EX1004

DOCKET NO.: FLTH_0002 CT1 **PATENT**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
FullThrottle Technologies, LLC

Confirmation No.: 1030

Application No.: 17/984,418

Group Art Unit: 3683

Filing Date: November 10, 2022

Examiner: MUSTAFA IQBAL

For: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

VIA EFS

REQUEST FOR ENTITY STATUS CHANGE

Through this communication, Applicant hereby requests under 37 CFR 1.28(c) that the entity status for this application be updated from Small Entity to Regular Undiscounted. It has come to our attention that Applicant - FullThrottle Technologies, LLC - may have an implied license with a large entity for this patent asset. Out of an abundance of caution, and in compliance with 37 CFR 1.28(c), Applicant is back paying the difference between the small entity amount and the large entity amount in all previously paid USPTO fees as identified by the below table. The Commissioner is hereby authorized to withdraw the total deficiency owed amount below from Deposit Account No. 50-3541.

Fee	Small Entity Paid	Large Entity	Difference Due
Examination Fee	$400	$800	$400
Filing Fee	$80	$320	$240
Search Fee	$350	$700	$350
16 Claims in excess of 20	$640	$1,600	$960
Non-Provisional Processing Fee	$56	$140	$84
Correction of Inventorship	$256	$640	$384
Issue Fee	$480	$1,200	$720
Total Deficiency Owed	N/A	N/A	**$3,138**

Date: April 10, 2024

/Ryan A. Peddle/

Ryan A. Peddle
Registration No. 77,970

Flaster Greenberg PC
1717 Arch Street, Suite 3300
Philadelphia, PA 19103
Telephone: (215) 279-9393
Facsimile: (215) 279-9394

UNITED STATES
PATENT AND TRADEMARK OFFICE

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

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
17/984,418	**04/10/2024 01:58:10 PM Z ET**	**FLTH_0002 CT1**

Title of Invention

LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	11823219
CONFIRMATION #	1030	FILED BY	Emily Tuite
PATENT CENTER #	65034969	FILING DATE	11/10/2022
CUSTOMER #	54380	FIRST NAMED INVENTOR	Amol Waishampayan
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Ryan Peddle

Documents

TOTAL DOCUMENTS: 1

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
FLTH_0002_CT1_Request_for_Entity_Status_Change.pdf	2	Miscellaneous Incoming Letter	87 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
FLTH_0002_CT1_Request_for_Entity_Status_Change.pdf	88FCE2D49EE2FF9DBDE90CB9F897D84EBF04B534BC16DAE3BB7878C81670A1886A0E0290869D2156DD82D64092256CA71A8D432E6AE3EEB25EEDBE6A5EFFA2D3

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/984,418	11/10/2022	Amol Waishampayan	FLTH_0002 CT1	1030

54380 7590 11/21/2023

FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

EXAMINER	
IQBAL, MUSTAFA	

ART UNIT	PAPER NUMBER
3683	

NOTIFICATION DATE	DELIVERY MODE
11/21/2023	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):

FGdocketing@clarivate.com
USP@flastergreenberg.com

UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	ISSUE DATE	PATENT NO.
17/984,418	21-Nov-2023	11823219

FLASTER/GREENBERG P.C.
1717 Arch Street
Philadelphia, PA 19103

EGRANT NOTIFICATION

Your electronic patent grant (eGrant) is now available, which can be accessed via Patent Center at https://patentcenter.uspto.gov

The electronic patent grant is the official patent grant under 35 U.S.C. 153. For more information, please visit https://www.uspto.gov/electronicgrants

UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/984,418	11/21/2023	11823219	FLTH_0002 CT1	1030

54380 7590 11/01/2023

FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

ISSUE NOTIFICATION

The projected patent number and issue date are specified above. The patent will issue electronically. The electronically issued patent is the official patent grant pursuant to 35 U.S.C. § 153. The patent may be accessed on or after the issue date through Patent Center at https://patentcenter.uspto.gov/. The patent will be available in both the public and the private sides of Patent Center. Further assistance in electronically accessing the patent, or about Patent Center, is available by calling the Patent Electronic Business Center at 1-888-217-9197.

The USPTO is implementing electronic patent issuance with a transition period, during which period the USPTO will mail a ceremonial paper copy of the electronic patent grant to the correspondence address of record. Additional copies of the patent (i.e., certified and presentation copies) may be ordered for a fee from the USPTO's Certified Copy Center at https://certifiedcopycenter.uspto.gov/index.html. The Certified Copy Center may be reached at (800)972-6382.

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 Center (https://patentcenter.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Patents Stakeholder Experience (OPSE), Stakeholder Support Division (SSD) at (571)-272-4200.

INVENTOR(s) (Please see PATENT CENTER site https://patentcenter.uspto.gov for additional inventors):

Amol Waishampayan, Philadelphia, PA;
Pat O'Flaherty, Dublin, IRELAND;
Alexey Yakovlev, Dnipro, UKRAINE;
Louis David DiGiacomo, Plymouth Meeting, PA;

APPLICANT(s) (Please see PATENT CENTER site https://patentcenter.uspto.gov for additional applicants):

FullThrottle Technologies, LLC, West Chester, PA;

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/984,418	11/10/2022	Amol Waishampayan	FLTH_0002 CT1	1030

54380 7590 10/23/2023

FLASTER/GREENBERG P.C.
1717 Arch Street
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EXAMINER	
IQBAL, MUSTAFA	

ART UNIT	PAPER NUMBER
3683	

NOTIFICATION DATE	DELIVERY MODE
10/23/2023	ELECTRONIC

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

FGdocketing@clarivate.com
USP@flastergreenberg.com

Response to Rule 312 Communication	Application No.	Applicant(s)	
	17/984,418	Waishampayan et al.	
	Examiner	Art Unit	AIA (FITF) Status
	MUSTAFA IQBAL	3683	Yes

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

1. ☑ The amendment filed on 26 September 2023 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.

f) ☐ not entered because the supplemental or corrected Application Data sheet (ADS)

☐ was not accompanied by a petition to accept an unintentionally delayed claim under 37 CFR 1.55 or 27 CFR 1.78;

☐ did not identify the information being changed in accordance with 37 CFR 1.76(c)(2);

☐ was not properly signed in accordance with 37 CFR 1.76(e) (or 37 CFR 1.33(b) for applications filed prior to September 16, 2012).

/MUSTAFA IQBAL/
Primary Examiner, Art Unit 3683

OK TO ENTER /M.I./

DOCKET NO.: FLTH_0002 CT1 **PATENT**
Application No.: 17/984,418
Notice of Allowance Dated: July 6, 2023

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: **FullThrottle Technologies, LLC**	**Confirmation No.: 1030**
Application No.: 17/984,418	**Group Art Unit: 3683**
Filing Date: November 10, 2022	**Examiner: IQBAL, MUSTAFA**

For: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

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

Director:

AMENDMENT AFTER ALLOWANCE PURSUANT TO 37 CFR § 1.312

In response to the Notice of Allowance dated **July 6, 2023,** reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

☐ **Amendments to the Specification** begin on page N/A of this paper.

☒ **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

☐ **Amendments to the Drawings** begin on page N/A of this paper and include an attached replacement sheet.

☒ **Remarks** begin on page 9 of this paper.

☒ The Commissioner is hereby authorized to charge any fee deficiency, charge any additional fees, or credit any overpayment of fees, associated with this application in connection with this filing, or any future filing, submitted to the U.S. Patent and Trademark Office during the pendency of this application, to Deposit Account No. 50-3541

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: **FullThrottle Technologies, LLC**	**Confirmation No.: 1030**
Application No.: 17/984,418	**Group Art Unit: 3683**
Filing Date: November 10, 2022	**Examiner: IQBAL, MUSTAFA**

For: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

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

Director:

AMENDMENT AFTER ALLOWANCE PURSUANT TO 37 CFR § 1.312

In response to the Notice of Allowance dated **July 6, 2023,** reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

☐ **Amendments to the Specification** begin on page N/A of this paper.

☒ **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

☐ **Amendments to the Drawings** begin on page N/A of this paper and include an attached replacement sheet.

☒ **Remarks** begin on page 9 of this paper.

☒ The Commissioner is hereby authorized to charge any fee deficiency, charge any additional fees, or credit any overpayment of fees, associated with this application in connection with this filing, or any future filing, submitted to the U.S. Patent and Trademark Office during the pendency of this application, to Deposit Account No. 50-3541

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

What is claimed is:

1. (Currently Amended) A method comprising:

receiving campaign level data associated with a campaign;

receiving anonymous data associated with a [[first]] browser session initialized by a user via a browser on a user computing device;

determining that the user accessed a uniform resource locator (URL) during the browser session;

determining a latitude coordinate and a longitude coordinate of the user computing device, during the browser session, wherein the latitude coordinate and the longitude coordinate are determined based on the anonymous data upon determining that the user opted-out of location tracking, and wherein the latitude coordinate and the longitude coordinate are determined based on geo-location data retrieved from the user computing device upon determining that the user opted-in to location tracking;

identifying a physical address for the user based on the determined latitude coordinate and the determined longitude coordinate using a map application programming interface (API);

determining that the physical address is within a ZIP code covered by the campaign;

determining that the browser session was initiated by [[a]] the user with an intent to visit the URL; and

determining a probability that the browser session was initiated in response to watching or listening to media associated with the campaign using the campaign level data.

2. (Previously Presented) The method of claim 1, wherein the anonymous data comprises one or more of a time, a date, one or more uniform resource locators (URLs), a referring URL, a browser type, a language, an internet protocol (IP) address, or location data.

3. (Previously Presented) The method of claim 2, further comprising:

determining that the user has not been assigned a unique identifier based on a lack of stored location data for the user computing device;

assigning the unique identifier to the user;

determining whether the user opted-in to or out of location tracking, based on whether a location tracker is installed on the user computing device; and

sending, upon determining that the user opted-out of location tracking, the unique identifier to the user computing device for storage in a local browser cache.

4. (Previously Presented) The method of claim 1, wherein the campaign comprises one or more messages or media that share a theme.

5. (Previously Presented) The method of claim 1, wherein the campaign is associated with a time period.

6. (Previously Presented) The method of claim 1, wherein the campaign level data comprises a number of impressions for each of a plurality of days during the campaign.

7. (Previously Presented) The method of claim 6, wherein the campaign level data comprises daypart blueprint data indicating aggregate daypart proportions of impressions for a plurality of campaigns.

8. (Previously Presented) The method of claim 7, wherein the daypart proportions are used to assign a daypart factor to each of a plurality of dayparts.

9. (Previously Presented) The method of claim 8, wherein the campaign level data comprises a date proportion and a daypart proportion associated with the browser session.

10. (Previously Presented) The method of claim 8, wherein the probability is determined using the date proportion associated with the browser session, the daypart proportion associated with the browser session, and the daypart factor associated with the daypart proportion.

11. (Previously Presented) The method of claim 10, wherein the probability is determined using the number of impressions for each of the plurality of days during the campaign.

12. (Previously Presented) The method of claim 1, wherein the probability is determined based on a time delay between watching or listening to the media and initialization of the browser session.

13. (Previously Presented) The method of claim 12, wherein the time delay represents a non-linear relationship with the probability.

14. (Previously Presented) The method of claim 12, wherein a first time delay results in a first time decay factor being applied to determine the probability and a second time delay results in a second time decay factor being applied to determine the probability.

15. (Previously Presented) The method of claim 1, wherein the campaign uniquely identifies a set of ZIP codes covered by the campaign.

16. (Previously Presented) The method of claim 1, wherein the intent to access the URL comprises accessing the URL via a search engine or an address bar.

17. (Currently Amended) The method of claim 1, further comprising determining whether [[the]] a household performed a transaction associated with the campaign.

18. (Previously Presented) The method of claim 17, further comprising determining a success of the campaign based on whether the household performed a transaction associated with the campaign.

19. (Previously Presented) A non-transitory, machine-readable storage device that includes instructions that, when executed by a computing device, cause the computing device to:

receive campaign level data associated with a campaign;

receive anonymous data associated with a browser session initialized by a user via a browser on a user computing device;

determine that the user accessed a uniform resource locator (URL) during the browser session;

determine a latitude coordinate and a longitude coordinate of the user computing device, during the browser session, wherein the latitude coordinate and the longitude coordinate are determined based on the anonymous data upon determining that the user opted-out of location tracking, and wherein the latitude coordinate and the longitude coordinate are determined based on geo-location data retrieved from the user computing device upon determining that the user opted-in to location tracking;

identify a physical address for the user based on the determined latitude coordinate and the determined longitude coordinate using a map application programming interface (API);

determine that the physical address is within a ZIP code covered by the campaign;

determine that the browser session was initiated with an intent to visit the URL; and

determine a probability that the browser session was initiated in response to watching or listening to media associated with the campaign using the campaign level data.

20. (Previously Presented) The non-transitory, machine-readable storage device of claim 19, wherein the anonymous data comprises one or more of a time, a date, one or more uniform resource locators (URLs), a referring URL, a browser type, a language, an internet protocol (IP) address, or location data.

21. (Previously Presented) The non-transitory, machine-readable storage device of claim 20, wherein the instructions, when executed by the computing device, cause the computing device to:

determine that the user has not been assigned a unique identifier based on a lack of stored location data for the user computing device;

assign the unique identifier to the user;

determine whether the user opted-in to or out of location tracking, based on whether a location tracker is installed on the user computing device; and

send, upon determining that the user opted-out of location tracking, the unique identifier to the user computing device for storage in a local browser cache.

22. (Previously Presented) The non-transitory, machine-readable storage device of claim 19, wherein the campaign comprises one or more messages or media that share a theme.

23. (Previously Presented) The non-transitory, machine-readable storage device of claim 19, wherein the campaign is associated with a time period.

24. (Previously Presented) The non-transitory, machine-readable storage device of claim 19, wherein the campaign level data comprises a number of impressions for each of a plurality of days during the campaign.

25. (Previously Presented) The non-transitory, machine-readable storage device of claim 24, wherein the campaign level data comprises daypart blueprint data indicating aggregate daypart proportions of impressions for a plurality of campaigns.

26. (Previously Presented) The non-transitory, machine-readable storage device of claim 25, wherein the daypart proportions are used to assign a daypart factor to each of a plurality of dayparts.

27. (Previously Presented) The non-transitory, machine-readable storage device of claim 26, wherein the campaign level data comprises a date proportion and a daypart proportion associated with the browser session.

28. (Previously Presented) The non-transitory, machine-readable storage device of claim 25, wherein the probability is determined using the date proportion associated with the browser session, the daypart proportion associated with the browser session, and the daypart factor associated with the daypart proportion.

29. (Previously Presented) The non-transitory, machine-readable storage device of claim 28, wherein the probability is determined using the number of impressions for each of the plurality of days during the campaign.

30. (Previously Presented) The non-transitory, machine-readable storage device of claim 19, wherein the probability is determined based on a time delay between watching or listening to the media and initialization of the browser session.

31. (Previously Presented) The non-transitory, machine-readable storage device of claim 30, wherein the time delay represents a non-linear relationship with the probability.

32. (Previously Presented) The non-transitory, machine-readable storage device of claim 30, wherein a first time delay results in a first time decay factor being applied to determine the probability and a second time delay results in a second time decay factor being applied to determine the probability.

33. (Previously Presented) The non-transitory, machine-readable storage device of claim 19, wherein the campaign uniquely identifies a set of ZIP codes covered by the campaign.

34. (Previously Presented) The non-transitory, machine-readable storage device of claim 19, wherein the intent to access the URL comprises accessing the URL via a search engine or an address bar.

35. (Currently Amended) The non-transitory, machine-readable storage device of claim 19, wherein the instructions, when executed by the computing device, cause the computing device to determine whether [[the]] a household performed a transaction associated with the campaign.

36. (Previously Presented) The non-transitory, machine-readable storage device of claim 35, wherein the instructions, when executed by the computing device, cause the computing device to determine a success of the campaign based on whether the household performed a transaction associated with the campaign.

REMARKS

Claims 1-36 are pending and indicated as being allowed. Claim 1, 17, and 35 are amended herein to address informalities. No claims are presently being added or canceled. No new matter has been added.

Applicant respectfully submits that the foregoing amendments require no substantial amount of additional work on the part of the U.S. Patent and Trademark Office. Accordingly, Applicant respectfully requests entry of the foregoing amendment and issuance of the instant application.

Date: September 26, 2023

/Ryan A. Peddle/
Ryan A. Peddle
Registration No. 77,970

Flaster Greenberg PC
1717 Arch Street, Suite 3300
Philadelphia, PA 19103
Telephone: (215) 279-9393
Facsimile: (215) 279-9394

Electronic Patent Application Fee Transmittal

Application Number:	17984418
Filing Date:	10-Nov-2022
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Filer:	Ryan A. Peddle/Diana Cook
Attorney Docket Number:	FLTH_0002 CT1

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

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

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

Electronic Acknowledgement Receipt

EFS ID:	48639176
Application Number:	17984418
International Application Number:	
Confirmation Number:	1030
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Customer Number:	54380
Filer:	Ryan A. Peddle/Diana Cook
Filer Authorized By:	Ryan A. Peddle
Attorney Docket Number:	FLTH_0002 CT1
Receipt Date:	26-SEP-2023
Filing Date:	10-NOV-2022
Time Stamp:	11:11:40
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$480
RAM confirmation Number	E20239PB13226529
Deposit Account	
Authorized User	

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	03_FLTH_0002-CT1_Issue_Fee_Transmittal.pdf	154813 404d0a062f4f89d3b42eb7a8ff939d580fb7cd07	no	1
Warnings:					
Information:					
2		FLTH_0002-CT1_312_Amendment_after_Allowance.pdf	216128 ae226d6f80e0dbc390f7c95515bd9a6eb1312f34	yes	9

Multipart Description/PDF files in .zip description

Document Description	Start	End
Amendment after Notice of Allowance (Rule 312)	1	1
Claims	2	8
Applicant Arguments/Remarks Made in an Amendment	9	9

Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	37917 8702a6c3fac2433e3190614c9f61b4d1f6c9d896	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	408858		

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New Applications Under 35 U.S.C. 111

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

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New International Application Filed with the USPTO as a Receiving Office

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

PART B - FEE(S) TRANSMITTAL

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Commissioner for Patents
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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 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. **Because electronic patent issuance may occur shortly after issue fee payment, any desired continuing application should preferably be filed prior to payment of this issue fee in order not to jeopardize copendency.**

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

54380 7590 07/06/2023
FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/984,418	11/10/2022	Amol Waishampayan	FLTH_0002 CT1	1030

TITLE OF INVENTION: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$480	$0.00	$0.00	$480	10/06/2023

EXAMINER	ART UNIT	CLASS-SUBCLASS
IQBAL, MUSTAFA	3683	705-007340

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

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

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

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

1 Flaster Greenberg, P.C.
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: FullThrottle Technologies, LLC

(B) RESIDENCE: (CITY and STATE OR COUNTRY): Wester Chester, Pennsylvania

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)

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

☒ Electronic Payment via Patent Center or 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. 50-3541

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

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

☐ Applicant asserting small entity status. See 37 CFR 1.27

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

☐ Applicant changing to regular undiscounted fee status.

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

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

Authorized Signature /Ryan A. Peddle/ Date September 26, 2023

Typed or printed name Ryan A. Peddle Registration No. 77,970

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
17/984,418	11/10/2022	3683	1470	FLTH_0002 CT1	1	1

CONFIRMATION NO. 1030

UPDATED FILING RECEIPT

54380
FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

Date Mailed: 08/02/2023

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)

Amol Waishampayan, Philadelphia, PA;
Pat O'Flaherty, Dublin, IRELAND;
Alexey Yakovlev, Dnipro, UKRAINE;
Louis David DiGiacomo, Plymouth Meeting, PA;

Applicant(s)

FullThrottle Technologies, LLC, West Chester, PA;

Assignment For Published Patent Application

FullThrottle Technologies, LLC, West Chester, PA

Power of Attorney: The patent practitioners associated with Customer Number 54380

Domestic Priority data as claimed by applicant

This application is a CON of 17/687,992 03/07/2022 PAT 11,556,947
which claims benefit of 63/208,275 06/08/2021

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: 11/22/2022
The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/984,418**
Projected Publication Date: 03/09/2023
Non-Publication Request: No
Early Publication Request: No
**** SMALL ENTITY ****
Title

LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

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

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

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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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United States Patent and Trademark Office
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/984,418	11/10/2022	Amol Waishampayan	FLTH_0002 CT1

CONFIRMATION NO. 1030

54380
FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

37 CFR 1.48 ACKNOWLEDGEMENT LETTER

OC000000060071139

Date Mailed: 08/02/2023

NOTICE OF ACCEPTANCE OF REQUEST UNDER 37 CFR 1.48(a)

This is in response to the applicant's request under 37 CFR 1.48(a) submitted on 07/26/2023.

The request under 37 CFR 1.48(a) to correct the inventorship, to correct or update the name of an inventor, or to correct the order of names of joint inventors is accepted.

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**.

/vvan/



United States Patent and Trademark Office

Office of the Chief Financial Officer

Document Code:WFEE

User :Victoria Van

Refund Accounting Date:08/01/2023

Effective Date	Sale Item Reference Number	Refund Total
07/26/2023	17984418	$64.00

Document Number	Fee Code	Fee Code Description	Amount Paid	Payment Method	Account Number
I202381751545200	2051	LATE FILING FEE FOR OATH OR DECLARATION	$64.00	Visa	**********2826



United States Patent and Trademark Office

Office of the Chief Financial Officer

Document Code:WFEE

User :Victoria Van

Sale Adjustment Accounting Date:08/01/2023

Effective Date	Sale Accounting Date	Sale Item Reference Number
07/26/2023	08/01/2023	17984418

Document Number	Fee Code	Fee Code Description	Amount Paid	Payment Method
I202381751545200	2051	LATE FILING FEE FOR OATH OR DECLARATION	$64.00	Visa

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: **FullThrottle Technologies, LLC**	**Confirmation No.: 1030**
Application No.: 17/984,418	**Group Art Unit: 3683**
Filing Date: November 10, 2022	**Examiner: IQBAL, MUSTAFA**

For: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

Electronically filed on: July 26, 2023

Office of Initial Patent Examination
Customer Service Center
Commissioner for Patents

REQUEST FOR CORRECTED FILING RECEIPT AND CORRECTED APPLICATION DATA SHEET SUBMISSION

Applicant hereby submits a Request for Corrected Application Data Sheet to update the inventor information, and respectfully requests that the corrections noted thereon be entered.

Applicant hereby requests that additional inventor Louis David DiGiacomo of Plymouth Meeting, Pennsylvania, United States of America was without any deceptive intention erroneously not named at the time of filing U.S. Non-Provisional Application No. 17/984,418, filed November 10, 2022.

Applicant hereby states that the complete list of inventors for U.S. Non-Provisional Application No. 17/984,418, filed November 10, 2022, are Amol Waishampayan of Philadelphia, Pennsylvania, United States of America, Pat O'Flaherty of Dublin, Ireland, Alexey Yakovlev of Dnipro, Ukraine, and Louis David DiGiacomo of Plymouth Meeting, Pennsylvania, United States of America.

The Applicant is submitting the 37 CFR l.17(q) required fee, and authorizes the charge of any deficiency or credit of any overpayment to Deposit Account No. 50-3541.

Date: July 26, 2023

/Ryan A. Peddle/
Ryan A. Peddle
Registration No. 77,970

Flaster Greenberg PC
1717 Arch Street, Suite 3300
Philadelphia, PA 19103
Telephone: (215) 279-9393
Facsimile: (215) 279-9394

Electronic Patent Application Fee Transmittal

Application Number:	17984418
Filing Date:	10-Nov-2022
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Filer:	Ryan A. Peddle/Emily Tuite
Attorney Docket Number:	FLTH_0002 CT1

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
LATE FILING FEE FOR OATH OR DECLARATION	2051	1	64	64
PROCESSING FEE, EXCEPT PROV. APPLS.	2830	1	56	56
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
CORRECTION OF INVENTORSHIP ON MERITS	2819	1	256	256
		Total in USD ($)		**376**

Electronic Acknowledgement Receipt

EFS ID:	48353272
Application Number:	17984418
International Application Number:	
Confirmation Number:	1030
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Customer Number:	54380
Filer:	Ryan A. Peddle/Emily Tuite
Filer Authorized By:	Ryan A. Peddle
Attorney Docket Number:	FLTH_0002 CT1
Receipt Date:	26-JUL-2023
Filing Date:	10-NOV-2022
Time Stamp:	16:50:43
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$376
RAM confirmation Number	E20237PG51138508
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	FLTH_0002_CT1_Corrected_ADS_revised.pdf	4409372 b7ce7cc5329f7c9d5a7af3bba1dcac7140ad200d	no	9
Warnings:					
Information:					
This is not an USPTO supplied ADS fillable form					
2	Request for Corrected Filing Receipt	FLTH_0002_CT1_Filing_Receipt_revised.pdf	1706103 9008b09833534c2ded9b3a4e3c46f96de25c304c	no	4
Warnings:					
Information:					
3	Request under Rule 48 correcting inventorship	FLTH_0002_CT1_Inventor_Change_Form.pdf	240674 41f5d7894142844f095cd9c057004621f7b95ef5	no	3
Warnings:					
Information:					
4	Oath or Declaration filed	FLTH_0002_CT1_Oath.pdf	1002812 a5ab88dceb43a6a419ebfed21a9e0f2dc03c19e3	no	2
Warnings:					
Information:					
5	Request for Corrected Filing Receipt	FLTH_0002_CT1_Request_For_Corrected_Filing_Receipt_and_ADS.pdf	103441 2ee77f9e1b2470ab994a3083a4e75d934727fe6c	no	1
Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	42587 89088a994b7ba802be93c88f4065a791fddc8b7b	no	2
Warnings:					

Information:	
Total Files Size (in bytes):	7504989

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	FLTH_0002 CT1
	Application Number	17/984,418

Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

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

Secrecy Order 37 CFR 5.2:

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

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Amol		Waishampayan	

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

City	Philadelphia	State/Province	PA	Country of Residence	US

Mailing Address of Inventor:

Address 1	1475 Phoenixville Pike
Address 2	Suite 202

City	West Chester	State/Province	PA
Postal Code	19380	Country	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Pat		O'Flaherty	

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

City	Dublin	Country of Residence	IE

Mailing Address of Inventor:

Address 1	1475 Phoenixville Pike
Address 2	Suite 202

City	West Chester	State/Province	PA
Postal Code	19380	Country	US

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Alexey		Yakovlev	

Corrected Application Data Sheet

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	FLTH_0002 CT1
	Application Number	17/984,418
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

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

City	Dnipro	Country of Residence i	UA

Mailing Address of Inventor:

Address 1	1475 Phoenixville Pike
Address 2	Suite 202

City	West Chester	State/Province	PA
Postal Code	19380	Country i	US

Inventor 4 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Louis	David	DiGiacomo	

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

City	Plymouth Meeting	State/Province	PA	Country of Residence i	US

Mailing Address of Inventor:

Address 1	1475 Phoenixville Pike
Address 2	Suite 202

City	West Chester	State/Province	PA
Postal Code	19380	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	54380		
Email Address	fgdocketing@clarivate.com	Add Email	Remove Email

Application Information:

Title of the Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA		
Attorney Docket Number	FLTH_0002 CT1	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	16	Suggested Figure for Publication (if any)	16

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.

Corrected Application Data Sheet

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	17/984,418
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

Filing By Reference:

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

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

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

Publication Information:

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

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

Representative Information:

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

Please Select One:	◉ Customer Number	○ US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number	54380		

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	17/687992	2022-03-07

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	17/984,418
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

Prior Application Status	Expired		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
17/687992	Claims benefit of provisional	63/208275	2021-06-08
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)[i] the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

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

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

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

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	17/984,418
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	17/984,418
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

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	FullThrottle Technologies, LLC		
Mailing Address Information For Applicant:			
Address 1	1475 Phoenixville Pike		
Address 2	Suite 202		
City	West Chester	**State/Province**	PA
Country	US	Postal Code	19380
Phone Number		Fax Number	
Email Address			

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

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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	17/984,418

Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

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. ☒

Organization Name	FullThrottle Technologies, LLC

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1	1475 Phoenixville Pike		
Address 2	Suite 202		
City	West Chester	**State/Province**	PA
Country	US	Postal Code	19380
Phone Number		Fax Number	
Email Address			

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

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	/Ryan A. Peddle/			Date (YYYY-MM-DD)	2023-07-26
First Name	Ryan A.	Last Name	Peddle	Registration Number	77,970

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

Corrected Application Data Sheet

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	FLTH_0002 CT1
	Application Number	17/984,418
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

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

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
17/984,418	11/10/2022		830	FLTH_0002 CT1	1	1

CONFIRMATION NO. 1030

FILING RECEIPT

OC000000051072437

54380
FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

Date Mailed: 11/25/2022

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)
Amol Waishampayan, Philadelphia, PA;
Pat O'Flaherty, Dublin, IRELAND;
Alexey Yakovlev, Dnipro, UKRAINE;

Applicant(s) Louis David DiGiacomo, Plymouth Meeting, PA
FullThrottle Technologies, LLC, West Chester, PA;

Assignment For Published Patent Application
FullThrottle Technologies, LLC, West Chester, PA

Power of Attorney: The patent practitioners associated with Customer Number 54380

Domestic Priority data as claimed by applicant
This application is a CON of 17/687,992 03/07/2022
which claims benefit of 63/208,275 06/08/2021

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: 11/22/2022

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/984,418**

Projected Publication Date: 03/02/2023

Non-Publication Request: No

Early Publication Request: No
** **SMALL ENTITY** **
Title

LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

Preliminary Class

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

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

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

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

NOT GRANTED

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

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

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

Doc Code: R48.REQ
Document Description: Request under Rule 48 correcting inventorship

PTO/AIA/40 (04-18)
Approved for use through 05/31/2024. OMB 0651-0031
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

REQUEST FOR CORRECTION IN A PATENT APPLICATION RELATING TO INVENTORSHIP OR AN INVENTOR NAME, OR ORDER OF NAMES, OTHER THAN IN A REISSUE APPLICATION (37 CFR 1.48)		
	Application Number	17/984,418
	Filing Date	November 10, 2022
	First Named Inventor	Amol Waishampayan
	Art Unit	3683
	Examiner Name	IQBAL, MUSTAFA
	Practitioner Docket Number	FLTH_0002 CT1

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

Applicant hereby **requests that the inventorship be corrected or changed, or that the name of the inventor or a joint inventor, or the order of the names of joint inventors, be changed,** in the above-identified application. **Note**: 37 CFR 1.48 applies to any request to correct inventorship filed on or after September 16, 2012, regardless of the application filing date. **Do not submit this form after payment of the issue fee or if the application has been patented.** See 37 CFR 1.324 for correction of inventorship in a patent.

