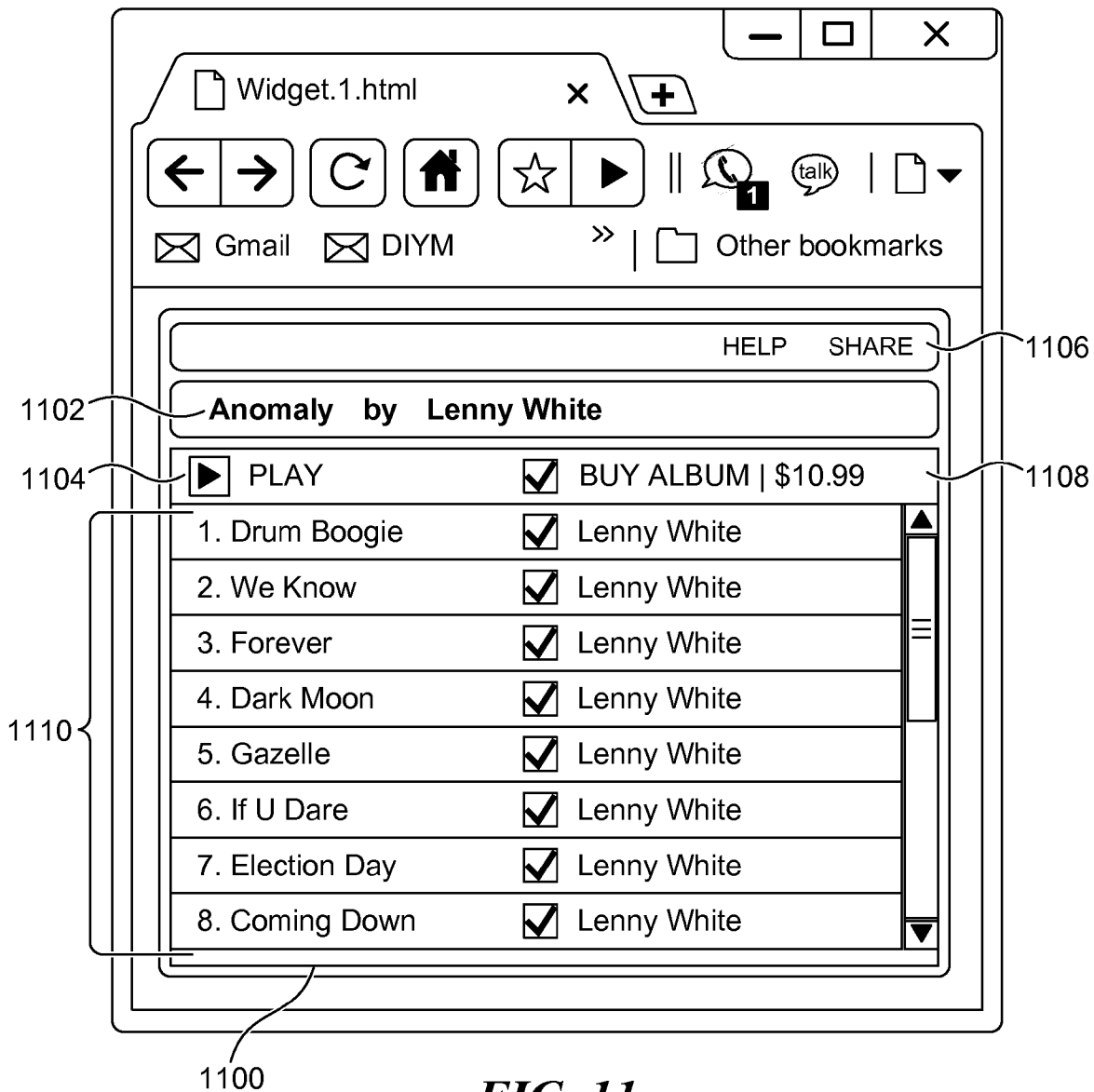


FIG. 11

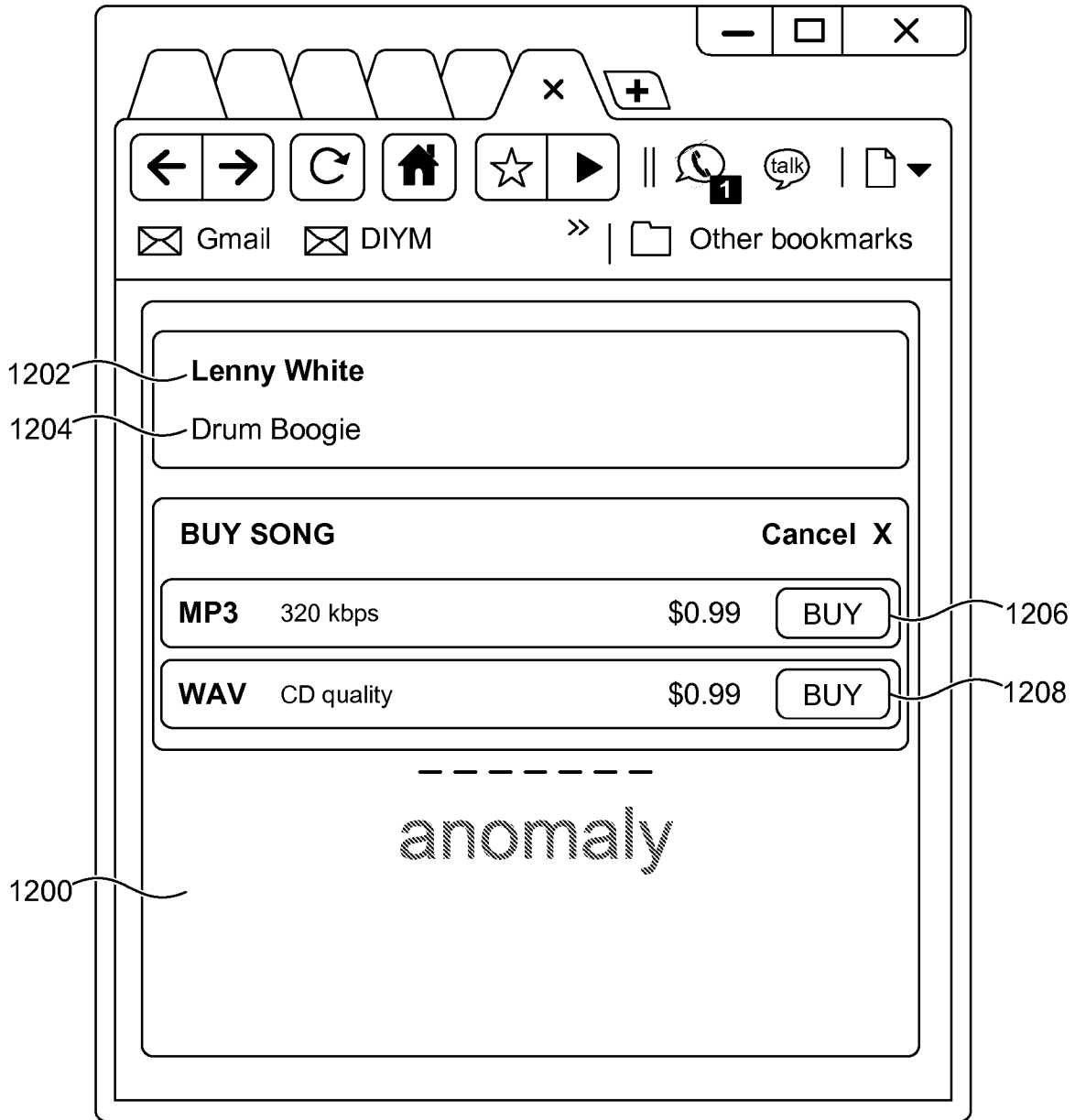


FIG. 12

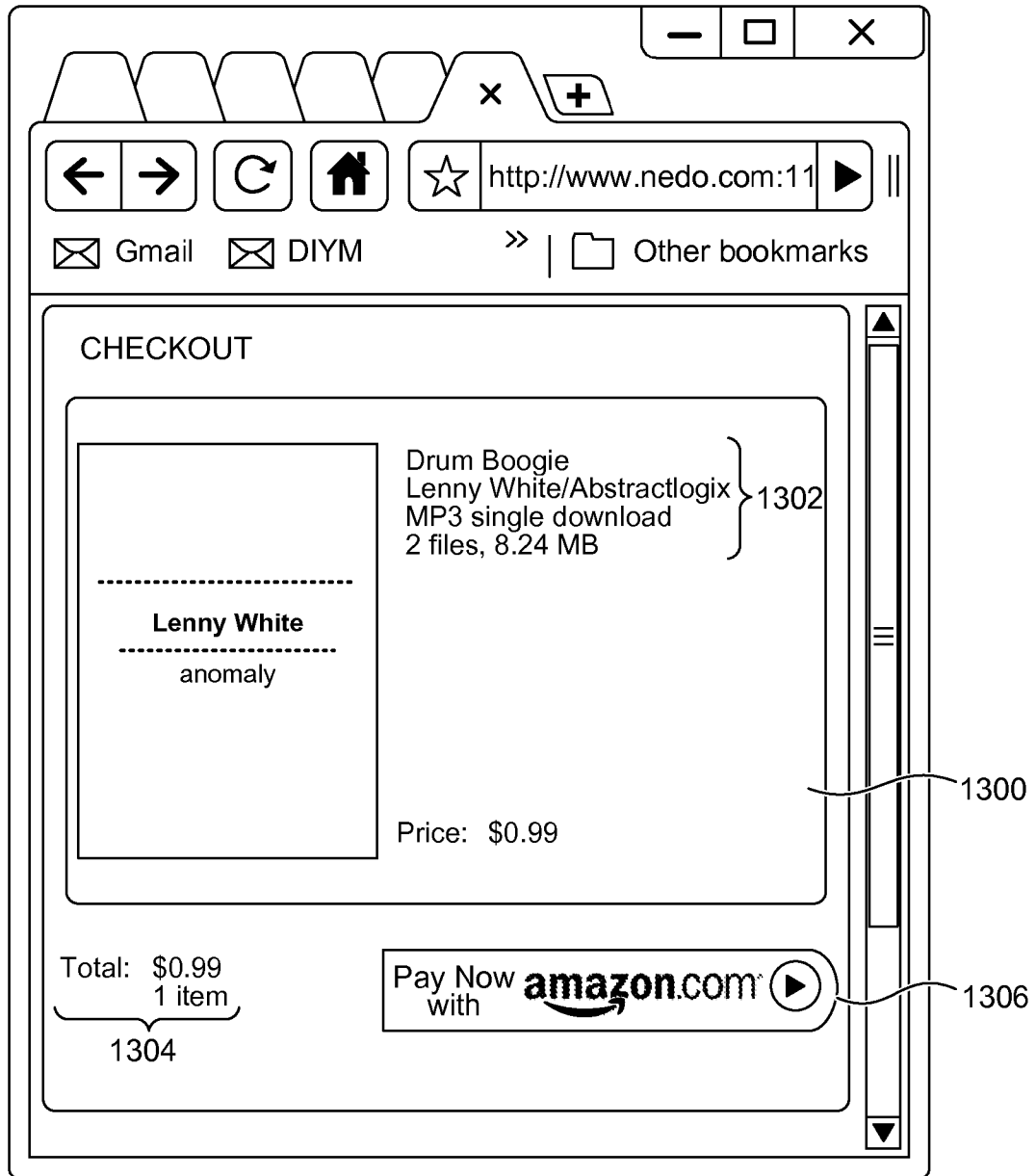


FIG. 13

The image shows a screenshot of a web browser window displaying the Amazon.com Sign In page. The browser's address bar shows the URL "https://www.amazon.com/gp/aws/s". The page header includes the Amazon logo and the text "Amazon.com Sign In". Below the header, there are navigation buttons (back, forward, refresh, home, star) and a search bar. The main content area features the "amazonpayments" logo and a sign-in form. The form includes a text input for the email address (pre-filled with "jsmith@gmail.com"), two radio buttons for user type ("I am a new user." and "I am a returning user, and my password is:"), a password input field (pre-filled with "*****"), and a "Sign in using our secure server" button. Below the form, there are links for "Forgot your password?" and "Click here" to change account information. The footer contains links for "User Agreement/Policies" and "Amazon Payments Privacy Notice", along with the copyright notice "2010 Amazon.com, Inc. or its affiliates".

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Enter your e-mail address:

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☒ I am a returning user, and my password is:

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FIG. 14

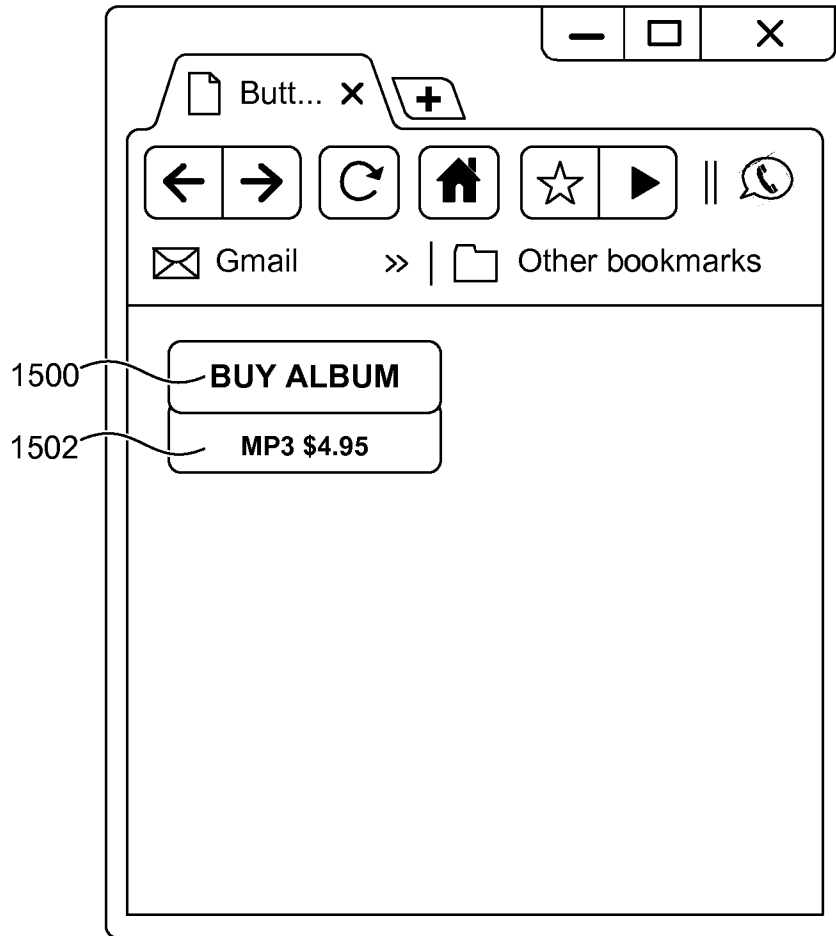


FIG. 15

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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)		Attorney Docket Number	DR-102	
		First Named Inventor	David Robb	
		COMPLETE IF KNOWN		
		Application Number		
		Filing Date		
☒ Declaration Submitted With Initial Filing	OR	☐ Declaration Submitted After Initial Filing (surcharge (37 CFR 1.16(f)) required)	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

☒ 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.

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[Page 1 of 3]

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DECLARATION — Utility or Design Patent Application

Claim of Foreign Priority Benefits

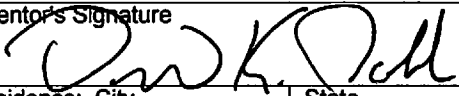
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Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐

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

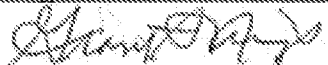
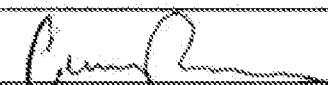
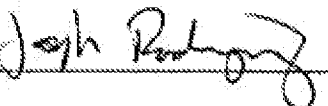
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NAME OF SOLE OR FIRST INVENTOR:			☐ A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any))			Family Name or Surname			
David			Robb			
Inventor's Signature			Date			
			8/9/2017			
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City		State		Zip		Country
Seattle		Washington		98101		US
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[Page 3 of 3]

DECLARATION	ADDITIONAL INVENTOR(S) Supplemental Sheet
Page <u>1</u> of <u>2</u>	

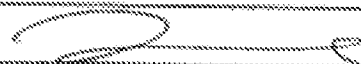
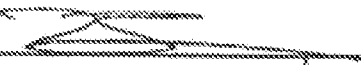
Name of Additional Joint Inventor, if any: ☐ A petition has been filed for this unsigned inventor			
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Grant Neerings			
Inventor's Signature 	Date <u>5/17/2012</u>		
Charlotte Residence: City	North Carolina State	US Country	US Citizenship
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Seattle City	Washington State	98101 Zip	US Country
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Cameron Patterson			
Inventor's Signature 	Date <u>5/18/12</u>		
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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 <u>5/18/12</u>		
Seattle Residence: City	Washington State	US Country	US Citizenship
1411 Fourth Avenue, Suite 910 Mailing Address			
Seattle City	Washington State	98101 Zip	US Country

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Page 2 of 2	

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US Country			
Name of Additional Joint Inventor, if any:		☐ A petition has been filed for this unsigned inventor	
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Benjamin		Cook	
Inventor's Signature 		Date 6/25/2012	
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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	
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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 electronic 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 through 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.

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 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 or by the application server;
receiving a user selection of the buy button by the social network or by the application server; and
displaying a checkout screen configured to allow the user to purchase the item, wherein the checkout screen is displayed within the web widget.
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, wherein the checkout screen is displayed within the web widget while the web page is visible to the user on a browser.

6. The method of Claim 1, further comprising retrieving an identifier for the item from the application server by the social network, wherein the identifier is selected from a group consisting of a Universal Product Code (IPC), a price, a name, and a description.
7. 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.
8. 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.
9. The method of Claim 8, 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.
10. The method of Claim 8, wherein the multimedia content is selected from a group consisting of an image file, a video file, and an audio file.

11. The method of Claim 8, 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.
12. The method of Claim 8, further comprising collecting, by the application server or by the social network, statistics related to the multimedia content.
13. The method of Claim 8, 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.
14. The method of Claim 8, wherein the checkout screen is configured to allow the user to purchase the item using a transaction processing service.
15. 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 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
 - displaying a checkout screen configured to allow the user to purchase the item, wherein the checkout screen is displayed within the web widget without re-directing the user away from the web page.