Please check the applicable box(es) below.

For a nonprovisional application:

☒ 1. This request is to correct or change the inventorship in a **nonprovisional** application (**under 37 CFR 1.48(a)**) and includes:

☒ An application data sheet (ADS) in accordance with 37 CFR 1.76(c) with the corrected or updated information shown with markings (*e.g.*, underlining for insertions, strikethrough for deletions). See the Manual of Patent Examining Procedure (MPEP) section 601.05(a) for information about filing an ADS in an application filed on/after September 16, 2012. For information about filing a Supplemental ADS in an application filed before September 16, 2012, see MPEP 601.05(b).

☒ The processing fee set forth in 37 CFR 1.17(i). $ 56

☒ An inventor is being added. An inventor's oath or declaration by any actual inventor who has not yet executed an oath or declaration is required (see 37 CFR 1.48(b)). See MPEP 602.01(a) for information about an inventor's oath or declaration for an application filed on/after September 16, 2012 (*e.g.*, form **PTO/AIA/01**). For information about an inventor's oath or declaration for an application filed before September 16, 2012 (*e.g.*, form **PTO/SB/01**), see MPEP 602.01(b).

☒ This request is being filed after the first Office action on the merits has been given or mailed (see 37 CFR 1.48(c) and 1.17(d)). Check one of the following:

☐ This request to correct or change the inventorship is due solely to the cancellation of claims in the application.

OR

☒ The fee set forth in 37 CFR 1.17(d) is due (in addition to the fee set forth in 37 CFR 1.17(i)). $ 256

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0651-0031. Public burden for this form is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email InformationCollection@uspto.gov. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **If filing this completed form by mail, 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.

PTO/AIA/40 (04-18)
Approved for use through 05/31/2024. OMB 0651-0031
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

REQUEST FOR CORRECTION IN A PATENT APPLICATION RELATING TO INVENTORSHIP OR AN INVENTOR NAME, OR ORDER OF NAMES, OTHER THAN IN A REISSUE APPLICATION (37 CFR 1.48)

☐ 2. This request is to correct or update the name of the inventor or a joint inventor, or the order of names of joint inventors, in a **nonprovisional** application (**under 37 CFR 1.48(f)**) and includes:

☐ An application data sheet in accordance with 37 CFR 1.76(c) identifying the complete inventive entity, including the corrected or updated name of the inventor, or the new order of names shown with markings (*e.g.*, underlining for insertions, strikethrough for deletions). See the MPEP 601.05(a) for information about filing an ADS in an application filed on/after September 16, 2012. For information about filing a Supplemental ADS in an application filed before September 16, 2012, see MPEP 601.05(b).

☐ The processing fee set forth in 37 CFR 1.17(i). $ _____

For a provisional application:

☐ This request is to change or correct the inventorship, or correct or update the name of the inventor or a joint inventor, in a **provisional** application (**under 37 CFR 1.48(d)**) and includes:

☐ **Attached hereto** is a document that is signed by a party set forth in 37 CFR 1.33(b) and identifies each inventor by his or her legal name, in the preferred order. Note: the document may be an application data sheet in accordance with 37 CFR 1.76(c) that identifies the changes with markings (underlining for insertions, strikethrough for deletions).

☐ The processing fee set forth in 37 CFR 1.17(q). $ _____

Fee Payment Information:

■ Applicant asserts small entity status. See 37 CFR 1.27.

☐ Applicant certifies micro entity status. See 37 CFR 1.29.
Form PTO/SB/15A or B or equivalent must either be enclosed or have been submitted previously

☐ A check in the amount of the fee is enclosed.

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

■ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 50-3541.

■ Payment made via EFS-Web.

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

I am the

☐ Applicant*

■ attorney or agent of record
Registration number 77,970

☐ attorney or agent acting under 37 CFR 1.34
Registration number _____

Signature /Ryan A. Peddle/

Typed or printed name Ryan A. Peddle

Date July 26, 2023

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. *Juristic entities must be represented by a patent practitioner (See 37 CFR 1.31, applicable to any paper filed on or after September 16, 2012 that is presented on behalf of a juristic entity, regardless of application filing date). Submit multiple forms if more than one signature is required, see below**.

■ ** Total of 1 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. The United States Patent and Trademark Office (USPTO) collects the information in this record under authority of 35 U.S.C. 2. The USPTO's system of records is used to manage all applicant and owner information including name, citizenship, residence, post office address, and other information with respect to inventors and their legal representatives pertaining to the applicant's/owner's activities in connection with the invention for which a patent is sought or has been granted. The applicable Privacy Act System of Records Notice for the information collected in this form is COMMERCE/PAT-TM-7 Patent Application Files, available in the Federal Register at 78 FR 19243 (March 29, 2013). https://www.govinfo.gov/content/pkg/FR-2013-03-29/pdf/2013-07341.pdf

Routine uses of the information in this record may include disclosure to: 1) law enforcement, in the event that the system of records indicates a violation or potential violation of law; 2) a Federal, state, local, or international agency, in response to its request; 3) a contractor of the USPTO having need for the information in order to perform a contract; 4) the Department of Justice for determination of whether the Freedom of Information Act (FOIA) requires disclosure of the record; 5) a Member of Congress submitting a request involving an individual to whom the record pertains, when the individual has requested the Member's assistance with respect to the subject matter of the record; 6) a court, magistrate, or administrative tribunal, in the course of presenting evidence, including disclosures to opposing counsel in the course of settlement negotiations; 7) the Administrator, General Services Administration (GSA), or their designee, during an inspection of records conducted by GSA under authority of 44 U.S.C. 2904 and 2906, in accordance with the GSA regulations and any other relevant (i.e., GSA or Commerce) directive, where such disclosure shall not be used to make determinations about individuals; 8) 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)); 9) the Office of Personnel Management (OPM) for personnel research purposes; and 9) the Office of Management and Budget (OMB) for legislative coordination and clearance.

If you do not furnish the information requested on this form, the USPTO may not be able to process and/or examine your submission, which may result in termination of proceedings, abandonment of the application, and/or expiration of the patent.

Additional Uses

Additional USPTO uses of the information in this record may include disclosure to: 1) the International Bureau of the World Intellectual Property Organization, if the record is related to an international application filed under the Patent Cooperation Treaty; 2) the public i) after publication of the application pursuant to 35 U.S.C. 122(b), ii) after issuance of a patent pursuant to 35 U.S.C. 151, iii) 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, or iv) without publication of the application or patent under the specific circumstances provided for by 37 CFR 1.14(a)(1)(v)-(vii); and/or 3) the National Archives and Records Administration, for inspection of records.

PTO/AIA/01 (06-12)
Approved for use through 11/30/2020. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

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

Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

As the below named inventor, I hereby declare that:

This declaration is directed to:

☐ The attached application, or

☒ United States application or PCT international application number 17/984,418 filed on November 10, 2022.

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Louis David DiGiacomo Date (Optional): 07-18-2023

Signature: / Louis David DiGiacomo /

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

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Document Ref: Q94AW-KCVFC-BNHXA-EOHO8

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.

Document Ref: Q94AW-KCVFC-BNHXA-EOHO8

UNITED STATES PATENT AND TRADEMARK OFFICE

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

54380 7590 07/06/2023

FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

EXAMINER
IQBAL, MUSTAFA

ART UNIT	PAPER NUMBER
3683	

DATE MAILED: 07/06/2023

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/984,418	11/10/2022	Amol Waishampayan	FLTH_0002 CT1	1030

TITLE OF INVENTION: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$480	$0.00	$0.00	$480	10/06/2023

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 40% the amount of undiscounted fees, and micro entity fees are 20% the amount of undiscounted fees.

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

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

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

PART B - FEE(S) TRANSMITTAL

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 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. **Because electronic patent issuance may occur shortly after issue fee payment, any desired continuing application should preferably be filed prior to payment of this issue fee in order not to jeopardize copendency.**

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

54380 7590 07/06/2023
FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/984,418	11/10/2022	Amol Waishampayan	FLTH_0002 CT1	1030

TITLE OF INVENTION: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$480	$0.00	$0.00	$480	10/06/2023

EXAMINER	ART UNIT	CLASS-SUBCLASS
IQBAL, MUSTAFA	3683	705-007340

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

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

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

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

1 _____
2 _____
3 _____

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

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

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

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

4a. Fees submitted: ❑ Issue Fee ❑ Publication Fee (if required)

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

❑ Electronic Payment via Patent Center or 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

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

❑ Applicant asserting small entity status. See 37 CFR 1.27

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

❑ Applicant changing to regular undiscounted fee status.

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

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/984,418	11/10/2022	Amol Waishampayan	FLTH_0002 CT1	1030

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1717 Arch Street
Suite 3300
Philadelphia, PA 19103

EXAMINER	
IQBAL, MUSTAFA	
ART UNIT	PAPER NUMBER
3683	

DATE MAILED: 07/06/2023

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.
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Launch Labs EX1004 Page 61

Notice of Allowability	Application No. 17/984,418	Applicant(s) Waishampayan et al.	
	Examiner MUSTAFA IQBAL	Art Unit 3683	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 5/23/2023.
   ☐ 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 1-36 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

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

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

   * Certified copies not received: _____ .

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

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

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

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

Attachment(s)

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

/MUSTAFA IQBAL/
Primary Examiner, Art Unit 3683

Allowability Notice

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.

Acknowledgments

- Claims 2-36 are new claims.
- Claims 1-36 are allowable. Please see reasons for allowance below.
- Applicant filed terminal disclaimer for double patenting rejection on 6/16/2023.
- The terminal claimer was approved on 6/16/2023.

Reasons for Allowance

- The following is an Examiner's statement for reasons for allowance.

Double Patenting Rejection

The Double Patenting rejection was overcome by Terminal Disclaimer filed 6/16/2023.

35 USC 101/103 Rejection

The claims incorporate the same allowable and patent eligible subject matter as the parent case, application 17687992 now US Patent 11556947 and is therefore deemed allowable over the prior art of record and the 35 USC 101 rejection.

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

Conclusion

The prior art made of record and not relied upon is considered pertinent to the applicant's disclosure.

Lu (20160180376) Discloses a computer system that implements a method for optimizing an ad campaign may be configured to receive an online ad display request to display an ad to a viewer and obtain at least three probabilities—a first probability that the ad will receive a positive response from the viewer, a second probability that the ad will receive a neutral response from the viewer, and a third probability that the ad will receive a negative response from the viewer.

Tapper (20120240151) Discloses A system for the real time detection of an advertisement on a particular television channel or in a video stream, the development of a probability that the user of a client device such as a laptop, tablet or mobile phone (other than the device displaying the television channel or video stream, e.g. a Television) is viewing that particular television channel or video stream and the real time provision of an associated interactive digital advertisement to the user's client device, such as a laptop, tablet or smart phone.

1. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MUSTAFA IQBAL whose telephone number is (469)295-9241. The examiner can normally be reached Monday Thru Friday 9:30am-7:30 CST.

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, Eric Stamber can be reached on 5712726724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of published or unpublished applications may be obtained from Patent Center. Unpublished application information in Patent Center is available to registered users. To file and manage patent submissions in Patent Center, visit: https://patentcenter.uspto.gov. Visit https://www.uspto.gov/patents/apply/patent-center for more information about Patent Center and https://www.uspto.gov/patents/docx for information about filing in DOCX format. For additional questions, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/MUSTAFA IQBAL/
Primary Examiner, Art Unit 3683

Notice of References Cited	Application/Control No. 17/984,418	Applicant(s)/Patent Under Reexamination Waishampayan et al.	
	Examiner MUSTAFA IQBAL	Art Unit 3683	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-20160180376-A1	06-2016	LU; Zhonghao	G06Q30/0244	705/14.43
*	B	US-20120240151-A1	09-2012	Tapper; Seth Daniel	H04N21/44008	725/32
	C					
	D					
	E					
	F					
	G					
	H					
	I					
	J					
	K					
	L					
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FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/984,418	Waishampayan et al.
	Examiner	**Art Unit**
	MUSTAFA IQBAL	3683

CPC						
Symbol					**Type**	**Version**
G06Q	/	30	/	0205	F	2013-01-01
H04L	/	67	/	52	I	2022-05-01
G06F	/	16	/	955	I	2019-01-01
H04L	/	63	/	0421	I	2013-01-01

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

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	36	
/MUSTAFA IQBAL/ Primary Examiner, Art Unit 3683	20 June 2023	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	5

U.S. Patent and Trademark Office — Part of Paper No.: 20230620

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Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/984,418	Waishampayan et al.
	Examiner	**Art Unit**
	MUSTAFA IQBAL	3683

INTERNATIONAL CLASSIFICATION				
CLAIMED				
G06Q	/	30	/	00
H04L	/	67	/	00
G06F	/	16	/	00

NON-CLAIMED				
	/		/	

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**
705	7.34

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

NONE (Assistant Examiner) (Date)	**Total Claims Allowed:** 36	
/MUSTAFA IQBAL/ Primary Examiner, Art Unit 3683 (Primary Examiner) 20 June 2023 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 5

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/984,418	Waishampayan et al.
	Examiner	**Art Unit**
	MUSTAFA IQBAL	3683

☑ 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	19	28	28								
2	2	11	11	20	20	29	29								
3	3	12	12	21	21	30	30								
4	4	13	13	22	22	31	31								
5	5	14	14	23	23	32	32								
6	6	15	15	24	24	33	33								
7	7	16	16	25	25	34	34								
8	8	17	17	26	26	35	35								
9	9	18	18	27	27	36	36								

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 36	
/MUSTAFA IQBAL/ Primary Examiner, Art Unit 3683 (Primary Examiner)	20 June 2023 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 5

U.S. Patent and Trademark Office

Part of Paper No.: 20230620

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/984,418	Waishampayan et al.
	Examiner	Art Unit
	MUSTAFA IQBAL	3683

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

CLAIMS

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

CLAIM		DATE								
Final	Original	02/16/2023	06/20/2023							
	1	✓	=							
	2		=							
	3		=							
	4		=							
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	35		=							
	36		=							

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/984,418	Waishampayan et al.
	Examiner	Art Unit
	MUSTAFA IQBAL	3683

CPC - Searched*		
Symbol	**Date**	**Examiner**
G06Q30/00	02/16/2023	MI
G06F16/00	02/16/2023	MI
G06Q10/00-G06Q50/00	06/20/2023	MI

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

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
705	7.34	06/20/2023	MI

* 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**
Search was complete. Please see attached.	02/16/2023	MI
NPL search was complete. Please see attached.	02/16/2023	MI
This application is a continuation application of 17687992 which is now patent 11556947.	02/17/2023	MI
Applicant filed terminal disclaimer which was approved 6/16/2023. This makes the claimed invention overcome the double patenting rejection.	06/20/2023	MI
Case was discussed with Primary Goldberg.	06/20/2023	MI
Search was updated with respect to amendments.	06/20/2023	MI
NPL was updated with respect to amendments.	06/20/2023	MI

/MUSTAFA IQBAL/ Primary Examiner, Art Unit 3683	

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/984,418	Waishampayan et al.
	Examiner	Art Unit
	MUSTAFA IQBAL	3683

Interference Search			
US Class/CPC Symbol	**US Subclass/CPC Group**	**Date**	**Examiner**
G06Q30	0205	06/20/2023	MI
G06F16	955	06/20/2023	MI
H04L67	52	06/20/2023	MI
H04L63	0421	06/20/2023	MI

/MUSTAFA IQBAL/ Primary Examiner, Art Unit 3683	

Bibliographic Data

Application No: 17/984,418

Foreign Priority claimed: ○ Yes ◉ No

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

Verified and Acknowledged: /MUSTAFA IQBAL/ (Examiner's Signature) | (Initials)

Title: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/10/2022	705	3683	FLTH_0002 CT1
RULE			

APPLICANTS

FullThrottle Technologies, LLC,

INVENTORS

Amol Waishampayan, Philadelphia, PA, UNITED STATES

Pat O'Flaherty, Dublin, IRELAND

Alexey Yakovlev, Dnipro, UKRAINE

CONTINUING DATA

This application is a CON of 17687992 03/07/2022 PAT 11556947

17687992 has PRO of 63208275 06/08/2021

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

11/22/2022

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UNITED STATES

ADDRESS

FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103
UNITED STATES

FILING FEE RECEIVED

$830

Obliviad: Provably secure and practical online behavioral **advertising**

M Backes, A Kate, M Maffei... - 2012 IEEE Symposium on ..., 2012 - ieeexplore.ieee.org

... The broker then runs its own algorithm over the tracked **data** to decide which **ad** to present on the ... Without using an **anonymous browsing** solution, which we do not want to adopt for ef...

☆ Save 99 Cite Cited by 159 Related articles All 15 versions

Customization of online **advertising**: The role of intrusiveness

J Van Doorn, JC Hoekstra - Marketing Letters, 2013 - Springer

... with and attitudes toward customized **advertising**. Next, 233 ... **ad** based on **browsing data** only, **ad** based on **browsing data** and the person's name, and **ad** based on **browsing data** ...

☆ Save 99 Cite Cited by 309 Related articles All 9 versions »

Measuring the impact of the gdpr on **data** sharing in **ad** networks

T Urban, D Tatang, M Degeling, T Holz... - Proceedings of the 15th ..., 2020 - dl.acm.org

... **advertising**. The regulation's definition of personal **data** applies to every company that collects **data** ... they were collecting **anonymous** information and **data** protection requirements would ...

☆ Save 99 Cite Cited by 51 Related articles All 4 versions

Targeted online **advertising**: Using reciprocity appeals to increase acceptance among users of free web services

JH Schumann, F Von Wangenheim... - Journal of ..., 2014 - journals.sagepub.com

... of targeted online **advertising**, even in the **anonymous** setting of **browsing** the Internet. ... to reciprocate this service by providing **data** for targeted **advertising** as they did in the case of the ...

☆ Save 99 Cite Cited by 353 Related articles All 7 versions

To track or do not track: advancing transparency and individual control in online behavioral **advertising**

O Tene, J Polonetsky - Minn. JL Sci. & Tech., 2012 - HeinOnline

... are **anonymous**, the architecture of the Internet allows multiple parties to collect **data** and ... and "third-party online behavioral **advertising**" as "the collection of **data** about a particular user, ...

☆ Save 99 Cite Cited by 175 Related articles All 13 versions

Privatefetch: Scalable catalog delivery in privacy-preserving **advertising**

MH Mughees, G Pestana, A Davidson... - arXiv preprint arXiv ..., 2021 - arxiv.org

... di is the **ad data**. The advertisers ... **ad** targeting and **ad** fetching phases, which provides stronger privacy and usability guarantees without relying on external systems such as **anonymity** ...

☆ Save 99 Cite Cited by 4 Related articles »

MobiAd: private and scalable mobile **advertising**

H Haddadi, P Hui, I Brown - Proceedings of the fifth ACM international ..., 2010 - dl.acm.org

... views and clicks, while preserving the privacy and **anonymity** of users. ... the user profile used to target **adverts** on the handset and minimising the user **data** exposed to advertisers or ...

☆ Save 99 Cite Cited by 135 Related articles All 4 versions

Do-Not-Track: Revising the EU's **Data** Protection Framework to Require Meaningful Consent for Behavioral **Advertising**

MS Kirsch - Rich. JL & Tech., 2011 - HeinOnline

... For instance, a user who attempts to hide their **data** to remain **anonymous** may be discriminatorily denied service, forced to pay more, or simply categorized for their refusal. ...

☆ Save 99 Cite Cited by 24 Related articles All 6 versions

Americans' attitudes about internet behavioral **advertising** practices

AM McDonald, LF Cranor - Proceedings of the 9th annual ACM ..., 2010 - dl.acm.org

... idea that **advertising** supports free online content, but they do not believe their **data** are part ... image" for any company sharing even **anonymous** customer **data**. He made the analogy to ...

☆ Save 99 Cite Cited by 227 Related articles All 7 versions

Smart, useful, scary, creepy: perceptions of online behavioral **advertising**

B Ur, PG Leon, LF Cranor, R Shay... - proceedings of the eighth ..., 2012 - dl.acm.org

... industry to "[give] consumers greater control over the collection and use of their personal **data** through simplified choices and increased transparency" [10]. Having a thorough ...

☆ Save 99 Cite Cited by 480 Related articles All 16 versions

Related searches

data **protection framework behavioral** advertising

data **access online** advertising

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
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L2	1593	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/01 06:37 PM
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L6	310	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 12:11 PM
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L8	0	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 12:21 PM
L9	1237	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 12:22 PM

L10	413	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 12:22 PM
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L14	25	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 12:27 PM
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L19	329	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 12:53 PM
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		A1).did. AND PGPB.dbnm.)	JPO; DERWENT; IBM_TDB)				
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L24	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/06/02 07:17 PM
L25	33	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/06/02 07:20 PM
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			IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
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L29	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/06/02 07:46 PM

L30	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 07:46 PM
L31	330	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 08:04 PM
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L33	0	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/06/08 05:02 PM
L34	0	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/06/08 05:02 PM
L35	1	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/06/08 05:02 PM
L36	2583	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM

L37	1643	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L38	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L39	102	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L40	847	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L41	317	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L42	266	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L43	0	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L44	1265	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L45	422	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L46	41	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L47	41	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L48	1	(location track$4) WITH ("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L49	25	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L50	5	("opt-out") WITH (track$4 location) WITH	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM

		(cach$4)					
L51	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L52	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L53	863	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L54	333	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L55	182	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L56	114	("opt-out") WITH (location gps) AND (website webpage) AND (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L57	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L58	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L59	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY,	OR	ON	ON	2022/10/03 07:18 PM

			CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L60	36	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L61	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L62	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH,	OR	ON	ON	2022/10/03 07:18 PM

			TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L63	200	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L64	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L65	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L66	471	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L67	102	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L68	0	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L69	0	((("FullThrottle") near3 ("Technologies") near3	(US-PGPUB; USPAT; USOCR; FIT (AU, AP,	OR	ON	ON	2022/10/03 07:18 PM

		("LLC"))).AS,AANM.	AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L70	1	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/10/03 07:18 PM
L71	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:25 PM
L72	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet))	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:25 PM
L73	21	(browser) near10 (anonymous) near10 (URL)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:25 PM
L74	2660	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L75	1676	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L76	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM

L77	105	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L78	875	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L79	328	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L80	276	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L81	2	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L82	1295	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L83	435	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L84	42	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L85	42	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L86	1	(location track$4) WITH ("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L87	25	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L88	5	("opt-out") WITH (track$4 location) WITH (cach$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L89	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L90	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L91	883	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM

L92	342	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L93	186	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L94	116	("opt-out") WITH (location gps) AND (website webpage) AND (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L95	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L96	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L97	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH,	OR	ON	ON	2023/02/17 10:00 AM

			TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L98	38	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L99	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L100	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L101	206	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU,	OR	ON	ON	2023/02/17 10:00 AM

			CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L102	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L103	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L104	497	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L105	105	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L106	1	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L107	3	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO,	OR	ON	ON	2023/02/17 10:00 AM

			NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L108	3	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2023/02/17 10:00 AM
L109	2660	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L110	1676	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L111	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L112	105	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L113	875	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L114	328	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L115	276	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM

		G06Q30/$.cpc.					
L116	2	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L117	1295	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L118	435	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L119	42	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L120	42	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L121	1	(location track$4) WITH ("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L122	25	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L123	5	("opt-out") WITH (track$4 location) WITH (cach$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L124	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L125	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L126	883	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L127	342	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L128	186	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L129	116	("opt-out") WITH (location gps) AND (website webpage) AND (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L130	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB,	OR	ON	ON	2023/02/17 10:00 AM

		A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L131	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L132	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L133	38	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT;	OR	ON	ON	2023/02/17 10:00 AM

			IBM_TDB)				
L134	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L135	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L136	206	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L137	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV,	OR	ON	ON	2023/02/17 10:00 AM

			MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L138	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L139	497	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L140	105	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L141	1	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L142	3	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L143	3	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2023/02/17 10:00 AM
L144	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L145	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM

		near3 internet))					
L146	24	(browser) near10 (anonymous) near10 (URL)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L147	8	("20100212716" OR "20130151645" OR "20140143655" OR "20170064032" OR "20190199774" OR "20200233911" OR "20200386565" OR "8935797").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 11:35 AM
L148	2721	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L149	1712	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L150	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L151	107	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L152	918	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L153	357	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L154	282	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM

		G06Q30/$.cpc.					
L155	3	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L156	1325	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L157	444	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L158	42	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L159	42	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L160	1	(location track$4) WITH ("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L161	26	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L162	6	("opt-out") WITH (track$4 location) WITH (cach$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L163	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L164	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L165	897	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L166	349	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L167	188	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L168	118	("opt-out") WITH (location gps) AND (website webpage) AND (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L169	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB,	OR	ON	ON	2023/06/20 12:39 PM

		A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L170	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L171	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L172	40	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT;	OR	ON	ON	2023/06/20 12:39 PM

			IBM_TDB)				
L173	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L174	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L175	210	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L176	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV,	OR	ON	ON	2023/06/20 12:39 PM

			MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L177	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L178	503	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L179	106	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L180	1	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L181	5	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L182	4	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2023/06/20 12:39 PM
L183	2721	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV,	OR	ON	ON	2023/06/20 12:39 PM

			MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L184	1712	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L185	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L186	107	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L187	918	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L188	357	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L189	282	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L190	3	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L191	1325	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L192	444	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L193	42	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L194	42	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L195	1	(location track$4) WITH	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20

		("opt-out") WITH (cach$4) AND G06Q30/$.cpc.					12:39 PM
L196	26	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L197	6	("opt-out") WITH (track$4 location) WITH (cach$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L198	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L199	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L200	897	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L201	349	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L202	188	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L203	118	("opt-out") WITH (location gps) AND (website webpage) AND (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L204	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L205	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO,	OR	ON	ON	2023/06/20 12:39 PM

			NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L206	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L207	40	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L208	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L209	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY,	OR	ON	ON	2023/06/20 12:39 PM

			CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L210	210	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L211	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L212	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L213	503	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L214	106	(increas$4) WITH	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20

		(interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.					12:39 PM
L215	1	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L216	5	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L217	4	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2023/06/20 12:39 PM
L218	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L219	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet))	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L220	26	(browser) near10 (anonymous) near10 (URL)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L221	2721	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM

L222	1712	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L223	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L224	107	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L225	918	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L226	357	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L227	282	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L228	3	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L229	1325	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L230	444	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L231	42	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L232	42	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L233	1	(location track$4) WITH ("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L234	26	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L235	6	("opt-out") WITH (track$4 location) WITH	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM

		(cach$4)					
L236	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L237	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L238	897	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L239	349	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L240	188	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L241	118	("opt-out") WITH (location gps) AND (website webpage) AND (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L242	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L243	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L244	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY,	OR	ON	ON	2023/06/20 12:39 PM

			CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L245	40	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L246	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L247	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH,	OR	ON	ON	2023/06/20 12:39 PM

			TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L248	210	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L249	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L250	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L251	503	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L252	106	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L253	1	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L254	5	((("FullThrottle") near3 ("Technologies") near3	(US-PGPUB; USPAT; USOCR; FIT (AU, AP,	OR	ON	ON	2023/06/20 12:39 PM

		("LLC"))).AS,AANM.	AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L255	4	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2023/06/20 12:39 PM
L256	2721	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L257	1712	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L258	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L259	107	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L260	918	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L261	357	(web webpage website site) WITH (traffic$4	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM

		visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.					
L262	282	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L263	3	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L264	1325	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L265	444	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L266	42	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L267	42	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L268	1	(location track$4) WITH ("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L269	26	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L270	6	("opt-out") WITH (track$4 location) WITH (cach$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L271	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L272	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L273	897	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L274	349	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L275	188	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L276	118	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM

		AND (latitude)					
L277	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L278	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L279	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L280	40	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV,	OR	ON	ON	2023/06/20 12:39 PM

			MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L281	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L282	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L283	210	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L284	37	(cookie$4) WITH (folder	(US-PGPUB; USPAT;	OR	ON	ON	2023/06/20

		near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				12:39 PM
L285	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L286	503	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L287	106	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L288	1	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L289	5	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:39 PM
L290	4	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2023/06/20 12:39 PM
L291	0	((browser) near10	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20

		(anonymous) near10 (URL) near10 (protocol near3 internet)).clm.					12:39 PM
L292	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet))	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L293	26	(browser) near10 (anonymous) near10 (URL)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L294	8	("20100212716" OR "20130151645" OR "20140143655" OR "20170064032" OR "20190199774" OR "20200233911" OR "20200386565" OR "8935797").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
L295	0	(browser) near10 (anonymous) near10 (URL) near10 (campaign)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:46 PM
L296	40	(probabilit$4) WITH (watch$4 listen$4) WITH (browser URL)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/06/20 12:47 PM
L297	23	(probabilit$4) WITH (watch$4 listen$4) WITH (browser URL)	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:47 PM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	1	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
N2	0	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:19 PM

N3	0	N1 AND N2	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:19 PM
N4	0	G06Q30/0205.cpc. AND G06F16/955.cpc. AND H04L67/52.cpc. AND H04L63/0421.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:20 PM
N5	0	G06Q30/0205.cpc. AND G06F16/955.cpc. AND H04L67/52.cpc. AND H04L63/0421.cpc. AND 705/7.34.ccls.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:20 PM
N7	0	N5 AND N3	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:20 PM
N8	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:21 PM
N9	0	((location) near10 (identifier) near10 (tracker) near10 (browser)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:22 PM
N10	0	((second) near10 (visit) near10 (URL) near10 (API)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:23 PM
N12	65	((address) near10 (demographic) near10 (profile) near10 (information)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:24 PM
N13	0	((address) near10 (demographic) near10 (profile) near10 (information) near10 (URL)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:24 PM
N14	0	((interest) near10 (cache) near10 (profile) near10 (information) near10 (URL)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:24 PM
N15	4	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:39 PM
N16	0	((campaign) near10 (data) near10 (anonymous) near10 (browser) near10 (session)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:45 PM
N17	0	((ZIP) near10 (code) near10 (API) near10 (location) near10 (tracking)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20 12:45 PM
N18	0	((media) near10	(US-PGPUB; USPAT)	OR	ON	ON	2023/06/20

		(campaign) near10 (response) near10 (latitude) near10 (location)).clm.					12:46 PM

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

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	17984418
Filing Date	10-Nov-2022
First Named Inventor	Amol Waishampayan
Attorney Docket Number	FLTH_0002 CT1
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

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

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

Owner	Percent Interest
FullThrottle Technologies, LLC	100%

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

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

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

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

○ I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.	
Applicant claims the following fee status: ◉ Small Entity ○ Micro Entity ○ Regular Undiscounted I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.	
THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES I certify, in accordance with 37 CFR 1.4(d)(4) that I am: ◉ An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application Registration Number 77970 ○ A sole inventor ○ A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors as evidenced by the power of attorney in the application ○ A joint inventor; all of whom are signing this request	
Signature	/Ryan A. Peddle/
Name	Ryan A. Peddle

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

Electronic Patent Application Fee Transmittal

Application Number:	17984418
Filing Date:	10-Nov-2022
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Filer:	Ryan A. Peddle/Emily Tuite
Attorney Docket Number:	FLTH_0002 CT1

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
STATUTORY OR TERMINAL DISCLAIMER	2814	1	170	170
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**170**

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

Application No.: 17984418

Filing Date: 10-Nov-2022

Applicant/Patent under Reexamination: Waishampayan

Electronic Terminal Disclaimer filed on June 16, 2023

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

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

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt

EFS ID:	48165256
Application Number:	17984418
International Application Number:	
Confirmation Number:	1030
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Customer Number:	54380
Filer:	Ryan A. Peddle/Emily Tuite
Filer Authorized By:	Ryan A. Peddle
Attorney Docket Number:	FLTH_0002 CT1
Receipt Date:	16-JUN-2023
Filing Date:	10-NOV-2022
Time Stamp:	15:56:28
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$170
RAM confirmation Number	E20236FF56267630
Deposit Account	
Authorized User	

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Terminal Disclaimer-Filed (Electronic)	eTerminal-Disclaimer.pdf	41298 9cfe9d3a93d6b93169e647dd435f519c84b6b926	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	37698 827355b8d05d6eb5958191f5ce267eaa72f92b4a	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	78996		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: **FullThrottle Technologies, LLC**	**Confirmation No.: 1030**
Application No.: 17/984,418	**Group Art Unit: 3683**
Filing Date: November 10, 2022	**Examiner: IQBAL, MUSTAFA**

For: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

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

Director:

REPLY PURSUANT TO 37 CFR § 1.111

In response to the Official Action dated **February 23, 2023**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

☐ **Amendments to the Specification** begin on page N/A of this paper.