16. The method of Claim 15, 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.
17. The method of Claim 15, wherein the multimedia content is selected from a group consisting of an image file, a video file, and an audio file.
18. The method of Claim 15, 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.
19. The method of Claim 15, wherein the checkout screen is displayed within the web widget while the web page is visible to the user.
20. The method of Claim 15, 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.

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.



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/863,229	04/30/2020	David Robb	DR-103

CONFIRMATION NO. 2460

FORMALITIES LETTER



OC000000116792424

75120
Maulin Shah
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14 Penn Plaza
225 West 34th Street, 9th Floor
New York, NY 10122

Date Mailed: 05/07/2020

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing.

Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- Additional claim fees of \$ **845** as a micro entity, including any required multiple dependent claim fee, are required. Applicant must submit the additional claim fees or cancel the additional claims for which fees are due.

SUMMARY OF FEES DUE:

The fee(s) required within **TWO MONTHS** from the date of this Notice to avoid abandonment is/are itemized below. Micro entity discount is in effect.

- \$ **345** for **3** independent claims over 3.
- \$ **500** for **20** total claims over 20.
- \$(**0**) previous unapplied payment amount.
- \$ **845** TOTAL FEE BALANCE DUE.

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

Replies should be mailed to:

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

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

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**.

/thaile/

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 16/863,229			
APPLICATION AS FILED - PART I									
(Column 1)		(Column 2)		SMALL ENTITY		OTHER THAN SMALL ENTITY			
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)		
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	75		
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A	165		
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	190		
TOTAL CLAIMS (37 CFR 1.16(j))	40 minus 20 =	*	20			x 25 =	500		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	6 minus 3 =	*	3			x 115 =	345		
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00		
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00		
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL		TOTAL	1275		
APPLICATION AS AMENDED - PART II									
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)	RATE(\$)	ADDITIONAL FEE(\$)		
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	x =	=		
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	x =	=		
	Application Size Fee (37 CFR 1.16(s))								
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))								
				TOTAL ADD'L FEE		TOTAL ADD'L FEE			
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)	RATE(\$)	ADDITIONAL FEE(\$)		
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	x =	=		
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	x =	=		
	Application Size Fee (37 CFR 1.16(s))								
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))								
				TOTAL ADD'L FEE		TOTAL ADD'L FEE			
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** 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.									



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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
16/863,229	04/30/2020	2447	430	DR-103	40	6

CONFIRMATION NO. 2460

FILING RECEIPT



0000000116792423

75120

Maulin Shah

Envision IP LLC

14 Penn Plaza

225 West 34th Street, 9th Floor

New York, NY 10122

Date Mailed: 05/07/2020

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;
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Cameron Patterson, Seattle, WA;
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Benjamin Cook, Seattle, WA;

Applicant(s)

DKR CONSULTING LLC, Charlotte, NC;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CON of 16/512,018 07/15/2019
which is a CON of 15/591,208 05/10/2017 PAT 10395304
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: 05/06/2020

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 16/863,229**

Projected Publication Date: 08/13/2020

Non-Publication Request: No

Early Publication Request: No

**** MICRO ENTITY ****

Title

SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

Preliminary Class

709

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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Electronic Acknowledgement Receipt

EFS ID:	39376069
Application Number:	16863229
International Application Number:	
Confirmation Number:	2460
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-103
Receipt Date:	07-MAY-2020
Filing Date:	30-APR-2020
Time Stamp:	11:20:52
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Response to Pre-Exam Formalities Notice	Response.pdf	71951	no	5
			423938edb4ea380a25bd1a901652b70c454b4548		

Warnings:

Information:	
Total Files Size (in bytes):	71951
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.	

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David R. Robb	Confirmation No.:	2460
Serial No.:	16/863,229	Group Art Unit:	3684
Filing Date:	April 30, 2020	Examiner:	N/A

RESPONSE TO NOTICE TO FILE MISSING PARTS

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

Dear Madam:

In response to the Notice to File Missing Parts dated May 7, 2020, Applicant submits herewith the claims intended to be submitted at the time of the original filing. Applicant inadvertently submitted two different sets of 20 claims at the time of filing. Please enter the claim set attached (one of the claim sets submitted at the time of filing) and disregard any other claims submitted.

Applicant respectfully requests that no additional claim fees be required once the attached 20 claims, consisting of 3 independent claims, are entered.

Respectfully submitted,
/Maulin V. Shah/

Maulin V. Shah, Esq.
Reg. # 56, 587
350 5th Avenue, 59th Fl.
New York, NY 10118
(310) 499-8624 (phone)
(646) 200-5227 (fax)
May 7, 2020

Claims:

1. 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.
2. The method of claim 1, wherein the embeddable buy button is configured to be embedded into different web sites.
3. The method of claim 1, wherein the checkout screen allows a purchase of the item using a transaction processing service.
4. The method of claim 1, wherein the checkout screen allows a purchase of the item using a transaction processing service operated by the server.
5. The method of claim 1, wherein the item is a physical good or service.
6. The method of claim 1, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

7. 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.

8. The system of claim 7, further comprising a transaction processing service configured to process a payment initiated via the checkout screen.

9. The system of claim 7, further comprising a first computing device configured to transmit the selection of the item.

10. The system of claim 7, wherein the embeddable buy button includes software that is executed by the server.

11. The system of claim 7, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

12. The system of claim 7, wherein the embeddable buy button is configured to be embedded into different web sites.

13. The system of claim 7, wherein the checkout screen is configured to facilitate the purchase of the item.

14. 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.

15. The method of claim 14, wherein the embeddable buy button is configured to be embedded into different web sites.

16. The method of claim 14, wherein the checkout screen is operated by the server.

17.. The method of claim 14, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

18. The method of claim 14, wherein the item is a physical good or a service.

19. The method of claim 14, wherein the checkout screen is configured to facilitate the purchase of the item.
20. The method of claim 14, wherein checkout screen allows a purchase of the item using at least one of a credit card, a debit card or bank account information.

Electronic Acknowledgement Receipt

EFS ID:	39376528
Application Number:	16863229
International Application Number:	
Confirmation Number:	2460
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-103
Receipt Date:	07-MAY-2020
Filing Date:	30-APR-2020
Time Stamp:	11:50:19
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	PreliminaryAmendment.pdf	92075	no	7
			8ad562462fa7bf3d974bd5112cd8725503fe96fa		

Warnings:

Information:	
Total Files Size (in bytes):	92075
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.	

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant: David R. Robb
Serial No.: 16/863,229
Filing Date: April 30, 2020

Confirmation No.: 2460
Group Art Unit: 3684
Examiner: N/A

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

1. (Original) 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.

2. (Original) The method of claim 1, wherein the embeddable buy button is configured to be embedded into different web sites.

3. (Original) The method of claim 1, wherein the checkout screen allows a purchase of the item using a transaction processing service.

4. (Original) The method of claim 1, wherein the checkout screen allows a purchase of the item using a transaction processing service operated by the server.

5. (Original) The method of claim 1, wherein the item is a physical good or service.

6. (Original) The method of claim 1, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

7. (Original) 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.

8. (Original) The system of claim 7, further comprising a transaction processing service configured to process a payment initiated via the checkout screen.

9. (Original) The system of claim 7, further comprising a first computing device configured to transmit the selection of the item.

10. (Original) The system of claim 7, wherein the embeddable buy button includes software that is executed by the server.

11. (Original) The system of claim 7, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

12. (Original) The system of claim 7, wherein the embeddable buy button is configured to be embedded into different web sites.

13. (Original) The system of claim 7, wherein the checkout screen is configured to facilitate the purchase of the item.

14. (Original) 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.

15. (Original) The method of claim 14, wherein the embeddable buy button is configured to be embedded into different web sites.

16. (Original) The method of claim 14, wherein the checkout screen is operated by the server.

17. (Original) The method of claim 14, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

18. (Original) The method of claim 14, wherein the item is a physical good or a service.

19. (Original) The method of claim 14, wherein the checkout screen is configured to facilitate the purchase of the item.

20. (Original) The method of claim 14, wherein checkout screen allows a purchase of the item using at least one of a credit card, a debit card or bank account information.

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Cancelled)

12. (Cancelled)

13. (Cancelled)

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

REMARKS

Applicant inadvertently submitted two different sets of 20 claims at the time of filing. Applicant has cancelled one set of these 20 claims herewith. Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Applicant respectfully requests that no additional claim fees be required once the Preliminary Amendment to the claims resulting in 20 total claims, and 3 independent claims, is entered.

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)

May 7, 2020

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 16/863,229				
APPLICATION AS FILED - PART I										
(Column 1)		(Column 2)		SMALL ENTITY		OTHER THAN SMALL ENTITY				
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)			
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	75			
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A	165			
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	190			
TOTAL CLAIMS (37 CFR 1.16(j))	20	minus 20 = *			OR	x 25 =	0.00			
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 = *				x 115 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL		TOTAL	430			
APPLICATION AS AMENDED - PART II										
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OTHER THAN SMALL ENTITY		
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)	RATE(\$)	ADDITIONAL FEE(\$)	
	Total (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))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)	RATE(\$)	ADDITIONAL FEE(\$)	
	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))							OR		
	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.										



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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
16/863,229	04/30/2020	3684	430	DR-103	20	3

CONFIRMATION NO. 2460

UPDATED FILING RECEIPT

75120

Maulin Shah

Envision IP LLC

14 Penn Plaza

225 West 34th Street, 9th Floor

New York, NY 10122



0000000116906067

Date Mailed: 05/12/2020

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: None

Domestic Priority data as claimed by applicant

This application is a CON of 16/512,018 07/15/2019
which is a CON of 15/591,208 05/10/2017 PAT 10395304
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: 05/06/2020

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 16/863,229**

Projected Publication Date: 08/20/2020

Non-Publication Request: No

Early Publication Request: No

**** MICRO ENTITY ****

Title

SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

Preliminary Class

705

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

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NOT GRANTED

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/863,229	04/30/2020	David Robb	DR-103	2460
75120	7590	05/19/2020	EXAMINER	
Maulin Shah Envision IP LLC 14 Penn Plaza 225 West 34th Street, 9th Floor New York, NY 10122			ART UNIT	PAPER NUMBER
			3684	
			NOTIFICATION DATE	DELIVERY MODE
			05/19/2020	ELECTRONIC

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

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

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

maulin.shah@envisionip.com

<i>Decision Granting Request for Prioritized Examination (Track I)</i>	Application No. 16/863,229	Applicant(s) Robb et al.	
	Examiner KIMBERLY A INABINET	Art Unit OPET	AIA (FITF) Status Yes

1. THE REQUEST FILED 30 April 2020 IS **GRANTED** .

The above-identified application has met the requirements for prioritized examination

A. ☒ for an original nonprovisional application (Track I).

B. ☐ for an application undergoing continued examination (RCE).

2. **The above-identified application will undergo prioritized examination.** The application will be accorded special status throughout its entire course of prosecution until one of the following occurs:

A. filing a **petition for extension of time** to extend the time period for filing a reply;

B. filing an **amendment to amend the application to contain more than four independent claims, more than thirty total claims**, or a multiple dependent claim;

C. filing a **request for continued examination** ;

D. filing a notice of appeal;

E. filing a request for suspension of action;

F. mailing of a notice of allowance;

G. mailing of a final Office action;

H. completion of examination as defined in 37 CFR 41.102; or

I. abandonment of the application.

Telephone inquiries with regard to this decision should be directed to KIMBERLY INABINET at (571) 272-4618. In his/her absence, calls may be directed to Petition Help Desk at (571) 272-3282.

/KIMBERLY A INABINET/ Paralegal Specialist, OPET	
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/863,229	04/30/2020	David Robb	DR-103	2460
75120	7590	06/11/2020	EXAMINER	
Maulin Shah			CIVAN, ETHAN D	
Envision IP LLC			ART UNIT	PAPER NUMBER
14 Penn Plaza			3684	
225 West 34th Street, 9th Floor			NOTIFICATION DATE	DELIVERY MODE
New York, NY 10122			06/11/2020	ELECTRONIC

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

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

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

maulin.shah@envisionip.com

Office Action Summary	Application No. 16/863,229	Applicant(s) Robb et al.	
	Examiner ETHAN D CIVAN	Art Unit 3684	AIA (FITF) Status Yes

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

Period for Reply

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

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

Status

1) ☒ Responsive to communication(s) filed on 07 May 2020.

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

2a) ☐ This action is **FINAL**.

2b) ☒ This action is non-final.

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

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

Disposition of Claims*

5) ☒ Claim(s) 1-20 is/are pending in the application.

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

6) ☐ Claim(s) ____ is/are allowed.

7) ☒ Claim(s) 1-20 is/are rejected.

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

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

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

Application Papers

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

11) ☒ The drawing(s) filed on 30 April 2020 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

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

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

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

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

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

Attachment(s)

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

3) ☐ Interview Summary (PTO-413)

Paper No(s)/Mail Date ____.

2) ☒ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)

4) ☐ Other: ____.

Paper No(s)/Mail Date 04/20/2020.

DETAILED ACTION

Notice of Pre-AIA or AIA Status

The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

35 USC § 101 Analysis

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

The claims recite a method of organizing human activities, namely sales activities. However, the claims are not directed to such abstract idea because the independent claims recite additional technological features that impose a meaningful limit on the judicial exception. These features include with respect to claim 1, for example:

“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”.

Claims 1-20 are therefore directed to statutory subject matter.

Claim Rejections - 35 USC § 103

In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

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

A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102, if the differences between the claimed invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1--20 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Number 7,526,545 B2 (hereinafter "Jerome").

With respect to claims 1 , 7, and 14, Jerome discloses

"receiving, by a server, a selection of an item from an item inventory"; Jerome, col. 17, line 18 to col. 18, line 51 (especially col. 17, lines 19-46) and fig. 1 (content manager transmits data from application server);

"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"; Jerome, col. 17, line 18 to col. 18, line 51 (buy buttons are present in virtually all commercial software and any buy button can be embedded in software); and

"embedding, by the server, the embeddable buy button into a web page", Jerome, col. 17, line 18 to col. 18, line 51,

wherein a checkout screen is displayed upon selection of the hyperlink, the checkout screen configured to facilitate a purchase of the item, Jerome, col. 17, line 18 to col. 18, line 51 (checkout screens are necessarily configured to facilitate a purchase of the item).

With respect to claims 2, 12, and 15, Jerome discloses

"wherein the embeddable buy button is configured to be embedded into different web sites". Jerome, col. 17, line 18 to col. 18, line 51 (embeddable buy button is not configured to be embedded into a particular web site).

With respect to claim 3, Jerome discloses

Art Unit: 3684

“wherein the checkout screen allows a purchase of the item using a transaction processing service”.

Jerome, col. 4, lines 34-39.

With respect to claims 4 and 8, Jerome discloses

“wherein the checkout screen allows a purchase of the item using a transaction processing service operated by the server”. Jerome, col. 4, lines 34-39.

With respect to claims 5 and 18, Jerome discloses

“wherein the item is a physical good or service”. Jerome, col. 3, lines 30-43

With respect to claims 6, 11, and 17, Jerome discloses

“wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file”. Jerome, col. 5 lines, 4-32.

With respect to claim 9, Jerome discloses

“further comprising a first computing device configured to transmit the selection of the item”. Jerome, col. 17, line 18 to col. 18, line 51 (there is necessarily a first computing device).

With respect to claim 10, Jerome discloses

“wherein the embeddable buy button includes software that is executed by the server”. Jerome, col. 17, line 18 to col. 18, line 51 (any button necessarily includes software that is executed by the server).

With respect to claims 13, 16, and 19, Jerome discloses

“wherein the checkout screen is configured to facilitate the purchase of the item”. Jerome, col. 17, line 18 to col. 18, line 51 (all checkout screens necessarily are configured to facilitate the purchase of the item).

With respect to claim 20, Jerome discloses

“wherein checkout screen allows a purchase of the item using at least one of a credit card, a debit card or bank account information”. Jerome, col. 16, lines 35-45.

Double Patenting

A rejection based on double patenting of the “same invention” type finds its support in the language of 35 U.S.C. 101 which states that “whoever invents or discovers any new and useful process... may obtain a patent therefor...” (Emphasis added). Thus, the term “same invention,” in this context, means an invention drawn to identical subject matter. See *Miller v. Eagle Mfg. Co.*, 151 U.S. 186 (1894); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Ockert*, 245 F.2d 467, 114 USPQ 330 (CCPA 1957).

A statutory type (35 U.S.C. 101) double patenting rejection can be overcome by canceling or amending the claims that are directed to the same invention so they are no longer coextensive in scope. The filing of a terminal disclaimer cannot overcome a double patenting rejection based upon 35 U.S.C. 101.

Claims 1-20 are provisionally rejected under 35 U.S.C. 101 as claiming the same invention as that of claims 8-27 of copending Application No. 16/512,018. This is a provisional statutory double patenting rejection since the claims directed to the same invention have not in fact been patented.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ETHAN D CIVAN whose telephone number is (571)270-3402. The examiner can normally be reached on Monday-Thursday 8-6:30.

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, Jason B Dunham can be reached on (571) 272-8109. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

ETHAN D. CIVAN
Primary Examiner
Art Unit 3684

/ETHAN D CIVAN/
Primary Examiner, Art Unit 3684
June 8, 2020

Notice of References Cited	Application/Control No. 16/863,229		Applicant(s)/Patent Under Reexamination Robb et al.	
	Examiner ETHAN D CIVAN		Art Unit 3684	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-7526545-B2	04-2009	Jerome; Jason	G06Q30/02	709/224
*	B	US-20120295697-A1	11-2012	Anderson; Peter R.	G07F17/3232	463/25
*	C	US-20190340678-A1	11-2019	Robb; David	G06F3/04842	1/1
	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.