☒ **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

☐ **Amendments to the Drawings** begin on page N/A of this paper and include an attached replacement sheet.

☒ **Remarks** begin on page 10 of this paper.

☒ The Commissioner is hereby authorized to charge any fee deficiency, charge any additional fees, or credit any overpayment of fees, associated with this application in connection with this filing, or any future filing, submitted to the U.S. Patent and Trademark Office during the pendency of this application, to Deposit Account No. 50-3541.

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

What is claimed is:

1. (Currently Amended) A method comprising:

receiving campaign level data associated with a campaign;

receiving [[first]] anonymous data associated with a first browser session initialized by a user via a browser on a user computing device~~, wherein the first anonymous data comprises one or more of a time, a date, one or more uniform resource locators (URLs), a referring URL, a browser type, a language, an internet protocol (IP) address, or location data~~;

determining that the user accessed a uniform resource locator (URL) during the browser session ~~has not been assigned a unique identifier based on a lack of stored location data for the user computing device;~~

~~assigning the unique identifier to the user;~~

~~determining whether the user opted-in to or out of location tracking, based on whether a location tracker is installed on the user computing device;~~

~~sending, upon determining that the user opted-out of location tracking, the unique identifier to the user computing device for storage in a local browser cache;~~

determining a latitude coordinate and a longitude coordinate of the user computing device, during the [[first]] browser session, wherein the latitude coordinate and longitude coordinate are determined based on the anonymous data upon determining that the user opted-out of location tracking, and wherein the latitude coordinate and the longitude coordinate are determined based on geo-location data retrieved from the user computing device upon determining that the user opted-in to location tracking;

identifying a physical address for the user based on the determined latitude coordinate and the determined longitude coordinate using a map application programming interface (API);

determining that ~~associating the unique identifier to~~ the physical address is within a ZIP code covered by the campaign;

~~generating a user profile for the user using the unique identifier and physical address, the user profile comprising profile information that comprises one or more URLs the user has accessed, the frequency with which the user accessed the URL(s), demographics associated with the user, the address(es) associated with the user, or the devices associated with the user;~~

~~updating the profile information based on second anonymous data associated with a second browser session initialized on the user computing device or another user computing device associated with the physical address;~~

~~determining, using the updated profile information, a confidence rating for the user, the confidence rating indicating a quantifiable measure of the user's interest in a product;~~

~~generating one or more notifications based on one or more of the updated profile information or the confidence rating;~~

determining that the browser session was initiated by a user with an intent to visit the URL; and

determining a probability that the browser session was initiated in response to watching or listening to media associated with the campaign using the campaign level data ~~when to send the one or more notifications to the user~~.

2. (New) The method of claim 1, wherein the anonymous data comprises one or more of a time, a date, one or more uniform resource locators (URLs), a referring URL, a browser type, a language, an internet protocol (IP) address, or location data.

3. (New) The method of claim 2, further comprising:

determining that the user has not been assigned a unique identifier based on a lack of stored location data for the user computing device;

assigning the unique identifier to the user;

determining whether the user opted-in to or out of location tracking, based on whether a location tracker is installed on the user computing device; and

sending, upon determining that the user opted-out of location tracking, the unique identifier to the user computing device for storage in a local browser cache.

4. (New) The method of claim 1, wherein the campaign comprises one or more messages or media that share a theme.

5. (New) The method of claim 1, wherein the campaign is associated with a time period.

6. (New) The method of claim 1, wherein the campaign level data comprises a number of impressions for each of a plurality of days during the campaign.

7. (New) The method of claim 6, wherein the campaign level data comprises daypart blueprint data indicating aggregate daypart proportions of impressions for a plurality of campaigns.

8. (New) The method of claim 7, wherein the daypart proportions are used to assign a daypart factor to each of a plurality of dayparts.

9. (New) The method of claim 8, wherein the campaign level data comprises a date proportion and a daypart proportion associated with the browser session.

10. (New) The method of claim 8, wherein the probability is determined using the date proportion associated with the browser session, the daypart proportion associated with the browser session, and the daypart factor associated with the daypart proportion.

11. (New) The method of claim 10, wherein the probability is determined using the number of impressions for each of the plurality of days during the campaign.

12. (New) The method of claim 1, wherein the probability is determined based on a time delay between watching or listening to the media and initialization of the browser session.

13. (New) The method of claim 12, wherein the time delay represents a non-linear relationship with the probability.

14. (New) The method of claim 12, wherein a first time delay results in a first time decay factor being applied to determine the probability and a second time delay results in a second time decay factor being applied to determine the probability.

15. (New) The method of claim 1, wherein the campaign uniquely identifies a set of ZIP codes covered by the campaign.

16. (New) The method of claim 1, wherein the intent to access the URL comprises accessing the URL via a search engine or an address bar.

17. (New) The method of claim 1, further comprising determining whether the household performed a transaction associated with the campaign.

18. (New) The method of claim 17, further comprising determining a success of the campaign based on whether the household performed a transaction associated with the campaign.

19. (New) A non-transitory, machine-readable storage device that includes instructions that, when executed by a computing device, cause the computing device to:

receive campaign level data associated with a campaign;

receive anonymous data associated with a browser session initialized by a user via a browser on a user computing device;

determine that the user accessed a uniform resource locator (URL) during the browser session;

determine a latitude coordinate and a longitude coordinate of the user computing device, during the browser session, wherein the latitude coordinate and the longitude coordinate are determined based on the anonymous data upon determining that the user opted-out of location tracking, and wherein the latitude coordinate and the longitude coordinate are determined based on geo-location data retrieved from the user computing device upon determining that the user opted-in to location tracking;

identify a physical address for the user based on the determined latitude coordinate and the determined longitude coordinate using a map application programming interface (API);

determine that the physical address is within a ZIP code covered by the campaign;

determine that the browser session was initiated with an intent to visit the URL; and

determine a probability that the browser session was initiated in response to watching or listening to media associated with the campaign using the campaign level data.

20. (New) The non-transitory, machine-readable storage device of claim 19, wherein the anonymous data comprises one or more of a time, a date, one or more uniform resource locators (URLs), a referring URL, a browser type, a language, an internet protocol (IP) address, or location data.

21. (New) The non-transitory, machine-readable storage device of claim 20, wherein the instructions, when executed by the computing device, cause the computing device to:

determine that the user has not been assigned a unique identifier based on a lack of stored location data for the user computing device;

assign the unique identifier to the user;

determine whether the user opted-in to or out of location tracking, based on whether a location tracker is installed on the user computing device; and

send, upon determining that the user opted-out of location tracking, the unique identifier to the user computing device for storage in a local browser cache.

22. (New) The non-transitory, machine-readable storage device of claim 19, wherein the campaign comprises one or more messages or media that share a theme.

23. (New) The non-transitory, machine-readable storage device of claim 19, wherein the campaign is associated with a time period.

24. (New) The non-transitory, machine-readable storage device of claim 19, wherein the campaign level data comprises a number of impressions for each of a plurality of days during the campaign.

25. (New) The non-transitory, machine-readable storage device of claim 24, wherein the campaign level data comprises daypart blueprint data indicating aggregate daypart proportions of impressions for a plurality of campaigns.

26. (New) The non-transitory, machine-readable storage device of claim 25, wherein the daypart proportions are used to assign a daypart factor to each of a plurality of dayparts.

27. (New) The non-transitory, machine-readable storage device of claim 26, wherein the campaign level data comprises a date proportion and a daypart proportion associated with the browser session.

28. (New) The non-transitory, machine-readable storage device of claim 25, wherein the probability is determined using the date proportion associated with the browser session, the

daypart proportion associated with the browser session, and the daypart factor associated with the daypart proportion.

29. (New) The non-transitory, machine-readable storage device of claim 28, wherein the probability is determined using the number of impressions for each of the plurality of days during the campaign.

30. (New) The non-transitory, machine-readable storage device of claim 19, wherein the probability is determined based on a time delay between watching or listening to the media and initialization of the browser session.

31. (New) The non-transitory, machine-readable storage device of claim 30, wherein the time delay represents a non-linear relationship with the probability.

32. (New) The non-transitory, machine-readable storage device of claim 30, wherein a first time delay results in a first time decay factor being applied to determine the probability and a second time delay results in a second time decay factor being applied to determine the probability.

33. (New) The non-transitory, machine-readable storage device of claim 19, wherein the campaign uniquely identifies a set of ZIP codes covered by the campaign.

34. (New) The non-transitory, machine-readable storage device of claim 19, wherein the intent to access the URL comprises accessing the URL via a search engine or an address bar.

35. (New) The non-transitory, machine-readable storage device of claim 19, wherein the instructions, when executed by the computing device, cause the computing device to determine whether the household performed a transaction associated with the campaign.

36. (New) The non-transitory, machine-readable storage device of claim 35, wherein the instructions, when executed by the computing device, cause the computing device to determine a success of the campaign based on whether the household performed a transaction associated with the campaign.

REMARKS

Claims 1-36 will be pending in the application upon entry of foregoing amendments. Claim 1 has been amended. No claims have been cancelled. New claims 2-36 have been added. Support for the amendments to the claims can be found throughout the disclosure, and particularly in paragraphs [0093]-[0154] of the as-filed specification and Figures 10-15, for example. No new matter has been added.

Double Patenting Rejection

Claim 1 stands provisionally rejected under the judicially created doctrine of non-statutory obviousness-type double patenting as allegedly being unpatentable over claims 1 and 11 of U.S. Patent No. 11,556,974. Without commenting on the propriety of the rejection, insofar as the claims of the present application have not yet been patented, Applicant respectfully submits the double patenting rejection is premature. Without expressing any opinion as to whether the obviousness-type double patenting rejection is warranted, Applicant respectfully requests that the rejection be held in abeyance until the claims of the present application are allowed. Applicant also retains the right to file a terminal disclaimer at a later stage of prosecution.

CONCLUSION

Applicant submits that the present application is in condition for allowance. A Notice of Allowance is respectfully requested. The Examiner is invited to call Applicant's undersigned representative to discuss the application should the Examiner determine that such a discussion may advance prosecution.

Date: May 23, 2023

/Ryan A. Peddle/
Ryan A. Peddle
Registration No. 77,970

Flaster Greenberg PC
1717 Arch Street, Suite 3300
Philadelphia, PA 19103
Telephone: (215) 279-9393
Facsimile: (215) 279-9394

Electronic Patent Application Fee Transmittal

Application Number:	17984418
Filing Date:	10-Nov-2022
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Filer:	Ryan A. Peddle/Emily Tuite
Attorney Docket Number:	FLTH_0002 CT1

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
CLAIMS IN EXCESS OF 20	2202	16	40	640
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**640**

Electronic Acknowledgement Receipt

EFS ID:	48044262
Application Number:	17984418
International Application Number:	
Confirmation Number:	1030
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Customer Number:	54380
Filer:	Ryan A. Peddle/Emily Tuite
Filer Authorized By:	Ryan A. Peddle
Attorney Docket Number:	FLTH_0002 CT1
Receipt Date:	23-MAY-2023
Filing Date:	10-NOV-2022
Time Stamp:	14:17:29
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$640
RAM confirmation Number	E20235ME18069244
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		FLTH_0002_CT1_Response_to_Non-Final_Office_Action.pdf	151124 bdbf412dc36cd8937ad2beb706c0b6f017f12fe8	yes	11

Multipart Description/PDF files in .zip description		
Document Description	**Start**	**End**
Amendment/Request for Reconsideration-After Non-Final Rejection	1	1
Claims	2	9
Applicant Arguments/Remarks Made in an Amendment	10	11

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	38031 dc3dad934af0f743c3c0320069ffad6891f71e2f	no	2

Warnings:

Information:

Total Files Size (in bytes):	189155

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 17/984,418	Filing Date 11/10/2022	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $240 =	
☐ 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	05/23/2023	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 36	Minus	** 20	= 16		x $40 =	640
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $192 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	640

		(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".	/JAMES W TUNSTALL/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

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

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

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Alexandria, Virginia 22313-1450
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/984,418	11/10/2022	Amol Waishampayan	FLTH_0002 CT1

CONFIRMATION NO. 1030

54380
FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

PUBLICATION NOTICE

OC000000137538975

Title:LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

Publication No.US-2023-0069859-A1
Publication Date:03/09/2023

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.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/984,418	11/10/2022	Amol Waishampayan	FLTH_0002 CT1	1030

54380 7590 02/23/2023

FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103

EXAMINER	
IQBAL, MUSTAFA	

ART UNIT	PAPER NUMBER
3683	

NOTIFICATION DATE	DELIVERY MODE
02/23/2023	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):

FGdocketing@clarivate.com
FGdocketing@flastergreenberg.com
USP@flastergreenberg.com

Office Action Summary	Application No. 17/984,418	Applicant(s) Waishampayan et al.	
	Examiner MUSTAFA IQBAL	Art Unit 3683	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 11/10/2022.

☐ 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 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 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 11/10/2022 is/are: a)☑ accepted or b)☐ objected to by the Examiner.

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

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

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

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

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

Attachment(s)

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

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

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

4) ☐ Other: _____.

DETAILED ACTION

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

Acknowledgments

- Claims 1 is pending.
- Applicant provided information disclosure statement (IDS) (11/10/2022).
- This application is a continuation application of U.S. application no. 17687992.

Continuation

This application is a continuation application of U.S. application no. 17687992 filed on March 7, 2022 now U.S. Patent 11556947 ("Parent Application"). See MPEP §201.07. In accordance with MPEP §609.02 *A.* 2 and MPEP §2001.06(b) (last paragraph), the Examiner has reviewed and considered the prior art cited in the Parent Application. Also in accordance with MPEP §2001.06(b) (last paragraph), all documents cited or considered 'of record' in the Parent Application are now considered cited or 'of record' in this application. Additionally, Applicant(s) are reminded that a listing of the information cited or 'of record' in the Parent Application need not be resubmitted in this application unless Applicants desire the information to be printed on a patent issuing from this application. See MPEP §609.02 *A.* 2. Finally, Applicants are reminded that the prosecution history of the Parent Application is relevant in this application. See *e.g., Microsoft Corp. v. Multi-Tech Sys., Inc.*, 357 F.3d 1340, 1350, 69 USPQ2d 1815, 1823

(Fed. Cir. 2004) (holding that statements made in prosecution of one patent are relevant to the scope of all sibling patents).

Double Patenting

- The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP § 2146 *et seq.* for

applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

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

- **Claim 1** is rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 and 11 of U.S. Patent No. 11556974 ('974 patent). Although the claims at issue are not identical, they are not patentably distinct from each other, please see table 1 below.1

Table 1

INSTANT APPLICATION (17984418)	17687992 (Patent no. 11556947)	EXAMINER NOTE
Claim 1: A method comprising	Claim 1: A method comprising: **Claim 11:** A non-transitory, machine-readable storage device that includes instructions that, when executed by a computing device, cause the computing device to	When looking at the claim set for the instant application in relation to the claim set of application 17687992, it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to have automated the method of the instant application with a non-transitory machine-readable storage device of application 17687992, because of the known benefits of automation, such as efficiency and repeatability. Examiner takes official notice that it is well known to automate the method with respect to non-transitory machine-readable storage device.

Claim 1 (cont.) receiving first anonymous data associated with a first browser session initialized by a user via a browser on a user computing device, wherein the first anonymous data comprises one or more of a time, a date, one or more uniform resource locators (URLs), a referring URL, a browser type, a language, an internet protocol (IP) address, or location data; determining that the user has not been assigned a unique identifier based on a lack of stored location data for the user computing device; assigning the unique identifier to the user; determining whether the user opted-in to or out of location tracking, based on whether a location tracker is installed on the user computing device; sending, upon determining that the user opted-out of location tracking, the unique identifier to the user computing device for storage in a local browser cache; determining a latitude coordinate and a longitude coordinate of the user computing device, during the first browser session, wherein the latitude coordinate and longitude coordinate are determined based on the anonymous data upon determining that the user opted-out of location tracking, and wherein the	*Claim 1 and similarly claim 11 (cont.)* receiving first anonymous data associated with a first browser session initialized by a user via a browser on a user computing device, wherein the first anonymous data comprises one or more of a time, a date, one or more uniform resource locators (URLs), a referring URL, a browser type, a language, an internet protocol (IP) address, or location data; … determining that the user has not been assigned a unique identifier based on a lack of stored location data for the user computing device; assigning the unique identifier to the user; determining whether the user opted-in to or out of location tracking, based on whether a location tracker is installed on the user computing device; sending, upon determining that the user opted-out of location tracking, the unique identifier to the user computing device for storage in a local browser cache; determining a latitude coordinate and a longitude coordinate of the user computing device, during the first browser session, wherein the latitude coordinate and the longitude coordinate are determined based on the first anonymous data	**Examiner Note:** When looking at claim 1 of the instant application and claim 1 and 11 of Application 17687992, the limitations are not patentably distinct from each other. For example, both applications talk about receiving anonymous data, assigning unique identifier to a user, determining if a user opted in or out locations tracking, identifying a physical address of a user, generating a user profile, and generating a user confidence rating.

latitude coordinate and the longitude coordinate are determined based on geo-location data retrieved from the user computing device upon determining that the user opted-in to location tracking; identifying a physical address for the user based on the determined latitude coordinate and the determined longitude coordinate using a map application programming interface (API); associating the unique identifier to the physical address; generating a user profile for the user using the unique identifier and physical address, the user profile comprising profile information that comprises one or more URLs the user has accessed, the frequency with which the user accessed the URL(s), demographics associated with the user, the address(es) associated with the user, or the devices associated with the user; updating the profile information based on second anonymous data associated with a second browser session initialized on the user computing device or another user computing device associated with the physical address; determining, using the updated profile information, a confidence rating for the user, the confidence rating indicating a quantifiable	upon determining that the user opted-out of location tracking, and wherein the latitude coordinate and the longitude coordinate are determined based on geo-location data retrieved from the user computing device upon determining that the user opted-in to location tracking; identifying a physical address for the user based on the determined latitude coordinate and the determined longitude coordinate using a map application programming interface (API); associating the unique identifier to the physical address; generating a user profile for the user using the unique identifier and physical address, the user profile comprising profile information that comprises one or more URLs the user has accessed, a frequency with which the user accessed the URL(s), demographics associated with the user, the physical address(es) associated with the user, or devices associated with the user; updating the profile information based on second anonymous data associated with a second browser session initialized on the user computing device or another user computing device associated with the physical address … determining, using the updated profile	

measure of the user's interest in a product; generating one or more notifications based on one or more of the updated profile information or the confidence rating; and determining when to send the one or more notifications to the user.	information, a confidence rating for the user, the confidence rating indicating a quantifiable measure of the user's interest in a product; generating one or more notifications based on one or more of the updated profile information or the confidence rating; and determining when to send the one or more notifications to the user.	

Allowable Subject Matter

- The claims incorporate the same allowable and patent eligible subject matter as the parent case, application 17687992 now US Patent 11556947 and is therefore deemed allowable over the prior art of record and the 35 USC 101 rejection. However, the Double Patenting rejection must be overcome by either amendment or Terminal Disclaimer.

Conclusion

The prior art made of record and not relied upon is considered pertinent to the applicant's disclosure.

Shapiro (US 20100094727) Discloses a system for effecting anonymous purchase of items from an online merchant system.

Chuah (20050261962) Discloses a data mining system to improve selection of targeted advertisements. The system includes monitoring, capturing, and analyzing data from a user, and selecting appropriate advertisements to match a current user's activity.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MUSTAFA IQBAL whose telephone number is (469)295-9241. The examiner can normally be reached Monday Thru Friday 9:30am-7:30 CST.

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, Eric Stamber can be reached on 5712726724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of published or unpublished applications may be obtained from Patent Center. Unpublished application information in Patent Center is available to registered users. To file and manage patent submissions in Patent Center,

visit: https://patentcenter.uspto.gov. Visit https://www.uspto.gov/patents/apply/patent-center for more information about Patent Center and https://www.uspto.gov/patents/docx for information about filing in DOCX format. For additional questions, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/MUSTAFA IQBAL/
Primary Examiner, Art Unit 3683

Notice of References Cited	Application/Control No. 17/984,418	Applicant(s)/Patent Under Reexamination Waishampayan et al.	
	Examiner MUSTAFA IQBAL	Art Unit 3683	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-20100094727-A1	04-2010	Shapiro; Peter A.	G06Q20/12	705/26.1
*	B	US-20050261962-A1	11-2005	Chuah, Khai Gan (Kenneth)	G06Q30/02	705/14.66
	C					
	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.

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/984,418	Waishampayan et al.
	Examiner	Art Unit
	MUSTAFA IQBAL	3683

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

CLAIMS

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

CLAIM		DATE								
Final	Original	02/16/2023								
	1	✓								

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/984,418	Waishampayan et al.
	Examiner	Art Unit
	MUSTAFA IQBAL	3683

CPC - Searched*		
Symbol	Date	Examiner
G06Q30/00	02/16/2023	MI
G06F16/00	02/16/2023	MI

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
Search was complete. Please see attached.	02/16/2023	MI
NPL search was complete. Please see attached.	02/16/2023	MI
This application is a continuation application of 17687992 which is now patent 11556947.	02/17/2023	MI

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

/MUSTAFA IQBAL/ Primary Examiner, Art Unit 3683	

Bibliographic Data

Application No: 17/984,418

Foreign Priority claimed: ○ Yes ◉ No

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

Verified and Acknowledged: /MUSTAFA IQBAL/ Examiner's Signature | Initials

Title: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/10/2022	705	3683	FLTH_0002 CT1
RULE			

APPLICANTS

FullThrottle Technologies, LLC,

INVENTORS

Amol Waishampayan, Philadelphia, PA, UNITED STATES

Pat O'Flaherty, Dublin, IRELAND

Alexey Yakovlev, Dnipro, UKRAINE

CONTINUING DATA

This application is a CON of 17687992 03/07/2022 PAT 11556947

17687992 has PRO of 63208275 06/08/2021

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

11/22/2022

**** SMALL ENTITY ****

STATE OR COUNTRY

UNITED STATES

ADDRESS

FLASTER/GREENBERG P.C.
1717 Arch Street
Suite 3300
Philadelphia, PA 19103
UNITED STATES

FILING FEE RECEIVED

$830

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (02-18)
Approved for use through 11/30/2020. OMB 0651-0031
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	
Filing Date	
First Named Inventor	Amol Waishampayan
Art Unit	
Examiner Name	
Attorney Docket Number	FLTH_0002 CT1

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	8935797	B1	2015-01-13	SILVER, 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	20100212716	A1	2010-08-26	LERNER, et al.	
	2	20130151645	A1	2013-06-13	SILISKI, et al.	
	3	20140143655	A1	2014-05-22	ALON, et al.	
	4	20170064032	A1	2017-03-02	ULRICH, et al.	
	5	20190199774	A1	2019-06-27	DEMSEY, et al.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.I./

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	
	Filing Date	
	First Named Inventor	Amol Waishampayan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	FLTH_0002 CT1

	6	20200233911	A1	2020-07-23	SIROKER, et al.	
	7	20200386565	A1	2020-12-10	RAO, et al.	

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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							

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

Examiner Signature	/MUSTAFA IQBAL/	Date Considered	02/17/2023

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

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (**Not for submission under 37 CFR 1.99**)	Application Number	
	Filing Date	
	First Named Inventor	Amol Waishampayan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	FLTH_0002 CT1

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	/Ryan A. Peddle/	Date (YYYY-MM-DD)	2022-11-10
Name/Print	Ryan A. Peddle	Registration Number	77,970

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

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PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	2488	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/06/01 06:37 PM
L2	1593	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/01 06:37 PM
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L4	100	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/01 06:38 PM
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L6	310	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 12:11 PM
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		A1).did. AND PGPB.dbnm.)	JPO; DERWENT; IBM_TDB)				
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			IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
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L32	91	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 08:12 PM
L33	0	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/06/08 05:02 PM
L34	0	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/06/08 05:02 PM
L35	1	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/06/08 05:02 PM
L36	2583	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM

L37	1643	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L38	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L39	102	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L40	847	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L41	317	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L42	266	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L43	0	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L44	1265	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L45	422	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L46	41	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L47	41	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L48	1	(location track$4) WITH ("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L49	25	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L50	5	("opt-out") WITH (track$4 location) WITH	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM

		(cach$4)					
L51	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L52	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L53	863	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L54	333	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L55	182	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L56	114	("opt-out") WITH (location gps) AND (website webpage) AND (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L57	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L58	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L59	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY,	OR	ON	ON	2022/10/03 07:18 PM

			CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L60	36	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L61	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L62	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH,	OR	ON	ON	2022/10/03 07:18 PM

			TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L63	200	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L64	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/10/03 07:18 PM
L65	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L66	471	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L67	102	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L68	0	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/10/03 07:18 PM
L69	0	((("FullThrottle") near3 ("Technologies") near3	(US-PGPUB; USPAT; USOCR; FIT (AU, AP,	OR	ON	ON	2022/10/03 07:18 PM

		("LLC"))).AS,AANM.	AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L70	1	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/10/03 07:18 PM
L71	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:25 PM
L72	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet))	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:25 PM
L73	21	(browser) near10 (anonymous) near10 (URL)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:25 PM
L74	2660	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L75	1676	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L76	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM

L77	105	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L78	875	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L79	328	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L80	276	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L81	2	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L82	1295	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L83	435	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L84	42	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L85	42	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L86	1	(location track$4) WITH ("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L87	25	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L88	5	("opt-out") WITH (track$4 location) WITH (cach$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L89	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L90	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L91	883	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM

L92	342	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L93	186	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L94	116	("opt-out") WITH (location gps) AND (website webpage) AND (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L95	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L96	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L97	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH,	OR	ON	ON	2023/02/17 10:00 AM

			TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L98	38	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L99	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L100	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L101	206	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU,	OR	ON	ON	2023/02/17 10:00 AM

			CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L102	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L103	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L104	497	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L105	105	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L106	1	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L107	3	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO,	OR	ON	ON	2023/02/17 10:00 AM

			NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L108	3	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2023/02/17 10:00 AM
L109	2660	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L110	1676	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L111	0	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (longitud$6)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L112	105	(web webpage website site) WITH (traffic$4 visit$4) WITH (anonym$6) WITH (location region zone)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L113	875	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L114	328	(web webpage website site) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L115	276	(web webpage website) WITH (traffic$4 visit$4) WITH (track$4 location) WITH (opt$4) AND	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM

		G06Q30/$.cpc.					
L116	2	(longitud$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L117	1295	(location track$4) WITH (opt$4 near5 out) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L118	435	(location track$4) WITH ("opt-out") AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L119	42	(location track$4) WITH ("opt-out") WITH (locat stor$5) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L120	42	(location track$4) WITH ("opt-out") WITH (locat stor$5 cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L121	1	(location track$4) WITH ("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L122	25	("opt-out") WITH (cach$4) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L123	5	("opt-out") WITH (track$4 location) WITH (cach$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L124	0	("opt-out") WITH (track$4 location) WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L125	1	("opt-out") WITH (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L126	883	("opt-out") WITH (location gps)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L127	342	("opt-out") WITH (location gps) AND (website webpage)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L128	186	("opt-out") WITH (location gps) AND (website webpage) AND (latitude coordinat$4)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L129	116	("opt-out") WITH (location gps) AND (website webpage) AND (latitude)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L130	11	((US-20210194934-A1 OR US-20200065736-A1 OR US-20150019323-A1 OR US-20140143655-A1 OR US-20210192081-	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB,	OR	ON	ON	2023/02/17 10:00 AM

		A1 OR US-20190199774-A1 OR US-20180252793-A1 OR US-20130151645-A1 OR US-20130031169-A1 OR US-20110289090-A1 OR US-20100323716-A1).did. AND PGPB.dbnm.)	HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L131	5	L22 AND cookie$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L132	5	L22 AND cookie$4 AND (opt$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L133	38	("opt-in") WITH (track$4) WITH (cookie$4)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT;	OR	ON	ON	2023/02/17 10:00 AM

			IBM_TDB)				
L134	0	("opt-in") WITH (track$4) WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L135	0	("opt-in") WITH (cookie$4) WITH (folder near10 browser)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L136	206	(cookie$4) WITH (folder near10 browser) WITH (stor$6)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L137	37	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV,	OR	ON	ON	2023/02/17 10:00 AM

			MA, MC, MD, MY, NL, NO, NZ, OA, PH, PL, PT, RO, RS, RU, SE, SG, SI, SK, SU, TH, TN, TR, TW, UA, VN, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L138	26	(cookie$4) WITH (folder near10 browser) WITH (stor$6) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L139	497	(product good) WITH (interest$4) WITH (URL visit$4) WITH (notification notif$5 advertisement ad) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L140	105	(increas$4) WITH (interest$4) WITH (URL visit$4) WITH (product good service) AND G06Q30/$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L141	1	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L142	3	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/02/17 10:00 AM
L143	3	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2023/02/17 10:00 AM
L144	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L145	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM

		near3 internet))					
L146	24	(browser) near10 (anonymous) near10 (URL)	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 10:00 AM
L147	8	("20100212716" OR "20130151645" OR "20140143655" OR "20170064032" OR "20190199774" OR "20200233911" OR "20200386565" OR "8935797").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/02/17 11:35 AM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	1	((("WAISHAMPAYAN") near3 ("Amol")) OR (("O'FLAHERTY") near3 ("Pat")) OR (("YAKOVLEV") near3 ("Alexey"))).INV.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:18 PM
N2	0	((("FullThrottle") near3 ("Technologies") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:19 PM
N3	0	N1 AND N2	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:19 PM
N4	0	G06Q30/0205.cpc. AND G06F16/955.cpc. AND H04L67/52.cpc. AND H04L63/0421.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:20 PM
N5	0	G06Q30/0205.cpc. AND G06F16/955.cpc. AND H04L67/52.cpc. AND H04L63/0421.cpc. AND 705/7.34.ccls.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:20 PM
N7	0	N5 AND N3	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:20 PM
N8	0	((browser) near10 (anonymous) near10 (URL) near10 (protocol near3 internet)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:21 PM
N9	0	((location) near10 (identifier) near10 (tracker) near10 (browser)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:22 PM
N10	0	((second) near10 (visit) near10 (URL) near10 (API)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:23 PM
N12	65	((address) near10 (demographic) near10 (profile) near10 (information)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:24 PM

N13	0	((address) near10 (demographic) near10 (profile) near10 (information) near10 (URL)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:24 PM
N14	0	((interest) near10 (cache) near10 (profile) near10 (information) near10 (URL)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/03 07:24 PM

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Q Tene, J Polonetsky - Minn. JL Sci. & Tech., 2012 - HeinOnline
... In addition, users do not have tools at their disposal for making a **browser** more **anonymous**. ... site's traffic reports, **advertisers** traditionally compared that **data** with information from Nielsen...
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AJ Broder - Web Usage Analysis and User Profiling: International ..., 2002 - Springer
... providers and **advertisers** to more fully collect and utilize **data** about ... web **browsing** sessions can be combined with **anonymous** ... that enhance web user **anonymity**. Section 6 provides an ...
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... in our research between **ads** based on **browsing data** only, **ads** based on **browsing data** that are ... They also gratefully acknowledge the three **anonymous** ML reviewers and the editor for ...
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T Libert - Communications of the ACM, 2015 - dl.acm.org
... The **data** presented in this article updates and **ad**vances ... sell user **data**, they do possess enough **anonymous data** to identify ... real identities to **anonymous** Web **browsing data**. Likewise, ...
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Measuring the impact of the gdpr on **data** sharing in **ad** networks
[PDF] acm.org
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T Urban, D Tatang, M Degeling, T Holz... - Proceedings of the 15th ..., 2020 - dl.acm.org
... of personal **data** applies to every company that collects **data** ... were collecting **anonymous** information and **data** protection ... profile which we created by **browsing** 100 random websites ...
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Americans reject tailored **advertising** and three activities that enable it [PDF] upenn.edu

J Turow, J King, CJ Hoofnagle, A Bleakley... - Available at SSRN ..., 2009 - papers.ssrn.com

... lger went on to herald the value for Disney of using tracked **data** to tailor **ads**: "If we ... of **anonymity**: "I am comfortable with **advertisers** using my **browsing** history to serve me relevant **ads**, ...

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M Bauer - Proceedings of the 2003 ACM workshop on Privacy in ..., 2003 - dl.acm.org

... **anonymous** comm unicationon the Internet. We describe a new protocol that allo ws us to create an **anonymous** ...) w ould sho w **ads** while at the same time transporting **data** betw eenthe ...

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Targeted online **advertising**: Using reciprocity appeals to increase acceptance among users of free web services [PDF] ebscohost.com Full Text @ USPTO-STIC

JH Schumann, F Von Wangenheim... - Journal of ..., 2014 - journals.sagepub.com

... cal behavior and remain **anonymous** and unobserved. However... **advertising**, even in the **anonymous** setting of **browsing** the ... service by providing **data** for targeted **advertising** as they did ...

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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
17/984,418	11/10/2022		830	FLTH_0002 CT1	1	1

CONFIRMATION NO. 1030

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Date Mailed: 11/25/2022

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.

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Inventor(s)

Amol Waishampayan, Philadelphia, PA;
Pat O'Flaherty, Dublin, IRELAND;
Alexey Yakovlev, Dnipro, UKRAINE;

Applicant(s)

FullThrottle Technologies, LLC, West Chester, PA;

Assignment For Published Patent Application

FullThrottle Technologies, LLC, West Chester, PA

Power of Attorney: The patent practitioners associated with Customer Number 54380

Domestic Priority data as claimed by applicant

This application is a CON of 17/687,992 03/07/2022
which claims benefit of 63/208,275 06/08/2021

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

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The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/984,418**

Projected Publication Date: 03/02/2023

Non-Publication Request: No

Early Publication Request: No
**** SMALL ENTITY ****
Title

LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

Preliminary Class

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

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

NOT GRANTED

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

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

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

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 17/984,418

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	80		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	350		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	400		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	1 minus 20 =	* 0	x =	0	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1 minus 3 =	*	x =	0			
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			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	830		TOTAL	

APPLICATION AS AMENDED - PART II

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

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

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

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

PTO/SB/08a (02-18)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	
Filing Date	
First Named Inventor	Amol Waishampayan
Art Unit	
Examiner Name	
Attorney Docket Number	FLTH_0002 CT1

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	8935797	B1	2015-01-13	SILVER, et al.	

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

U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20100212716	A1	2010-08-26	LERNER, et al.	
	2	20130151645	A1	2013-06-13	SILISKI, et al.	
	3	20140143655	A1	2014-05-22	ALON, et al.	
	4	20170064032	A1	2017-03-02	ULRICH, et al.	
	5	20190199774	A1	2019-06-27	DEMSEY, et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	
	Filing Date	
	First Named Inventor	Amol Waishampayan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	FLTH_0002 CT1

	6	20200233911	A1	2020-07-23	SIROKER, et al.	
	7	20200386565	A1	2020-12-10	RAO, et al.	

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FOREIGN PATENT DOCUMENTS Remove

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

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

EXAMINER SIGNATURE

Examiner Signature		Date Considered	

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

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	
	Filing Date	
	First Named Inventor	Amol Waishampayan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	FLTH_0002 CT1

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	/Ryan A. Peddle/	Date (YYYY-MM-DD)	2022-11-10
Name/Print	Ryan A. Peddle	Registration Number	77,970

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

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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

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

DOCKET NO.: FLTH_0002 CT1 **PATENT**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

FullThrottle Technologies, LLC

For: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

Filed Via EFS

INFORMATION DISCLOSURE STATEMENT

Pursuant to 37 CFR § 1.56 and in accordance with 37 CFR §§ 1.97-1.98, information relating to the above-identified application is hereby disclosed. Inclusion of information in this statement is not to be construed as an admission that this information is material as that term is defined in 37 CFR § 1.56(b).

☒ **IDS Filed Under 37 CFR 1.97(b)**

In accordance with § 1.97(b), since this Information Disclosure Statement is being filed either within three months of the filing date of the above-identified application, within three months of the date of entry into the national stage of the above identified application as set forth in § 1.491, before the mailing date of a first Office Action on the merits of the above-identified application, or before the mailing date of a first Office Action after the filing of request for continued examination under § 1.114, no additional fee is required.

☐ **IDS filed Under 37 CFR 1.97(c)**

In accordance with § 1.97(c), this Information Disclosure Statement is being filed after the period set forth in § 1.97(b) above but before the mailing date of either a Final Action under § 1.116 or a Notice of Allowance under § 1.311, or before an action that otherwise closes prosecution in the application, therefore:

- ☐ Certification in Accordance with § 1.97(e) is attached; or
- ☐ The fee of **$260.00** as set forth in § 1.17(p) is attached.

☐ **IDS filed Under 37 CFR 1.97(d)**

In accordance with § 1.97(d), this Information Disclosure Statement is being filed after the mailing date of either a Final Action under § 1.113 or a Notice of Allowance under § 1.311 but before, or simultaneously with, the payment of the Issue Fee, therefore included are:

Certification in Accordance with § 1.97(e); and the submission fee of **$260.00** as set forth in § 1.17(p).

CONTENT OF IDS PURSUANT TO 37 CFR 1.98

☒ Copies of reference numbers 1 listed under U.S. Patents and copies of reference numbers 1-7 listed under U.S. Application Publications on the attached Form PTO-SB08a are not required to be submitted pursuant to 37 CFR § 1.98(a)(2)(ii).

☐ Copies of reference numbers listed under Foreign Patent Documents and reference numbers listed under Non-Patent Literature Documents on the attached Form PTO-SB08a are enclosed herewith.

☐ Copies of reference numbers listed under Foreign Patent Documents and reference numbers listed under Non-Patent Literature Documents on the attached Form PTO-SB08a are not being submitted because they were previously cited by or submitted to the U.S. Patent and Trademark Office in patent application number , filed for which a claim for priority under 35 U.S.C. § 120 has been made in the instant application.

☐ The month of publication for reference numbers is not available. However, the year of publication for these references is sufficiently earlier than the effective US filing date and any foreign priority date so that the particular month of publication is not in issue pursuant to 37 CFR § 1.98(b).

REFERENCES IN A LANGUAGE OTHER THAN ENGLISH

☐ The following documents are not in the English language. Accordingly, a concise explanation of the relevance of the document was incorporated in the specification passages identified below, the document was identified in a foreign communication as identified below or an English language counterpart application has been provided as indicated below.

Foreign Language Document	Foreign Cite No.	Pages of Reference in Specification or Relevance of Document

Foreign Language Document	Foreign Cite No.	English Language Counterpart	Cite No.

☐ **CERTIFICATION IN ACCORDANCE WITH § 1.97(e)**

I hereby certify that:

☐ Each item of information contained in this 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 this information disclosure statement.

☐ No item of information contained in this 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 this information disclosure statement was known to any individual designated in § 1.56(c) more than three months prior to the filing of this information disclosure statement.

Please charge any deficiency or credit any overpayment to Deposit Account No. 50-3541.

Date: November 10, 2022

/Ryan A. Peddle/
Ryan A. Peddle
Registration No. 77,970

Flaster Greenberg PC
1717 Arch Street, Suite 3300
Philadelphia, PA 19103
Telephone: (215) 279-9393
Facsimile: (215) 279-9394

PTO/AIA/01 (06-12)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

As the below named inventor, I hereby declare that:

This declaration is directed to:

☐ The attached application, or

☒ United States application or PCT international application number 17/687,992 filed on March 7, 2022.

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Pat O'Flaherty Date (Optional): 03-16-2022

Signature: / Pat O'Flaherty /

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

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Privacy Act Statement

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7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (*i.e.*, GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
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PTO/AIA/01 (06-12)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

As the below named inventor, I hereby declare that:

This declaration is directed to:

☐ The attached application, or

☒ United States application or PCT international application number 17/687,992 filed on March 7, 2022.

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

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

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

WARNING:

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LEGAL NAME OF INVENTOR

Inventor: Amol Waishampayan Date (Optional): 03-18-2022

Signature: / Amol Waishampayan /

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

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

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.

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

Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

As the below named inventor, I hereby declare that:

This declaration is directed to:

☐ The attached application, or

☒ United States application or PCT international application number 17/687,992 filed on March 7, 2022.

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Alexey Yakovlev Date (Optional): 03-16-2022

Signature: / Alexey Yakovlev /

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

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

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4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

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

Secrecy Order 37 CFR 5.2:

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

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Amol		Waishampayan	

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

City	State/Province	Country of Residence
Philadelphia	PA	US

Mailing Address of Inventor:

Address 1	1475 Phoenixville Pike
Address 2	Suite 202

City	State/Province	Postal Code	Country
West Chester	PA	19380	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Pat		O'Flaherty	

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

City	Country of Residence	
Dublin	IE	

Mailing Address of Inventor:

Address 1	1475 Phoenixville Pike
Address 2	Suite 202

City	State/Province	Postal Code	Country
West Chester	PA	19380	US

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Alexey		Yakovlev	

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

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

City	Dnipro	Country of Residence [i]	UA

Mailing Address of Inventor:

Address 1	1475 Phoenixville Pike		
Address 2	Suite 202		
City	West Chester	**State/Province**	PA
Postal Code	19380	**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	64380		
Email Address	fgdocketing@clarivate.com	Add Email	Remove Email

Application Information:

Title of the Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA		
Attorney Docket Number	FLTH_0002 CT1	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	16	**Suggested Figure for Publication (if any)**	16

Filing By Reference:

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

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

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

PTO/AIA/14 (02-18)
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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

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	64380		

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	17/687992	2022-03-07
Prior Application Status	Expired		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
17/687992	Claims benefit of provisional	63/208275	2021-06-08

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

Foreign Priority Information:

PTO/AIA/14 (02-18)
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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

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

Remove

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

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

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.

PTO/AIA/14 (02-18)
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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

Authorization or Opt-Out of Authorization to Permit Access:

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

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

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

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

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

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

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

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

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

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

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	
Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

Applicant Information:

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

Applicant 1 — Remove

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

Clear

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

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

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	FullThrottle Technologies, LLC		
Mailing Address Information For Applicant:			
Address 1	1475 Phoenixville Pike		
Address 2	Suite 202		
City	West Chester	**State/Province**	PA
Country	US	Postal Code	19380
Phone Number		Fax Number	
Email Address			

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

Assignee Information including Non-Applicant Assignee Information:

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
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Title of Invention	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA	

Assignee 1

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

Remove

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

Organization Name	FullThrottle Technologies, LLC

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1	1475 Phoenixville Pike		
Address 2	Suite 202		
City	West Chester	**State/Province**	PA
Country i	US	Postal Code	19380
Phone Number		Fax Number	
Email Address			

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

Signature:

Remove

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

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

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

Signature	/Ryan A. Peddle/			Date (YYYY-MM-DD)	2022-11-10
First Name	Ryan A.	Last Name	Peddle	Registration Number	77,970

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FLTH_0002 CT1
	Application Number	
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The information provided by you in this form will be subject to the following routine uses:

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

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

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

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

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

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

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

Electronic Patent Application Fee Transmittal

Application Number:	
Filing Date:	
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Filer:	Ryan A. Peddle/Emily Tuite
Attorney Docket Number:	FLTH_0002 CT1

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY FILING FEE (ELECTRONIC FILING)	4011	1	80	80
UTILITY SEARCH FEE	2111	1	350	350
UTILITY EXAMINATION FEE	2311	1	400	400
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**830**

Electronic Acknowledgement Receipt

EFS ID:	46992224
Application Number:	17984418
International Application Number:	
Confirmation Number:	1030
Title of Invention:	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
First Named Inventor/Applicant Name:	Amol Waishampayan
Customer Number:	54380
Filer:	Ryan A. Peddle/Emily Tuite
Filer Authorized By:	Ryan A. Peddle
Attorney Docket Number:	FLTH_0002 CT1
Receipt Date:	10-NOV-2022
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Time Stamp:	12:19:21
Application Type:	Utility under 35 USC 111(a)

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Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$830
RAM confirmation Number	E2022A0C19393004
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		FLTH_0002_CT1_Specification.pdf	297847 678d933128e828eed4fd2c95ec47059aefc03f6e	yes	70
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Specification		1	67	
	Claims		68	69	
	Abstract		70	70	
Warnings:					
Information:					
2	Drawings-only black and white line drawings	FLTH_0002_CT1_Drawings.pdf	91879 cddb59d6a0ddf6cfcaa297fb9971423a820565fa	no	16
Warnings:					
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3	Authorization for Extension of Time all replies	FLTH_0002_CT1_EOT_Authorization.pdf	79595 92fa5f8a808f8faa8f92f957835b9e3f337299c2	no	1
Warnings:					
Information:					
4	Power of Attorney	FLTH_0002_CT1_executed_POA.pdf	174469 34dbdc688b2fa5cd97716e5a8435d2dbcc98ddc4	no	1
Warnings:					
Information:					
5	Information Disclosure Statement (IDS) Form (SB08)	FLTH_0002_CT1_IDS.pdf	1035025 b023841738d26bbb5f3d20fc4cf2584d97e3900d	no	4

Warnings:					
Information:					
6	Transmittal Letter	FLTH_0002_CT1_IDS_SB08a_Transmittal.pdf	117871 153c2f6233728016364c6cc62a8b19af0d3450b7	no	3
Warnings:					
Information:					
7	Oath or Declaration filed	FLTH_0002_CT1_Oath.pdf	1154745 349a2c5bbf0996b9225f81bd947c1da1e5bbc31a	no	6
Warnings:					
Information:					
8	Power of Attorney	FLTH_0002_CT1_POA_Transmittal.pdf	187987 fafbea5074750c92d29c039fe30d986e73dde9cf	no	1
Warnings:					
Information:					
9	Application Data Sheet	FLTH_0002_CT1_ADS.pdf	1226605 25ff80c907b014c09911c75ad41da5de50d834ff	no	9
Warnings:					
Information:					
10	Fee Worksheet (SB06)	fee-info.pdf	43958 b18a03ad374a493fe362dcc5f6360b2e18a7503e	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	4409981	

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application is a continuation of U.S. Non-Provisional App. No. 17/687,992, filed March 7, 2022, which claims priority to U.S. Provisional Patent App. No. 63/208,275, filed June 8, 2021, the disclosure of which is hereby incorporated by reference herein in its entirety.

BACKGROUND

[0002] Various businesses market products using websites. Each product may have a dedicated webpage that is accessible from the business's website. Consumers access the specific webpages for more information regarding the specific products offered by the business entity. In an example, the business may be a car dealership (*e.g.*, a car dealer). The car dealer may operate specific webpages for specific vehicles. Potential customers access the specific webpages for more information regarding the specific vehicles. The car dealer may be interested in understanding how many times a potential customer visits specific vehicle webpages via the dealer website. The car dealer may also be interested in learning more information about the potential customer.

[0003] Car dealers also usually offer vehicle services, for example, such as maintenance services, corrective services, and collision services. Car owners or operators can choose to have their car serviced by the car dealer with whom they purchased their car, another local car dealer, a service shop, and/or the like. The car owners or operators may access a car dealer's service website for more information regarding the services available.

SUMMARY

[0004] Systems, methods, and apparatus are described herein for determining a location from anonymous data. For example, a computing device may receive anonymous data associated with a browser session initialized by a user via a browser on a user computing device. The computing device may determine that the user has not been assigned a unique identifier. The computing

device may determine whether the user opted-in to location tracking. If the user opted-out of location tracking, the computing device may determine a latitude coordinate and a longitude coordinate of the user computing device during the browser session. The computing device may identify a physical address for the user based on the latitude coordinate and the longitude coordinate, for example, using a map application programming interface (API). The computing device may assign the unique identifier to the user. The computing device may associate the unique identifier to the physical address. The computing device may determine one or more of an address type, a name of the user, an age of the user, a gender of the user, demographics associated with the user, and/or psychographics associated with the user. The computing device may determine a confidence rating for the user based on a frequency of visits to a specific URL, the physical address, demographics associated with the user, and/or psychographics associated with the user. The confidence rating may be an indication of the user's interest in a product. The confidence rating may be determined using an algorithm (*e.g.,* a learning algorithm).

[0005] Systems, methods, and apparatus are described herein for determining a vehicle health score. A computing device may receive information associated with a vehicle. The computing device may determine a vehicle age and/or a vehicle mileage based on the received vehicle information. The computing device may determine whether the vehicle age is greater than a threshold age. The computing device may determine whether the vehicle mileage is greater than a threshold mileage. The computing device may identify prior service information for the vehicle. The computing device may determine a health score for the vehicle based on the vehicle age, the vehicle mileage, and the prior service information for the vehicle. The prior service information may include a last service date and/or a number of miles driven since the last service date. The health score may be determined using an algorithm (*e.g.,* a learning algorithm). The computing device may be configured to send a notification to an operator of the vehicle based on the determined health score. The notification may include a service reminder or a service coupon when the determined health score is less than or equal to a predefined health threshold. The notification may include a marketing offer when the determined health score is greater than a predefined health threshold.

[0006] Systems, methods, and apparatus are described herein for determining a probability that a browsing session was initiated in response to watching and/or listening to media associated

with a campaign. A computing device may receive data associated with a campaign. The data associated with the campaign may indicate a first set of impression proportions on a plurality of dates and a second set of impression proportions during a plurality of dayparts. The plurality of dates may include the dates within a time period of the campaign. The computing device may identify a browsing session that visited a specific URL. The browsing session may be associated with an address that is within a zone covered by the campaign. The computing device may determine a date and a time of day that the browsing session visited the specific URL. The computing device may determine that the date is within a time period associated with the campaign. The computing device may identify a first impression proportion of the first set of impression proportions that is associated with the determined date. The first set of impression proportions may include respective impression proportions of campaign impressions for each of the plurality of dates. A campaign impression may include an instance of media associated with the campaign being watched and/or listened to. The computing device may identify a second impression proportion of the second set of impression proportions that is associated with the time of day. The second set of impression proportions comprises respective impression proportions of campaign impressions for each of the plurality of dayparts. Each of the plurality of dayparts may include a portion of a day. The computing device may determine a probability that the browsing session was initiated in response to a user watching or listening to media associated with the campaign. The computing device may determine whether the user performed a transaction associated with the campaign. The computing device may determine whether the browsing session was initiated by a direct search or an organic search.

BRIEF DESCRIPTION OF THE DRAWINGS

[0007] FIG. 1 illustrates a block diagram of an example computing device.

[0008] FIG. 2 illustrates a block diagram of an example computing network system.

[0009] FIG. 3 is a flow diagram illustrating an example method that may be implemented to identify a physical address of a user based on anonymous data.

[0010] FIG. 4 is a flow diagram illustrating an example method for associating a unique identifier with location data from a browser session.

[0011] FIG. 5 is a flow diagram illustrating an example method for associating a unique identifier with a physical address of a user.

[0012] FIG. 6 is a flow diagram illustrating an example method for determining a user's interest in a product.

[0013] FIG. 7 is an example graphical user interface for a vehicle health assessment.

[0014] FIG. 8 is a flow diagram illustrating an example method for determining a health score associated with a vehicle.

[0015] FIG. 9 is a flow diagram illustrating an example method for updating a health score associated with a vehicle.

[0016] FIG. 10 is a flow diagram illustrating an example method for determining a probability that a browsing session was initiated in response to watching and/or listening to media associated with a campaign.

[0017] FIG. 11 is a flow diagram illustrating an example method for determining whether a household performed a transaction associated with a campaign.

[0018] FIG. 12 is a flow diagram illustrating another example method for determining a probability that a browsing session was initiated in response to watching and/or listening to media associated with a campaign.

[0019] FIG. 13 is a flow diagram illustrating another example method for determining a probability that a browsing session was initiated in response to watching and/or listening to media associated with a campaign.

[0020] FIG. 14 is a flow diagram illustrating another example method for determining a probability that a browsing session was initiated in response to watching and/or listening to media associated with a campaign.

[0021] FIG. 15 is a flow diagram illustrating an example method for associating a unique identifier with a physical address associated with a user and then determining a probability that

that user initiated a browser session in response to watching and/or listening media associated with a campaign.

[0022] FIG. 16 is a flow diagram illustrating an example method for associating a unique identifier with a physical address associated with a user and then determining when to send notifications to the user.

DETAILED DESCRIPTION

[0023] FIG. 1 illustrates a block diagram of an example computing device 100. The computing device 100 may include a personal computer, such as a laptop or desktop computer, a tablet device, a cellular phone or smartphone, a server, or another type of computing device. The computing device 100 may include a processor 102, a communication interface 104, a memory 106, a display 108, input devices 110, output devices 112, and/or a GPS circuit 114. The computing device 100 may include additional, different, or fewer components.

[0024] The processor 102 may include one or more general purpose processors, special purpose processors, conventional processors, digital signal processors (DSPs), microprocessors, integrated circuits, a programmable logic device (PLD), application specific integrated circuits (ASICs), or the like. The processor 102 may perform signal coding, data processing, image processing, power control, input/output processing, and/or any other functionality that enables the computing device 100 to perform as described herein.

[0025] The processor 102 may store information in and/or retrieve information from the memory 106. The memory 106 may include a non-removable memory and/or a removable memory. The non-removable memory may include random-access memory (RAM), read-only memory (ROM), a hard disk, or any other type of non-removable memory storage. The removable memory may include a subscriber identity module (SIM) card, a memory stick, a memory card, or any other type of removable memory. The memory may be local memory or remote memory external to the computing device 100. The memory 106 may store instructions which are executable by the processor 102. Different information may be stored in different locations in the memory 106.

[0026] The memory 106 may comprise a computer-readable storage media or machine-readable storage media that stores computer-executable instructions for performing as described herein. The computer-executable instructions may comprise one or more portions of the procedures 300, 400, 500, 600, 800, 900, 1000, 1100, 1200, 1300, 1400, 1500, and/or 1600 for performing as described herein. The processor 102 may access the instructions from memory 106 for being executed to cause the processor 102 to operate as described herein, or to operate one or more devices as described herein.

[0027] The processor 102 that may communicate with other devices via the communication device 104. The communication device 104 may transmit and/or receive information over the network 116, which may include one or more other computing devices. The communication device 104 may perform wireless and/or wired communications. The communication device 104 may include a receiver, transmitter, transceiver, or other device capable of performing wireless communications via an antenna. The communication device 104 may be capable of communicating via one or more protocols, such as a cellular communication protocol, a Wi-Fi communication protocol, Bluetooth®, a near field communication (NFC) protocol, an internet protocol, another proprietary protocol, or any other radio frequency (RF) or communications protocol. The computing device 100 may include one or more communication devices 104.

[0028] The processor 102 may be in communication with a display 108 for providing information to a user. The information may be provided via a user interface on the display 108. The information may be provided as an image generated on the display 108. The display 108 and the processor 102 may be in two-way communication, as the display 108 may include a touch-screen device capable of receiving information from a user and providing such information to the processor 102.

[0029] The processor 102 may be in communication with a GPS circuit 114 for receiving geospatial information. The processor 102 may be capable of determining the GPS coordinates of the wireless communication device 100 based on the geospatial information received from the GPS circuit 114. The geospatial information may be communicated to one or more other communication devices to identify the location of the computing device 100.

[0030] The processor 102 may be in communication with input devices 110 and/or output devices 112. The input devices 110 may include a camera, a microphone, a keyboard or other buttons or keys, and/or other types of input devices for sending information to the processor 102. The display 108 may be a type of input device, as the display 108 may include touch-screen sensor capable of sending information to the processor 102. The output devices 112 may include speakers, indicator lights, or other output devices capable of receiving signals from the processor 102 and providing output from the computing device 100. The display 108 may be a type of output device, as the display 108 may provide images or other visual display of information received from the processor 102.

[0031] FIG. 2 illustrates a block diagram of an example computing network system 200. The computing network system 200 may include one or more computing devices 230a-230n that may be capable of communicating digital messages with one another, either directly or via the network 220. The computing devices 230-230n may be user devices capable of logging into a session (*e.g.,* a browsing session) of an interactive computing environment and providing real-time interactive data via the network 220. The network 220 may include a wired and/or wireless network. For example, the network 220 may include a Wi-Fi communication network, a Wi-MAX communication network, a cellular communication network (*e.g.,* CDMA, HSPA+, LTE, etc.), and/or a television white space (TVWS) communication network. The network 220 may include one or more communication networks.

[0032] The one or more computing devices 230a-230n may be capable of communicating digital messages to and/or receiving digital messages from the computing device 210 via the network 220. The computing device 210 may be a server, such as a web server, for providing a user interface to the computing devices 230a-230n. The computing device 210 may be in communication with an application executing locally on the computing devices 230a-230n for providing a user interface at the computing devices. The display of information may be generated locally at the computing devices 230a-230n or at the computing device 210 and provided via an application (*e.g.,* a web browser) at the computing devices 230a-230n.

[0033] One or more of the computing devices 230a-230n may be operated by an administrative user capable of configuring sessions of an interactive computing environment that may be stored at the computing device 210. The computing device operated by the

administrative user may submit credentials to the computing device 210 to allow the session to be configured. The session may be accessed by the computing devices 230a-230n via the network 220.

[0034] FIG. 3 is a flow diagram of an example method 300 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to identify a physical address of a user based on anonymous data. The method 300, or portions thereof, may be performed to enable engagement with the user based on one or more return visits to a uniform resource locator (URL). Engagement with the user may include sending notification(s) to the user, determining one or more advertisements for the user, track service needs for a vehicle operated by the user or someone in the user's household, and/or the like. For example, the user may be an owner/operator of the vehicle. The notification(s) may include emails, text messages, mobile phone notifications, phone calls, advertisements, and/or the like. The method 300, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 300, or portions thereof, may be performed to enable users, such as administrative users, to determine that the user has a specific interest in one or more products. The method 300, or portions thereof, may be performed to enable the administrative users to quantify the user's interest in the product(s). The method 300, or portions thereof, may be performed to enable adaptive generation of notifications to the user based on the specific interest in the product and/or the physical address associated with the user. The method 300 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 300. The method 300, or portions thereof, may reduce the amount of processing resources used by the computing device during a predetermined period (*e.g.,* day). The method 300, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 300, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s).