<i>Search Notes</i> 	Application/Control No. 16/863,229	Applicant(s)/Patent Under Reexamination Robb et al.
	Examiner ETHAN D CIVAN	Art Unit 3684

CPC - Searched*		
Symbol	Date	Examiner
G0630/06-08	06/04/2020	EDC

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner
705	26.1-27.2	06/04/2020	EDC

* 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
G0630/06-08 (see search history)	06/04/2020	EDC
705/26.1-27.2(see search history)	06/04/2020	EDC
East search	06/04/2020	EDC

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

/ETHAN D CIVAN/ Primary Examiner, Art Unit 3684	
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Bibliographic Data

Application No: 16/863,229

Foreign Priority claimed: ☐ Yes ☒ No

35 USC 119 (a-d) conditions met: ☐ Yes ☒ No ☐ Met After Allowance

Verified and Acknowledged: /ETHAN D CIVAN/

Examiner's Signature

Initials

Title: SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
04/30/2020	705	3684	DR-103
RULE			

APPLICANTS

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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 16512018 07/15/2019

16512018 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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05/06/2020

** MICRO ENTITY **

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UNITED STATES

FILING FEE RECEIVED

\$1,465

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Filed

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

Filing Date

First Named Inventor

Robb

Art Unit

Examiner Name

Attorney Docket Number

DR-103

U.S.PATENTS

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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
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(Not for submission under 37 CFR 1.99)

Application Number		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

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	

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

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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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	

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

5	20140006069	A1	2014-01-01	GUGGENHEIM CHRIS	
6	20130246179	A1	2013-09-18	DIY MEDIA INC	
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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		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

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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First Named Inventor	Robb	
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Attorney Docket Number	DR-103	

NON-PATENT LITERATURE DOCUMENTS			Remove
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	1	AMAZON.COM, INC., "aStore", July 3, 2007 (https://web.archive.org/web/20070703030928/http://astore.amazon.com/)	
	2	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

Examiner Signature	/ETHAN D CIVAN/	Date Considered	06/04/2020
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*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.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)

Application Number		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

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)	2020-04-30
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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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.

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	0	(web near3 widget) same ((embed or embedded) near3 store) same (stream or streaming)	US-PGPUB; USPAT	OR	ON	2020/06/04 09:33
L2	23,083	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:33
L3	75,402	(G06Q30/06\$ or G06Q30/08\$).cpc.	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:33
L4	0	L1 and (L2 or L3)	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:33
L5	0	L4	US-PGPUB; USPAT	OR	ON	2020/06/04 09:33
L6	0	(social near3 network) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
L7	0	L6	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34
L8	0	((social near3 network) or facebook) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
L9	0	L8	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34
L10	98	((social near3 network) or facebook) with (viral near3 marketing)	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
L11	98	L10	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34
L12	0	((social near3 network) or facebook) with (viral near3 marketing)) same (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
L13	0	L12	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34
L14	4	((social near3 network) or facebook) with (viral near3 marketing)) and (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
L15	4	L14	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34
L16	1	(web near3 widget) same (checkout with ((operated or operate or operation or controlled or control or populate or populated) near3 (third adj party)))	US-PGPUB; USPAT	OR	ON	2020/06/04 09:35

L17	1	L16	US-PGPUB; USPAT	OR	ON	2020/06/04 09:35
L18	47	("10102557" "10242398" "10248990" "10269053" "10318941" "10438249" "10497047" "10511580" "20080091606" "20080092189" "20080255962" "20090077480" "20090100329" "20090164315" "20100106565" "20100114739" "20100153201" "20100235766" "20100281357" "20110307389" "20120036042" "20120150666" "20120295697" "20130124337" "20130212177" "20130246179" "20140006069" "20140344080" "20150379601" "20160048895" "20170249680" "5710887" "6073124" "7526545" "7895080" "8244597" "8458055" "8589253" "8838484" "9129324" "9311647" "9324098" "9501750" "9613375" "9720554" "9721290" "9953378").PN.	US-PGPUB; USPAT	OR	ON	2020/06/04 09:41
S1	12,359	(705/26 or 705/27).ccls.	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S2	126	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S3	221,960	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S4	1,646,467	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S5	449	S3 near3 S4	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S6	0	S5 same S2	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S7	4	S5 and S2	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S8	122	S2 not S7	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:39

S9	27,264	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:16
S10	9,526	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:16
S11	3,930	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:16
S12	46,119	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:16
S13	0	S9 same S10 same S11 same S12	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:17
S14	62	S9 and S10 and S11 and S12	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:17
S15	231	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/23 10:46
S16	1,295,059	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/23 10:46
S17	32	S15 with S16	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/23 10:46
S18	2	"7526545".pn.	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/23 12:42
S19	1	"20100114739".pn.	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:15
S20	208	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S21	250,462	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S22	1,836,830	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S23	565	S21 near3 S22	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30

S24	1	S23 same S20	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S25	1	S24	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:30
S26	7	S23 and S20	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S27	7	S26	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:30
S28	33,385	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S29	11,293	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S30	4,819	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S31	53,434	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S32	105	S28 and S29 and S30 and S31	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S33	105	S32	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:32
S34	316	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S35	1,476,053	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S36	46	S34 with S35	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S37	42	S36	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:32
S38	1	(stream or streaming) and ("20100235766" or "7526545").pn.	US-PGPUB; USPAT	OR	OFF	2012/02/29 22:52
S39	331	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15
S40	275,066	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15

S41	2,016,834	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15
S42	691	S40 near3 S41	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15
S43	14	S42 and S39	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15
S44	12	S43	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:15
S45	39,369	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S46	13,108	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S47	5,772	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S48	61,537	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S49	172	S45 and S46 and S47 and S48	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S50	171	S49	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:23
S51	331	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S52	275,066	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S53	2,016,834	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S54	691	S52 near3 S53	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S55	5	S54 same S51	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S56	3	S55	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24

S57	3	S55	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24
S58	3	S57	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24
S59	14	S54 and S51	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S60	12	S59	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24
S61	12	S60	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24
S62	450	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:25
S63	1,666,948	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:25
S64	90	S62 with S63	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:25
S65	84	S64	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:25
S66	84	S65	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:25
S67	1	(stream or streaming) and ("20100235766" or "7526545").pn.	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:25
S68	1	S67	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:25
S70	275,066	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 21:53
S71	2,016,834	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 21:53
S72	691	S70 near3 S71	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 21:53
S76	15,678	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2013/03/17 21:53
S77	24	S76 and S72	US-PGPUB; USPAT	OR	OFF	2013/03/17 21:54
S78	369	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49

S79	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S80	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S81	738	S79 near3 S80	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S82	15	S81 and S78	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S83	13	S82	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:49
S84	41,782	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S85	13,768	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S86	6,135	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S87	64,633	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S88	174	S84 and S85 and S86 and S87	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S89	173	S88	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:49
S90	503	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S91	1,746,722	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S92	102	S90 with S91	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S93	95	S92	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:49
S94	369	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50

S95	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S96	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S97	738	S95 near3 S96	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S98	5	S97 same S94	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S99	3	S98	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:50
S100	503	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S101	1,746,722	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S102	102	S100 with S101	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S103	95	S102	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:50
S104	369	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S105	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S106	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S107	738	S105 near3 S106	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S108	15	S107 and S104	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S109	13	S108	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:50
S110	369	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50

S111	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S112	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S113	738	S111 near3 S112	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S114	5	S113 same S110	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S115	3	S114	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:50
S116	15	S113 and S110	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:51
S117	13	S116	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S118	13	S117	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S119	1	(stream or streaming) and ("20100235766" or "7526545").pn.	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S120	1	S119	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S121	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:51
S122	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:51
S123	738	S121 near3 S122	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:51
S124	16,590	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S125	24	S124 and S123	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S126	24	S125	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S127	0	(web near3 widget) same ((embed or embedded) near3 store) same (stream or streaming)	US-PGPUB; USPAT	OR	ON	2017/02/09 15:51
S128	23,002	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2017/02/09 15:52

S129	56,898	(G06Q30/06\$ or G06Q30/08\$).cpc.	US-PGPUB; USPAT	OR	OFF	2017/02/09 15:53
S130	0	S127 and (S128 or S129)	US-PGPUB; USPAT	OR	OFF	2017/02/09 15:53
S135	0	(social near3 network) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2018/10/24 14:58
S136	0	((social near3 network) or facebook) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:36
S137	95	((social near3 network) or facebook) with (viral near3 marketing)	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:43
S138	0	((social near3 network) or facebook) with (viral near3 marketing)) same (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:44
S139	4	((social near3 network) or facebook) with (viral near3 marketing)) and (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:44
S140	429,091	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S141	3,328,267	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S142	1,402	S140 near3 S141	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S143	1,364	S142	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S144	847	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S145	8	S142 same S144	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S146	6	S145	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S147	21	S142 and S144	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S148	19	S147	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S149	826	S144 not S147	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52

S150	782	S149	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S151	78,857	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S152	24,746	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S153	13,011	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S154	123,529	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S155	7	S151 same S152 same S153 same S154	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S156	6	S155	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S157	203	S151 and S152 and S153 and S154	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S158	202	S157	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:53
S159	1,266	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S160	3,051,245	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S161	227	S159 with S160	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S162	214	S161	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:53
S163	847	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S164	429,091	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S165	3,328,267	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53

S166	1,402	S164 near3 S165	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S167	21	S166 and S163	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S168	19	S167	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:53
S169	847	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S170	429,091	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S171	3,328,267	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S172	1,402	S170 near3 S171	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S173	21	S172 and S169	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S174	19	S173	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:53
S175	847	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54
S176	429,091	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54
S177	3,328,267	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54
S178	1,402	S176 near3 S177	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54
S179	8	S178 same S175	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54
S180	6	S179	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:54
S181	1	"20120295697".pn. and (webpage or (web near3 page))	US-PGPUB; USPAT	OR	OFF	2019/01/21 18:43
S182	1	(webpage) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2019/01/21 18:47

S183	1	"20120295697".pn. and share	US-PGPUB; USPAT	OR	OFF	2019/01/21 20:02
S184	1	"7526545".pn.	US-PGPUB; USPAT	OR	OFF	2019/06/18 10:15
S185	1	"7526545".pn. and video	US-PGPUB; USPAT	OR	OFF	2019/06/18 10:15
S186	1	"7526545".pn. and preview	US-PGPUB; USPAT	OR	OFF	2019/06/18 10:16
S187	17	checkout with ((operated or operate or operation or controlled or control or populate or populated) near3 (third adj party))	US-PGPUB; USPAT	OR	ON	2019/07/04 15:13
S188	877	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S189	442,580	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S190	3,453,366	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S191	1,448	S189 near3 S190	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S192	8	S191 same S188	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S193	6	S192	US-PGPUB; USPAT	OR	ON	2019/07/04 15:18
S194	21	S191 and S188	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S195	19	S194	US-PGPUB; USPAT	OR	ON	2019/07/04 15:18
S196	856	S188 not S194	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S197	812	S196	US-PGPUB; USPAT	OR	ON	2019/07/04 15:18
S198	81,802	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S199	25,619	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18

S200	13,659	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S201	130,225	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S202	7	S198 same S199 same S200 same S201	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S203	6	S202	US-PGPUB; USPAT	OR	ON	2019/07/04 15:18
S204	1,299	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S205	3,180,393	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S206	235	S204 with S205	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S207	222	S206	US-PGPUB; USPAT	OR	ON	2019/07/04 15:19
S208	877	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S209	442,580	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S210	3,453,366	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S211	1,448	S209 near3 S210	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S212	8	S211 same S208	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S213	6	S212	US-PGPUB; USPAT	OR	ON	2019/07/04 15:19
S214	6	S212	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:19
S215	6	S214	US-PGPUB; USPAT	OR	ON	2019/07/04 15:19
S216	21	S211 and S208	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19

S217	19	S216	US-PGPUB; USPAT	OR	ON	2019/07/04 15:19
S218	442,580	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S219	3,453,366	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S220	1,448	S218 near3 S219	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S221	877	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S222	8	S220 same S221	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S223	6	S222	US-PGPUB; USPAT	OR	ON	2019/07/04 15:20
S224	0	(web near3 widget) same ((embed or embedded) near3 store) same (stream or streaming)	US-PGPUB; USPAT	OR	ON	2019/07/04 15:20
S225	23,048	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:20
S226	69,625	(G06Q30/06\$ or G06Q30/08\$).cpc.	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:20
S227	0	S224 and (S225 or S226)	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:20
S228	0	S227	US-PGPUB; USPAT	OR	ON	2019/07/04 15:20
S229	0	(social near3 network) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:21
S230	0	S229	US-PGPUB; USPAT	OR	ON	2019/07/04 15:21
S231	0	((social near3 network) or facebook) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:21
S232	0	S231	US-PGPUB; USPAT	OR	ON	2019/07/04 15:21
S233	97	((social near3 network) or facebook) with (viral near3 marketing)	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:21
S234	97	S233	US-PGPUB; USPAT	OR	ON	2019/07/04 15:21

S235	0	((social near3 network) or facebook) with (viral near3 marketing)) same (web near3 widget)	US-PGPUB; OR USPAT	OR	OFF	2019/07/04 15:21
S236	0	S235	US-PGPUB; OR USPAT	OR	ON	2019/07/04 15:21
S237	4	((social near3 network) or facebook) with (viral near3 marketing)) and (web near3 widget)	US-PGPUB; OR USPAT	OR	OFF	2019/07/04 15:21
S238	4	S237	US-PGPUB; OR USPAT	OR	ON	2019/07/04 15:21
S239	0	(web near3 widget) same (checkout with ((operated or operate or operation or controlled or control or populate or populated) near3 (third adj party)))	US-PGPUB; OR USPAT	OR	ON	2019/07/04 15:22

6/4/2020 9:42:01 AM

C:\Users\ecivan\Documents\EAST\Workspaces\16863229.wsp



UNITED STATES PATENT AND TRADEMARK OFFICE

USPTO Automated Interview Request (AIR)

Jun 14 2020

This paper requesting to schedule and/or conduct an interview is appropriate because:

This submission is requested to be accepted as an authorization for this interview to communicate via the internet. Recognizing that Internet communications are not secure, I hereby authorize the USPTO to communicate with the undersigned concerning scheduling of the interview via video conference, instant messaging, or electronic mail, and to conduct the interview in accordance with office practice including video conferencing.

Name(s) :

Maulin Shah

S-signature:

/Maulin Shah/

Registration Number:

56587

U.S. Application Number:

16863229

Confirmation Number:

2460

E-mail Address:

maulin.shah@envisionip.com

Phone Number:

+1 3104998624

Proposed Time of Interview:

6-23-2020 11:00 AM ET

Alternative Proposed Time(s) of Interview:

6-22-2020 11:00 AM ET

Alternative Proposed Time(s) of Interview:

6-24-2020 11:00 AM ET

Preferred Interview Type:

Telephonic

I am the applicant or applicant's representative for this application.

Topic for Discussion:

Office Action Rejection, discussion of pending claims and cited Jerome reference



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Maulin Shah
Envision IP LLC
14 Penn Plaza
225 West 34th Street, 9th Floor
New York, NY 10122



**Courtesy Reminder for
Application Serial No: 16/863,229**

Attorney Docket No: DR-103
Customer Number: 75120
Date of Electronic Notification: 06/11/2020

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.

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 16/863,229		Filing Date 04/30/2020		☐ To be Mailed		
ENTITY: ☒ LARGE ☐ SMALL ☐ MICRO										
APPLICATION AS FILED - PART I										
		(Column 1)	(Column 2)							
FOR		NUMBER FILED	NUMBER EXTRA	RATE (\$)		FEE (\$)				
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))		N/A	N/A	N/A						
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))		N/A	N/A	N/A						
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))		N/A	N/A	N/A						
TOTAL CLAIMS (37 CFR 1.16(i))		minus 20 =	*	x \$100 =						
INDEPENDENT CLAIMS (37 CFR 1.16(h))		minus 3 =	*	x \$460 =						
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))		If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).								
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))										
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL						
APPLICATION AS AMENDED - PART II										
		(Column 1)		(Column 2)	(Column 3)					
AMENDMENT	07/01/2020	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 \$100 =		0		
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0	x \$460 =		0		
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE		0		
		(Column 1)		(Column 2)	(Column 3)					
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	*	Minus	**	=	x \$0 =				
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =				
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE				
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.						LIE				
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".						/DANTE SMITH/				
*** 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:	39885507
Application Number:	16863229
International Application Number:	
Confirmation Number:	2460
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-103
Receipt Date:	01-JUL-2020
Filing Date:	30-APR-2020
Time Stamp:	13:30:07
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment/Req. Reconsideration-After Non-Final Reject	Response.pdf	474162	no	15
			1444f065a8a20b148b1409e88178127a6e9 20eb4		

Warnings:

Information:	
Total Files Size (in bytes):	474162
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.	

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant: David K. Robb
Serial No.: 16/863,229
Filing Date: April 30, 2020

Confirmation No.: 2460
Group Art Unit: 3684
Examiner: N/A

RESPONSE TO NON-FINAL OFFICE ACTION

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

Dear Sir:

In response to the Office Action dated June 11, 2020, 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

1. (Currently Amended) A method to generate an embeddable buy button for an electronic commerce store, comprising:

receiving, by an embeddable buy button builder executing on a first server operated by an electronic commerce provider, a selection of an item from an item inventory and a representation of the item, wherein the item is to be listed for sale on the electronic commerce store;

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

embedding, by the first server, the embeddable buy button into a web page site, wherein the web site is executed by a second server not operated by the electronic commerce provider,

wherein the electronic commerce store a checkout screen is displayed within the web site upon selection of the hyperlink, the electronic commerce store checkout screen configured to facilitate payment processing related to a purchase of the item, and wherein the electronic commerce store is operated by the electronic commerce provider.

2. (Previously Presented) The method of claim 1, wherein the embeddable buy button is configured to be embedded into different web sites.

3. (Currently Amended) The method of claim 1, wherein the electronic commerce store includes a checkout screen that allows a purchase of the item using a transaction processing service operated by the electronic commerce provider.

4. (Currently Amended) The method of claim 1, wherein the electronic commerce store includes a checkout screen that allows a purchase of the item using a transaction processing service operated by [[the]] a third-party server.

5. (Previously Presented) The method of claim 1, wherein the item is a physical good or service.

6. (Currently Amended) The method of claim 1, wherein the image representation is selected from a group consisting of a static image, a video file, and a multimedia file.

7. (Currently Amended) A system for generating an embeddable buy button for an electronic commerce store, comprising:

a first server operated by an electronic commerce provider;

a database communicatively coupled to the first server, the database configured to store an inventory list of items capable of being offered for sale on the electronic commerce store; [[and]]

[[a]] an embeddable buy button builder executed by the first server component communicatively coupled to the server, the builder component, wherein the embeddable buy button builder is configured to receive a selection of an item from the inventory list[[,]] and a representation of the item, the embeddable buy button builder component further configured to generate the embeddable buy button, wherein the embeddable buy button is configured to be embedded into a web site page by the first server, wherein the embeddable buy button includes a hyperlink; and [[,]]

a second server configured to execute the web site, [[and]] wherein the first server is configured to display the embeddable buy button on the web site, and wherein the first server is configured to display the electronic commerce store on the web site upon selection of an image of the item and a the hyperlink to a checkout screen.