[0035] The method 300 may start, at 302, when a user computing device (*e.g.,* such as computing device 210 shown in FIG. 2) accesses a URL. For example, a user may initialize a browser application on the user computing device and may navigate to a website (*e.g.,* the URL) within the browser application using a browser session. The user may visit various URLs associated with a brand (*e.g.,* manufacturer, company, etc.). Each of the URLs may correspond to a product sold by the brand.

[0036] As illustrated in FIG. 3, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may receive, at 304, data from the browser session on the user computing device. The computing device may be associated with the URL. For example, the computing device may be a server that administers and/or manages a resource associated with the URL. The computing device may initialize a script (*e.g.,* javascript, PHP, Python, Ruby, Groovy, Perl, and/or the like) when the data is received via the browser session. The computing device may retrieve the data using the script. The data may be associated with the user, the user computing device, and/or the browser application associated with the browser session. The data may be anonymous data (*e.g.,* data that includes no personally identifiable information associated with the user). The anonymous data may include a time, a date, one or more website URLs, a referring URL, a browser type, a language, an IP address, and/or location data. The computing device may determine a device type based on the browser type. For example, the computing device may determine whether the user computing device is a mobile device based on the browser type. The location data may include a latitude coordinate, a longitude coordinate, and/or a device accuracy indication. The device accuracy indication may indicate the accuracy associated with the user computing device's measurements of the latitude coordinate and the longitude coordinate. For example, the device accuracy indication may indicate the accuracy of the user computing device's GPS (*e.g.,* such as the GPS 114 shown in FIG. 1). The device accuracy may depend on the device type. For example, a mobile device may indicate a device accuracy of approximately 2 meters or less and a computer that accesses the URL via a router may indicate a device accuracy of approximately 70 meters. The anonymous data may be included in a header (*e.g.,* a HTTP request header) received from the user computing device, included in the IP address of the user computing device, included in scripts at the application-level, etc.

[0037] The computing device may determine, at 306, location data associated with the browser session. For example, the data received from the browser session may include the location data, as described herein. Additionally or alternatively, the computing device may determine the location data using a tracking cookie installed in the browser application on the user computing device. Using IP address and/or router location information may not provide accurate enough location data to identify a precise physical address for the user/user computing device. For example, an accuracy of approximately 70 meters could include a plurality of physical addresses within that radius. Using latitude and longitude location data of a mobile device may provide more accurate location data to enable identification of the precise physical address for the user/user computing device.

[0038] At 308, the computing device may determine a physical address (*e.g.,* a postal address) for the browser session using the location data. The physical address may indicate a postal address at which the user accessed the URL in the browser session. For example, the computing device may generate, at 308, the physical address using a map API (*e.g.,* such as Bing Maps API, Mapbox API, OpenStreetMap API, Leaflet API, OpenLayers API, Google Maps API, and/or another map API). For example, the computing device may translate, at 308, the received latitude and longitude coordinates into the physical address using the map API. The computing device may determine an address type (*e.g.,* residential, apartment/condo building, single family home, commercial, and/or the like) based on the physical address. For example, the computing device may determine the address type using a postal service API. The computing device may use the address type to determine a type and/or frequency of notifications sent to the user. The user may access the URL at multiple locations/addresses (*e.g.,* home, work, store, restaurant, friend's home, etc.). The user computing device may identify which location/address is a primary address (*e.g.,* home) and which location(s)/address(es) are secondary addresses, for example, based on the frequency of accessing the URL at each location/address. The user computing device may associate the secondary address(es) to the primary address.

[0039] The computing device may determine other user information based on the physical address such as a name associated with the user, an age of the user, a gender of the user, demographics associated with the user, and/or psychographics associated with the user. The demographics associated with the user may include race, marital status, household size,

occupation, income, education, and/or living status. The psychographics associated with the user may include personality traits, lifestyles, interests, opinions, beliefs, values, etc. The computing device may determine the type and/or the frequency of notifications sent to the user based on the other information. The computing device may determine the content of the notifications based on the other information.

[0040] The computing device may generate a profile for the user, for example, based on the physical address and/or the other user information. The user profile may be used to track a plurality of factors associated with the user and the user's activity. For example, the user profile may track which URLs the user accesses, the frequency with which the user accesses the URL(s), demographics associated with the user, the address(es) associated with the user, the devices associated with the user etc. For example, the computing device may associate multiple unique identifiers having the same location data with the same user profile. The user profile may be used to generate a targeted marketing campaign.

[0041] At 310, the computing device may be configured to identify subsequent return visits to the URL (*e.g.,* and related URLs) from the browser, the user computing device, and/or the physical address. For example, the computing device may store a unique ID in the browser application (*e.g.,* using a cookie or using the local browser cache) to recognize that another browser session accessing the URL is from the user computing device at the same physical address. When another user computing device at the same physical address accesses the URL, the computing device may determine that that other user computing device is the same user and/or user household. The computing device may identify, at 310, that the user computing device is accessing the URL at a secondary address (*e.g.,* associated with the user and/or user profile). The computing device may store a timestamp and the URL of each subsequent return visit from the browser, the user computing device, and/or the physical address. That is, the computing device may create a log of URLs accessed by a user profile associated with the browser, the user computing device, and/or the physical address. The log may track the timestamp and URL of each website accessed via the browser. The method 300 may end, at 312.

[0042] FIG. 4 is a flow diagram of an example method 400 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to associate a unique identifier with location data from a browser session. The method 400, or

portions thereof, may be performed to enable engagement with the user based on one or more visits to a URL. Engagement with the user may include sending notification(s) to the user, determining one or more advertisements for the user, track service needs for a vehicle owned and/or operated by the user or someone in the user's household, and/or the like. The notification(s) may include emails, text messages, mobile phone notifications, phone calls, advertisements, and/or the like. The method 400, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 400, or portions thereof, may be performed to enable users, such as administrative users, to determine that the user has a specific interest in one or more products. The method 400, or portions thereof, may be performed to enable the administrative users to quantify the user's interest in the product(s). The method 400, or portions thereof, may be performed to enable adaptive generation of notifications to the user based on the specific interest in the product and/or the physical address associated with the user. The method 400 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 400. The method 400, or portions thereof, may reduce the amount of processing resources used by the computing device during a predetermined period (*e.g.,* day). The method 400, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 400, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s).

[0043] The method 400 may start, at 402, when a user computing device (*e.g.,* such as computing device 210 shown in FIG. 2) accesses a URL. For example, a user may initialize a browser application on the user computing device and may navigate to the URL within the browser application using a browser session.

[0044] As illustrated in FIG. 4, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may receive, at 404, data from the browser session on the user

computing device. The computing device may be associated with the URL. For example, the computing device may be a server that administers and/or manages a resource associated with the URL. The computing device may initialize a script (*e.g.,* javascript, PHP, Python, Ruby, Groovy, Perl, and/or the like) when the data is received via the browser session. The computing device may retrieve the data using the script. The data may be associated with the user, the user computing device, and/or the browser application associated with the browser session. The data may be anonymous data (*e.g.,* data that includes no personally identifiable information associated with the user). The anonymous data may include a time, a date, a webpage URL, a referring URL, a browser type, a language, an IP address, and/or location data. The computing device may determine a device type based on the browser type. For example, the computing device may determine whether the user computing device is a mobile device based on the browser type. The location data may include a latitude coordinate, a longitude coordinate, and/or a device accuracy indication. The device accuracy indication may indicate the accuracy associated with the user computing device's measurements of the latitude coordinate and the longitude coordinate. For example, the device accuracy indication may indicate the accuracy of the user computing device's GPS (*e.g.,* such as the GPS 114 shown in FIG. 1). The device accuracy may depend on the device type. For example, a mobile device may indicate a device accuracy of approximately 2 meters or less and a computer that accesses the URL via a router may indicate a device accuracy of approximately 70 meters. The anonymous data may be included in a header (*e.g.,* a HTTP request header) received from the user computing device, included in the IP address of the user computing device, included in scripts at the application-level, etc.

[0045] The computing device may determine, at 406, whether there is a unique identifier that is associated with the user (*e.g.,* the user computing device, the browser, and/or the browser session) stored on the computing device. For example, the script may inform the computing device that there is no unique identifier for the user computing device. The computing device may determine that there is no unique identifier associated with the user computing device when there is no location data stored for the user computing device. For example, the computing device may access a database or other storage location that maintains a mapping of unique identifier to a browser session, a user computing device, and/or location data. Additionally or alternatively, the computing device may determine whether there is a unique identifier for

associated with the user based on presence of a location tracker (*e.g.,* cookie) installed in the browser application on the user computing device. The tracker may include the unique identifier associated with the user. The tracker may have been installed in the user's browser application (*e.g.,* by the computing device) during a previous visit to the URL via the user's browser application, for example, if the user opted-in to location tracking, as described herein.

[0046] At 408, the computing device may determine location data associated with the browser session. For example, the data received from the browser session may include the location data, as described herein. Additionally or alternatively, the computing device may determine the location data using the tracker installed in the browser application on the user computing device. The computing device may determine a physical address (*e.g.,* a postal address) for the browser session using the location data. The physical address may indicate a postal address at which the user accessed the URL in the browser session. For example, the computing device may generate, at 408, the physical address using a map API (*e.g.,* such as Bing Maps API, Mapbox API, OpenStreetMap API, Leaflet API, OpenLayers API, Google Maps API, and/or another map API). For example, the computing device may translate, at 408, the received latitude and longitude coordinates into the physical address using the map API.

[0047] The computing device may determine an address type (*e.g.,* residential, apartment/condo building, single family home, commercial, and/or the like) based on the physical address. For example, the computing device may determine the address type using a postal service API. The computing device may use the address type to determine a type and/or frequency of notifications sent to the user. The computing device may determine other user information based on the physical address such as a name associated with the user, an age of the user, a gender of the user, demographics associated with the user, and/or psychographics associated with the user. The demographics associated with the user may include race, marital status, household size, occupation, income, education, and/or living status. The psychographics associated with the user may include personality traits, lifestyles, interests, opinions, beliefs, values, etc. The computing device may determine the type and/or the frequency of notifications sent to the user based on the other information. The computing device may determine the content of the notifications based on the other information.

[0048] At 410, the computing device may be configured to generate a unique identifier for the browser. The unique identifier may be generated randomly. The unique identifier may be universally unique. That is, the unique identifier may be unique for all browsers, all device types, all locations, etc. Alternatively, the unique identifier may be parsed from the data received in the browser session. Stated differently, the computing device may determine the unique identifier for the browser based on the data received, at 404, via the browser session. The computing device may send the unique identifier to the user computing device (*e.g.,* for storage in local browser cache or a cookie).

[0049] At 412, the computing device may associate the generated unique identifier with the determined location data. For example, the computing device may map, at 412, the unique identifier to the location data (*e.g.,* physical address). The mapping between the unique identifier and the location data may enable identification of future visits to the URL by the user. The method 400 may end, at 414.

[0050] FIG. 5 is a flow diagram of an example method 500 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to associate a unique identifier with a physical address associated with a user. The method 500, or portions thereof, may be performed to enable engagement with the user based on one or more visits to a URL. Engagement with the user may include sending notification(s) to the user, determining one or more advertisements for the user, track service needs for a vehicle operated by the user or someone in the user's household, and/or the like. The notification(s) may include emails, text messages, mobile phone notifications, phone calls, advertisements, and/or the like. The method 500, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 500, or portions thereof, may be performed to enable users, such as administrative users, to determine that the user has a specific interest in one or more products. The method 500, or portions thereof, may be performed to enable the administrative users to quantify the user's interest in the product(s). The method 500, or portions thereof, may be performed to enable adaptive generation of notifications to the user based on the specific interest in the product(s) and/or the physical address associated with the user. The method 500, or portions thereof, may reduce the amount of processing resources used by the computing device during a predetermined

period (*e.g.,* day). The method 500 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 500. The method 500, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 500, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s). The method 500, or portions thereof, may enable tracking of a user without the use of tracking cookies. The method 500, or portions thereof, may be combined with the method 300 and/or the method 400.

[0051] The method 500 may start, at 502, when a user computing device (*e.g.,* such as computing device 210 shown in FIG. 2) accesses a URL. For example, a user may initialize a browser application on the user computing device and may navigate to the URL within the browser application using a browser session.

[0052] As illustrated in FIG. 5, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may receive, at 504, data from the browser session on the user computing device. The computing device may be associated with the URL. For example, the computing device may be a server that administers and/or manages a resource associated with the URL. The data may be associated with the user, the user computing device, and/or the browser application associated with the browser session. The data may be anonymous data (*e.g.,* data that includes no personally identifiable information associated with the user). The anonymous data may include a time, a date, a webpage URL, a referring URL, a browser type, a language, an IP address, and/or location data. The computing device may determine a device type based on the browser type. For example, the computing device may determine whether the user computing device is a mobile device based on the browser type. The location data may include a latitude coordinate, a longitude coordinate, and/or a device accuracy indication. The device accuracy indication may indicate the accuracy associated with the user computing device's measurements of the latitude coordinate and the longitude coordinate. For example, the

device accuracy indication may indicate the accuracy of the user computing device's GPS (*e.g.*, such as the GPS 114 shown in FIG. 1). The device accuracy may depend on the device type. For example, a mobile device may indicate a device accuracy of approximately 2 meters or less and a computer that accesses the URL via a router may indicate a device accuracy of approximately 70 meters. The anonymous data may be included in a header (*e.g.*, a HTTP request header) received from the user computing device, included in the IP address of the user computing device, included in scripts at the application-level, etc.

[0053] The computing device may determine, at 506, whether there is a unique identifier that is associated with the user (*e.g.*, the user computing device, the browser, and/or the browser session) stored on the computing device. The computing device may determine that there is no unique identifier associated with the user computing device when there is no location data stored for the user computing device. For example, the computing device may access a database or other storage location that maintains a mapping of unique identifier to a browser session, a user computing device, and/or location data. Additionally or alternatively, the computing device may determine whether there is a unique identifier for associated with the user based on presence of a tracker (*e.g.*, cookie) installed in the browser application on the user computing device. The tracker may include the unique identifier associated with the user. The tracker may have been installed in the user's browser application (*e.g.*, by the computing device) during a previous visit to the URL via the user's browser application, for example, if the user opted-in to location tracking, as described herein.

[0054] When the computing device determines that there is no unique identifier assigned to the user, the computing device may be configured to generate, at 508, a unique identifier for the user. The unique identifier may be generated randomly. The unique identifier may be universally unique. That is, the unique identifier may be unique for all browsers, all device types, all locations, etc. Alternatively, the unique identifier may be parsed from the data received in the browser session. Stated differently, the computing device may determine the unique identifier for the user based on the data received, at 504, via the browser session.

[0055] The computing device may determine, at 510, whether the user opted-in to location tracking. For example, the user may be asked to opt-in to location tracking when accessing the URL. The user may respond to a prompt by opting in or opting out to location tracking.

[0056] When the user opts-in to location tracking, the computing device may install, at 510 a tracker (*e.g.,* a cookie) in the browser application on the user computing device. The cookie may be configured to enable the computing device to retrieve geo-location data from the user computing device. The cookie may enable the computing device to recognize return visits by the user computing device. The cookie (*e.g.,* a tracking cookie, browser cookie, HTTP cookie, etc.) may include a small string or segment of text that may be transmitted to the user computing device and stored at the user computing device by a browser application. For example, the cookie may include one or more name-value pairs containing bits of information such as, user preferences, an identifier (*e.g.,* the unique ID assigned at 508) for a server-based user session, and/or other data used by the computing device (*e.g.,* a server and/or website). The cookie may be used for authenticating, session tracking (*e.g.,* state maintenance), and/or for tracking specific information about a user, such as site preferences, and/or to maintain data related to the user and/or user computing device during navigation. The cookie may be sent in an HTTP header by the computing device to the browser application at the user computing device. The cookie may be sent back to the computing unchanged by the browser application, for example, each time the browser application accesses the URL, introducing state into what may be otherwise stateless HTTP transactions. The computing device may set the cookie at the user computing device in response to a request for a target website (*e.g.,* the URL), the computing device may generate and transmit an HTTP response that includes an HTTP header that includes the parameters for the cookie (*e.g.,* in the form of text) and/or code (*e.g.,* Set-Cookie) requesting the browser application to set the cookie based on the parameters in the HTTP header.

[0057] When the user opts-out to location tracking, the computing device may store, at 514, a unique ID (*e.g.,* the unique ID assigned at 508) in a local cache of the user computing device (*e.g.,* of the browser). The unique ID may be stored in the local browser cache, for example, even if the user computing device does not allow cookies (*e.g.,* full cookies). Storing the unique ID in the local browser cache may enable the computing device to recognize return visits by the user computing device via the browser application. The unique ID may be used for authenticating, session tracking (*e.g.,* state maintenance), and/or for tracking specific information about a user, such as site preferences, and/or to maintain data related to the user and/or user computing device during navigation. The unique ID may be sent in an HTTP header by the computing device to the browser application at the user computing device. The computing

device may store the unique ID in the local browse cache at the user computing device in response to a request for a target website (*e.g.,* the URL). The user computing device may store the unique ID as key/value (*e.g.,* string to string) in the local browser cache. The unique ID may enable persistence across browser sessions. For example, the unique ID may be recognizable in subsequent browser sessions. The unique ID may remain in the local browser cache, for example, until the local browser cache is explicitly cleared. Storing the unique ID in the local browser cache may not be persistent across browser applications. For example, the unique ID stored in the local browser cache of a one browser application may not be accessible from another browser application.

[0058] The computing device may determine, at 516, a latitude coordinate and a longitude coordinate of the user computing device. For example, the data received from the browser session may include the latitude and longitude coordinates of the user computing device, as described herein. The computing device may use the latitude and longitude coordinates to track a user. Use of the latitude and longitude coordinates for tracking may improve device and/or network security, for example, by eliminating the need for cookies to track the user.

[0059] The computing device may determine, at 518, a physical address (*e.g.,* a postal address) for the browser session using the location data. The physical address may indicate a postal address at which the user accessed the URL in the browser session. For example, the computing device may generate, at 518, the physical address using a map API (*e.g.,* such as Bing Maps API, Mapbox API, OpenStreetMap API, Leaflet API, OpenLayers API, Google Maps API, and/or another map API). For example, the computing device may translate, at 514, the received latitude and longitude coordinates into the physical address using the map API.

[0060] The computing device may determine an address type (*e.g.,* residential, apartment/condo building, single family home, commercial, and/or the like) based on the physical address. For example, the computing device may determine the address type using a postal service API. The computing device may use the address type to determine a type and/or frequency of notifications sent to the user. The computing device may determine other user information based on the physical address such as a name associated with the user, an age of the user, a gender of the user, demographics associated with the user, and/or psychographics associated with the user. The demographics associated with the user may include race, marital

status, household size, occupation, income, education, and/or living status. The psychographics associated with the user may include personality traits, lifestyles, interests, opinions, beliefs, values, etc. The computing device may determine the type and/or the frequency of notifications sent to the user based on the other information. The computing device may determine the content of the notifications based on the other information.

[0061] At 520, the computing device may associate the generated unique identifier with the determined location data. For example, the computing device may map, at 520, the unique identifier to the location data (*e.g.,* physical address). The mapping between the unique identifier and the location data may enable identification of future visits to the URL by the user. The mapping between the unique identifier and the location data may enable an administrative user to identify who is accessing specific URLs, for example, with or without the use of cookies. For example, the unique identifier and location data may enable convergence of an online and offline footprint for a user.

[0062] The computing device may generate a profile for the user, for example, based on the association between the unique identifier and the location data. The user profile may be used to track a plurality of factors associated with the user and the user's activity. For example, the user profile may track which URLs the user accesses, the frequency with which the user accesses the URL(s), demographics associated with the user, the address(es) associated with the user, etc. For example, the computing device may associate multiple unique identifiers having the same location data with the same user profile. The user profile may be used to generate a targeted marketing campaign. The method 500 may end, at 522.

[0063] FIG. 6 is a flow diagram of an example method 600 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to quantify a user's interest in a product. The method 600, or portions thereof, may be performed to enable engagement with the user based on the user's interest in the product. The product may be a vehicle. Engagement with the user may include sending notification(s) to the user, determining one or more advertisements for the user, track service needs for a vehicle owned and/or operated by the user or someone in the user's household, and/or the like. The notification(s) may include emails, text messages, mobile phone notifications, phone calls, advertisements, and/or the like. The method 600, or portions thereof, may be performed at a single computing device or may be

distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 600, or portions thereof, may be performed to enable users, such as administrative users, to determine that the user has a specific interest in one or more products. The method 600, or portions thereof, may be performed to enable the administrative users to quantify the user's interest in the product(s). The method 600, or portions thereof, may be performed to enable adaptive generation of notifications to the user based on the specific interest in the product(s). The method 600 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 600. The method 600, or portions thereof, may reduce the amount of processing resources used by the computing device during a predetermined period (*e.g.,* day). The method 600, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 600, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s). The method 600, or portions thereof, may be combined with the method 300, the method 400, and/or the method 500.

[0064] The method 600 may start, at 602, when a user computing device (*e.g.,* such as computing device 210 shown in FIG. 2) accesses a URL. For example, a user may initialize a browser application on the user computing device and may navigate to the URL within the browser application using a browser session.

[0065] As illustrated in FIG. 6, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may identify, at 604, location data associated with anonymous data received via the browser session. For example, the data received from the browser session may include the location data, as described herein. Additionally or alternatively, the computing device may determine the location data using a tracker installed in the browser application on the user computing device. The computing device may determine a physical address (*e.g.,* a postal address) for the browser session using the location data. The physical address may indicate a postal address at which the user accessed the URL in the browser session. For example, the

computing device may generate the physical address using a map API (*e.g.,* such as Bing Maps API, Mapbox API, OpenStreetMap API, Leaflet API, OpenLayers API, Google Maps API, and/or another map API). For example, the computing device may translate received latitude and longitude coordinates into the physical address using the map API.

[0066] The computing device may determine an address type (*e.g.,* residential, apartment/condo building, single family home, commercial, and/or the like) based on the physical address. For example, the computing device may determine the address type using a postal service API. The computing device may use the address type to determine a type and/or frequency of notifications sent to the user. The computing device may determine other user information based on the physical address such as a name associated with the user, an age of the user, a gender of the user, demographics associated with the user, and/or psychographics associated with the user. The demographics associated with the user may include race, marital status, household size, occupation, income, education, living status, and/or housing value. The psychographics associated with the user may include personality traits, lifestyles, interests, opinions, beliefs, values, etc.

[0067] The computing device may generate a profile for the user, for example, using a unique identifier, location data (*e.g.,* one or more addresses), and/or other information. The user profile may be used to track a plurality of factors associated with the user and the user's activity. For example, the user profile may track which URLs the user accesses, the frequency with which the user accesses the URL(s), demographics associated with the user, the address(es) associated with the user, etc. For example, the computing device may associate multiple unique identifiers having the same location data with the same user profile. The user profile may enable generation of a targeted marketing campaign, quantification of a user's interest in one or more products/brands, and/or tracking health of one or more vehicles owned/operated by the user.

[0068] At 606, the computing device may generate a confidence rating for the user. The confidence rating may be a measure (*e.g.,* probability) of the user's interest in a product (*e.g.,* such as purchase readiness). The computing device may generate the confidence rating using an algorithm. The algorithm may incorporate learning such that the algorithm improves (*e.g.,* automatically) as more data is applied to the algorithm. The algorithm may determine the confidence rating using one or more general attributes and/or one or more automobile-specific

attributes. The one or more general attributes may include distance, devices across family/household, unique pages accessed, a recency multiplier, one or more confidential calculations, the physical address type, demographics associated with the user, psychographics associated with the user, the age of the user, the gender of the user, and/or a frequency of URL visits by the user. The one or more automobile-specific attributes may include finance upgrade segment status, lease upgrade segment status, lease term remaining, lease mileage projection, finance term remaining, equity status, mileage of current vehicle, private shopping mode, opened email, and/or automobile wallet utilization. The confidence rating may be associated with one or more discrete decision values (*e.g.,* researching, interested, ready to buy, and/or purchased). Each of the discrete decision values may be associated with respective thresholds of the confidence rating such that each user's confidence rating is associated with one of the discrete decision values for a present confidence rating. The present confidence rating may be displayed on an administrative graphical user interface (GUI) operating on an administrative user device. The GUI may display information for a plurality of users. For each of the plurality of users, the GUI may display the name of the user, a product the user is interested in, the confidence rating, and/or other information associated with the user. The GUI may include a visual indication (*e.g.,* an indicator) of the confidence rating for each of the plurality of users. The GUI may indicate the decision value associated with the present confidence rating.

[0069] At 608, the computing device may send one or more notifications to the user based on the confidence rating for the user. The one or more notifications may include advertisements associated with the product the user is interested in, coupons for the product the user is interested in, queries for questions about the product the user is interested in, and/or the like. The computing device may determine the type and/or the frequency of notifications sent to the user based on the other information (*e.g.,* a name associated with the user, an age of the user, a gender of the user, demographics associated with the user, and/or psychographics associated with the user). The computing device may determine the content of the notifications based on the other information. For example, the computing device may use the confidence rating and/or other information associated with a plurality of users as filtering criteria for a targeted marketing campaign. The filtering criteria may be overlaid on top of the confidence rating, for example, to identify which users to target in the marketing campaign.

[0070] At 610, the computing device may update the confidence rating upon subsequent visits to the URL. The computing device may be configured to identify subsequent return visits by the user to the URL based on the determined physical address, a unique ID stored in the local browser cache, and/or a cookie. For example, the computing device may recognize that another browser session accessing the URL is from the user computing device at the same physical address or another user computing device at the same physical address. When another user computing device at the same physical address accesses the URL, the computing device may determine that that other user computing device is the same user and/or user household. The computing device may store a timestamp and the URL of each subsequent return visit from the physical address and/or browser application. For example, the computing device may create a log of URLs visited by user computing devices associated with a user profile. The log of URLs may track the unique identifier and/or device type associated with each URL visit. When a frequency of visits by the user to the URL increase over a predetermined period, the computing device may determine that the confidence rating has increased for that user. When a frequency of visits by the user to the URL decrease over a predetermined period, the computing device may determine that the confidence rating has decreased for that user. The method 600 may end, at 612.

[0071] FIG. 7 is an example GUI 700 for a vehicle health assessment. The GUI 700 may display various parameters associated with a specific vehicle. The GUI 700 may include an estimated mileage block 702. The estimated mileage block 702 may display and/or accept an input from a car owner/operator of how many miles the vehicle has driven. The GUI 700 may include an estimated payoff block 704. The estimated payoff block 704 may indicate how much debt is still valid for the vehicle. The GUI 700 may include a health score block 706. The health score block may display a health score for the vehicle which may be determined as described herein (*e.g.,* such as at 820 of the method 800 shown in FIG. 8). The GUI 700 may include an age block 708. The age block 708 may display an age of the vehicle. The GUI 700 may include a preventive care rating block 710. The preventative care rating block 710 may indicate compliance of the car owner/operator with a preventative care schedule of maintenance associated with the vehicle. The GUI 700 may include a service history block 712. The service history block 712 may display prior service information for the vehicle.

[0072] FIG. 8 is a flow diagram of an example method 800 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to determine a health score associated with a vehicle operated by a user. The method 800, or portions thereof, may be performed to enable engagement with the user based on the vehicle's health score. Engagement with the user may include sending notification(s) to the user, determining one or more advertisements for the user, track service needs for a vehicle owned and/or operated by the user or someone in the user's household, and/or the like. The notification(s) may include emails, text messages, mobile phone notifications, phone calls, advertisements, and/or the like. The method 800, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or an administrative computing device). The method 800, or portions thereof, may be performed to enable users, such as administrative users, to determine that the vehicle requires service. The method 800, or portions thereof, may be performed to enable the administrative users to quantify the overall health (*e.g.,* maintenance) of the vehicle. The method 800, or portions thereof, may be performed to enable adaptive generation of notifications to the user based on the determined health of the vehicle. The method 800 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 800. The method 800, or portions thereof, may reduce the amount of processing resources used by the computing device during a predetermined period (*e.g.,* day). The method 800, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 800, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s). The method 800, or portions thereof, may be combined with the method 300, the method 400, method 500, and/or the method 600.

[0073] The method 800 may start, at 802, when a user (*e.g.,* an administrative user) initializes an application on a computing device (*e.g.,* such as computing devices 230a, 230b, 230n shown in FIG. 2).

[0074] At 804, the computing device (*e.g.,* the application) may request and/or receive the information associated with the vehicle (*e.g.,* vehicle information). The computing device may receive, at 804, the vehicle information from the vehicle, from a mobile device (*e.g.,* such as the computing device 210 shown in FIG. 2) in communication with the vehicle, and/or another computing device associated with the vehicle. The computing device may request and/or receive the vehicle information at regular intervals (*e.g.,* daily, weekly, monthly, etc.). Additionally or alternatively, the computing device may request and/or receive the vehicle information when the vehicle is started, when an operator (*e.g.,* owner, lessee, etc.) of the vehicle initializes an application on their mobile device. Additionally or alternatively, the vehicle may send the vehicle information at specific mileage thresholds (*e.g.,* every 100 miles, every 1,000 miles, etc.). Additionally or alternatively, a user of the vehicle may enter the vehicle information into a GUI (*e.g.,* such as the GUI 700 shown in FIG. 7). The GUI may implement, at 804, gamification features that encourage the user to enter the vehicle information. For example, the GUI may incorporate one or more features (*e.g.,* point scoring, competition with other users, reward earning, etc.) that are designed to motivate consistent participation and long-term engagement of the user(s). The computing device may associate the received vehicle information with the vehicle. The computing device may store the received vehicle information, for example, in a local or cloud-based database.

[0075] At 806, the computing device may determine an age of the vehicle and/or a vehicle mileage. The computing device may determine the vehicle age and/or the vehicle mileage based on the vehicle information received at 804. For example, the vehicle age may be determined based on a manufacturing date and/or model year associated with the vehicle. The vehicle information may include a unique identifier of the vehicle (*e.g.,* vehicle identification number (VIN)). The computing device may use the VIN to update the vehicle age. The vehicle information may include the vehicle mileage.

[0076] At 808, the computing device may determine whether the vehicle age is greater than a threshold age, TH_{AGE}. The threshold age TH_{AGE} may be determined based on a previous determined vehicle age and/or a previous vehicle mileage. The computing device may compare, at 808, the vehicle age against a plurality of threshold ages TH_{AGE1}, TH_{AGE2}...TH_{AGEN}. For

example, the computing device may determine which of the plurality of threshold ages to compare the vehicle age to based on a previously determined vehicle age.

[0077] When the vehicle age is less than the threshold age TH_{AGE}, the computing device may determine, at 810, whether the vehicle mileage is greater than a threshold mileage TH_{MILE}. The threshold mileage TH_{MILE} may be associated with the previously determined vehicle age and/or the threshold age TH_{AGE}. For example, the threshold mileage may define an average mileage for vehicles at the threshold age.

[0078] When the vehicle mileage is less than or equal to the threshold mileage TH_{MILE}, the computing device may determine, at 812, whether there is any stored prior service information associated with the vehicle. The prior service information associated with the vehicle may indicate previous service performed on the vehicle, for example, oil change(s), brake maintenance, other preventative maintenance, and/or corrective service. The owner/operator of the vehicle may enter service information (*e.g.,* such as via the GUI 700 shown in FIG. 7). The computing device may store the owner/operator entered service information, for example, in the local or cloud-based database.

[0079] When there is no prior service information associated with the vehicle, the computing device may generate, at 814, default service information for the vehicle. The default service information may be generated based on manufacturer service schedules for the vehicle (*e.g.,* the make and model of the vehicle). The computing device may query a database for the default service information, for example, using the VIN of the vehicle.

[0080] When the vehicle age is determined, at 808, to be greater than the threshold age TH_{AGE} and/or the vehicle mileage is determined, at 810, to be greater than the threshold mileage TH_{MILE} the computing device may determine, at 816, a health score limit and/or a max health limit. For example, the threshold age TH_{AGE} may be associated with a maximum health score such that a vehicle age greater than the threshold must have a health score that is less than or equal to the maximum health score for that threshold age TH_{AGE}. Additionally or alternatively, the threshold mileage TH_{MILE} may be associated with a maximum health score such that a vehicle mileage greater than the threshold must have a health score that is less than or equal to the maximum health score for that threshold mileage TH_{MILE}.

[0081] At 818, the computing device may identify a last performed service on the vehicle. For example, the last performed service may represent the most recent service (*e.g.*, scheduled/unscheduled, maintenance/corrective, etc.). The last performed service may have been performed at a service shop associated with the dealership. The last performed service may have been performed at a third-party service shop. The computing device, at 818, may enable input of information associated with a last performed service at a third-party service shop. The computing device may determine, at 818, a number of miles driven by the vehicle since the last performed service. The computing device may determine a daily drive rate of the vehicle, for example, based on a date of the most recent service and the number of miles driven by the vehicle since the last performed service. Calculation of the daily drive rate may include a linear fit between odometer readings. Additionally or alternatively, the computing device may receive a daily indication (*e.g.*, from the vehicle) indicating the number of miles driven on that respective day.

[0082] At 820, the computing device may determine a health score for the vehicle. The health score may be a preventive care rating associated with the vehicle. For example, the health score may indicate how consistently the vehicle is serviced with respect to a recommended service schedule. The health score may be determined, at 820, using an algorithm that is based on one or more of the vehicle age, the vehicle mileage, the prior service information associated with the vehicle, and/or the number of miles driven by the vehicle since the last performed service. The algorithm may incorporate learning such that the algorithm improves (*e.g.*, automatically) as more data is applied to the algorithm. The algorithm may compare the vehicle (*e.g.*, the vehicle age, the vehicle mileage, the prior service information, etc.) against other similar vehicles (*e.g.*, of the same make and model) of similar age and/or mileage. For example, the health score may be a relative health of the vehicle when compared to other similar vehicles having similar age and/or mileage. The health score for the vehicle may be determined, at 820, at regular time intervals (*e.g.*, daily, monthly, bi-monthly, etc.) and/or following specific triggers (*e.g.*, mileage thresholds, service performed, etc.). For example, the health score for the vehicle may be determined, at 820, every night. When the health score of the vehicle is below a certain threshold, the computing device may identify an incentive to send to the owner/operator to increase service frequency. The computing device may be configured to display the health score

via a GUI (*e.g.,* such as the GUI 700 shown in FIG. 7). A table depicting example health scores for a vehicle based on various factors is shown in Table 1.

Table 1 - Example Health Score Calculation

Health Score	Vehicle Mileage	Vehicle Age	Last Service	Mileage Since Last Service
A	-	≤ 5 years	≤ 6 months	≤ 10K
B	-	≤ 7 years	≤ 12 months	≤ 10K
C	-	≥ 3 years	≤ 24 months	≥ 10K
D	-	≥ 5 years	> 24 months	≥ 10K
F	> 200K	≥ 10 years	≥ 12 months	≥ 10K

[0083] The computing device may determine a future estimated health (*e.g.,* health score) of the vehicle based on the latest daily drive rate calculation. The future estimated health of the vehicle may be a 6-month projection, projected at lease/note maturity, and/or other vehicle milestones. The future estimated health may be used to identify users/vehicles to target in a marketing campaign. For example, the computing device may determine to notify the user of a current health score of their vehicle and/or send a service coupon based on the future estimated health of the vehicle. The future estimated health may be used to identify vehicles to target for trade-in.

[0084] The computing device may determine whether to send a notification to the owner/operator of the vehicle based on the health score. For example, when the health score is below a predetermined health threshold, the computing device may send a service notification (*e.g.,* reminder and/or suggestion) and/or a service coupon to the owner/operator of the vehicle. The service notification may include a service reminder, a service warning, and/or a service incentive. Additionally or alternatively, the health score of the vehicle is below the predetermined health threshold, the computing device may identify an incentive to send to the owner/operator to increase service frequency. When the health score is above a predetermined health threshold, the computing device may send a marketing (*e.g.,* trade-in) notification to the owner/operator of the vehicle. The marketing notification may include a trade-in value of the

vehicle based on the health score of the vehicle. The marketing notification may suggest one or more vehicles of similar cost, value, and/or monthly payment to the vehicle.

[0085] FIG. 9 is a flow diagram of an example method 900 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to update a health score associated with a vehicle operated by a user based on a recently performed service. The method 900, or portions thereof, may be performed to enable engagement with the user based on the vehicle's health score. Engagement with the user may include sending notification(s) to the user, determining one or more advertisements for the user, track service needs for a vehicle owned and/or operated by the user or someone in the user's household, and/or the like. The notification(s) may include emails, text messages, mobile phone notifications, phone calls, advertisements, and/or the like. The method 900, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or an administrative computing device). The method 900, or portions thereof, may be performed to enable users, such as administrative users, to determine that the vehicle requires service. The method 900, or portions thereof, may be performed to enable the administrative users to quantify the overall health (*e.g.,* maintenance) of the vehicle. The method 900, or portions thereof, may be performed to enable adaptive generation of notifications to the user based on the determined health of the vehicle. The method 900 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 900. The method 900, or portions thereof, may reduce the amount of processing resources used by the computing device during a predetermined period (*e.g.,* day). The method 900, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 900, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s). The method 900, or portions thereof, may be combined with the method 300, the method 400, method 500, the method 600, and/or the method 800.

[0086] The method 900 may start, at 902, when a user (*e.g.,* an administrative user) initializes an application on a computing device (*e.g.,* such as computing devices 230a, 230b, 230n shown in FIG. 2). For example, the administrative user may initialize a service application, for example, to identify vehicles that need servicing. The service application may enable the administrative user to identify active service customers, recently lost customers, defected customers, and/or never serviced customers. The active service customers may be owners/operators of vehicles that have been serviced by a specific dealer within a predetermined length of time. The recently lost customers may be owners/operators of vehicles that have been serviced by the specific dealer in the past but have not had their respective vehicles serviced by the specific dealer within the last year or two and/or in the most recent two or more consecutive vehicle service intervals. The defected customers may represent customers that are owners/operators of vehicles that have been serviced by the specific dealer in the past; but, have not been serviced by the specific dealer in the last two years. The service application may enable the administrative user to determine whether recently lost customers, defected customers, and/or never serviced customers have visited the dealer's service website and/or accessed a profile associated with their respective vehicle.

[0087] As illustrated in FIG. 9, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may identify, at 904, location data associated with a user (*e.g.,* owner/operator of a vehicle) based on anonymous data received via a browser session. For example, the data received from the browser session may include the location data. Additionally or alternatively, the computing device may determine the location data using a cookie installed in the browser application on the user computing device. The computing device may determine a physical address (*e.g.,* a postal address) for the browser session using the location data. The physical address may indicate a postal address at which the user accessed the URL in the browser session. For example, the computing device may generate the physical address using a map API (*e.g.,* such as Bing Maps API, Mapbox API, OpenStreetMap API, Leaflet API, OpenLayers API, Google Maps API, and/or another map API). For example, the computing device may translate received latitude and longitude coordinates into the physical address using the map API. The location data may enable the administrative user to determine whether a customer or prospective customer visited a dealer website anonymously (*e.g.,* without logging in).

[0088] The computing device may generate a profile for the user, for example, based on an association between a unique identifier and the location data. The user profile may be used to track a plurality of factors associated with the user and the user's activity. For example, the user profile may track which URLs the user accesses, the frequency with which the user accesses the URL(s), demographics associated with the user, the address(es) associated with the user, etc. For example, the computing device may associate multiple unique identifiers having the same location data with the same user profile. The user profile may be used to generate a targeted marketing campaign. Additionally or alternatively, the computing device may associate a service profile with an existing user profile.

[0089] At 906, the computing device may determine health scores for a plurality of vehicles. The health scores may be determined, at 906, using an algorithm that is based on one or more of a vehicle age, a vehicle mileage, prior service information associated with the respective vehicle, and/or a number of miles driven by the respective vehicle since the last performed service. The algorithm may compare each of the vehicles (*e.g.,* the vehicle age, the vehicle mileage, the prior service information, etc.) against other similar vehicles (*e.g.,* of the same make and model) of similar age and/or mileage. For example, the health scores may indicate a relative health of the vehicles when compared to other similar vehicles having similar age and/or mileage.

[0090] At 908, the computing device may determine to send notification(s) to the owner(s)/operator(s) of one or more of the vehicles based on the determined health scores. For example, the computing device may send one or more notifications to each of the owners/operators of vehicles having a health score below a predetermined health threshold. The predetermined health threshold may be determined based on a safe operation of the vehicle. The predetermined health threshold may be vehicle make, vehicle model, and/or vehicle year specific. The notifications may include a service notification (*e.g.,* reminder and/or suggestion) and/or a service coupon to the owner(s)/operator(s) of the vehicles with health scores below a predetermined health threshold. The service notification may include a service reminder, a service warning, and/or a service incentive.

[0091] At 910, the computing device may receive confirmation that a service was performed on a vehicle. The confirmation may be received from the vehicle (*e.g.,* the vehicle computer), a user computing device of the owner/operator of the vehicle, and/or another administrative

computing device. Additionally or alternatively, the administrative user may input the service confirmation into the service application for the respective vehicle.

[0092] At 912, the computing device may update the health score of the vehicle, for example, based on the recently performed service. The recently performed service may increase the health score associated with the vehicle. The computing device may update the health score of each of the vehicles following any subsequently performed services for the respective vehicles. The method 900 may end at 914.

[0093] FIG. 10 is a flow diagram of an example method 1000 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to determine a probability that a browsing session was initiated in response to watching and/or listening to media associated with a campaign. The method 1000, or portions thereof, may be performed to estimate an effectiveness of the campaign. For example, the method 1000, or portions thereof, may be performed to determine whether a user associated with the browsing session was influenced by media associated with the campaign to initiate the browsing session. The method 1000, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 1000, or portions thereof, may be performed to enable the administrative users to quantify a likelihood that the user initiated the browser session in response to watching and/or listening to media associated with the campaign. The method 1000 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 1000. The method 1000, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 1000, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s).

[0094] The method 1000 may start, at 1002, when a computing device (*e.g.,* such as computing device 210 shown in FIG. 2) receives campaign level data associated with a

campaign. The campaign may comprise one or more messages and/or media that share a theme. For example, the one or more messages and/or media may be associated with a product and/or brand. The one or more messages and/or media may be made available for consumption via mobile technology, television, radio, print, and/or online platforms. It may be desirable to identify whether online activity (*e.g.,* a browser session, traffic to a website, a search query, an online purchase, and/or the like) was initiated by consumption of the one or more messages and/or media associated with the campaign. For example, identifying a likelihood that the online activity was initiated by the consumption of the one or more messages and/or media associated with the campaign may indicate a success of the campaign.

[0095] The campaign may be associated with a time period. For example, the campaign may be active during the time period. The campaign level data may include impression data over the time period. Stated differently, the campaign level data may indicate daily impressions (*e.g.,* daily impression data) over the course of the campaign. The daily impression data may include respective impression proportions of campaign impressions for each of a plurality of dates. A campaign impression may include an instance of media associated with the campaign being watched and/or listened to. For example, the campaign level data may indicate the number of impressions of media associated with the campaign in each of a plurality of sub-periods within the time period. The sub-periods may represent days, portions of a day, and/or the like. A table depicting example daily impression data for a campaign is shown in Table 2.

Table 2 - Example Daily Campaign Impression Data

Date	Impressions	Proportion
July 6	1000	25%
July 7	2000	50%
July 8	1000	25%

[0096] The campaign level data may include daypart blueprint data. The daypart blueprint data may represent aggregate daypart proportions of impressions for a plurality of (*e.g.,* all) campaigns for which campaign level data is available to the computing device. The daypart blueprint data may be updated periodically (*e.g.*, daily, weekly, monthly, *etc.*). The daypart

proportions may indicate respective daypart proportions for the impressions from the plurality of campaigns. For example, the daypart blueprint data may indicate the percentage of impressions in each of a plurality of dayparts. Stated differently, the daypart proportions may include respective impression proportions of campaign impression for each of the plurality of dayparts. The dayparts may represent a pre-determined portion of a day, for example, such as overnight, early morning, daytime, early fringe, prime access, prime time, and/or late fringe. The daypart proportions may indicate when overall streaming habits. The daypart proportions may be used to assign a daypart factor to each of the dayparts. A table depicting example daypart blueprint data for a plurality of campaigns is shown in Table 3.

Table 3 - Example Daypart Blueprint Data

Daypart	Proportion	Min Time	Max Time	Daypart Factor
Overnight	14.26%	12:00 AM	5:59 AM	1.5
Early Morning	19.57%	6:00 AM	8:59 AM	1.6
Daytime	28.18%	9:00 AM	3:59 PM	1.8
Early Fringe	9.19%	4:00 PM	5:59 PM	1.3
Prime Access	9.50%	6:00 PM	7:59 PM	1.3
Prime Time	14.37%	8:00 PM	10:59 PM	1.5
Late Fringe	4.93%	11:00 PM	11:59 PM	1.2

[0097] As illustrated in FIG. 10, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may identify, at 1006, a browser session associated with a ZIP code covered by the campaign. For example, the browser session may have been initiated within a specific ZIP code. The campaign may cover (*e.g.,* target) one or more ZIP codes (*e.g.,* devices within the one or more ZIP codes). Each campaign may uniquely identify a set of ZIP codes to cover. The set of ZIP codes may be larger for campaigns aimed at a larger area. For example, local campaigns may cover a smaller area than regional campaigns and national campaigns may cover a larger area than regional campaigns. The computing device may use one or more of the methods disclosed herein to identify, at 1006, the ZIP code associated with the browser session. For example, the computing device may determine location data associated with the browser

session. The computing device may determine a physical address for the browser session using the location data. The computing device may determine which ZIP code in which the physical address is located. The computing device may identify that, at 1006, that the determined ZIP code is covered by the campaign. The computing device may determine, at 1006, that a specific URL was visited during the browsing session. The specific URL may be associated with the campaign (*e.g.*, a product, a brand, a service, *etc*. that is associated with the campaign).

[0098] The computing device may determine, at 1008, whether the browsing session initiated by a search engine or address bar (*e.g.,* entering a URL into a browser address bar). Initiating a browser session via a search engine may be referred to as organic traffic. Initiating a browser session via address bar may be referred to as direct traffic. Organic traffic and direct traffic may indicate that a user initiated the browser session with the intent to visit a specific website or a website associated with a specific product or brand. When the computing device determines, at 1008, that the browsing session was not initiated by a search engine or address bar, the method may return to 1006 to identify another browsing session.

[0099] When the computing device determines, at 1008, that the browsing session was initiated by a search engine or address bar, the computing device may determine, at 1010, a probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. For example, the computing device may use the campaign level data to determine the probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. The method 1000 may end at 1012.

[00100] FIG. 11 is a flow diagram of an example method 1100 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to determine whether a household performed a transaction associated with a campaign. The method 1100, or portions thereof, may be performed to estimate an effectiveness of the campaign. For example, the method 1100, or portions thereof, may be performed to determine whether a user associated with the browsing session was influenced my media associated with the campaign to perform the transaction. The method 1100, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 1100, or portions thereof, may be

performed to enable the administrative users to quantify a likelihood that the user initiated the browser session and/or performed the transaction in response to watching and/or listening to media associated with the campaign. The method 1100 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 1100. The method 1100, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 1100, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s).

[00101] The method 1100 may start, at 1102, when a computing device (*e.g.,* such as computing device 210 shown in FIG. 2) receives campaign level data associated with a campaign. The campaign may comprise one or more messages and/or media that share a theme. For example, the one or more messages and/or media may be associated with a product and/or brand. The one or more messages and/or media may be made available for consumption via mobile technology, television, radio, print, and/or online platforms. It may be desirable to identify whether online activity (*e.g.,* a browser session, traffic to a website, a search query, an online purchase, and/or the like) was initiated by consumption of the one or more messages and/or media associated with the campaign. For example, identifying a likelihood that the online activity was initiated by the consumption of the one or more messages and/or media associated with the campaign may indicate a success of the campaign.

[00102] The campaign may be associated with a time period. For example, the campaign may be active during the time period. The campaign level data may include impression data over the time period. Stated differently, the campaign level data may indicate daily impressions (*e.g.,* daily impression data) over the course of the campaign. For example, the campaign level data may indicate the number of impressions of media associated with the campaign in each of a plurality of sub-periods within the time period. The sub-periods may represent days, portions of

a day, and/or the like. A table depicting example daily impression data for a campaign is shown in Table 2.

[00103] The campaign level data may include daypart blueprint data. The daypart blueprint data may represent aggregate daypart proportions of impressions for a plurality of (*e.g.,* all) campaigns for which campaign level data is available to the computing device. The daypart blueprint data may be updated periodically (*e.g.*, daily, weekly, monthly, *etc.*). The daypart proportions may indicate respective daypart proportions for the impressions from the plurality of campaigns. For example, the daypart blueprint data may indicate the percentage of impressions in each of a plurality of dayparts. Stated differently, the daypart proportions may include respective impression proportions of campaign impression for each of the plurality of dayparts. The dayparts may represent a pre-determined portion of a day, for example, such as overnight, early morning, daytime, early fringe, prime access, prime time, and/or late fringe. The daypart proportions may indicate when overall streaming habits. The daypart proportions may be used to assign a daypart factor to each of the dayparts. A table depicting example daypart blueprint data for a plurality of campaigns is shown in Table 3.

[00104] As illustrated in FIG. 11, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may identify, at 1106, a browser session associated with a ZIP code covered by the campaign. For example, the browser session may have been initiated within a specific ZIP code. The campaign may cover (*e.g.,* target) one or more ZIP codes (*e.g.,* devices within the one or more ZIP codes). Each campaign may uniquely identify a set of ZIP codes to cover. The set of ZIP codes may be larger for campaigns aimed at a larger area. For example, local campaigns may cover a smaller area than regional campaigns and national campaigns may cover a larger area than regional campaigns. The computing device may use one or more of the methods disclosed herein to identify, at 1106, the ZIP code associated with the browser session. For example, the computing device may determine location data associated with the browser session. The computing device may determine a physical address for the browser session using the location data. The computing device may determine which ZIP code in which the physical address is located. The computing device may identify that, at 1106, that the determined ZIP code is covered by the campaign. The computing device may determine, at 1106, that a specific

URL was visited during the browsing session. The specific URL may be associated with the campaign (*e.g.*, a product, a brand, a service, *etc*. that is associated with the campaign).

[00105] The computing device may determine, at 1108, whether the browsing session initiated by a search engine or address bar (*e.g.*, entering a URL into a browser address bar). Initiating a browser session via a search engine may be referred to as organic traffic. Initiating a browser session via address bar may be referred to as direct traffic. Organic traffic and direct traffic may indicate that a user initiated the browser session with the intent to visit a specific website or a website associated with a specific product or brand. When the computing device determines, at 1108, that the browsing session was not initiated by a search engine or address bar, the method may return to 1106 to identify another browsing session.

[00106] When the computing device determines, at 1108, that the browsing session was initiated by a search engine or address bar, the computing device may determine, at 1110, a probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. For example, the computing device may use the campaign level data to determine the probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign.

[00107] The computing device may determine, at 1114, whether the household performed a transaction associated with the campaign. For example, the campaign may be associated with a product or brand, as described herein. The computing device may determine, at 1114, whether a user in the household purchased the product. Additionally or alternatively, the campaign may be associated with one or more other transactions that include content available for purchase, content available for streaming, creation of a user account, a subscription service, another type of service, deposited money with a banking service, downloaded an application and/or the like. Determining whether the household performed a transaction associated with the campaign may provide further support for determining a success of the campaign. For example, the determination, at 1114, may be aggregated with similar determinations associated with transactions performed by other users to determine the success of the campaign. The method 1100 may end at 1112.

[00108] FIG. 12 is a flow diagram of an example method 1200 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to determine a probability that a browsing session was initiated in response to watching and/or listening to media associated with a campaign. The method 1200, or portions thereof, may be performed to estimate an effectiveness of the campaign. For example, the method 1200, or portions thereof, may be performed to determine whether a user associated with the browsing session was influenced by media associated with the campaign to initiate the browsing session. The method 1200, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 1200, or portions thereof, may be performed to enable the administrative users to quantify a likelihood that the user initiated the browser session and/or performed the transaction in response to watching and/or listening to media associated with the campaign. The method 1200 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 1200. The method 1200, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 1200, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s).

[00109] The method 1200 may start, at 1202, when a computing device (*e.g.,* such as computing device 210 shown in FIG. 2) receives campaign level data associated with a campaign. The campaign may comprise one or more messages and/or media that share a theme. For example, the one or more messages and/or media may be associated with a product and/or brand. The one or more messages and/or media may be made available for consumption via mobile technology, television, radio, print, and/or online platforms. It may be desirable to identify whether online activity (*e.g.,* a browser session, traffic to a website, a search query, an online purchase, and/or the like) was initiated by consumption of the one or more messages and/or media associated with the campaign. For example, identifying a likelihood that the online

activity was initiated by the consumption of the one or more messages and/or media associated with the campaign may indicate a success of the campaign.

[00110] The campaign may be associated with a time period. For example, the campaign may be active during the time period. The campaign level data may include impression data over the time period. Stated differently, the campaign level data may indicate daily impressions (*e.g.,* daily impression data) over the course of the campaign. For example, the campaign level data may indicate the number of impressions of media associated with the campaign in each of a plurality of sub-periods within the time period. The sub-periods may represent days, portions of a day, and/or the like. Example daily impression data for a campaign is shown in Table 2.

[00111] The campaign level data may include daypart blueprint data. The daypart blueprint data may represent aggregate daypart proportions of impressions for a plurality of (*e.g.,* all) campaigns for which campaign level data is available to the computing device. The daypart blueprint data may be updated periodically (*e.g.*, daily, weekly, monthly, *etc.*). The daypart proportions may indicate respective daypart proportions for the impressions from the plurality of campaigns. For example, the daypart blueprint data may indicate the percentage of impressions in each of a plurality of dayparts. Stated differently, the daypart proportions may include respective impression proportions of campaign impression for each of the plurality of dayparts. The dayparts may represent a pre-determined portion of a day, for example, such as overnight, early morning, daytime, early fringe, prime access, prime time, and/or late fringe. The daypart proportions may indicate when overall streaming habits. The daypart proportions may be used to assign a daypart factor to each of the dayparts. A table depicting example daypart blueprint data for a plurality of campaigns is shown in Table 3.

[00112] As illustrated in FIG. 12, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may identify, at 1206, a browser session associated with a ZIP code covered by the campaign. For example, the browser session may have been initiated within a specific ZIP code. The campaign may cover (*e.g.,* target) one or more ZIP codes (*e.g.,* devices within the one or more ZIP codes). Each campaign may uniquely identify a set of ZIP codes to cover. The set of ZIP codes may be larger for campaigns aimed at a larger area. For example, local campaigns may cover a smaller area than regional campaigns and national campaigns may cover a larger area than regional campaigns. The computing device may use one or more of the

methods disclosed herein to identify, at 1206, the ZIP code associated with the browser session. For example, the computing device may determine location data associated with the browser session. The computing device may determine a physical address for the browser session using the location data. The computing device may determine which ZIP code in which the physical address is located. The computing device may identify that, at 1206, that the determined ZIP code is covered by the campaign. The computing device may determine, at 1206, that a specific URL was visited during the browsing session. The specific URL may be associated with the campaign (*e.g.*, a product, a brand, a service, *etc*. that is associated with the campaign).

[00113] The computing device may determine, at 1208, a date and a time of day that the browsing session was initiated. For example, the computing device may determine, at 1208, the date and the time of day that the browsing session was used to visit the specific URL. The computing device may analyze browsing session data to determine the date and time of day that the browsing session was initiated (*e.g.,* to visit the specific URL).

[00114] The computing device may determine, at 1210, whether the date the browsing session was initiated is within a time period associated with the campaign. The time period associated with the campaign may be a time period during which the campaign is active. For example, the computing device may determine, at 1210, whether the date the browsing session was used to visit the specific URL within a time period during which the campaign is active. For example, the computing device may compare the date the browsing session was initiated against the dates within the time period (*e.g.,* using the campaign level data). When the date the browsing session was initiated is outside of the time period during which the campaign is active, the method 1200 may return to 1206 to identify another browsing session.

[00115] When the computing device determines, at 1210, that the date the browsing session was initiated is within the time period during which the campaign is active, the computing device may identify, at 1212, a first impression proportion (*e.g.,* a date proportion) for the date the browsing session was initiated. The date proportion may indicate a proportion of campaign impressions associated with the date the browsing session was initiated. For example, the computing device may analyze the campaign level data (*e.g.,* the daily impression data) to determine the date proportion for the date the browsing session was initiated.

[00116] The computing device may identify, at 1214, a second impression proportion (*e.g.,* a daypart proportion) for the time of day the session was initiated. The daypart proportion may indicate a proportion of campaign impressions associated with the time of day (*e.g.,* daypart) associated with the date the browsing session was initiated. The computing device may analyze the campaign level data (*e.g.,* the daypart blueprint data) to identify the daypart proportion for the time of day the browsing session was initiated. The daypart proportions may provide an overall approximation of general streaming habits. That is, the daypart proportions may indicate when users are most likely to stream audio and/or video.

[00117] At 1216, the computing device may determine a probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. For example, the computing device may use the date proportion and the daypart proportion to determine, at 1216, the probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. The daypart proportion may be associated with a daypart factor. For example, each of the dayparts may be assigned a daypart factor based on the associated proportion. The probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign may be calculated using Equation 1.

$$\text{probability} = \text{average (date proportion, daypart proportion)} * \text{daypart factor} \quad (1)$$

That is, the date proportion and the daypart proportion values may be averaged and then multiplied by the daypart factor (*e.g.,* as shown in Equation 1) to determine, at 1216, the probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. The method 1200 may end at 1218.

[00118] FIG. 13 is a flow diagram of an example method 1300 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to determine a probability that a browsing session was initiated in response to watching and/or listening to media associated with a campaign. The method 1300, or portions thereof, may be used to affirmatively determine that a user watched and/or listened to one or more instances of media associated with the campaign. The method 1300, or portions thereof, may be performed to estimate an effectiveness of the campaign. For example, the method 1300, or portions thereof,

may be performed to determine whether a user associated with the browsing session was influenced by media associated with the campaign to initiate the browsing session. The method 1300, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 1300, or portions thereof, may be performed to enable the administrative users to quantify a likelihood that the user initiated the browser session in response to watching and/or listening to media associated with the campaign. The method 1300 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 1300. The method 1300, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 1300, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s).

[00119] The method 1300 may start, at 1302, when a computing device (*e.g.,* such as computing device 210 shown in FIG. 2) receives campaign level data associated with a campaign. The campaign may comprise one or more messages and/or media that share a theme. For example, the one or more messages and/or media may be associated with a product and/or brand. The one or more messages and/or media may be made available for consumption via mobile technology, television, radio, print, and/or online platforms. It may be desirable to identify whether online activity (*e.g.,* a browser session, traffic to a website, a search query, an online purchase, and/or the like) was initiated by consumption of the one or more messages and/or media associated with the campaign. For example, identifying a likelihood that the online activity was initiated by the consumption of the one or more messages and/or media associated with the campaign may indicate a success of the campaign.

[00120] The campaign may be associated with a time period. For example, the campaign may be active during the time period. The campaign level data may include impression data over the time period. Stated differently, the campaign level data may indicate daily impressions (*e.g.,*

daily impression data) over the course of the campaign. For example, the campaign level data may indicate the number of impressions of media associated with the campaign in each of a plurality of sub-periods within the time period. The sub-periods may represent days, portions of a day, and/or the like. Example daily impression data for a campaign is shown in Table 2.

[00121] The campaign level data may include daypart blueprint data. The daypart blueprint data may represent aggregate daypart proportions of impressions for a plurality of (*e.g.,* all) campaigns for which campaign level data is available to the computing device. The daypart blueprint data may be updated periodically (*e.g.*, daily, weekly, monthly, *etc.*). The daypart proportions may indicate respective daypart proportions for the impressions from the plurality of campaigns. For example, the daypart blueprint data may indicate the percentage of impressions in each of a plurality of dayparts. Stated differently, the daypart proportions may include respective impression proportions of campaign impression for each of the plurality of dayparts. The dayparts may represent a pre-determined portion of a day, for example, such as overnight, early morning, daytime, early fringe, prime access, prime time, and/or late fringe. The daypart proportions may indicate when overall streaming habits. The daypart proportions may be used to assign a daypart factor to each of the dayparts. A table depicting example daypart blueprint data for a plurality of campaigns is shown in Table 3.