8. (Currently Amended) The system of claim 7, further comprising a transaction processing service operated by the electronic commerce provider, the transaction processing service configured to process a payment initiated via the electronic commerce store checkout screen.

9. (Currently Amended) The system of claim 7, wherein the electronic commerce provider is configured to execute the electronic commerce store further comprising a first computing device configured to transmit the selection of the item.

10. (Currently Amended) The system of claim 7, wherein the embeddable buy button builder generates hypertext-markup-language code that is configured to be inserted into the web site includes software that is executed by the server.

11. (Currently Amended) The system of claim 7, wherein the image representation is selected from a group consisting of a static image, a video file, and a multimedia file.

12. (Previously Presented) The system of claim 7, wherein the embeddable buy button is configured to be embedded into different web sites.

13. (Currently Amended) The system of claim 7, wherein the electronic commerce store includes a [[to]] checkout screen is configured to facilitate the purchase of the item.

14. (Currently Amended) A method to generate an embeddable buy button for an electronic commerce store, comprising:

receiving, by embeddable buy button builder executing on a first server operated by an electronic commerce provider, a selection of an item to sell on a web site page and a representation of the item, wherein the web site is executed by a second server not operated by the electronic commerce provider;

generating, by a first server, the embeddable buy button containing software configured to be executed by the first server on the web site executable by the second server;

embedding, by the first server, the embeddable buy button into the web site page, wherein the embeddable buy button includes a hyperlink; and

executing, by the first server, the software upon selection of the hyperlink, wherein the software is configured to display the electronic commerce store within the web site embeddable buy button is configured to display an image of the item and a hyperlink when the software is executed a checkout screen is displayed upon selection of the hyperlink.

15. (Previously Presented) The method of claim 14, wherein the embeddable buy button is configured to be embedded into different web sites.
16. (Currently Amended) The method of claim 14, wherein the electronic commerce store includes a checkout screen is operated by the electronic commerce provider server.
17. (Currently Amended) The method of claim 14, wherein the image representation is selected from a group consisting of a static image, a video file, and a multimedia file.
18. (Previously Presented) The method of claim 14, wherein the item is a physical good or a service.
19. (Currently Amended) The method of claim ~~[[14]]~~ 16, wherein the checkout screen is configured to facilitate the purchase of the item by a transaction processing service operated by the electronic commerce provider.
20. (Currently Amended) The method of claim 14, wherein checkout screen allows a purchase of the item using at least one of a previously stored credit card, a debit card or bank account information.

REMARKS/ARGUMENTS

This Response is to the Non-Final Office Action mailed June 11, 2020 (“Office Action”). By this response, the claims are amended. No new matter is added. Claims 1-20 are pending in the application. Reconsideration of the present application in view of the foregoing amendments and the following remarks is respectfully respected.

Examiner Interview

The Examiner is thanked for the interview conducted on June 24, 2020. During the interview, various features of the application were discussed. The discussion with the Examiner was beneficial to advance prosecution and discuss how features of the application are allowable over the current rejections. The present amendments are based on the discussion during the interview and the remarks herein provide a written report of the interview. The Examiner is particularly thanked for the complete discussion of the claims and the application made possible by his study of the *Specification*, claims and the cited reference from a technical standpoint, which permitted a full discussion of the technology on the merits during the interview. Applicant’s record of the interview is incorporated into the following remarks.

Claim Rejections - 35 U.S.C. § 103

The Office Action rejects claims 1-20 under 35 U.S.C. § 103 as being unpatentable over *Jerome* (US Patent No. 7,526,545). Applicant respectfully disagrees based on the following arguments, and in light of the amendments presented herein.

Applicant’s claimed invention is directed towards a system and method that allows a user, such as a merchant (or an entity wishing to promote and sell goods online, such as a social media platform, e-commerce reseller, and the like), to create an embeddable buy button that can be placed onto various web pages and web sites owned or operated by the merchant, such as, for example, Internet blogs and informational web sites.

The embeddable buy button is created by the user by utilizing “an embeddable buy button builder” accessed via, and executing on, a first server, such as an e-commerce server, operated by an electronic commerce provider. The builder allows the user to select an item

or items to offer for sale from an inventory list, as well as allows the user to select an image, video or other multimedia related to the item. The builder generates software code for an embeddable buy button, where the user can then insert the software code into their own web page. For example, the software code can be HTML code that is copied and pasted by the user into the HTML source code of their web site. Upon execution of the web site, the embeddable buy button displays a representation of the item, as well as a hyperlink allowing a visitor to purchase the item, all without leaving the underlying web site

The user's web site is not operated by the first server, but rather a second server, such as a web hosting server. Upon execution of the web site by the second server, the first server is caused to embed and display the embeddable buy button on the web site.

Visitors to the user's web site can select the embeddable buy button, and are shown an electronic commerce store that is displayed within, or on, the web site. The visitor is not directed away from the web site in order to be shown the electronic commerce store. Furthermore, the visitor can purchase the item advertised by the embeddable buy button from the electronic commerce store, without being directed away from the web site.

Applicant's claimed invention allows users, such as merchants, to create buy buttons for a specific item or items, where these buy buttons can then be embedded onto various other web sites owned by the merchant. Applicant's claimed invention allows an electronic commerce store to be easily placed across multiple web sites, without each web site requiring the necessary source code and infrastructure that is required to support electronic commerce functionality, such as, for example, a buy button builder, an item inventory database, a database of item representations, a transaction processing service, and the like. Furthermore, the electronic commerce store functions as a seamless addition to the merchant's web site, as visitors are not taken to another web site in order to view the electronic commerce store, or to purchase the item.

A. Jerome fails to teach or suggest an “electronic commerce store [that] is displayed within the web page”.

Jerome discloses a system for creating “content provider packets”, where a content provider can advertise content within such packets, and where the packets can be distributed onto various third-party web sites. The content owner can then generate revenue from third-party web sites which host the content provider packets:

“The content distribution system preferably includes a revenue sharing scheme to distribute revenue received from the content providers to third parties who host the system icons or links to the content distribution system. Thus, **where a search engine web site displays a system icon (which preferably appears next to search engine result listings) a user clicks through to access a content provider packet, a share of any revenue derived as a consequence (e.g. revenue derived by the content distribution system as a result of the user's purchase of goods or services through the selected content provider packet or interaction with the content provider packet) may be given to the search engine web site as a fee for displaying the icon and ‘distributing’ the content provider packet.**” *See Col. 3, Lines 13-54.*

In addition, the “content provider packets” are available to visitors to a web page who have “opted-in” to view the “content provider packets”. Once a visitor “opts-in”, the “content provider packet” is added to the visitor’s “personal collection of content provider packets”:

“**This ‘content provider packet’ may be viewed by opt-in consumers and other users and added to the user's personal collection of content provider packets in their private and secure ‘showcase.’** The actual content within the content provider packet may be updated periodically by the content provider and may be tailored to the demographic profile of the user. **Revenue is generated by the user's visit to a content provider packet showcase as a result of agreements with the content provider who created the content provider packet.**” *Col. 3, Lines 34-43.*

Figure 2 is a depiction of a “content provider packet 20”, which includes various “links to other web pages” (*See Col. 14, Lines 5-9*):

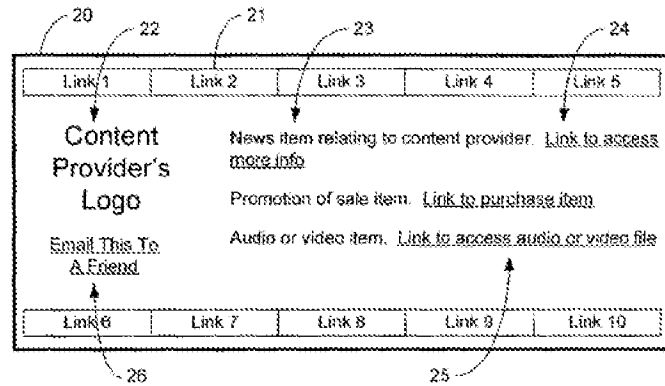


FIG. 2

Figure 4 of *Jerome* depicts numerous “content provider packets 20” displayed on a third-party web page as part of a visitor’s “personal collection of content provider packets”:

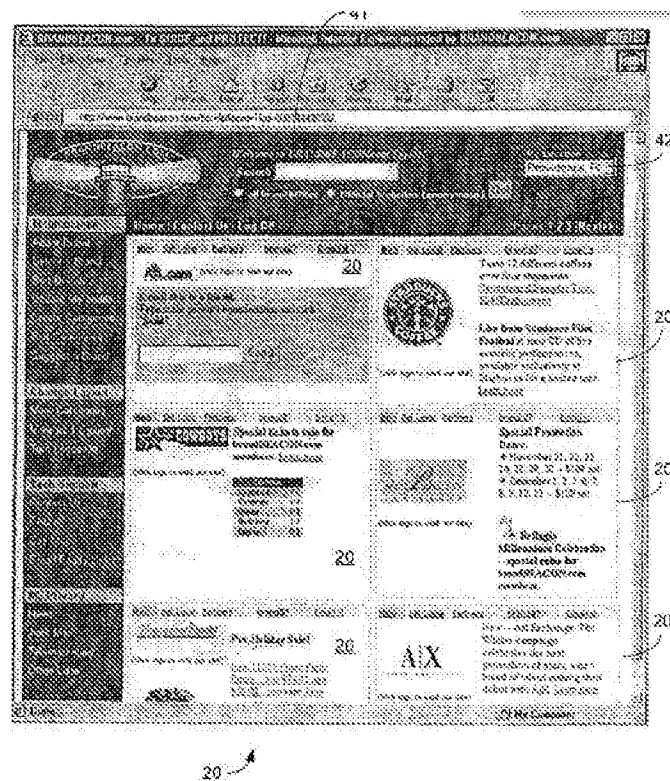


FIG. 4

A visitor to the third-party web page shown above in *Jerome* can click on a link contained in any of the content provider packets 20. The links re-direct the visitor to the content provider's web site, where the visitor can potentially purchase an advertised item:

“This prominent placement of the content provider packet provides greater exposure to the users who have put that content provider packet into their showcase which increases the probability that the **user will see and interact with the content provider's content and purchase the content provider's goods or services or click through to the content provider's web site**. This provides a mechanism for the content provider to pay a higher fee for improved exposure to the system's users.” *See Col. 3, Lines 33-41.*

It is important to note that the third-party web page shown in Figure 4 is not owned or operated by the content provider.

Claim 31 of *Jerome* further states: “measuring an amount of **money spent by the user to purchase products or services from the first content provider's web site**”. Thus, the “link to purchase item” shown in Figure 3 of *Jerome* re-directs the visitor away from the third-party web site, and to the content provider's web site.

Thus, *Jerome* does not disclose a system where an electronic commerce store is displayed on a web site (i.e., such as the third-party web site shown in Fig. 4 of *Jerome*). Rather, visitors are re-directed to a content provider's web site to purportedly view an electronic commerce store, as well as purportedly engage in a purchase transaction of content being advertised in a content provider packet.

B. *Jerome* fails to teach or suggest a “first server operated by an electronic commerce provider” that includes “an embeddable buy button builder”, an “electronic commerce store [that] is configured to facilitate payment processing”, where “the electronic commerce store is operated by the electronic commerce provider”.

Jerome discloses “[a] Content Provider Packet Manager is preferably provided for handling all content provider packets in the content distribution system, and provides facilities for the creation, storage and retrieval of content provider packets...” *Col. 17, Lines 19-22.* As discussed herein, *Jerome* discloses that visitors to a third-party web site can “purchase products or services from the first content provider's web site” upon clicking

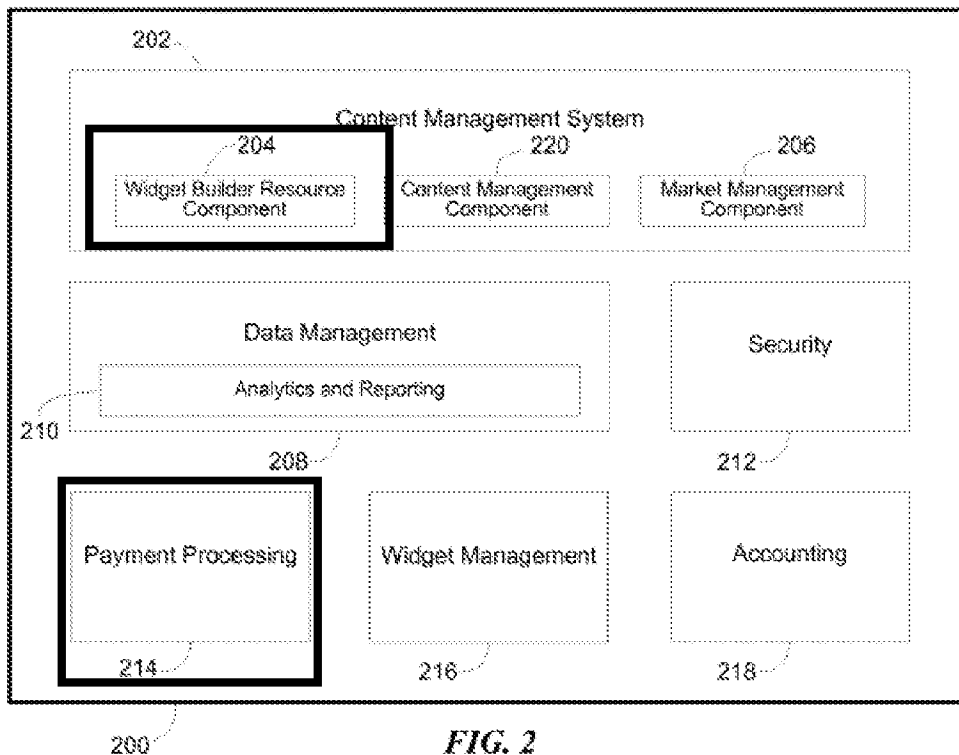
a link in the content provider packet, and being re-directed to the content provider's web site.

The "Content Provider Packet Manager" of *Jerome* is separate and distinct from the content provider's web site, and the two components are not executed on the same server. Figure 10 of shows the "Content Provider Packet Manager" as a "functional module" integrated with the system of Jerome. Figure 10 does not disclose a transaction processing service or other component that generates, renders, or otherwise displays an electronic commerce store.

In contract, the "first server" in Applicant's claimed invention is operated by an "electronic commerce provider" (i.e., the multimedia content distribution system 200), where the "electronic commerce provider" executes both the embeddable buy button builder 204, as well as a transaction payment processing service 214:

"FIG. 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." *Paragraph 0033 of Specification.*

Applicant's system is depicted below in Figure 2:



Thus, *Jerome* does not disclose a system having a first server operated by an electronic commerce provider that allows the creation of embeddable buy buttons **and** where the same electronic commerce provider facilitates payment processing. *Jerome* discloses a “Content Provider Packet Manager” which is operated on a system that is separate and distinct from the content provider’s web site (where a potential purchase transaction may purportedly occur).

C. *Jerome* is not analogous art to Applicant’s claimed invention.

As discussed herein, *Jerome* discloses a system that allows a content provider to generate revenue from third-party web sites which host the content provider packets:

“The content provider may enter a license agreement with the content distribution system and preferably agree to pay a base licensing fee or pay per performance fee. **The pay per performance fee may be based on any measurable metric, for example, a cost per number of user impressions (i.e. the number of users who displayed the content provider’s content on their screen), a cost per number of user click-throughs (i.e. the**

number of consumers who not only view the content provider's packet but also click on a link in the packet to access another page), a cost per action (i.e. a fixed fee or a share of revenue generated when a user takes certain actions, such as purchasing something from the content provider as a result of viewing the content provider's packet), or a combination of such fees.” See Col. 8, Lines 36-51.

Further to this point, Figure 10 of Jerome depicts “CPM, CPC, CPA Tracking” and “Icon Click-Through Tracking” modules.

In contrast, Applicant’s claimed invention allows a user, such as a merchant, to incorporate embeddable buy buttons into the merchant’s **own web sites**. For example, a merchant having an informational web site and an Internet blog on another web site may wish to add electronic commerce functionality to both web sites. The merchant can generate the embeddable buy button and place the button on both of the merchant’s own web sites. Applicant’s claimed invention is not concerned with placing embeddable buy buttons on third-party web sites not owned or operated by the merchant. As such, a merchant utilizing Applicant’s claimed invention **has no reason to generate click-through fees from embeddable buy buttons located on the merchant’s own web sites.**

A user of Applicant’s claimed invention does not face the problem address by *Jerome*, namely delivering targeted content to web site visitors who have opted-in to receive such content, as well as generating click-through fees from the third-party web sites which display such content. Applicant’s claimed invention does not involve an advertising revenue sharing feature, nor does it relate to targeted content delivery which requires web site visitors to opt-in.

Applicant’s claimed invention is directed to facilitating electronic store functionality onto web sites owned or operated by a merchant, where such web sites do not natively have electronic commerce capabilities. *Jerome*, as discussed above, is directed towards targeted content and advertising revenue sharing platform. *Jerome* is not in the same field of endeavor as Applicant’s claimed invention. The Office may only rely on analogous art to support an obviousness rejection. *Innovation Toys, LLC, v. MGA Entertainment, Inc.*, No. 2010-1290, slip op. at 12 (Fed. Cir. 2011). Art is non-analogous

unless it is: (1) from the same field of endeavor as the claimed invention; or (2) reasonably pertinent to the particular problem faced by the inventor. *In re Bigio*, 381 F.3d 1320, 1325 (Fed. Cir. 2004); *see also In re Icon Health and Fitness, Inc.*, 496 F.3d 1374, 1379-80 (Fed. Cir. 2007).

Applicant respectfully submits that even in the broadest sense, a targeted content and advertising revenue sharing platform of *Jerome* cannot be analogous to Applicant's claimed invention of embeddable buy buttons which provide electronic commerce functionality to web sites.

Therefore, the issue here is whether *Jerome* is reasonably pertinent to the problem of providing electronic functionality to web sites. Applicant submits that it is not. Evaluating the secondary consideration, Applicant respectfully submits that *Jerome* is not reasonably pertinent because it neither (1) addresses the same problem nor (2) serves the same purpose. (see *Jerome* discussion supra). Thus, *Jerome* would not have logically commended itself to the Applicant's attention. *See In re Clay*, 966 F.2d at 659 (when a reference "is directed to a different purpose, the inventor would accordingly, have had less motivation or occasion to consider it.").

For substantially the same reasons as set forth above with reference to claim 1, Applicant submits that *Jerome* fails to teach or suggest each limitation as amended of independent claims 7 and 14 as well. The remaining dependent claims depend from these independent claims, and are likewise patentable over the cited references. *See MPEP* §2143.03. ("If an independent claim is nonobvious under 35 U.S.C. § 103, then any claim depending therefrom is nonobvious."). Accordingly, it is respectfully requested that the rejections associated with claims be withdrawn.

Claim Rejections - 35 U.S.C. § 101

The Office Action further provisionally rejects claims 1-20 under 35 U.S.C. § 101 as claiming the same invention as that of claims 8-27 of co-pending application serial no. 16/512,018 (the "Co-pending Application"). Applicant filed a preliminary amendment for the Co-Pending Application on June 8, 2020, whereby claims 8-27 were cancelled.

The instant application is believed to be in a condition for allowance. Such allowance is respectfully solicited.

The Examiner is hereby invited to contact Applicant's attorney at the telephone number listed below.

Respectfully submitted,

/Maulin V. Shah/

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July 1, 2020

Electronic Acknowledgement Receipt

EFS ID:	39963282
Application Number:	16863229
International Application Number:	
Confirmation Number:	2460
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-103
Receipt Date:	10-JUL-2020
Filing Date:	30-APR-2020
Time Stamp:	09:10:22
Application Type:	Utility under 35 USC 111(a)

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Arguments/Remarks Made in an Amendment	Response.pdf	568773	no	15
			7e9397854645c80441e4e87d4b7c0c8b95bc676e		

Warnings:

Information:	
Total Files Size (in bytes):	568773
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.	

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant: David K. Robb
Serial No.: 16/863,229
Filing Date: April 30, 2020

Confirmation No.: 2460
Group Art Unit: 3684
Examiner: N/A

RESPONSE TO NON-FINAL OFFICE ACTION

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

Dear Sir:

In response to the Office Action dated June 11, 2020, 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

1. (Currently Amended) A method to generate an embeddable buy button for an electronic commerce store, comprising:

receiving, by an embeddable buy button builder executing on a first server operated by an electronic commerce provider, a selection of an item from an item inventory and a representation of the item, wherein the item is to be listed for sale on the electronic commerce store;

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

embedding, by the first server, the embeddable buy button into a web ~~page~~ site, wherein the web site is executed by a second server not operated by the electronic commerce provider,

wherein the electronic commerce store ~~a checkout screen~~ is displayed within the web site upon selection of the hyperlink, the electronic commerce store ~~checkout screen~~ configured to facilitate payment processing related to a purchase of the item, and wherein the electronic commerce store is operated by the electronic commerce provider.

2. (Previously Presented) The method of claim 1, wherein the embeddable buy button is configured to be embedded into different web sites.

3. (Currently Amended) The method of claim 1, wherein the electronic commerce store includes a checkout screen that allows a purchase of the item using a transaction processing service operated by the electronic commerce provider.

4. (Currently Amended) The method of claim 1, wherein the electronic commerce store includes a checkout screen that allows a purchase of the item using a transaction processing service operated by ~~[[the]]~~ a third-party server.

5. (Previously Presented) The method of claim 1, wherein the item is a physical good or service.

6. (Currently Amended) The method of claim 1, wherein the image representation is selected from a group consisting of a static image, a video file, and a multimedia file.

7. (Currently Amended) A system for generating an embeddable buy button for an electronic commerce store, comprising:

a first server operated by an electronic commerce provider;

a database communicatively coupled to the first server, the database configured to store an inventory list of items capable of being offered for sale on the electronic commerce store; ~~[[and]]~~

~~[[a]] an embeddable buy button builder executed by the first server component communicatively coupled to the server, the builder component, wherein the embeddable buy button builder is configured to receive a selection of an item from the inventory list[[,]] and a representation of the item, the embeddable buy button builder component further configured to generate the embeddable buy button, wherein the embeddable buy button is configured to be embedded into a web site page by the first server, wherein the embeddable buy button includes a hyperlink; and [[,]]~~

~~a second server configured to execute the web site, [[and]] wherein the first server is configured to display the embeddable buy button on the web site, and wherein the first server is configured to display the electronic commerce store on the web site upon selection of an image of the item and a the hyperlink to a checkout screen.~~

8. (Currently Amended) The system of claim 7, further comprising a transaction processing service operated by the electronic commerce provider, the transaction processing service configured to process a payment initiated via the electronic commerce store checkout screen.

9. (Currently Amended) The system of claim 7, wherein the electronic commerce provider is configured to execute the electronic commerce store ~~further comprising a first computing device configured to transmit the selection of the item.~~

10. (Currently Amended) The system of claim 7, wherein the embeddable buy button builder generates hypertext-markup-language code that is configured to be inserted into the web site ~~includes software that is executed by the server.~~

11. (Currently Amended) The system of claim 7, wherein the ~~image~~ representation is selected from a group consisting of a static image, a video file, and a multimedia file.

12. (Previously Presented) The system of claim 7, wherein the embeddable buy button is configured to be embedded into different web sites.

13. (Currently Amended) The system of claim 7, wherein the electronic commerce store includes a [[to]] checkout screen is configured to facilitate the purchase of the item.

14. (Currently Amended) A method to generate an embeddable buy button for an electronic commerce store, comprising:

receiving, by embeddable buy button builder executing on a first server operated by an electronic commerce provider, a selection of an item to sell on a web site page and a representation of the item, wherein the web site is executed by a second server not operated by the electronic commerce provider;

generating, by a first server, the embeddable buy button containing software configured to be executed by the first server on the web site ~~executable by the second server~~;

embedding, by the first server, the embeddable buy button into the web site page, wherein the embeddable buy button includes a hyperlink; and

executing, by the first server, the software upon selection of the hyperlink, wherein the software is configured to display the electronic commerce store within the web site ~~embeddable buy button is configured to display an image of the item and a hyperlink when the software is executed a checkout screen is displayed upon selection of the hyperlink.~~

15. (Previously Presented) The method of claim 14, wherein the embeddable buy button is configured to be embedded into different web sites.
16. (Currently Amended) The method of claim 14, wherein the electronic commerce store includes a checkout screen is operated by the electronic commerce provider server.
17. (Currently Amended) The method of claim 14, wherein the ~~image~~ representation is selected from a group consisting of a static image, a video file, and a multimedia file.
18. (Previously Presented) The method of claim 14, wherein the item is a physical good or a service.
19. (Currently Amended) The method of claim ~~[[14]]~~ 16, wherein the checkout screen is configured to facilitate the purchase of the item by a transaction processing service operated by the electronic commerce provider.
20. (Currently Amended) The method of claim 14, wherein checkout screen allows a purchase of the item using at least one of a previously stored credit card, a debit card or bank account information.

REMARKS/ARGUMENTS

This Response is to the Non-Final Office Action mailed June 11, 2020 (“Office Action”). By this response, the claims are amended. No new matter is added. Claims 1-20 are pending in the application. Reconsideration of the present application in view of the foregoing amendments and the following remarks is respectfully respected.

Examiner Interview

The Examiner is thanked for the interview conducted on June 24, 2020. During the interview, various features of the application were discussed. The discussion with the Examiner was beneficial to advance prosecution and discuss how features of the application are allowable over the current rejections. The present amendments are based on the discussion during the interview and the remarks herein provide a written report of the interview. The Examiner is particularly thanked for the complete discussion of the claims and the application made possible by his study of the *Specification*, claims and the cited reference from a technical standpoint, which permitted a full discussion of the technology on the merits during the interview. Applicant’s record of the interview is incorporated into the following remarks.

Claim Rejections - 35 U.S.C. § 103

The Office Action rejects claims 1-20 under 35 U.S.C. § 103 as being unpatentable over *Jerome* (US Patent No. 7,526,545). Applicant respectfully disagrees based on the following arguments, and in light of the amendments presented herein.

Applicant’s claimed invention is directed towards a system and method that allows a user, such as a merchant (or an entity wishing to promote and sell goods online, such as a social media platform, e-commerce reseller, and the like), to create an embeddable buy button that can be placed onto various web pages and web sites owned or operated by the merchant, such as, for example, Internet blogs and informational web sites.

The embeddable buy button is created by the user by utilizing “an embeddable buy button builder” accessed via, and executing on, a first server, such as an e-commerce server, operated by an electronic commerce provider. The builder allows the user to select an item

or items to offer for sale from an inventory list, as well as allows the user to select an image, video or other multimedia related to the item. The builder generates software code for an embeddable buy button, where the user can then insert the software code into their own web page. For example, the software code can be HTML code that is copied and pasted by the user into the HTML source code of their web site. Upon execution of the web site, the embeddable buy button displays a representation of the item, as well as a hyperlink allowing a visitor to purchase the item, all without leaving the underlying web site

The user's web site is not operated by the first server, but rather a second server, such as a web hosting server. Upon execution of the web site by the second server, the first server is caused to embed and display the embeddable buy button on the web site.

Visitors to the user's web site can select the embeddable buy button, and are shown an electronic commerce store that is displayed within, or on, the web site. The visitor is not directed away from the web site in order to be shown the electronic commerce store. Furthermore, the visitor can purchase the item advertised by the embeddable buy button from the electronic commerce store, without being directed away from the web site.

Applicant's claimed invention allows users, such as merchants, to create buy buttons for a specific item or items, where these buy buttons can then be embedded onto various other web sites owned by the merchant. Applicant's claimed invention allows an electronic commerce store to be easily placed across multiple web sites, without each web site requiring the necessary source code and infrastructure that is required to support electronic commerce functionality, such as, for example, a buy button builder, an item inventory database, a database of item representations, a transaction processing service, and the like. Furthermore, the electronic commerce store functions as a seamless addition to the merchant's web site, as visitors are not taken to another web site in order to view the electronic commerce store, or to purchase the item.

A. Jerome fails to teach or suggest an “electronic commerce store [that] is displayed within the web page”.

Jerome discloses a system for creating “content provider packets”, where a content provider can advertise content within such packets, and where the packets can be distributed onto various third-party web sites. The content owner can then generate revenue from third-party web sites which host the content provider packets:

“The content distribution system preferably includes a revenue sharing scheme to distribute revenue received from the content providers to third parties who host the system icons or links to the content distribution system. Thus, **where a search engine web site displays a system icon (which preferably appears next to search engine result listings) a user clicks through to access a content provider packet, a share of any revenue derived as a consequence (e.g. revenue derived by the content distribution system as a result of the user's purchase of goods or services through the selected content provider packet or interaction with the content provider packet) may be given to the search engine web site as a fee for displaying the icon and ‘distributing’ the content provider packet.**” *See Col. 3, Lines 13-54.*

In addition, the “content provider packets” are available to visitors to a web page who have “opted-in” to view the “content provider packets”. Once a visitor “opts-in”, the “content provider packet” is added to the visitor’s “personal collection of content provider packets”:

“**This ‘content provider packet’ may be viewed by opt-in consumers and other users and added to the user's personal collection of content provider packets in their private and secure ‘showcase.’** The actual content within the content provider packet may be updated periodically by the content provider and may be tailored to the demographic profile of the user. **Revenue is generated by the user's visit to a content provider packet showcase as a result of agreements with the content provider who created the content provider packet.**” *Col. 3, Lines 34-43.*

Figure 2 is a depiction of a “content provider packet 20”, which includes various “links to other web pages” (*See Col. 14, Lines 5-9*):

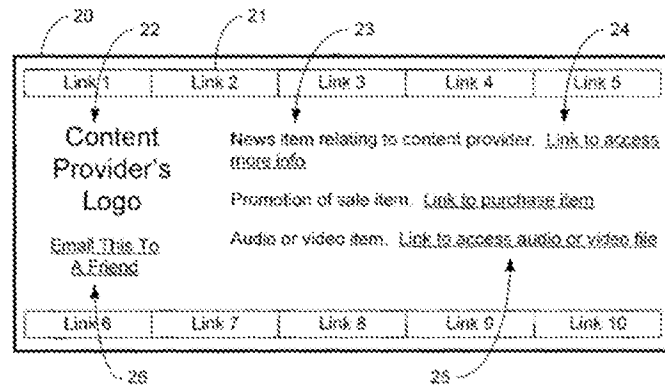


FIG. 2

Figure 4 of *Jerome* depicts numerous “content provider packets 20” displayed on a third-party web page as part of a visitor’s “personal collection of content provider packets”:

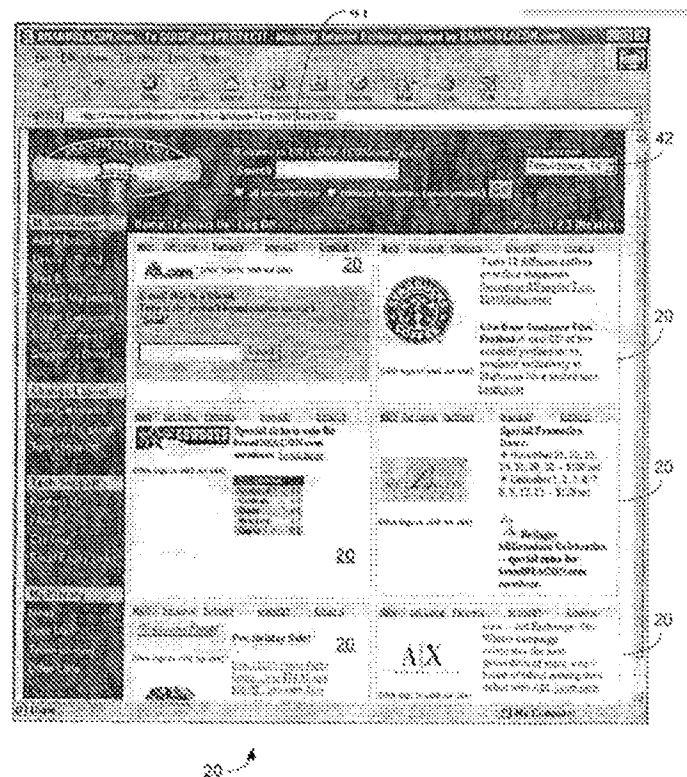


FIG. 4

A visitor to the third-party web page shown above in *Jerome* can click on a link contained in any of the content provider packets 20. The links re-direct the visitor to the content provider's web site, where the visitor can potentially purchase an advertised item:

“This prominent placement of the content provider packet provides greater exposure to the users who have put that content provider packet into their showcase which increases the probability that the **user will see and interact with the content provider's content and purchase the content provider's goods or services or click through to the content provider's web site**. This provides a mechanism for the content provider to pay a higher fee for improved exposure to the system's users.” *See Col. 3, Lines 33-41.*

It is important to note that the third-party web page shown in Figure 4 is not owned or operated by the content provider.

Claim 31 of *Jerome* further states: “measuring an amount of **money spent by the user to purchase products or services from the first content provider's web site**”. Thus, the “link to purchase item” shown in Figure 3 of *Jerome* re-directs the visitor away from the third-party web site, and to the content provider's web site.

Thus, *Jerome* does not disclose a system where an electronic commerce store is displayed on a web site (i.e., such as the third-party web site shown in Fig. 4 of *Jerome*). Rather, visitors are re-directed to a content provider's web site to purportedly view an electronic commerce store, as well as purportedly engage in a purchase transaction of content being advertised in a content provider packet.

B. *Jerome* fails to teach or suggest a “first server operated by an electronic commerce provider” that includes “an embeddable buy button builder”, an “electronic commerce store [that] is configured to facilitate payment processing”, where “the electronic commerce store is operated by the electronic commerce provider”.

Jerome discloses “[a] Content Provider Packet Manager is preferably provided for handling all content provider packets in the content distribution system, and provides facilities for the creation, storage and retrieval of content provider packets...” *Col. 17, Lines 19-22.* As discussed herein, *Jerome* discloses that visitors to a third-party web site can “purchase products or services from the first content provider's web site” upon clicking

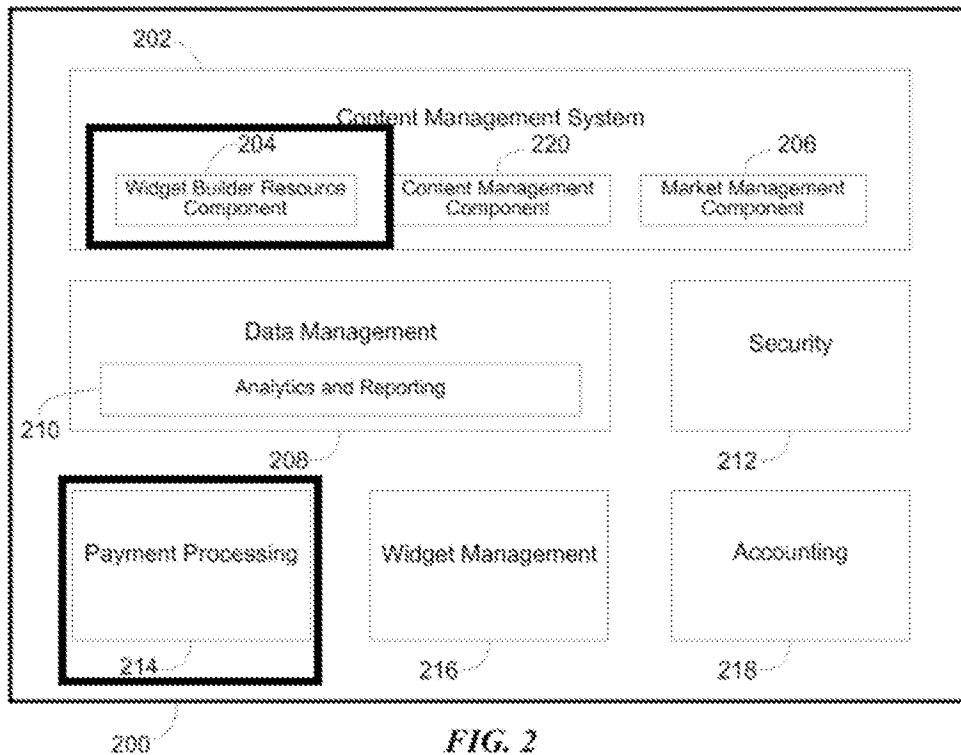
a link in the content provider packet, and being re-directed to the content provider's web site.

The "Content Provider Packet Manager" of *Jerome* is separate and distinct from the content provider's web site, and the two components are not executed on the same server. Figure 10 of shows the "Content Provider Packet Manager" as a "functional module" integrated with the system of *Jerome*. Figure 10 does not disclose a transaction processing service or other component that generates, renders, or otherwise displays an electronic commerce store.