[00122] As illustrated in FIG. 13, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may identify, at 1306, a browser session associated with a ZIP code covered by the campaign. For example, the browser session may have been initiated within a specific ZIP code. The campaign may cover (*e.g.,* target) one or more ZIP codes (*e.g.,* devices within the one or more ZIP codes). Each campaign may uniquely identify a set of ZIP codes to cover. The set of ZIP codes may be larger for campaigns aimed at a larger area. For example, local campaigns may cover a smaller area than regional campaigns and national campaigns may cover a larger area than regional campaigns. The computing device may use one or more of the methods disclosed herein to identify, at 1306, the ZIP code associated with the browser session. For example, the computing device may determine location data associated with the browser session. The computing device may determine a physical address for the browser session using the location data. The computing device may determine which ZIP code in which the physical address is located. The computing device may identify that, at 1306, that the determined ZIP

code is covered by the campaign. The computing device may determine, at 1306, that a specific URL was visited during the browsing session. The specific URL may be associated with the campaign (*e.g.*, a product, a brand, a service, *etc*. that is associated with the campaign).

[00123] The computing device may determine, at 1308, whether the household (*e.g.,* a user in the household) initiated a browsing session within a predefined time of consuming media associated with the campaign. The computing device may identify that a user consumed media associated with a campaign. The computing device may determine a household for the user, as described herein. The computing device may then search for any browsing sessions initiated by the user or another user in the same household after the user consumed the media. The computing device may identify whether the browsing session is associated with the campaign. For example, the browsing session may be associated with the campaign when the website visited and/or searched is related to a product, brand, service, etc. promoted by the campaign.

[00124] For example, the computing device may determine, at 1308, one or more browsing sessions initiated by one or more users in the household identified, at 1306. The computing device may determine, at 1308, whether any of the one or more browsing sessions were initiated within a predefined time of the respective user consuming media associated with the campaign. For example, the computing may determine a time at which the respective user consumed the media. The predefined time may represent a time represent a short-term memory period of an average person. For example, the predefined time may represent a period of time to which an activity performed by a user can be attributed to media consumed by the user. The predefined time may be based on brand recall and decaying probability of the user taking action after consuming media. For example, the predefined time may be based on a length of time at which a user's memory (*e.g.*, impact) of the media has decayed below a threshold (*e.g.*, an impact threshold). As the period of time between the consumption of media and the activity increases, it becomes more difficult to accurately attribute the activity with the consumption of the media. When a browsing session is initiated within the predefined time, a confidence that the activity is attributable to the consumed media is greater than when the activity is performed outside the predefined time. When the computing device determines, at 1308, that the browsing session was initiated outside (*e.g.,* after) the predefined time, the method 1300 may return to 1306 to identify another browsing session.

[00125] When the household initiates the browsing session within a predefined time of consuming media associated with the campaign, the computing device may determine, at 1310, whether the browsing session initiated by a search engine or address bar (*e.g.,* entering a URL into a browser address bar). Initiating a browser session via a search engine may be referred to as organic traffic. Initiating a browser session via address bar may be referred to as direct traffic. Organic traffic and direct traffic may indicate that a user initiated the browser session with the intent to visit a specific website or a website associated with a specific product or brand. When the computing device determines, at 1310, that the browsing session was not initiated by a search engine or address bar, the method 1300 may return to 1306 to identify another browsing session.

[00126] When the computing device determines, at 1310, that the browsing session was initiated by a search engine or address bar, the computing device may determine, at 1312, a probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. For example, the computing device may use the campaign level data to determine the probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. The probability determined, at 1312, may be based on a time delay between watching and/or listening to the media associated with the campaign and initiation of the browsing session. The longer the user waits to initiate the browsing session, the lower the probability that the browsing session was initiated in response to the user watching and/or listening to the media associated with the campaign. For example, the probability may be determined, at 1312, based on an amount of time delay from when the media associated with the campaign was watched and/or listened to. An example probability time decay for a plurality of time delays is shown in Table 4.

Table 4 – Example Probability Time Decay

Time Delay (hours)	Traditional Cable	Cord Cutter
1	99.00%	65.34%
2	97.00%	64.02%
3	95.00%	62.70%
4	93.00%	61.38%
5	90.00%	59.40%
6	87.00%	57.42%
7	82.00%	54.12%
8	77.00%	50.82%
9	70.00%	46.20%
10	57.00%	37.62%
11	40.00%	26.40%
12	15.00%	9.90%

As shown in Table 4, the time delay may result in a non-linear relationship with the probability. The non-linear relationship may depend on whether the user (*e.g.*, or the user's household) is a traditional cable television customer or is a cord-cutter customer with a streaming television service. For example, the probability at each of a plurality of time delays may be adjusted by a first time decay factor when the household is a traditional cable television customer and a second time decay factor when the household is a cord-cutter customer. Stated differently, each hour threshold in time delay may be associated with a traditional time decay factor and a cord-cutter time decay factor. The respective time decay factors may represent the respective probability, for the respective time delay household customer type combination, that the user initiated the browsing session in response to watching and/or listening to the media associated with the campaign. The computing device may determine, at 1312, the probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign using time delay data, for example, as shown in Table 4. The method 1300 may end at 1312.

[00127] FIG. 14 is a flow diagram of an example method 1400 that may be implemented by one or more computing devices (*e.g.*, such as the computing devices 230a-230n shown in FIG. 2)

to determine a probability that a browsing session was initiated in response to watching and/or listening to media associated with a campaign. The method 1400, or portions thereof, may be performed to estimate an effectiveness of the campaign. The method 1400, or portions thereof, may affirmatively determine that a user watched and/or listened to media associated with the campaign. For example, the method 1400, or portions thereof, may be performed to determine whether a user associated with the browsing session was influenced by media associated with the campaign to initiate the browsing session. The method 1400, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 1400, or portions thereof, may be performed to enable the administrative users to quantify a likelihood that the user initiated the browser session in response to watching and/or listening to media associated with the campaign. The method 1400 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 1400. The method 1400, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 1400, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s).

[00128] The method 1400 may start, at 1402, when a computing device (*e.g.,* such as computing device 210 shown in FIG. 2) receives campaign level data associated with a campaign. The campaign may comprise one or more messages and/or media that share a theme. For example, the one or more messages and/or media may be associated with a product and/or brand. The one or more messages and/or media may be made available for consumption via mobile technology, television, radio, print, and/or online platforms. It may be desirable to identify whether online activity (*e.g.,* a browser session, traffic to a website, a search query, an online purchase, and/or the like) was initiated by consumption of the one or more messages and/or media associated with the campaign. For example, identifying a likelihood that the online

activity was initiated by the consumption of the one or more messages and/or media associated with the campaign may indicate a success of the campaign.

[00129] The campaign may be associated with a time period. For example, the campaign may be active during the time period. The campaign level data may include impression data over the time period. Stated differently, the campaign level data may indicate daily impressions (*e.g.,* daily impression data) over the course of the campaign. For example, the campaign level data may indicate the number of impressions of media associated with the campaign in each of a plurality of sub-periods within the time period. The sub-periods may represent days, portions of a day, and/or the like. Example daily impression data for a campaign is shown in Table 2.

[00130] The campaign level data may include daypart blueprint data. The daypart blueprint data may represent aggregate daypart proportions of impressions for a plurality of (*e.g.,* all) campaigns for which campaign level data is available to the computing device. The daypart blueprint data may be updated periodically (*e.g.*, daily, weekly, monthly, *etc.*). The daypart proportions may indicate respective daypart proportions for the impressions from the plurality of campaigns. For example, the daypart blueprint data may indicate the percentage of impressions in each of a plurality of dayparts. Stated differently, the daypart proportions may include respective impression proportions of campaign impression for each of the plurality of dayparts. The dayparts may represent a pre-determined portion of a day, for example, such as overnight, early morning, daytime, early fringe, prime access, prime time, and/or late fringe. The daypart proportions may indicate when overall streaming habits. The daypart proportions may be used to assign a daypart factor to each of the dayparts. A table depicting example daypart blueprint data for a plurality of campaigns is shown in Table 3.

[00131] As illustrated in FIG. 14, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may identify, at 1406, a browser session associated with a ZIP code covered by the campaign. For example, the browser session may have been initiated within a specific ZIP code. The campaign may cover (*e.g.,* target) one or more ZIP codes (*e.g.,* devices within the one or more ZIP codes). Each campaign may uniquely identify a set of ZIP codes to cover. The set of ZIP codes may be larger for campaigns aimed at a larger area. For example, local campaigns may cover a smaller area than regional campaigns and national campaigns may cover a larger area than regional campaigns. The computing device may use one or more of the

methods disclosed herein to identify, at 1406, the ZIP code associated with the browser session. For example, the computing device may determine location data associated with the browser session. The computing device may determine a physical address for the browser session using the location data. The computing device may determine which ZIP code in which the physical address is located. The computing device may identify that, at 1406, that the determined ZIP code is covered by the campaign. The computing device may determine, at 1406, that a specific URL was visited during the browsing session. The specific URL may be associated with the campaign (*e.g.*, a product, a brand, a service, *etc*. that is associated with the campaign).

[00132] The computing device may determine, at 1408, whether the household (*e.g.,* a user in the household) initiated a browsing session within a predefined time of consuming media associated with the campaign. The computing device may identify that a user consumed media associated with a campaign. The computing device may determine a household for the user, as described herein. The computing device may then search for any browsing sessions initiated by the user or another user in the same household after the user consumed the media. The computing device may identify whether the browsing session is associated with the campaign. For example, the browsing session may be associated with the campaign when the website visited and/or searched is related to a product, brand, service, etc. promoted by the campaign.

[00133] For example, the computing device may determine, at 1408, one or more browsing sessions initiated by one or more users in the household identified, at 1406. The computing device may determine, at 1408, whether any of the one or more browsing sessions were initiated within a predefined time of the respective user consuming media associated with the campaign. For example, the computing may determine a time at which the respective user consumed the media. The predefined time may represent a time represent a short-term memory period of an average person. For example, the predefined time may represent a period of time to which an activity performed by a user can be attributed to media consumed by the user. When a browsing session is initiated within the predefined time, a confidence that the activity is attributable to the consumed media is greater than when the activity is performed outside the predefined time. When the computing device determines, at 1408, that the browsing session was initiated outside (*e.g.,* after) the predefined time, the method 1400 may return to 1406 to identify another browsing session.

[00134] When the household initiates the browsing session within a predefined time of consuming media associated with the campaign, the computing device may determine, at 1410, whether the browsing session initiated by a search engine or address bar (*e.g.,* entering a URL into a browser address bar). Initiating a browser session via a search engine may be referred to as organic traffic. Initiating a browser session via address bar may be referred to as direct traffic. Organic traffic and direct traffic may indicate that a user initiated the browser session with the intent to visit a specific website or a website associated with a specific product or brand. When the computing device determines, at 1410, that the browsing session was not initiated by a search engine or address bar, the method 1400 may return to 1406 to identify another browsing session.

[00135] When the computing device determines, at 1410, that the browsing session was initiated by a search engine or address bar, the computing device may determine, at 1412, a probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. For example, the computing device may use the campaign level data to determine the probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. The probability determined, at 1412, may be based on a time delay between watching and/or listening to the media associated with the campaign and initiation of the browsing session. The longer the user waits to initiate the browsing session, the lower the probability that the browsing session was initiated in response to the user watching and/or listening to the media associated with the campaign. For example, the probability may be determined, at 1412, based on an amount of time delay from when the media associated with the campaign was watched and/or listened to. An example probability time decay for a plurality of time delays is shown in Table 4.

[00136] As shown in Table 4, the time delay may result in a non-linear relationship with the probability. The non-linear relationship may depend on whether the user (*e.g.*, or the user's household) is a traditional cable television customer or is a cord-cutter customer with a streaming television service. For example, the probability at each of a plurality of time delays may be adjusted by a first time decay factor when the household is a traditional cable television customer and a second time decay factor when the household is a cord-cutter customer. Stated differently, each hour threshold in time delay may be associated with a traditional time decay factor and a cord-cutter time decay factor. The respective time decay factors may represent the respective

probability, for the respective time delay household customer type combination, that the user initiated the browsing session in response to watching and/or listening to the media associated with the campaign. The computing device may determine, at 1412, the probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign using time delay data, for example, as shown in Table 4.

[00137] The computing device may determine, at 1414, whether the household is associated with any other browsing sessions. For example, the computing device may determine, at 1414, whether any users in the household initiated any other browsing sessions that are associated with the campaign. For example, the user who initiated the browsing session may initiate another browsing session to revisit a URL (*e.g.*, the specific URL), visit a related URL, and/or visit another URL associated with the campaign. Additionally or alternatively, another member of the same household as the user may initiate another browsing session to visit the URL (*e.g.*, the specific URL) that the user visited, visit a related URL, and/or visit another URL associated with the campaign. For example, the user who initiated the initial browsing session determined at 1408 may discuss the URL (*e.g.*, the specific URL), the product, the service, etc. with another member of their household which may result in the other member of the household initiating a browsing session, for example, to visit the URL (*e.g.*, the specific URL) and/or research the product, the service, etc. When the computing device identifies that the household is associated with one or more other browsing sessions associated with the campaign, the computing device may adjust a confidence rating, as described herein. For example, additional household browsing sessions associated with the campaign may increase the confidence rating associated with the product, service, etc.

[00138] The computing device may determine, at 1416, whether the household performed a transaction associated with the campaign. For example, the campaign may be associated with a product or brand, as described herein. The computing device may determine, at 1416, whether a user in the household purchased the product. Additionally or alternatively, the campaign may be associated with one or more other transactions that include content available for purchase, content available for streaming, a subscription service, another type of service, deposited money with a banking service, downloaded an application and/or the like. Determining whether the household performed a transaction associated with the campaign may provide further support for

determining a success of the campaign. For example, the determination, at 1416, may be aggregated with similar determinations associated with transactions performed by other users to determine the success of the campaign. The method 1400 may end at 1412.

[00139] FIG. 15 is a flow diagram of an example method 1500 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) to associate a unique identifier with a physical address associated with a user and then determine a probability that that user initiated a browser session in response to watching and/or listening media associated with a campaign. The method 1500, or portions thereof, may be performed to enable engagement with the user based on one or more visits to a URL. Engagement with the user may include sending notification(s) to the user, determining one or more advertisements for the user, track service needs for a vehicle operated by the user or someone in the user's household, and/or the like. The notification(s) may include emails, text messages, mobile phone notifications, phone calls, advertisements, and/or the like. The method 1500, or portions thereof, may be performed to estimate an effectiveness of the campaign. For example, the method 1500, or portions thereof, may be performed to determine whether a user associated with the browsing session was influenced by media associated with the campaign to initiate the browsing session. The method 1500, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 1500, or portions thereof, may be performed to enable users, such as administrative users, to determine that the user has a specific interest in one or more products. The method 1500, or portions thereof, may be performed to enable the administrative users to quantify the user's interest in the product(s). The method 1500, or portions thereof, may be performed to enable adaptive generation of notifications to the user based on the specific interest in the product(s) and/or the physical address associated with the user. The method 1500, or portions thereof, may reduce the amount of processing resources used by the computing device during a predetermined period (*e.g.,* day). The method 1500 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 1500. The method 1500, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 1500, or portions thereof, may implement a distributed network

architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s). The method 1500, or portions thereof, may enable tracking of a user without the use of tracking cookies.

[00140] The method 1500 may start, at 1502, when a user computing device (*e.g.,* such as computing device 210 shown in FIG. 2) accesses a URL. For example, a user may initialize a browser application on the user computing device and may navigate to the URL within the browser application using a browser session.

[00141] As illustrated in FIG. 15, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may receive, at 1504, data from the browser session on the user computing device. The computing device may be associated with the URL. For example, the computing device may be a server that administers and/or manages a resource associated with the URL. The data may be associated with the user, the user computing device, and/or the browser application associated with the browser session. The data may be anonymous data (*e.g.,* data that includes no personally identifiable information associated with the user). The anonymous data may include a time, a date, a webpage URL, a referring URL, a browser type, a language, an IP address, and/or location data. The computing device may determine a device type based on the browser type. For example, the computing device may determine whether the user computing device is a mobile device based on the browser type. The location data may include a latitude coordinate, a longitude coordinate, and/or a device accuracy indication. The device accuracy indication may indicate the accuracy associated with the user computing device's measurements of the latitude coordinate and the longitude coordinate. For example, the device accuracy indication may indicate the accuracy of the user computing device's GPS (*e.g.,* such as the GPS 114 shown in FIG. 1). The device accuracy may depend on the device type. For example, a mobile device may indicate a device accuracy of approximately 2 meters or less and a computer that accesses the URL via a router may indicate a device accuracy of approximately 70 meters. The anonymous data may be included in a header (*e.g.,* a HTTP request header) received from the user computing device, included in the IP address of the user computing device, included in scripts at the application-level, etc.

[00142] The computing device may determine, at 1506, whether there is a unique identifier that is associated with the user (*e.g.,* the user computing device, the browser, and/or the browser session) stored on the computing device. The computing device may determine that there is no unique identifier associated with the user computing device when there is no location data stored for the user computing device. For example, the computing device may access a database or other storage location that maintains a mapping of unique identifier to a browser session, a user computing device, and/or location data. Additionally or alternatively, the computing device may determine whether there is a unique identifier for associated with the user based on presence of a tracker (*e.g.,* cookie) installed in the browser application on the user computing device. The tracker may include the unique identifier associated with the user. The tracker may have been installed in the user's browser application (*e.g.,* by the computing device) during a previous visit to the URL via the user's browser application, for example, if the user opted-in to location tracking, as described herein. When the computing device determines, at 1506, that a unique ID is assigned to the browser, the method 1500 may proceed to 1522.

[00143] When the computing device determines that there is no unique identifier assigned to the user, the computing device may be configured to generate, at 1508, a unique identifier for the user. The unique identifier may be generated randomly. The unique identifier may be universally unique. That is, the unique identifier may be unique for all browsers, all device types, all locations, etc. Alternatively, the unique identifier may be parsed from the data received in the browser session. Stated differently, the computing device may determine the unique identifier for the user based on the data received, at 1504, via the browser session.

[00144] The computing device may determine, at 1510, whether the user opted-in to location tracking. For example, the user may be asked to opt-in to location tracking when accessing the URL. The user may respond to a prompt by opting in or opting out to location tracking.

[00145] When the user opts-in to location tracking, the computing device may install, at 1510 a tracker (*e.g.,* a cookie) in the browser application on the user computing device. The cookie may be configured to enable the computing device to retrieve geo-location data from the user computing device. The cookie may enable the computing device to recognize return visits by the user computing device. The cookie (*e.g.,* a tracking cookie, browser cookie, HTTP cookie, etc.) may include a small string or segment of text that may be transmitted to the user computing

device and stored at the user computing device by a browser application. For example, the cookie may include one or more name-value pairs containing bits of information such as, user preferences, an identifier (*e.g.,* the unique ID assigned at 1508) for a server-based user session, and/or other data used by the computing device (*e.g.,* a server and/or website). The cookie may be used for authenticating, session tracking (*e.g.,* state maintenance), and/or for tracking specific information about a user, such as site preferences, and/or to maintain data related to the user and/or user computing device during navigation. The cookie may be sent in an HTTP header by the computing device to the browser application at the user computing device. The cookie may be sent back to the computing unchanged by the browser application, for example, each time the browser application accesses the URL, introducing state into what may be otherwise stateless HTTP transactions. The computing device may set the cookie at the user computing device in response to a request for a target website (*e.g.,* the URL), the computing device may generate and transmit an HTTP response that includes an HTTP header that includes the parameters for the cookie (*e.g.,* in the form of text) and/or code (*e.g.,* Set-Cookie) requesting the browser application to set the cookie based on the parameters in the HTTP header.

[00146] When the user opts-out of location tracking, the computing device may store, at 1514, a unique ID (*e.g.,* the unique ID assigned at 1508) in a local cache of the user computing device (*e.g.,* of the browser). The unique ID may be stored in the local browser cache, for example, even if the user computing device does not allow cookies (*e.g.,* full cookies). Storing the unique ID in the local browser cache may enable the computing device to recognize return visits by the user computing device via the browser application. The unique ID may be used for authenticating, session tracking (*e.g.,* state maintenance), and/or for tracking specific information about a user, such as site preferences, and/or to maintain data related to the user and/or user computing device during navigation. The unique ID may be sent in an HTTP header by the computing device to the browser application at the user computing device. The computing device may store the unique ID in the local browse cache at the user computing device in response to a request for a target website (*e.g.,* the URL). The user computing device may store the unique ID as key/value (*e.g.,* string to string) in the local browser cache. The unique ID may enable persistence across browser sessions. For example, the unique ID may be recognizable in subsequent browser sessions. The unique ID may remain in the local browser cache, for example, until the local browser cache is explicitly cleared. Storing the unique ID in the local

browser cache may not be persistent across browser applications. For example, the unique ID stored in the local browser cache of a one browser application may not be accessible from another browser application.

[00147] The computing device may determine, at 1516, a latitude coordinate and a longitude coordinate of the user computing device. For example, the data received from the browser session may include the latitude and longitude coordinates of the user computing device, as described herein. The computing device may use the latitude and longitude coordinates to track a user. Use of the latitude and longitude coordinates for tracking may improve device and/or network security, for example, by eliminating the need for cookies to track the user.

[00148] The computing device may determine, at 1518, a physical address (*e.g.,* a postal address) for the browser session using the location data. The physical address may indicate a postal address at which the user accessed the URL in the browser session. For example, the computing device may generate, at 1518, the physical address using a map API (*e.g.,* such as Bing Maps API, Mapbox API, OpenStreetMap API, Leaflet API, OpenLayers API, Google Maps API, and/or another map API). For example, the computing device may translate, at 1514, the received latitude and longitude coordinates into the physical address using the map API.

[00149] The computing device may determine an address type (*e.g.,* residential, apartment/condo building, single family home, commercial, and/or the like) based on the physical address. For example, the computing device may determine the address type using a postal service API. The computing device may use the address type to determine a type and/or frequency of notifications sent to the user. The computing device may determine other user information based on the physical address such as a name associated with the user, an age of the user, a gender of the user, demographics associated with the user, and/or psychographics associated with the user. The demographics associated with the user may include race, marital status, household size, occupation, income, education, and/or living status. The psychographics associated with the user may include personality traits, lifestyles, interests, opinions, beliefs, values, etc. The computing device may determine the type and/or the frequency of notifications sent to the user based on the other information. The computing device may determine the content of the notifications based on the other information.

[00150] At 1520, the computing device may associate the generated unique identifier with the determined location data. For example, the computing device may map, at 1520, the unique identifier to the location data (*e.g.,* physical address). The mapping between the unique identifier and the location data may enable identification of future visits to the URL by the user. The mapping between the unique identifier and the location data may enable an administrative user to identify who is accessing specific URLs, for example, with or without the use of cookies. For example, the unique identifier and location data may enable convergence of an online and offline footprint for a user.

[00151] The computing device may generate a profile for the user, for example, based on the association between the unique identifier and the location data. The user profile may be used to track a plurality of factors associated with the user and the user's activity. For example, the user profile may track which URLs the user accesses, the frequency with which the user accesses the URL(s), demographics associated with the user, the address(es) associated with the user, etc. For example, the computing device may associate multiple unique identifiers having the same location data with the same user profile. The user profile may be used to generate a targeted marketing campaign. When the unique ID is associated, at 1520, to the identified address, the method 1500 may proceed to 1522.

[00152] The computing device may determine, at 1522, whether the address associated with the unique ID is within a ZIP code covered by the campaign. For example, the browser session may have been initiated within a specific ZIP code. The campaign may cover (*e.g.,* target) one or more ZIP codes (*e.g.,* devices within the one or more ZIP codes). Each campaign may uniquely identify a set of ZIP codes to cover. The set of ZIP codes may be larger for campaigns aimed at a larger area. For example, local campaigns may cover a smaller area than regional campaigns and national campaigns may cover a larger area than regional campaigns. The computing device may use one or more of the methods disclosed herein to determine, at 1522, whether the address associated with the unique ID is within a ZIP code covered by the campaign. When the computing device determines, at 1522, that the address is within a ZIP code covered by the campaign, the method 1500 may proceed to 1524. When the computing device determines, at 1522, that the address is within a ZIP code not covered by the campaign, the method 1500 may proceed to 1528.

[00153] The computing device may determine, at 1524, whether the browsing session initiated by a search engine or address bar (*e.g.,* entering a URL into a browser address bar). Initiating a browser session via a search engine may be referred to as organic traffic. Initiating a browser session via address bar may be referred to as direct traffic. Organic traffic and direct traffic may indicate that a user initiated the browser session with the intent to visit a specific website or a website associated with a specific product or brand. When the computing device determines, at 1524, that the browsing session was not initiated by a search engine or address bar, the method may proceed to 1528.

[00154] When the computing device determines, at 1524, that the browsing session was initiated by a search engine or address bar, the computing device may determine, at 1526, a probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. For example, the computing device may use the campaign level data to determine the probability that the browsing session was initiated in response to watching and/or listening to media associated with the campaign. The method 1500 may end, at 1528.

[00155] FIG. 16 is a flow diagram illustrating an example method 1600 that may be implemented by one or more computing devices (*e.g.,* such as the computing devices 230a-230n shown in FIG. 2) for associating a unique identifier with a physical address associated with a user and then determining when to send notifications to the user. The method 1600, or portions thereof, may be performed to enable engagement with the user based on one or more visits to a URL. Engagement with the user may include sending notification(s) to the user, determining one or more advertisements for the user, track service needs for a vehicle operated by the user or someone in the user's household, and/or the like. The notification(s) may include emails, text messages, mobile phone notifications, phone calls, advertisements, and/or the like. The method 1600, or portions thereof, may be performed at a single computing device or may be distributed across multiple computing devices (*e.g.,* multiple servers and/or a user device). The method 1600, or portions thereof, may be performed to enable users, such as administrative users, to determine that the user has a specific interest in one or more products. The method 1600, or portions thereof, may be performed to enable the administrative users to quantify the user's interest in the product(s). The method 1600, or portions thereof, may be performed to enable

adaptive generation of notifications to the user based on the specific interest in the product(s) and/or the physical address associated with the user. The method 1600, or portions thereof, may reduce the amount of processing resources used by the computing device during a predetermined period (*e.g.,* day). The method 1600 may comprise instructions that may be stored in memory as computer-readable or machine-readable storage media that may be executed by the one or more computing devices for executing the method 1600. The method 1600, or portions thereof, may improve the functionality of a computer network system (*e.g.,* such as the computing network system 200 shown in FIG. 2) associated with engagement of the user. In addition, the method 1600, or portions thereof, may implement a distributed network architecture, as shown in FIG. 2, which may reduce the amount of signaling between a user computing device and one or more administrative computing devices (*e.g.,* such as the computing devices 230a, 230b, 230n shown in FIG. 2) and may reduce the amount of processing resources consumed by the administrative computing device(s). The method 1600, or portions thereof, may enable tracking of a user without the use of tracking cookies.

[00156] The method 1600 may start, at 1602, when a user computing device (*e.g.,* such as computing device 210 shown in FIG. 2) accesses a URL. For example, a user may initialize a browser application on the user computing device and may navigate to the URL within the browser application using a browser session.

[00157] As illustrated in FIG. 16, a computing device (*e.g.,* such as computing device 230a, 230b, or 230n shown in FIG. 2) may receive, at 1604, data from the browser session on the user computing device. The computing device may be associated with the URL. For example, the computing device may be a server that administers and/or manages a resource associated with the URL. The data may be associated with the user, the user computing device, and/or the browser application associated with the browser session. The data may be anonymous data (*e.g.,* data that includes no personally identifiable information associated with the user) associated with the browser session. The anonymous data may include a time, a date, a webpage URL, a referring URL, a browser type, a language, an IP address, and/or location data. The computing device may determine a device type based on the browser type. For example, the computing device may determine whether the user computing device is a mobile device based on the browser type. The location data may include a latitude coordinate, a longitude coordinate, and/or

a device accuracy indication. The device accuracy indication may indicate the accuracy associated with the user computing device's measurements of the latitude coordinate and the longitude coordinate. For example, the device accuracy indication may indicate the accuracy of the user computing device's GPS (*e.g.,* such as the GPS 114 shown in FIG. 1). The device accuracy may depend on the device type. For example, a mobile device may indicate a device accuracy of approximately 2 meters or less and a computer that accesses the URL via a router may indicate a device accuracy of approximately 70 meters. The anonymous data may be included in a header (*e.g.,* a HTTP request header) received from the user computing device, included in the IP address of the user computing device, included in scripts at the application-level, etc.

[00158] The computing device may determine, at 1606, whether there is a unique identifier that is associated with the user (*e.g.,* the user computing device, the browser, and/or the browser session) stored on the computing device. The computing device may determine that there is no unique identifier associated with the user computing device when there is no location data stored for the user computing device. For example, the computing device may access a database or other storage location that maintains a mapping of unique identifier to a browser session, a user computing device, and/or location data. Additionally or alternatively, the computing device may determine whether there is a unique identifier for associated with the user based on presence of a tracker (*e.g.,* cookie) installed in the browser application on the user computing device. The tracker may include the unique identifier associated with the user. The tracker may have been installed in the user's browser application (*e.g.,* by the computing device) during a previous visit to the URL via the user's browser application, for example, if the user opted-in to location tracking, as described herein. When the computing device determines, at 1606, that a unique ID is assigned to the browser, the method 1600 may proceed to 1622.

[00159] When the computing device determines that there is no unique identifier assigned to the user, the computing device may be configured to assign (*e.g.*, generate), at 1608, a unique identifier for the user. The unique identifier may be generated randomly. The unique identifier may be universally unique. That is, the unique identifier may be unique for all browsers, all device types, all locations, etc. Alternatively, the unique identifier may be parsed from the data

received in the browser session. Stated differently, the computing device may determine the unique identifier for the user based on the data received, at 1604, via the browser session.

[00160] The computing device may determine, at 1610, whether the user opted-in to or out of location tracking. For example, the user may be asked to opt-in to location tracking when accessing the URL. The user may respond to a prompt by opting in or opting out to location tracking. The computing device may determine, at 1610, whether the user opted-in to or out of location tracking based on whether a location tracker is installed on the user computing device.