In contract, the "first server" in Applicant's claimed invention is operated by an "electronic commerce provider" (i.e., the multimedia content distribution system 200), where the "electronic commerce provider" executes both the embeddable buy button builder 204, as well as a transaction payment processing service 214:

"FIG. 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." *Paragraph 0033 of Specification.*

Applicant's system is depicted below in Figure 2:



Thus, *Jerome* does not disclose a system having a first server operated by an electronic commerce provider that allows the creation of embeddable buy buttons **and** where the same electronic commerce provider facilitates payment processing. *Jerome* discloses a “Content Provider Packet Manager” which is operated on a system that is separate and distinct from the content provider’s web site (where a potential purchase transaction may purportedly occur).

C. *Jerome* is not analogous art to Applicant’s claimed invention.

As discussed herein, *Jerome* discloses a system that allows a content provider to generate revenue from third-party web sites which host the content provider packets:

“The content provider may enter a license agreement with the content distribution system and preferably agree to pay a base licensing fee or pay per performance fee. **The pay per performance fee may be based on any measurable metric, for example, a cost per number of user impressions (i.e. the number of users who displayed the content provider's content on their screen), a cost per number of user click-throughs (i.e. the**

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Therefore, the issue here is whether *Jerome* is reasonably pertinent to the problem of providing electronic functionality to web sites. Applicant submits that it is not. Evaluating the secondary consideration, Applicant respectfully submits that *Jerome* is not reasonably pertinent because it neither (1) addresses the same problem nor (2) serves the same purpose. (see *Jerome* discussion supra). Thus, *Jerome* would not have logically commended itself to the Applicant's attention. *See In re Clay*, 966 F.2d at 659 (when a reference "is directed to a different purpose, the inventor would accordingly, have had less motivation or occasion to consider it.").

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The instant application is believed to be in a condition for allowance. Such allowance is respectfully solicited.

The Examiner is hereby invited to contact Applicant's attorney at the telephone number listed below.

Respectfully submitted,

/Maulin V. Shah/

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July 1, 2020



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NOTICE OF ALLOWANCE AND FEE(S) DUE

75120 7590 08/14/2020
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14 Penn Plaza
225 West 34th Street, 9th Floor
New York, NY 10122

EXAMINER	
CIVAN, ETHAN D	
ART UNIT	PAPER NUMBER

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DATE MAILED: 08/14/2020

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/863,229	04/30/2020	David Robb	DR-103	2460

TITLE OF INVENTION: SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	\$250	\$0.00	\$0.00	\$250	11/16/2020

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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

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

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

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

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

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.

75120 7590 08/14/2020
Maulin Shah
Envision IP LLC
14 Penn Plaza
225 West 34th Street, 9th Floor
New York, NY 10122

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.
16/863,229	04/30/2020	David Robb	DR-103	2460

TITLE OF INVENTION: SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	\$250	\$0.00	\$0.00	\$250	11/16/2020

EXAMINER	ART UNIT	CLASS-SUBCLASS
CIVAN, ETHAN D	3684	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/SB/122) attached.

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

2. For printing on the patent front page, list

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

1 _____

(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.

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/863,229	04/30/2020	David Robb	DR-103	2460
75120	7590	08/14/2020	EXAMINER	
Maulin Shah			CIVAN, ETHAN D	
Envision IP LLC			ART UNIT	
14 Penn Plaza			PAPER NUMBER	
225 West 34th Street, 9th Floor			3684	
New York, NY 10122			DATE MAILED: 08/14/2020	

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

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

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

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

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. 16/863,229	Applicant(s) Robb et al.	
	Examiner ETHAN D CIVAN	Art Unit 3684	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 amendment filed July 1, 2020.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3. ☒ The allowed claim(s) is/are 1-20. 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)	5. ☐ Examiner's Amendment/Comment
2. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____.	6. ☒ Examiner's Statement of Reasons for Allowance
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.	7. ☐ Other _____.
4. ☒ Interview Summary (PTO-413), Paper No./Mail Date. <u>06/24/2020</u> .	

/ETHAN D CIVAN/ Primary Examiner, Art Unit 3684	
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Reasons for Allowance

Notice of Pre-AIA or AIA Status

The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

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

Upon review of the evidence at hand, it is hereby concluded that the evidence obtained and made of record, alone or in combination, neither anticipates, reasonably teaches, nor renders obvious the below noted features of applicant's invention as the noted features amount to more than a predictable use of elements in the prior art. The allowable features include "embedding, by the first server, the embeddable buy button into a web site, wherein the web site is executed by a second server not operated by the electronic commerce provider", and "wherein the electronic commerce store is displayed within the web site upon selection of the hyperlink, the electronic commerce store configured to facilitate payment processing related to a purchase of the item, and wherein the electronic commerce store is operated by the electronic commerce provider".

In addition to the above, the Examiner emphasizes the interrelation of the above distinguishing elements with the remainder of each respective claim element, and further notes that it is the interrelation that truly distinguishes Applicant's invention from the evidence at hand. Moreover, none of the evidence at hand teaches or suggests the combination of features claimed, nor does there exist an appropriate rationale for further modification of the evidence at hand.

It is hereby asserted by the Examiner that, in light of the above and in further deliberation over all of the evidence at hand, that the claims are allowable as the evidence at hand does not anticipate the claims and does not render obvious any further modification of the references to a person of ordinary skill in the art.

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."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ETHAN D CIVAN whose telephone number is (571)270-3402. The examiner can normally be reached on Monday-Thursday 8-6:30.

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, Jason B Dunham can be reached on (571) 272-8109. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

ETHAN D. CIVAN
Primary Examiner
Art Unit 3684

/ETHAN D CIVAN/
Primary Examiner, Art Unit 3684
August 6, 2020

<i>Applicant-Initiated Interview Summary</i>	Application No. 16/863,229	Applicant(s) Robb et al.	
	Examiner ETHAN D CIVAN	Art Unit 3684	AIA (FITF) Status Yes

All participants (applicant, applicants representative, PTO personnel):

(1) ETHAN D. CIVAN. (3) ____.

(2) Maulin Shah (Reg. No. 56,587). (4) ____.

Date of Interview: 24 June 2020.

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

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

Issues Discussed ☐101 ☐112 ☐102 ☒103 ☐Others

(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: 1.

Identification of prior art discussed: Jerome.

Substance of Interview

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

Potential amendments to overcome the prior art of record were discussed. No agreement was reached..

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

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

☒ Attachment

/ETHAN D CIVAN/
Primary Examiner, Art Unit 3684

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record

A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) 1.133 Interviews

Paragraph (b)

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

37 CFR §1.2 Business to be transacted in writing.

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

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

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

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

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

The Form provides for recordation of the following information:

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

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

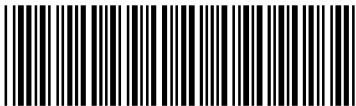
A complete and proper recordation of the substance of any interview should include at least the following applicable items:

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

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

Examiner to Check for Accuracy

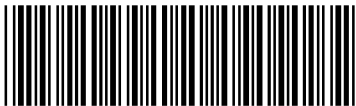
If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiners version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, Interview Record OK on the paper recording the substance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

Issue Classification 	Application/Control No. 16/863,229	Applicant(s)/Patent Under Reexamination Robb et al.
	Examiner ETHAN D CIVAN	Art Unit 3684

CPC						
Symbol					Type	Version
G06Q	/	30	/	0641	F	2013-01-01
G06Q	/	30	/	0643	I	2013-01-01
G06F	/	3	/	04842	I	2013-01-01
G06Q	/	30	/	02	I	2013-01-01
G06F	/	3	/	04817	I	2013-01-01
G06Q	/	50	/	01	I	2013-01-01

CPC Combination Sets				
Symbol	Type	Set	Ranking	Version
/				

NONE (Assistant Examiner) (Date)		Total Claims Allowed: 20	
/ETHAN D CIVAN/ Primary Examiner, Art Unit 3684 (Primary Examiner) (Date)		06 August 2020 O.G. Print Claim(s)	O.G. Print Figure 3

Issue Classification 	Application/Control No. 16/863,229	Applicant(s)/Patent Under Reexamination Robb et al.
	Examiner ETHAN D CIVAN	Art Unit 3684

INTERNATIONAL CLASSIFICATION			
CLAIMED			
G06Q	/	30	/ 00
NON-CLAIMED			
/	/		

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS
705	27.1

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	20	
/ETHAN D CIVAN/ Primary Examiner, Art Unit 3684 (Primary Examiner)	06 August 2020 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 3

Issue Classification 	Application/Control No. 16/863,229	Applicant(s)/Patent Under Reexamination Robb et al.
	Examiner ETHAN D CIVAN	Art Unit 3684

☐ 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	1	10	10	19	18										
2	2	11	11	20	20										
3	3	12	12												
4	4	13	13												
5	5	14	14												
6	6	15	15												
7	7	16	16												
8	8	17	19												
9	9	18	17												

NONE (Assistant Examiner) _____ (Date) _____		Total Claims Allowed: 20	
/ETHAN D CIVAN/ Primary Examiner, Art Unit 3684 (Primary Examiner) _____ (Date) 06 August 2020		O.G. Print Claim(s) 1	O.G. Print Figure 3

<i>Search Notes</i> 	Application/Control No. 16/863,229	Applicant(s)/Patent Under Reexamination Robb et al.
	Examiner ETHAN D CIVAN	Art Unit 3684

CPC - Searched*		
Symbol	Date	Examiner
G0630/06-08	06/04/2020	EDC
G0630/06-08	07/06/2020	EDC

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner
705	26.1-27.2	06/04/2020	EDC
EDC	26.1-27.2	07/06/2020	EDC

* 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
G0630/06-08 (see search history)	06/04/2020	EDC
705/26.1-27.2(see search history)	06/04/2020	EDC
East search	06/04/2020	EDC
G0630/06-08 (see search history)	07/06/2020	EDC
705/26.1-27.2(see search history)	07/06/2020	EDC
East search	07/06/2020	EDC
Dialog search	07/06/2020	EDC

/ETHAN D CIVAN/ Primary Examiner, Art Unit 3684	
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<i>Search Notes</i> 	Application/Control No. 16/863,229	Applicant(s)/Patent Under Reexamination Robb et al.
	Examiner ETHAN D CIVAN	Art Unit 3684

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
EDC	26.1-27.2	07/06/2020	EDC
G06Q30	06-08	07/06/2020	EDC

/ETHAN D CIVAN/ Primary Examiner, Art Unit 3684	
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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	0	(((((embed or embedded or embeddable) near3 (buy or purchase) near3 button)) with (good or item or product or merchandise)) same (second near3 server)	US-PGPUB; USPAT	OR	ON	2020/07/06 01:05
L2	0	(((((embed or embedded or embeddable) near3 (buy or purchase) near3 button)) with (good or item or product or merchandise)) same ((second or additional or independent) near3 server)	US-PGPUB; USPAT	OR	ON	2020/07/06 01:06
L8	0	(web near3 widget) same ((embed or embedded) near3 store) same (stream or streaming)	US-PGPUB; USPAT	OR	ON	2020/07/06 01:08
L9	23,084	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2020/07/06 01:08
L10	75,908	(G06Q30/06\$ or G06Q30/08\$).cpc.	US-PGPUB; USPAT	OR	OFF	2020/07/06 01:08
L11	0	L8 and (L9 or L10)	US-PGPUB; USPAT	OR	OFF	2020/07/06 01:08
L12	0	L11	US-PGPUB; USPAT	OR	OFF	2020/07/06 01:08
L13	0	(web near3 widget) same ((embed or embedded) near3 store) same ((second or independent or additional) near3 server)	US-PGPUB; USPAT	OR	ON	2020/07/06 01:09
L14	0	L13 and (L9 or L10)	US-PGPUB; USPAT	OR	ON	2020/07/06 01:09
S1	12,359	(705/26 or 705/27).ccls.	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S2	126	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S3	221,960	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S4	1,646,467	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33

S5	449	S3 near3 S4	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S6	0	S5 same S2	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S7	4	S5 and S2	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:33
S8	122	S2 not S7	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 11:39
S9	27,264	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:16
S10	9,526	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:16
S11	3,930	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:16
S12	46,119	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:16
S13	0	S9 same S10 same S11 same S12	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:17
S14	62	S9 and S10 and S11 and S12	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/22 13:17
S15	231	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/23 10:46
S16	1,295,059	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/23 10:46
S17	32	S15 with S16	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/23 10:46
S18	2	"7526545".pn.	US-PGPUB; USPAT; DERWENT	OR	ON	2010/12/23 12:42
S19	1	"20100114739".pn.	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:15

S20	208	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S21	250,462	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S22	1,836,830	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S23	565	S21 near3 S22	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S24	1	S23 same S20	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S25	1	S24	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:30
S26	7	S23 and S20	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:30
S27	7	S26	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:30
S28	33,385	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S29	11,293	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S30	4,819	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S31	53,434	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S32	105	S28 and S29 and S30 and S31	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S33	105	S32	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:32
S34	316	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S35	1,476,053	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32

S36	46	S34 with S35	US-PGPUB; USPAT; DERWENT	OR	ON	2012/02/27 22:32
S37	42	S36	US-PGPUB; USPAT	OR	OFF	2012/02/27 22:32
S38	1	(stream or streaming) and ("20100235766" or "7526545").pn.	US-PGPUB; USPAT	OR	OFF	2012/02/29 22:52
S39	331	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15
S40	275,066	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15
S41	2,016,834	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15
S42	691	S40 near3 S41	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15
S43	14	S42 and S39	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:15
S44	12	S43	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:15
S45	39,369	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S46	13,108	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S47	5,772	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S48	61,537	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S49	172	S45 and S46 and S47 and S48	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:23
S50	171	S49	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:23
S51	331	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24

S52	275,066	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S53	2,016,834	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S54	691	S52 near3 S53	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S55	5	S54 same S51	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S56	3	S55	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24
S57	3	S55	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24
S58	3	S57	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24
S59	14	S54 and S51	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:24
S60	12	S59	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24
S61	12	S60	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:24
S62	450	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:25
S63	1,666,948	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:25
S64	90	S62 with S63	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 18:25
S65	84	S64	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:25
S66	84	S65	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:25
S67	1	(stream or streaming) and ("20100235766" or "7526545").pn.	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:25
S68	1	S67	US-PGPUB; USPAT	OR	OFF	2013/03/17 18:25
S70	275,066	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 21:53

S71	2,016,834	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 21:53
S72	691	S70 near3 S71	US-PGPUB; USPAT; DERWENT	OR	ON	2013/03/17 21:53
S76	15,678	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2013/03/17 21:53
S77	24	S76 and S72	US-PGPUB; USPAT	OR	OFF	2013/03/17 21:54
S78	369	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S79	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S80	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S81	738	S79 near3 S80	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S82	15	S81 and S78	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S83	13	S82	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:49
S84	41,782	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S85	13,768	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S86	6,135	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S87	64,633	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S88	174	S84 and S85 and S86 and S87	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S89	173	S88	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:49

S90	503	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S91	1,746,722	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S92	102	S90 with S91	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:49
S93	95	S92	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:49
S94	369	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S95	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S96	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S97	738	S95 near3 S96	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S98	5	S97 same S94	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S99	3	S98	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:50
S100	503	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S101	1,746,722	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S102	102	S100 with S101	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S103	95	S102	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:50
S104	369	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S105	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50

S106	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S107	738	S105 near3 S106	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S108	15	S107 and S104	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S109	13	S108	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:50
S110	369	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S111	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S112	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S113	738	S111 near3 S112	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S114	5	S113 same S110	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:50
S115	3	S114	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:50
S116	15	S113 and S110	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:51
S117	13	S116	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S118	13	S117	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S119	1	(stream or streaming) and ("20100235766" or "7526545").pn.	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S120	1	S119	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S121	284,828	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:51
S122	2,090,608	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:51

S123	738	S121 near3 S122	US-PGPUB; USPAT; DERWENT	OR	ON	2013/08/07 01:51
S124	16,590	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S125	24	S124 and S123	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S126	24	S125	US-PGPUB; USPAT	OR	OFF	2013/08/07 01:51
S127	0	(web near3 widget) same ((embed or embedded) near3 store) same (stream or streaming)	US-PGPUB; USPAT	OR	ON	2017/02/09 15:51
S128	23,002	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2017/02/09 15:52
S129	56,898	(G06Q30/06\$ or G06Q30/08\$).cpc.	US-PGPUB; USPAT	OR	OFF	2017/02/09 15:53
S130	0	S127 and (S128 or S129)	US-PGPUB; USPAT	OR	OFF	2017/02/09 15:53
S135	0	(social near3 network) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2018/10/24 14:58
S136	0	((social near3 network) or facebook) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:36
S137	95	((social near3 network) or facebook) with (viral near3 marketing)	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:43
S138	0	((((social near3 network) or facebook) with (viral near3 marketing))) same (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:44
S139	4	((((social near3 network) or facebook) with (viral near3 marketing))) and (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:44
S140	429,091	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S141	3,328,267	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S142	1,402	S140 near3 S141	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S143	1,364	S142	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S144	847	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52

S145	8	S142 same S144	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S146	6	S145	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S147	21	S142 and S144	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S148	19	S147	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S149	826	S144 not S147	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S150	782	S149	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S151	78,857	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S152	24,746	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S153	13,011	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S154	123,529	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S155	7	S151 same S152 same S153 same S154	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:52
S156	6	S155	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:52
S157	203	S151 and S152 and S153 and S154	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S158	202	S157	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:53
S159	1,266	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S160	3,051,245	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S161	227	S159 with S160	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53

S162	214	S161	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:53
S163	847	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S164	429,091	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S165	3,328,267	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S166	1,402	S164 near3 S165	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S167	21	S166 and S163	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S168	19	S167	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:53
S169	847	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S170	429,091	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S171	3,328,267	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S172	1,402	S170 near3 S171	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S173	21	S172 and S169	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:53
S174	19	S173	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:53
S175	847	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54
S176	429,091	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54
S177	3,328,267	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54

S178	1,402	S176 near3 S177	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54
S179	8	S178 same S175	US-PGPUB; USPAT; DERWENT	OR	ON	2019/01/21 17:54
S180	6	S179	US-PGPUB; USPAT	OR	OFF	2019/01/21 17:54
S181	1	"20120295697".pn. and (webpage or (web near3 page))	US-PGPUB; USPAT	OR	OFF	2019/01/21 18:43
S182	1	(webpage) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2019/01/21 18:47
S183	1	"20120295697".pn. and share	US-PGPUB; USPAT	OR	OFF	2019/01/21 20:02
S184	1	"7526545".pn.	US-PGPUB; USPAT	OR	OFF	2019/06/18 10:15
S185	1	"7526545".pn. and video	US-PGPUB; USPAT	OR	OFF	2019/06/18 10:15
S186	1	"7526545".pn. and preview	US-PGPUB; USPAT	OR	OFF	2019/06/18 10:16
S187	17	checkout with ((operated or operate or operation or controlled or control or populate or populated) near3 (third adj party))	US-PGPUB; USPAT	OR	ON	2019/07/04 15:13
S188	877	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S189	442,580	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S190	3,453,366	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S191	1,448	S189 near3 S190	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S192	8	S191 same S188	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S193	6	S192	US-PGPUB; USPAT	OR	ON	2019/07/04 15:18
S194	21	S191 and S188	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18

S195	19	S194	US-PGPUB; USPAT	OR	ON	2019/07/04 15:18
S196	856	S188 not S194	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S197	812	S196	US-PGPUB; USPAT	OR	ON	2019/07/04 15:18
S198	81,802	content near3 search	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S199	25,619	content near3 retrieval	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S200	13,659	content near3 preview	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S201	130,225	transaction near3 processing	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S202	7	S198 same S199 same S200 same S201	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:18
S203	6	S202	US-PGPUB; USPAT	OR	ON	2019/07/04 15:18
S204	1,299	media near3 widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S205	3,180,393	internet or web	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S206	235	S204 with S205	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S207	222	S206	US-PGPUB; USPAT	OR	ON	2019/07/04 15:19
S208	877	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S209	442,580	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S210	3,453,366	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19

S211	1,448	S209 near3 S210	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S212	8	S211 same S208	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S213	6	S212	US-PGPUB; USPAT	OR	ON	2019/07/04 15:19
S214	6	S212	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:19
S215	6	S214	US-PGPUB; USPAT	OR	ON	2019/07/04 15:19
S216	21	S211 and S208	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:19
S217	19	S216	US-PGPUB; USPAT	OR	ON	2019/07/04 15:19
S218	442,580	viral	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S219	3,453,366	distribution	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S220	1,448	S218 near3 S219	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S221	877	web adj widget	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S222	8	S220 same S221	US-PGPUB; USPAT; DERWENT	OR	ON	2019/07/04 15:20
S223	6	S222	US-PGPUB; USPAT	OR	ON	2019/07/04 15:20
S224	0	(web near3 widget) same ((embed or embedded) near3 store) same (stream or streaming)	US-PGPUB; USPAT	OR	ON	2019/07/04 15:20
S225	23,048	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:20
S226	69,625	(G06Q30/06\$ or G06Q30/08\$).cpc.	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:20
S227	0	S224 and (S225 or S226)	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:20
S228	0	S227	US-PGPUB; USPAT	OR	ON	2019/07/04 15:20

S229	0	(social near3 network) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:21
S230	0	S229	US-PGPUB; USPAT	OR	ON	2019/07/04 15:21
S231	0	((social near3 network) or facebook) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:21
S232	0	S231	US-PGPUB; USPAT	OR	ON	2019/07/04 15:21
S233	97	((social near3 network) or facebook) with (viral near3 marketing)	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:21
S234	97	S233	US-PGPUB; USPAT	OR	ON	2019/07/04 15:21
S235	0	((((social near3 network) or facebook) with (viral near3 marketing))) same (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:21
S236	0	S235	US-PGPUB; USPAT	OR	ON	2019/07/04 15:21
S237	4	((((social near3 network) or facebook) with (viral near3 marketing))) and (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2019/07/04 15:21
S238	4	S237	US-PGPUB; USPAT	OR	ON	2019/07/04 15:21
S239	0	(web near3 widget) same (checkout with ((operated or operate or operation or controlled or control or populate or populated) near3 (third adj party)))	US-PGPUB; USPAT	OR	ON	2019/07/04 15:22
S244	0	(web near3 widget) same ((embed or embedded) near3 store) same (stream or streaming)	US-PGPUB; USPAT	OR	ON	2020/06/04 09:33
S245	23,083	(705/26\$ or 705/27\$).ccls.	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:33
S246	75,402	(G06Q30/06\$ or G06Q30/08\$).cpc.	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:33
S247	0	S244 and (S245 or S246)	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:33
S248	0	S247	US-PGPUB; USPAT	OR	ON	2020/06/04 09:33
S249	0	(social near3 network) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
S250	0	S249	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34

S251	0	((social near3 network) or facebook) and ("7526545" or "20100235766").pn.	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
S252	0	S251	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34
S253	98	((social near3 network) or facebook) with (viral near3 marketing)	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
S254	98	S253	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34
S255	0	((social near3 network) or facebook) with (viral near3 marketing)) same (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
S256	0	S255	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34
S257	4	((social near3 network) or facebook) with (viral near3 marketing)) and (web near3 widget)	US-PGPUB; USPAT	OR	OFF	2020/06/04 09:34
S258	4	S257	US-PGPUB; USPAT	OR	ON	2020/06/04 09:34
S259	1	(web near3 widget) same (checkout with ((operate or operate or operation or controlled or control or populate or populated) near3 (third adj party)))	US-PGPUB; USPAT	OR	ON	2020/06/04 09:35
S260	1	S259	US-PGPUB; USPAT	OR	ON	2020/06/04 09:35
S261	47	("10102557" "10242398" "10248990" "10269053" "10318941" "10438249" "10497047" "10511580" "20080091606" "20080092189" "20080255962" "20090077480" "20090100329" "20090164315" "20100106565" "20100114739" "20100153201" "20100235766" "20100281357" "20110307389" "20120036042" "20120150666" "20120295697" "20130124337" "20130212177" "20130246179" "20140006069" "20140344080" "20150379601" "20160048895" "20170249680" "5710887" "6073124" "7526545" "7895080" "8244597" "8458055" "8589253" "8838484" "9129324" "9311647" "9324098" "9501750" "9613375" "9720554" "9721290" "9953378").PN.	US-PGPUB; USPAT	OR	ON	2020/06/04 09:41

S262	1	"16512018"	US-PGPUB; USPAT	OR	ON	2020/06/04 09:47
S263	1	"7526545".pn. and transaction	US-PGPUB; USPAT	OR	ON	2020/06/08 04:48
S264	1	"7526545".pn. and (good or service)	US-PGPUB; USPAT	OR	ON	2020/06/08 04:54
S265	1	"7526545".pn. and (image or video or multimedia)	US-PGPUB; USPAT	OR	ON	2020/06/08 04:58
S266	1	"7526545".pn. and (credit or debit)	US-PGPUB; USPAT	OR	ON	2020/06/08 05:07

7/6/2020 1:10:19 AM

C:\Users\ecivan\Documents\EAST\Workspaces\16863229.wsp

EAST Search History

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L3	0	(((((embed or embedded or embeddable) near3 (buy or purchase) near3 button)) with (good or item or product or merchandise)) same ((second or additional or independent) near3 server)	USPAT	OR	ON	2020/07/06 01:07
L4	7,205	(705/26\$ or 705/27\$).ccls.	USPAT	OR	OFF	2020/07/06 01:07
L6	26,219	(G06Q30/06\$ or G06Q30/08\$).cpc.	USPAT	OR	OFF	2020/07/06 01:07
L7	0	L3 and (L4 or I6)	USPAT	OR	OFF	2020/07/06 01:07
S131	0	(web near3 widget) same ((embed or embedded) near3 store) same (stream or streaming)	USPAT	OR	ON	2017/02/09 15:52
S132	7,209	(705/26\$ or 705/27\$).ccls.	USPAT	OR	OFF	2017/02/09 15:52
S133	18,305	(G06Q30/06\$ or G06Q30/08\$).cpc.	USPAT	OR	OFF	2017/02/09 15:53
S134	0	S131 and (S132 or S133)	USPAT	OR	OFF	2017/02/09 15:53
S240	0	(web near3 widget) same (checkout with (((operated or operate or operation or controlled or control or populate or populated) near3 (third adj party)))	USPAT	OR	ON	2019/07/04 15:22
S241	7,202	(705/26\$ or 705/27\$).ccls.	USPAT	OR	OFF	2019/07/04 15:23
S242	23,422	(G06Q30/06\$ or G06Q30/08\$).cpc.	USPAT	OR	OFF	2019/07/04 15:23
S243	0	S240 and (S241 or S242)	USPAT	OR	ON	2019/07/04 15:23

7/6/2020 1:10:12 AM

C:\Users\ecivan\Documents\EAST\Workspaces\16863229.wsp

Applicant Initiated Interview Request Form

Application No.: 16863229

First Named Applicant: David Robb

Examiner: Ethan D. Civan

Art Unit: 3684

Status of Application: Pending

Tentative Participants:

(1) Maulin Shah - Attorney of Record

(2) Examiner Civan

(3)

(4)

Proposed Date of Interview: 6/24/20

Proposed Time: 11 (☉AM☉PM)

Type of Interview Requested:(1) ☒ Telephonic(2) ☐ Personal(3) ☐ Video ConferenceExhibit To Be Shown or Demonstrated: ☐ YES☐ NO

If yes, provide brief description:

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) Rej.	1, 7, 14	Jerome	☐	☐	☐
(2)			☐	☐	☐
(3)			☐	☐	☐
(4)			☐	☐	☐

☐ Continuation Sheet Attached☐ Proposed Amendment or Arguments Attached

Brief Description of Arguments to be Presented: Discussion of the cited portions of Jerome in the Office Action dated 6/11/20.

An interview was conducted on the above-identified application on

NOTE: This form should be completed and filed by applicant in advance of the interview (see MPEP § 713.01). If this form is signed by a registered practitioner not of record, the Office will accept this as an indication that he or she is authorized to conduct an interview on behalf of the principal (37 CFR 1.32(a)(3)) pursuant to 37 CFR 1.34. This is not a power of attorney to any above named practitioner. See the Instruction Sheet for this form, which is incorporated by reference. By signing this form, applicant or practitioner is certifying that he or she has read the Instruction Sheet. After the interview is conducted, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible. This application will not be delayed from issue because of applicant's failure to submit a written record of this interview.

/Maulin Shah/

Applicant/Applicant's Representative Signature

Maulin Shah

Typed/Printed Name of Applicant or Representative

56,587

Registration Number, if applicable

Examiner/SPE Signature

310-499-8624

Applicant's/Applicant's Representative's Telephone Number

This collection of information is required by 37 CFR 1.133. 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 24 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.

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

Instruction Sheet for:
APPLICANT INITIATED INTERVIEW REQUEST FORM
(Not to be Submitted to the USPTO)

1. If this form is signed by a registered practitioner not of record, the authority to submit the Applicant Initiated Interview Request Form is pursuant to limited authority to act in a representative capacity under 37 CFR 1.34 and further proof of authority to act in a representative capacity may be required. See 37 CFR 1.34.

The Office will accept the signed form as an indication that the registered practitioner not of record is authorized to conduct an interview on behalf of the principal in pursuant to 37 CFR 1.34.

For more information, see the "Conducting an Interview with a Registered Practitioner Acting in a Representative Capacity" notice which is available on the USPTO Web site at: <http://www.uspto.gov/patents/law/notices/2010.jsp>.

2. This is not a power of attorney to any named practitioner. Accordingly, any registered practitioner not of record named on the form does not have authority to sign a request to change the correspondence address, a request for express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate power of attorney to the named practitioner should be executed and filed in the US Patent and Trademark Office.
3. Any interview concerning an unpublished application under 35 U.S.C. § 122(b) with a registered practitioner not of record who obtains authorization through use of the PTOL-413A will be conducted based on the information and files supplied by the practitioner in view of the confidentiality requirements of 35 U.S.C. § 122(a).

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.



Search Strategy from Dialog

July 06 2020 01:12

Search Strategy

Databases: Inspec®

Set#	Searched for	Results
S1	(((((embed or embedded or embeddable) near/3 (buy or purchase) near/3 button)) near/15 (good or item or product or merchandise)) near/30 ((second or additional or independent) near/3 server)	0°

° Duplicates are removed from the search and from the result count.

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/863,229	04/30/2020	David Robb	DR-103

CONFIRMATION NO. 2460

PUBLICATION NOTICE



OC000000119367719

75120
Maulin Shah
Envision IP LLC
14 Penn Plaza
225 West 34th Street, 9th Floor
New York, NY 10122

Title:SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

Publication No.US-2020-0265507-A1

Publication Date:08/20/2020

NOTICE OF PUBLICATION OF APPLICATION

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

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

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

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

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

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

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Maulin Shah
Envision IP LLC
14 Penn Plaza
225 West 34th Street, 9th Floor
New York, NY 10122



**Courtesy Reminder for
Application Serial No: 16/863,229**

Attorney Docket No: DR-103
Customer Number: 75120
Date of Electronic Notification: 08/14/2020

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.

Electronic Acknowledgement Receipt

EFS ID:	40574518
Application Number:	16863229
International Application Number:	
Confirmation Number:	2460
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-103
Receipt Date:	16-SEP-2020
Filing Date:	30-APR-2020
Time Stamp:	13:55:51
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment after Notice of Allowance (Rule 312)	Response.pdf	101537	no	9
			ef906d29f22bd3b4abf6b596377dd242640d97e9		

Warnings:

Information:	
Total Files Size (in bytes):	101537
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.	

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant: David K. Robb
Serial No.: 16/863,229
Filing Date: April 30, 2020

Confirmation No.: 2460
Group Art Unit: 3684
Examiner: Ethan D. Civan

AMENDMENT UNDER 37 C.F.R. § 1.312

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

Dear Sir:

This amendment is responsive to the Notice of Allowance and Fees Due dated April 30, 2020

Amendments to the claims begin on page 2 of this paper.

Amendments to the title begin on page 6 of this paper.

Amendments to the abstract begin on page 7 of this paper.

Remarks begin on page 8 of this paper.

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method ~~to generate an embeddable~~ for embedding a buy button for an electronic commerce store, comprising:

receiving, by an embeddable buy button builder executing on a first server operated by ~~an electronic commerce~~ a buy button provider, a selection of an item from an item inventory and a representation of the item, wherein the item is to be listed for sale on the electronic commerce store;

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

embedding, by the buy button provider ~~first server~~, the embeddable buy button into a web site, wherein the web site is executed by a second server not operated by the ~~electronic commerce~~ buy button provider,

wherein the electronic commerce store is displayed within the web site upon selection of the hyperlink, the electronic commerce store configured to facilitate payment processing related to a purchase of the item, and wherein the electronic commerce store is operated by the ~~electronic commerce~~ buy button provider.

2. (Previously Presented) The method of claim 1, wherein the embeddable buy button is configured to be embedded into different web sites.

3. (Currently Amended) The method of claim 1, wherein the electronic commerce store includes a checkout screen that allows a purchase of the item using a transaction processing service operated by the ~~electronic commerce~~ buy button provider.

4. (Previously Presented) The method of claim 1, wherein the electronic commerce store includes a checkout screen that allows a purchase of the item using a transaction processing service operated by a third-party server.

5. (Previously Presented) The method of claim 1, wherein the item is a physical good or service.

6. (Previously Presented) The method of claim 1, wherein the representation is selected from a group consisting of a static image, a video file, and a multimedia file.
7. (Currently Amended) A system for ~~generating an embeddable~~ embedding a buy button for an electronic commerce store, comprising:
 - a first server operated by ~~an electronic commerce~~ a buy button provider;
 - a database communicatively coupled to the first server, the database configured to store an inventory list of items capable of being offered for sale on the electronic commerce store;
 - an embeddable buy button builder executed by the first server, wherein the embeddable buy button builder is configured to receive a selection of an item from the inventory list and a representation of the item, the embeddable buy button builder further configured to generate the embeddable buy button, wherein the embeddable buy button is configured to be embedded into a web site by the buy button provider ~~first server~~, wherein the embeddable buy button includes a hyperlink; and
 - a second server configured to execute the web site, wherein the buy button provider controls operation of first server is configured to display the embeddable buy button on the web site, and wherein the buy button provider controls operation of first server is configured to display the electronic commerce store on the web site upon selection of the hyperlink.
8. (Currently Amended) The system of claim 7, further comprising a transaction processing service operated by the ~~electronic commerce~~ buy button provider, the transaction processing service configured to process a payment initiated via the electronic commerce store.
9. (Currently Amended) The system of claim 7, wherein the ~~electronic commerce~~ buy button provider is configured to execute the electronic commerce store.
10. (Previously Presented) The system of claim 7, wherein the embeddable buy button builder generates hypertext-markup-language code that is configured to be inserted into the web site.

11. (Previously Presented) The system of claim 7, wherein the representation is selected from a group consisting of a static image, a video file, and a multimedia file.
12. (Previously Presented) The system of claim 7, wherein the embeddable buy button is configured to be embedded into different web sites.
13. (Previously Presented) The system of claim 7, wherein the electronic commerce store includes a checkout screen is configured to facilitate the purchase of the item.
14. (Currently Amended) A method ~~to generate an embeddable~~ for embedding a buy button for an electronic commerce store, comprising:
 - receiving, by embeddable buy button builder executing on a first server operated by ~~an electronic commerce~~ a buy button provider, a selection of an item to sell on a web site and a representation of the item, wherein the web site is executed by a second server not operated by the ~~electronic commerce~~ buy button provider;
 - generating, by a first server, the embeddable buy button containing software configured to be executed by the first server on the web site;
 - embedding, by the buy button provider ~~first server~~, the embeddable buy button into the web site, wherein the embeddable buy button includes a hyperlink; and
 - executing, by the buy button provider ~~first server~~, the software upon selection of the hyperlink, wherein the software is configured to display the electronic commerce store within the web site.
15. (Previously Presented) The method of claim 14, wherein the embeddable buy button is configured to be embedded into different web sites.
16. (Currently Amended) The method of claim 14, wherein the electronic commerce store includes a checkout screen is operated by the ~~electronic commerce~~ buy button provider.
17. (Previously Presented) The method of claim 14, wherein the representation is selected from a group consisting of a static image, a video file, and a multimedia file.

18. (Previously Presented) The method of claim 14, wherein the item is a physical good or a service.

19. (Currently Amended) The method of claim 16, wherein the checkout screen is configured to facilitate the purchase of the item by a transaction processing service operated by the ~~electronic commerce~~ buy button provider.

20. (Previously Presented) The method of claim 14, wherein checkout screen allows a purchase of the item using at least one of a previously stored credit card, a debit card or bank account information.

AMENDMENTS TO THE TITLE

Please amend the title as follows:

SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING
EMBEDDABLE BUY BUTTONS ~~MULTIMEDIA CONTENT~~

AMENDMENTS TO THE ABSTRACT

Please amend the Abstract as follows:

An embeddable buy button ~~A portable web widget~~ for distribution of multimedia content over a computer communications network, the buy button ~~web widget~~ adapted for viral distribution and execution in a web browser on a client device wherein the buy button ~~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 buy button ~~web widget~~ after it enters an active operational mode, the buy button ~~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.

REMARKS

Applicant wishes to thank the Examiner for the Notice of Allowance on this application. Upon review of the allowed claims, Applicant noticed minor issues in the claims and proposes the following amendments:

- (1) In claims 1, 7, and 14, the preamble has been amended such that the term “embeddable buy button” in the body of the claims does not rely on antecedent basis to the preamble.
- (2) In claims 1, 7, and 14, the term “electronic commerce provider” has been amended to “buy button provider”.
- (3) In claims 1, 7, and 14, Applicant clarifies that the “buy button provider” embeds the embeddable buy button into a web site.
- (4) In claim 7, Applicant clarifies that the “buy button provider controls operation of the embeddable buy button on the web site”, and replaces the language reciting the “first server is configured to display the embeddable buy button on the web site”.

The proposed claim amendments are meant to clarify the allowed claims, and the proposed amendments do not affect the scope of the claims. As such, no additional search or examination is required. Applicant further proposes amendments such that the title and abstract are consistent with, and aligned to, the language of the allowed claims.

Accordingly, it is respectfully requested that this amendment be entered and allowed. The Examiner is hereby invited to contact Applicant's attorney at the telephone number listed below.

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)

September 16, 2020



UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/863,229	04/30/2020	David Robb	DR-103	2460
75120	7590	10/08/2020	EXAMINER	
Maulin Shah			CIVAN, ETHAN D	
Envision IP LLC			ART UNIT	
14 Penn Plaza			PAPER NUMBER	
225 West 34th Street, 9th Floor			3684	
New York, NY 10122			NOTIFICATION DATE	
			DELIVERY MODE	
			10/08/2020	
			ELECTRONIC	

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

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

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

maulin.shah@envisionip.com

**UNITED STATES DEPARTMENT OF COMMERCE****U.S. Patent and Trademark Office**

Address: COMMISSIONER FOR PATENTS

P.O. Box 1450

Alexandria, Virginia 22313-1450

APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR/ PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
16/863,229	04/30/2020	Robb et al.	DR-103

Maulin Shah Envision IP LLC 14 Penn Plaza 225 West 34th Street, 9th Floor New York, NY 10122		EXAMINER	
		ETHAN D CIVAN	
		ART UNIT	PAPER
		3684	20201001

DATE MAILED: _____

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

Commissioner for Patents

Please see attached communication.

/ETHAN D CIVAN/
Primary Examiner, Art Unit 3684

Response to Rule 312 Communication	Application No.		Applicant(s)	
	16/863,229		Robb et al.	
	Examiner		Art Unit	AIA (FITF) Status
	ETHAN D CIVAN		3684	Yes

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

1. ☒ The amendment filed on 16 September 2020 under 37 CFR 1.312 has been considered, and has been:

a) ☐ entered.

b) ☒ entered as directed to matters of form not affecting the scope of the invention.

c) ☐ disapproved because the amendment was filed after the payment of the issue fee.

Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1) and the required fee to withdraw the application from issue.

d) ☐ disapproved. See explanation below.

e) ☐ entered in part. See explanation below.

/ETHAN D CIVAN/ Primary Examiner, Art Unit 3684	
--	--

AMENDMENTS TO THE ABSTRACT

Please amend the Abstract as follows:

An embeddable buy button ~~A portable web widget~~ for distribution of multimedia content over a computer communications network, the buy button ~~web widget~~ adapted for viral distribution and execution in a web browser on a client device wherein the buy button ~~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 buy button ~~web widget~~ after it enters an active operational mode, the buy button ~~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.

AMENDMENTS TO THE TITLE

Please amend the title as follows:

SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING
EMBEDDABLE BUY BUTTONS ~~MULTIMEDIA CONTENT~~

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method ~~to generate an embeddable~~ for embedding a buy button for an electronic commerce store, comprising:

receiving, by an embeddable buy button builder executing on a first server operated by ~~an electronic commerce~~ a buy button provider, a selection of an item from an item inventory and a representation of the item, wherein the item is to be listed for sale on the electronic commerce store;

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

embedding, by the buy button provider ~~first server~~, the embeddable buy button into a web site, wherein the web site is executed by a second server not operated by the ~~electronic commerce~~ buy button provider,

wherein the electronic commerce store is displayed within the web site upon selection of the hyperlink, the electronic commerce store configured to facilitate payment processing related to a purchase of the item, and wherein the electronic commerce store is operated by the ~~electronic commerce~~ buy button provider.

2. (Previously Presented) The method of claim 1, wherein the embeddable buy button is configured to be embedded into different web sites.

3. (Currently Amended) The method of claim 1, wherein the electronic commerce store includes a checkout screen that allows a purchase of the item using a transaction processing service operated by the ~~electronic commerce~~ buy button provider.

4. (Previously Presented) The method of claim 1, wherein the electronic commerce store includes a checkout screen that allows a purchase of the item using a transaction processing service operated by a third-party server.

5. (Previously Presented) The method of claim 1, wherein the item is a physical good or service.

6. (Previously Presented) The method of claim 1, wherein the representation is selected from a group consisting of a static image, a video file, and a multimedia file.
7. (Currently Amended) A system for ~~generating an embeddable~~ embedding a buy button for an electronic commerce store, comprising:
 - a first server operated by ~~an electronic commerce~~ a buy button provider;
 - a database communicatively coupled to the first server, the database configured to store an inventory list of items capable of being offered for sale on the electronic commerce store;
 - an embeddable buy button builder executed by the first server, wherein the embeddable buy button builder is configured to receive a selection of an item from the inventory list and a representation of the item, the embeddable buy button builder further configured to generate the embeddable buy button, wherein the embeddable buy button is configured to be embedded into a web site by the buy button provider ~~first server~~, wherein the embeddable buy button includes a hyperlink; and
 - a second server configured to execute the web site, wherein the buy button provider controls operation of first server is configured to display the embeddable buy button on the web site, and wherein the buy button provider controls operation of first server is configured to display the electronic commerce store on the web site upon selection of the hyperlink.
8. (Currently Amended) The system of claim 7, further comprising a transaction processing service operated by the ~~electronic commerce~~ buy button provider, the transaction processing service configured to process a payment initiated via the electronic commerce store.
9. (Currently Amended) The system of claim 7, wherein the ~~electronic commerce~~ buy button provider is configured to execute the electronic commerce store.
10. (Previously Presented) The system of claim 7, wherein the embeddable buy button builder generates hypertext-markup-language code that is configured to be inserted into the web site.

11. (Previously Presented) The system of claim 7, wherein the representation is selected from a group consisting of a static image, a video file, and a multimedia file.
12. (Previously Presented) The system of claim 7, wherein the embeddable buy button is configured to be embedded into different web sites.
13. (Previously Presented) The system of claim 7, wherein the electronic commerce store includes a checkout screen is configured to facilitate the purchase of the item.
14. (Currently Amended) A method ~~to generate an embeddable~~ for embedding a buy button for an electronic commerce store, comprising:
 - receiving, by embeddable buy button builder executing on a first server operated by ~~an electronic commerce~~ a buy button provider, a selection of an item to sell on a web site and a representation of the item, wherein the web site is executed by a second server not operated by the ~~electronic commerce~~ buy button provider;
 - generating, by a first server, the embeddable buy button containing software configured to be executed by the first server on the web site;
 - embedding, by the buy button provider ~~first server~~, the embeddable buy button into the web site, wherein the embeddable buy button includes a hyperlink; and
 - executing, by the buy button provider ~~first server~~, the software upon selection of the hyperlink, wherein the software is configured to display the electronic commerce store within the web site.
15. (Previously Presented) The method of claim 14, wherein the embeddable buy button is configured to be embedded into different web sites.
16. (Currently Amended) The method of claim 14, wherein the electronic commerce store includes a checkout screen is operated by the ~~electronic commerce~~ buy button provider.
17. (Previously Presented) The method of claim 14, wherein the representation is selected from a group consisting of a static image, a video file, and a multimedia file.

18. (Previously Presented) The method of claim 14, wherein the item is a physical good or a service.

19. (Currently Amended) The method of claim 16, wherein the checkout screen is configured to facilitate the purchase of the item by a transaction processing service operated by the ~~electronic commerce~~ buy button provider.

20. (Previously Presented) The method of claim 14, wherein checkout screen allows a purchase of the item using at least one of a previously stored credit card, a debit card or bank account information.

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 assignment 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

1101 Granville Road, Charlotte, NC 28207-1835

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

David K. Robb

Date

Name **David K. Robb**

Telephone **704-906-0134**

Title **Managing Member, 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 update (and by the USPTO to process) the file of a patent or reexamination proceeding. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 18 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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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.

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

Electronic Acknowledgement Receipt

EFS ID:	40793514
Application Number:	16863229
International Application Number:	
Confirmation Number:	2460
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-103
Receipt Date:	08-OCT-2020
Filing Date:	30-APR-2020
Time Stamp:	13:54:31
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	PTOAIA80.pdf	512748	no	2
			bb91351a8b3200fe7b7e7eec11fc2e52f9c0046c		

Warnings:

Information:	
Total Files Size (in bytes):	512748
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.	

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

Issue Fee Transmittal Form

Application Number	Filing Date	First Named Inventor	Atty. Docket No.	Confirmation No.
16863229	30-Apr-2020	David Robb	DR-103	2460

TITLE OF INVENTION :

SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING EMBEDDABLE BUY BUTTONS

Entity Status		Application Type		Art Unit	Class - Subclass	EXAMINER	
~~Micro~~	Small	Utility under 35 USC 111(a)		3684	027100	ETHAN CIVAN	
Issue Fee Due		Publication Due		Total Fee(s) Due		Date Due	Prev. Paid Fee
~~\$250~~	\$500	\$0		~~\$250~~ \$500		16-Nov-2020	\$0

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

Current Correspondence Address:	Current Indicated Fee Address :
75120 Maulin Shah Envision IP LLC 14 Penn Plaza 225 West 34th Street, 9th Floor New York NY 10122 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)

3.The Following Fee(s) Are Submitted:

☒ Issue Fee

☐ I authorize USPTO to apply my previously paid issue fee to the current fees due

☐ Publication Fee

☐ The Director is hereby authorized to apply my previously paid issue fee to the current fee due and to charge deficient fees to Deposit Account Number _____

☐ Advance Order - # of copies _____

☐ If in **addition** to the payment of the issue fee amount submitted with this form, there are any discrepancies in any amount(s) due, the Director is authorized to charge any deficiency, or credit any overpayment, to Deposit Account Number _____.
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4.Firm and/or Attorney Names To Be Printed

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

1.

2.

3.

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

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

Name	City	State	Country	Category

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	10-09-2020
Name	Maulin Shah	Registration Number	56587

Electronic Patent Application Fee Transmittal

Application Number:	16863229			
Filing Date:	30-Apr-2020			
Title of Invention:	SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING EMBEDDABLE BUY BUTTONS			
First Named Inventor/Applicant Name:	David Robb			
Filer:	Maulin Shah			
Attorney Docket Number:	DR-103			
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	500	500
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 (\$)				500

Electronic Acknowledgement Receipt

EFS ID:	40801357
Application Number:	16863229
International Application Number:	
Confirmation Number:	2460
Title of Invention:	SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING EMBEDDABLE BUY BUTTONS
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-103
Receipt Date:	09-OCT-2020
Filing Date:	30-APR-2020
Time Stamp:	09:53:57
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	\$ 500
RAM confirmation Number	E202009053541725
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The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	Web85b.pdf	46101	no	2
			c8cec05ec8f9dfb8b620e4a84604f67a631fe05a		
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	31897	no	2
			98672e0c34f94db87298980ee0b72b7ee8c5b45c		
Warnings:					
Information:					
Total Files Size (in bytes):			77998		
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/863,229	04/30/2020	David Robb	DR-103

CONFIRMATION NO. 2460

POA ACCEPTANCE LETTER



OC000000120548632

75120
Maulin Shah
Envision IP LLC
14 Penn Plaza
225 West 34th Street, 9th Floor
New York, NY 10122

Date Mailed: 10/09/2020

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 10/08/2020.

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

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

/nhorne/



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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
16/863,229	04/30/2020	3684	430	DR-103	20	3

CONFIRMATION NO. 2460

CORRECTED FILING RECEIPT



0000000120548624

75120

Maulin Shah

Envision IP LLC

14 Penn Plaza

225 West 34th Street, 9th Floor

New York, NY 10122

Date Mailed: 10/09/2020

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: None

Domestic Priority data as claimed by applicant

This application is a CON of 16/512,018 07/15/2019
which is a CON of 15/591,208 05/10/2017 PAT 10395304
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: 05/06/2020

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 16/863,229**

Projected Publication Date: Not Applicable

Non-Publication Request: No

Early Publication Request: No

**** MICRO ENTITY ****

Title

SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING EMBEDDABLE BUY BUTTONS

Preliminary Class

705

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

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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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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)

Application Number		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

	16	20100114739	A1	2010-05-05	JOHNSTON DAVID	
Change(s) applied to document, /C.M./ 9/30/2020	17	20100106565	A1	2010-04-28	~~EOTOMOTO INC~~ Manesh et al.	
	18	20090164315	A1	2009-06-24	~~CLYDE CORP~~ Rothman	
	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~~ Baker et al.	

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FOREIGN PATENT DOCUMENTS

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Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
1	1	2019043605	WO	A1	2019-03-06	MOA CAPITAL LTD		

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(Not for submission under 37 CFR 1.99)

Application Number		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

Change(s) applied
to document,
/C.M./
9/30/2020

5	20140006069	A1	2014-01-01	GUGGENHEIM CHRIS	
6	20130246179	A1	2013-09-18	~~DIY MEDIA INC~~ Shrock et al.	
7	20130212177	A1	2013-08-14	~~FANPAGE TOOLKIT LLC~~ Friedman	
8	20130124337	A1	2013-05-15	~~XEROX CORP~~ Gaucas et al.	
9	20120295697	A1	2012-11-21	~~WMS GAMING INC~~ Anderson et al.	
10	20120150666	A1	2012-06-13	SAVIC ALEKSANDAR	
11	20120036042	A1	2012-02-08	~~ROAM DATA INC~~ Graylin et al.	
12	20110307389	A1	2011-12-14	~~OPENSKY PROJECT INC~~ Francia et al.	
13	20100281357	A1	2010-11-03	~~INT BUSINESS MACHINES CORP~~ Fu et al.	
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		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

Change(s) applied
to document,

/C.M./

9/30/2020

20	8244597	B2	2012-08-13	~~PURE VERTICALS INC~~ Klinger et al.
21	7895080	B2	2011-02-21	~~OMNICON HLDGS INC~~ Haynes et al.
22	7526545	B2	2009-04-27	~~RELEVANT MEDIA LLC~~ Jerome
23	6073124	A	2000-06-05	~~SHOPNOW.COM INC~~ Krishnan et al.
24	5710887	A	1998-01-19	~~BROADVISION INC~~ Chelliah et al.

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Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear
	1	20170249680	A1	2017-08-30	~~DELL PROD LP~~ Rama et al.	
	2	20160048895	A9	2016-02-17	~~MY WORLD INC~~ Ouimet	
	3	20150379601	A1	2015-12-30	~~MY WORLD INC~~ Ouimet	
	4	20140344080	A1	2014-11-19	~~GLYDE CORP~~ Rothman et al.	

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number		
Filing Date		
First Named Inventor	Robb	
Art Unit		
Examiner Name		
Attorney Docket Number	DR-103	

Change(s) applied to document, /C.M./ 9/30/2020	9	9953378	B2	2018-04-23	~~VISA INT SERVICE ASSOCIATES CORP~~ Purves et al.
	10	9720554	B2	2017-07-31	FROHWEIN ROBERT J
	11	9721290	B2	2017-07-31	~~GOOGLE INC~~ Dierks
	12	9613375	B2	2017-04-03	~~PAYPAL INC~~ Chang et al.
	13	9501750	B2	2016-11-21	~~MATTEL INC~~ Fujioka
	14	9324098	B1	2016-04-25	~~AMAZON TECH INC~~ Agrawal et al.
	15	9311647	B2	2016-04-11	~~INMOBIPTE LTD~~ Williams et al.
	16	9129324	B2	2015-09-07	~~OKANJO CO LLC~~ Shimogori
	17	8838484	B2	2014-09-15	~~BAY PHOTO INC~~ Manesh et al.
	18	8589253	B2	2013-11-18	~~GLYDE CORP~~ Rothman
	19	8458055	B2	2013-06-03	~~IPF INC~~ Perkowski

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Filed

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

Filing Date

First Named Inventor

Robb

Art Unit

Examiner Name

Attorney Docket Number

DR-103

U.S.PATENTS

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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
Change(s) applied to document, /C.M./ 9/30/2020		10511580	B2	2019-12-16	~~MONTICELLO ENTERPRISES LLC~~ Isaacson et al.	
	2	10497047	B2	2019-12-02	~~PAYPAL INC.~~ Stocker	
	3	10438249	B2	2019-10-07	~~ALIBUY INC~~ Briggs et al.	
	4	10318941	B2	2019-06-10	~~VISA INT SERVICE ASSOCIATES CORP~~ Chawla et al.	
	5	10269053	B2	2019-04-22	~~AT & T INTELLECTUAL PROPERTY LLP~~ Malik	
	6	10248990	B2	2019-04-01	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES CO INC~~ Hogg et al.	
	7	10242398	B2	2019-03-25	~~PAYPAL INC~~ Woo et al.	
	8	10102557	B1	2018-10-15	BROWN JOEL	



APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/863,229	11/24/2020	10846785	DR-103	2460

75120 7590 11/04/2020
Maulin Shah
Envision IP LLC
1345 Ave of the Americas
2nd Floor
New York, NY 10105

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

The Patent Term Adjustment is 0 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site <http://pair.uspto.gov> for additional applicants):

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

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