[00161] When the user opts-in to location tracking, the computing device may install, at 1610 a tracker (*e.g.,* a cookie) in the browser application on the user computing device. The cookie may be configured to enable the computing device to retrieve geo-location data from the user computing device. The cookie may enable the computing device to recognize return visits by the user computing device. The cookie (*e.g.,* a tracking cookie, browser cookie, HTTP cookie, etc.) may include a small string or segment of text that may be transmitted to the user computing device and stored at the user computing device by a browser application. For example, the cookie may include one or more name-value pairs containing bits of information such as, user preferences, an identifier (*e.g.,* the unique ID assigned at 1608) for a server-based user session, and/or other data used by the computing device (*e.g.,* a server and/or website). The cookie may be used for authenticating, session tracking (*e.g.,* state maintenance), and/or for tracking specific information about a user, such as site preferences, and/or to maintain data related to the user and/or user computing device during navigation. The cookie may be sent in an HTTP header by the computing device to the browser application at the user computing device. The cookie may be sent back to the computing unchanged by the browser application, for example, each time the browser application accesses the URL, introducing state into what may be otherwise stateless HTTP transactions. The computing device may set the cookie at the user computing device in response to a request for a target website (*e.g.,* the URL), the computing device may generate and transmit an HTTP response that includes an HTTP header that includes the parameters for the cookie (*e.g.,* in the form of text) and/or code (*e.g.,* Set-Cookie) requesting the browser application to set the cookie based on the parameters in the HTTP header.

[00162] When the user opts-out of location tracking, the computing device may store, at 1614, a unique ID (*e.g.,* the unique ID assigned at 1608) in a local cache of the user computing device

(*e.g.*, of the browser). The unique ID may be stored in the local browser cache, for example, even if the user computing device does not allow cookies (*e.g.*, full cookies). Storing the unique ID in the local browser cache may enable the computing device to recognize return visits by the user computing device via the browser application. The unique ID may be used for authenticating, session tracking (*e.g.*, state maintenance), and/or for tracking specific information about a user, such as site preferences, and/or to maintain data related to the user and/or user computing device during navigation. The unique ID may be sent in an HTTP header by the computing device to the browser application at the user computing device. The computing device may store the unique ID in the local browse cache at the user computing device in response to a request for a target website (*e.g.*, the URL). The user computing device may store the unique ID as key/value (*e.g.*, string to string) in the local browser cache. The unique ID may enable persistence across browser sessions. For example, the unique ID may be recognizable in subsequent browser sessions. The unique ID may remain in the local browser cache, for example, until the local browser cache is explicitly cleared. Storing the unique ID in the local browser cache may not be persistent across browser applications. For example, the unique ID stored in the local browser cache of a one browser application may not be accessible from another browser application.

[00163] The computing device may determine, at 1616, a latitude coordinate and a longitude coordinate of the user computing device. For example, the data received from the browser session may include the latitude and longitude coordinates of the user computing device, as described herein. The computing device may use the latitude and longitude coordinates to track a user. Use of the latitude and longitude coordinates for tracking may improve device and/or network security, for example, by eliminating the need for cookies to track the user.

[00164] The computing device may determine, at 1618, a physical address (*e.g.*, a postal address) for the browser session using the location data. The physical address may indicate a postal address at which the user accessed the URL in the browser session. For example, the computing device may generate, at 1618, the physical address using a map API (*e.g.*, such as Bing Maps API, Mapbox API, OpenStreetMap API, Leaflet API, OpenLayers API, Google Maps API, and/or another map API). For example, the computing device may translate, at 1618, the received latitude and longitude coordinates into the physical address using the map API.

[00165] The computing device may determine an address type (*e.g.,* residential, apartment/condo building, single family home, commercial, and/or the like) based on the physical address. For example, the computing device may determine the address type using a postal service API. The computing device may use the address type to determine a type and/or frequency of notifications sent to the user. The computing device may determine other user information based on the physical address such as a name associated with the user, an age of the user, a gender of the user, demographics associated with the user, and/or psychographics associated with the user. The demographics associated with the user may include race, marital status, household size, occupation, income, education, and/or living status. The psychographics associated with the user may include personality traits, lifestyles, interests, opinions, beliefs, values, etc. The computing device may determine the type and/or the frequency of notifications sent to the user based on the other information. The computing device may determine the content of the notifications based on the other information.

[00166] At 1620, the computing device may associate the generated unique identifier with the determined location data. For example, the computing device may map, at 1620, the unique identifier to the location data (*e.g.,* physical address). The mapping between the unique identifier and the location data may enable identification of future visits to the URL by the user. The mapping between the unique identifier and the location data may enable an administrative user to identify who is accessing specific URLs, for example, with or without the use of cookies. For example, the unique identifier and location data may enable convergence of an online and offline footprint for a user. When the unique ID is associated, at 1620, to the identified address, the method 1600 may proceed to 1622.

[00167] The computing device may generate, at 1622, a profile for the user, for example, based on the association between the unique identifier and the location data. The user profile may be used to track a plurality of factors (*e.g.*, user profile information) associated with the user and the user's activity. For example, the user profile may include user profile information such as URLs the user accesses, the frequency with which the user accesses the URL(s), demographics associated with the user, the address(es) associated with the user, etc. For example, the computing device may associate multiple unique identifiers having the same

location data with the same user profile. The user profile may be used to generate a targeted marketing campaign.

[00168] The computing device may update, at 1624, the user profile upon subsequent browsing sessions. For example, the computing device may be configured to determine that the user accessed a URL during a first browser session. The computing device may be configured to recognize a second visit to the URL during a second browser session, for example, using the unique identifier stored in the local browser cache. For example, the computing device may update, at 1624, the user profile information based on anonymous data associated with one or more subsequent browser sessions initialized on the user computing device or another user computing device associated with the identified address.

[00169] At 1626, the computing device may generate a confidence rating for the user. The confidence rating may be a measure (*e.g.,* probability) of the user's interest in a product (*e.g.,* such as purchase readiness). The computing device may generate the confidence rating using an algorithm. The algorithm may incorporate learning such that the algorithm improves (*e.g.,* automatically) as more data is applied to the algorithm. The algorithm may determine the confidence rating using one or more general attributes and/or one or more automobile-specific attributes. The one or more general attributes may include distance, devices across family/household, unique pages accessed, a recency multiplier, one or more confidential calculations, the physical address type, demographics associated with the user, psychographics associated with the user, the age of the user, the gender of the user, and/or a frequency of URL visits by the user. The one or more automobile-specific attributes may include finance upgrade segment status, lease upgrade segment status, lease term remaining, lease mileage projection, finance term remaining, equity status, mileage of current vehicle, private shopping mode, opened email, and/or automobile wallet utilization. The confidence rating may be associated with one or more discrete decision values (*e.g.,* researching, interested, ready to buy, and/or purchased). Each of the discrete decision values may be associated with respective thresholds of the confidence rating such that each user's confidence rating is associated with one of the discrete decision values for a present confidence rating. The present confidence rating may be displayed on an administrative graphical user interface (GUI) operating on an administrative user device. The GUI may display information for a plurality of users. For each of the plurality of users, the

GUI may display the name of the user, a product the user is interested in, the confidence rating, and/or other information associated with the user. The GUI may include a visual indication (*e.g.,* an indicator) of the confidence rating for each of the plurality of users. The GUI may indicate the decision value associated with the present confidence rating.

[00170] At 1628, the computing device may generate one or more notifications based on the confidence rating for the user. For example, the computing device may generate the one or more notifications based on a specific product of interest (*e.g.*, the product the user is most interested in). The one or more notifications may include advertisements associated with the product the user is interested in, coupons for the product the user is interested in, queries for questions about the product the user is interested in, and/or the like. The computing device may determine the content of the notifications based on the other information.

[00171] At 1630, the computing device may determine to send the one or more notifications to the user. The computing device may determine the type and/or the frequency of notifications sent to the user based on the other information (*e.g.,* a name associated with the user, an age of the user, a gender of the user, demographics associated with the user, and/or psychographics associated with the user). For example, the computing device may use the confidence rating and/or other information associated with a plurality of users as filtering criteria for a targeted marketing campaign. The filtering criteria may be overlaid on top of the confidence rating, for example, to identify which users to target in the marketing campaign. The method 1600 may end, at 1632.

[00172] Although features and elements are described herein in particular combinations, each feature or element can be used alone or in any combination with the other features and elements. The methods described herein may be implemented in a computer program, software, or firmware incorporated in a computer-readable medium for execution by a computer or processor. Examples of computer-readable media include electronic signals (transmitted over wired or wireless connections) and computer-readable storage media. Examples of computer-readable storage media include, but are not limited to, a read only memory (ROM), a random access memory (RAM), removable disks, and optical media such as CD-ROM disks, and digital versatile disks (DVDs).

CLAIMS

What is claimed is:

1. A method comprising:

receiving first anonymous data associated with a first browser session initialized by a user via a browser on a user computing device, wherein the first anonymous data comprises one or more of a time, a date, one or more uniform resource locators (URLs), a referring URL, a browser type, a language, an internet protocol (IP) address, or location data;

determining that the user has not been assigned a unique identifier based on a lack of stored location data for the user computing device;

assigning the unique identifier to the user;

determining whether the user opted-in to or out of location tracking, based on whether a location tracker is installed on the user computing device;

sending, upon determining that the user opted-out of location tracking, the unique identifier to the user computing device for storage in a local browser cache;

determining a latitude coordinate and a longitude coordinate of the user computing device, during the first browser session, wherein the latitude coordinate and longitude coordinate are determined based on the anonymous data upon determining that the user opted-out of location tracking, and wherein the latitude coordinate and the longitude coordinate are determined based on geo-location data retrieved from the user computing device upon determining that the user opted-in to location tracking;

identifying a physical address for the user based on the determined latitude coordinate and the determined longitude coordinate using a map application programming interface (API);

associating the unique identifier to the physical address;

generating a user profile for the user using the unique identifier and physical address, the user profile comprising profile information that comprises one or more URLs the user has accessed, the frequency with which the user accessed the URL(s), demographics associated with the user, the address(es) associated with the user, or the devices associated with the user;

updating the profile information based on second anonymous data associated with a second browser session initialized on the user computing device or another user computing device associated with the physical address;

determining, using the updated profile information, a confidence rating for the user, the confidence rating indicating a quantifiable measure of the user's interest in a product;

generating one or more notifications based on one or more of the updated profile information or the confidence rating; and

determining when to send the one or more notifications to the user.

ABSTRACT

Systems, methods, and apparatus are described herein for determining a location from anonymous data. For example, a computing device may receive anonymous data associated with a browser session initialized by a user via a browser on a user computing device. The computing device may determine that the user has not been assigned a unique identifier. The computing device may determine whether the user opted-in to location tracking. If the user opted-out of location tracking, the computing device may determine a latitude coordinate and a longitude coordinate of the user computing device during the browser session. The computing device may identify a physical address for the user based on the latitude coordinate and the longitude coordinate, for example, using a map application programming interface (API). The computing device may assign the unique identifier to the user. The computing device may associate the unique identifier to the physical address.

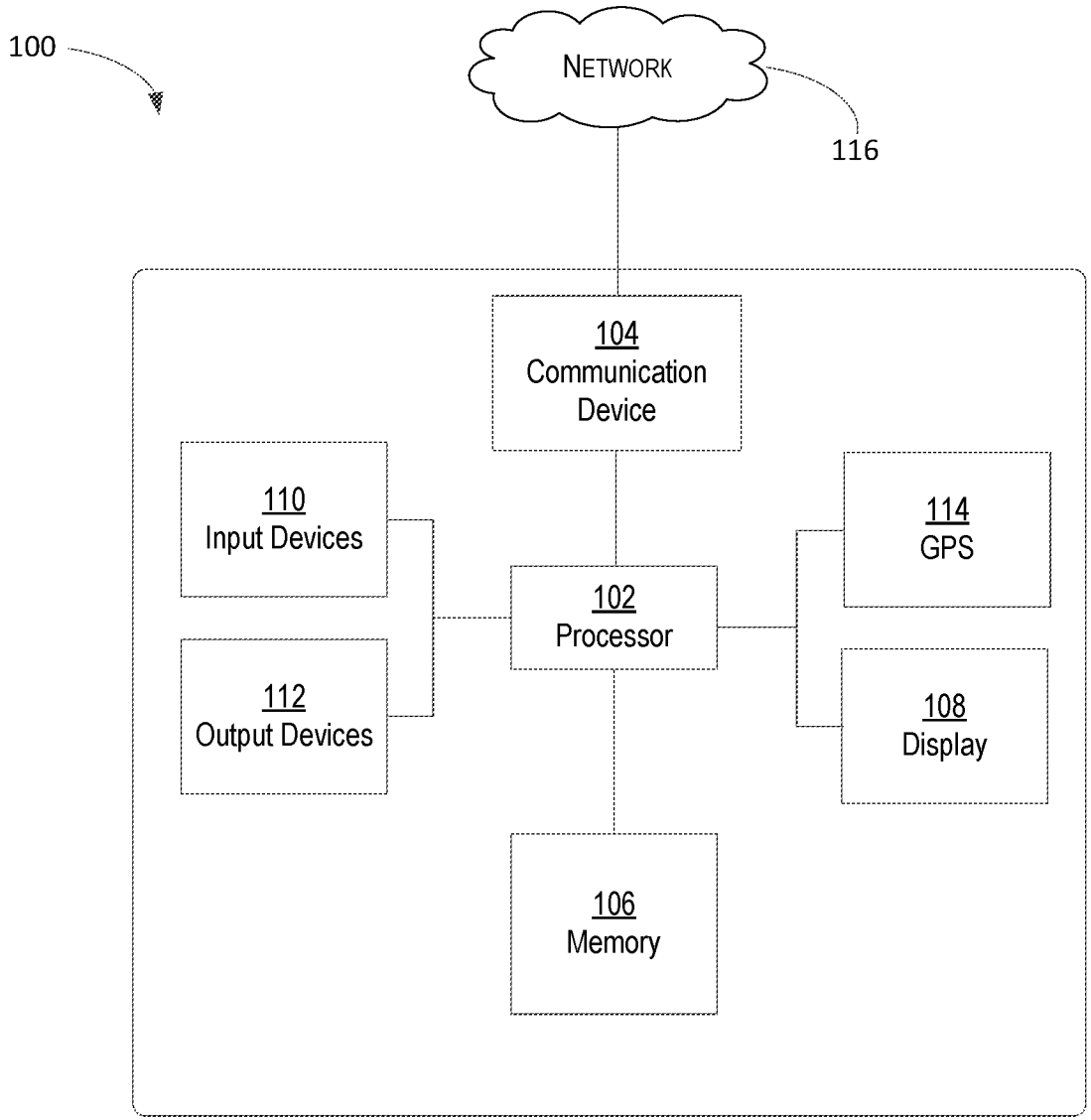

100
NETWORK
116
104
Communication
Device
110
Input Devices
112
Output Devices
102
Processor
114
GPS
108
Display
106
Memory

FIG. 1

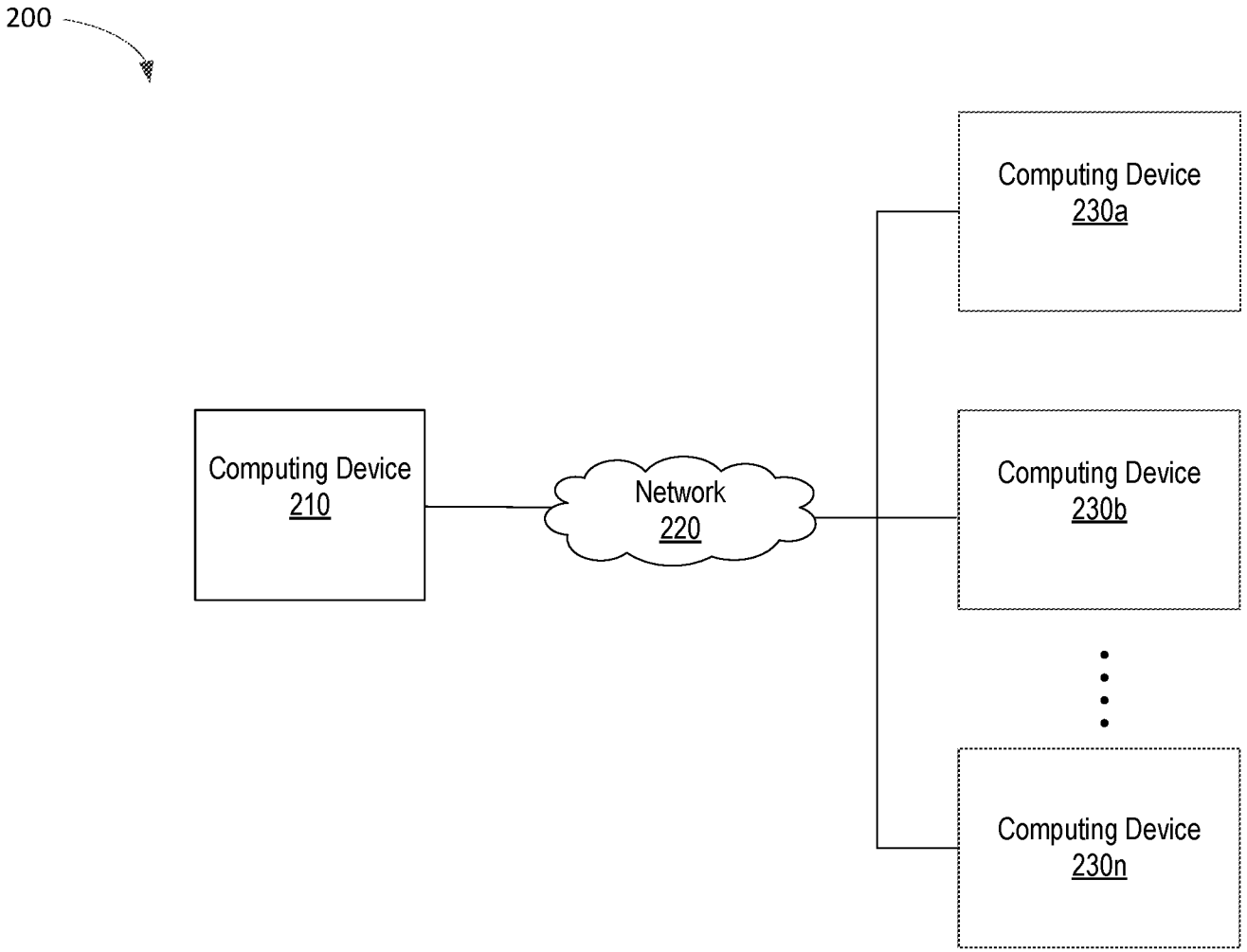

200
Computing Device
210
Network
220
Computing Device
230a
Computing Device
230b
Computing Device
230n

FIG. 2

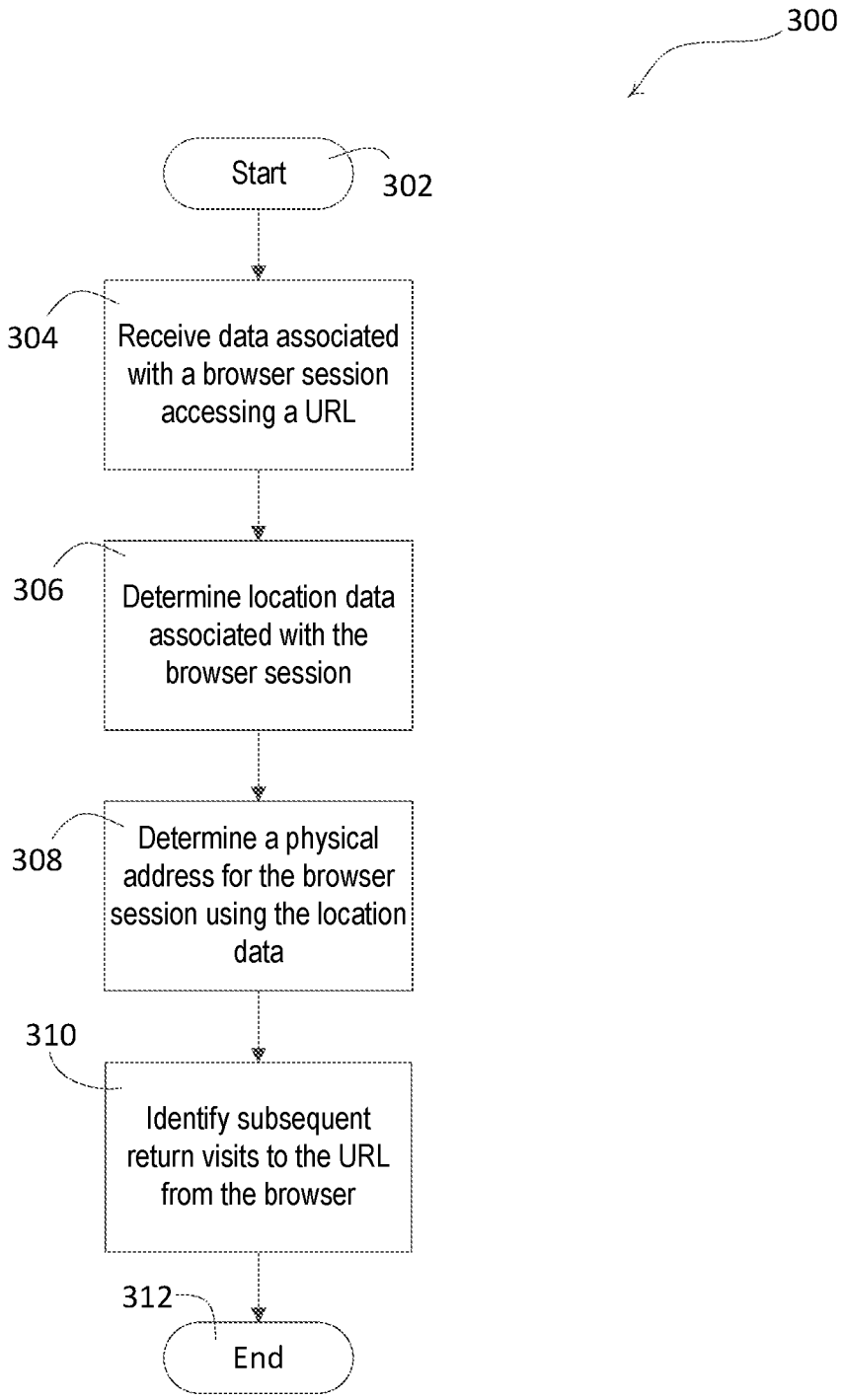

300
Start
302
304
Receive data associated with a browser session accessing a URL
306
Determine location data associated with the browser session
308
Determine a physical address for the browser session using the location data
310
Identify subsequent return visits to the URL from the browser
312
End

FIG. 3

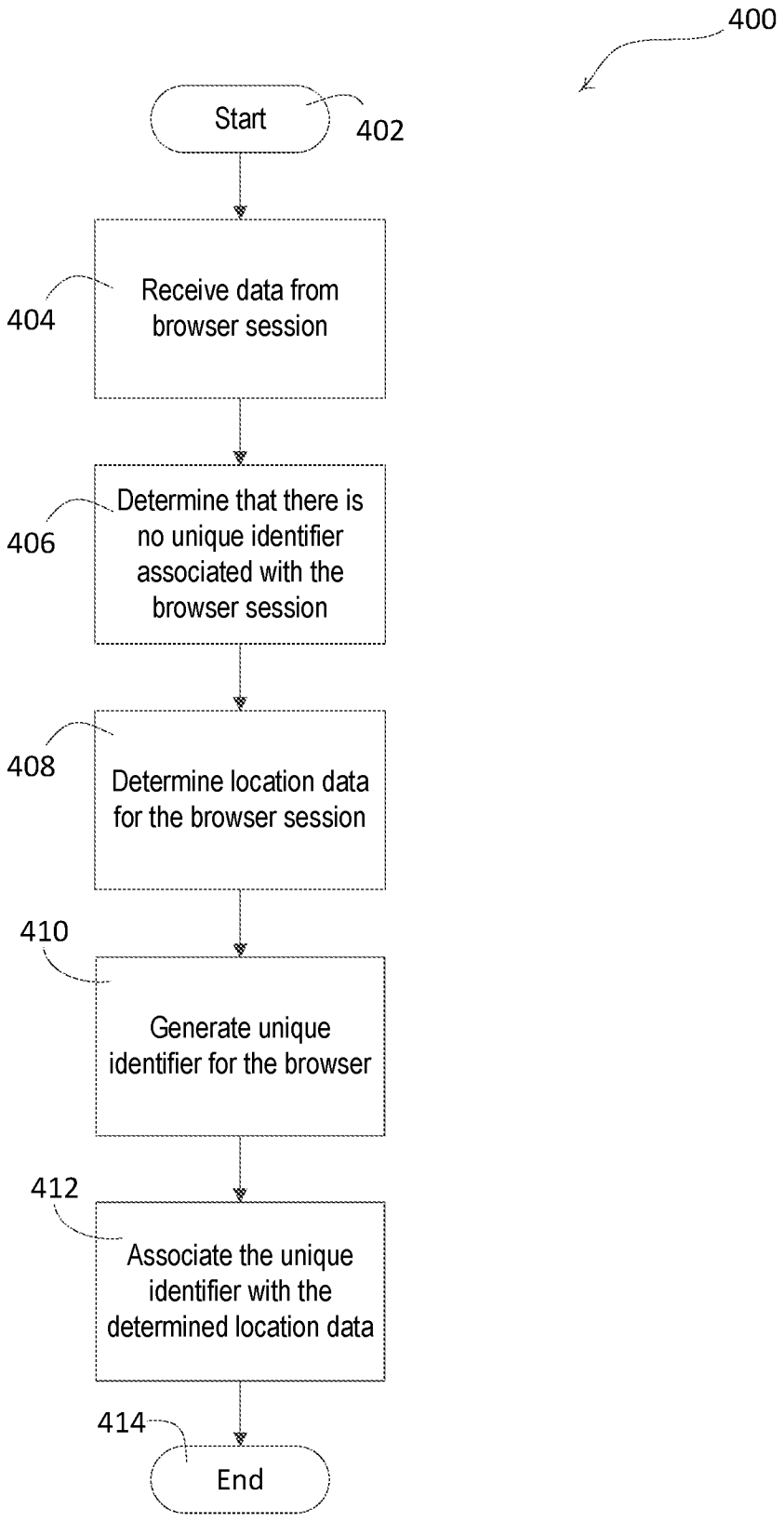

400
Start
402
Receive data from browser session
404
Determine that there is no unique identifier associated with the browser session
406
Determine location data for the browser session
408
Generate unique identifier for the browser
410
Associate the unique identifier with the determined location data
412
End
414

FIG. 4

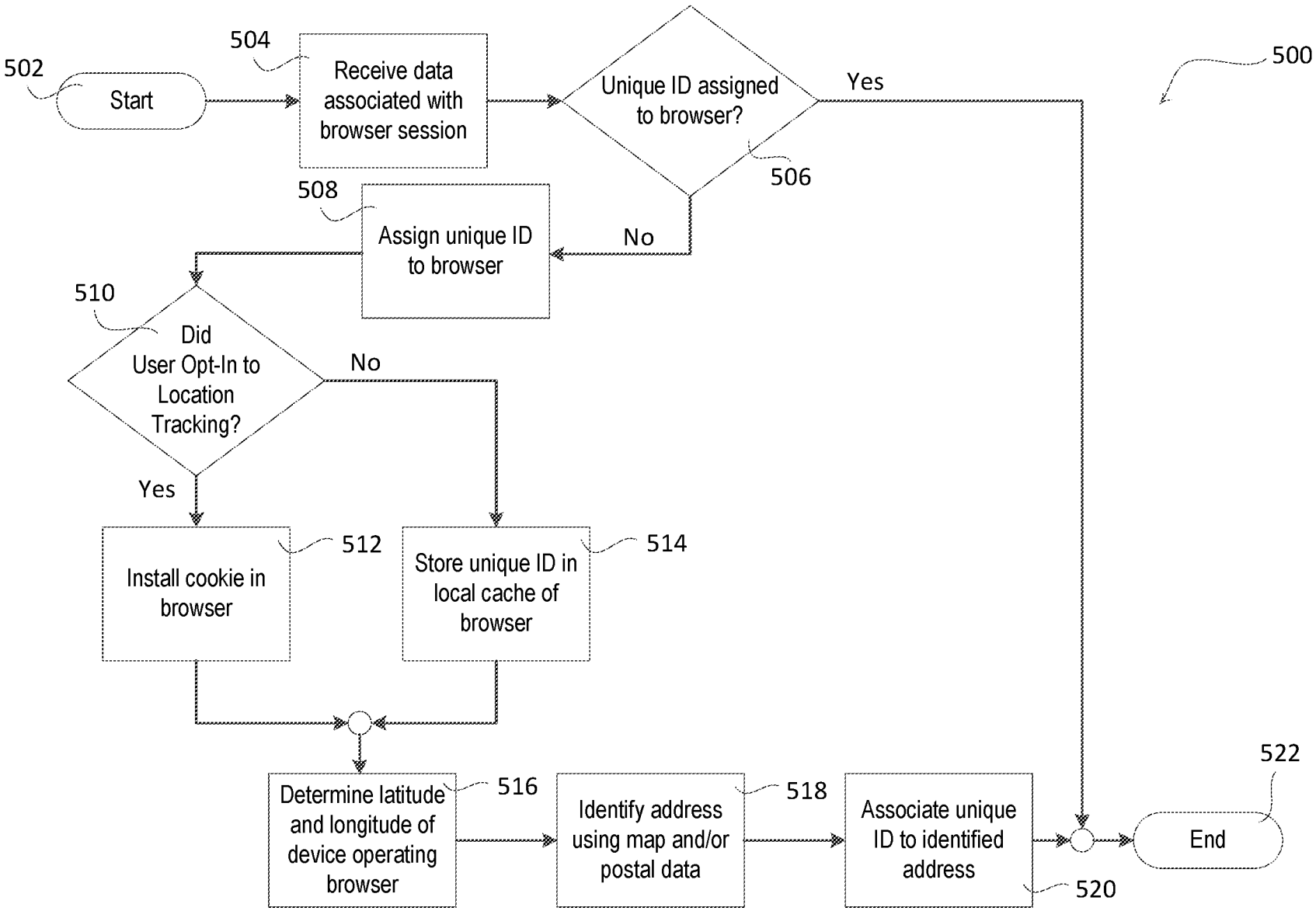

500
502
Start
504
Receive data associated with browser session
Unique ID assigned to browser?
506
Yes
No
508
Assign unique ID to browser
510
Did User Opt-In to Location Tracking?
No
Yes
512
Install cookie in browser
514
Store unique ID in local cache of browser
516
Determine latitude and longitude of device operating browser
518
Identify address using map and/or postal data
520
Associate unique ID to identified address
522
End

FIG. 5

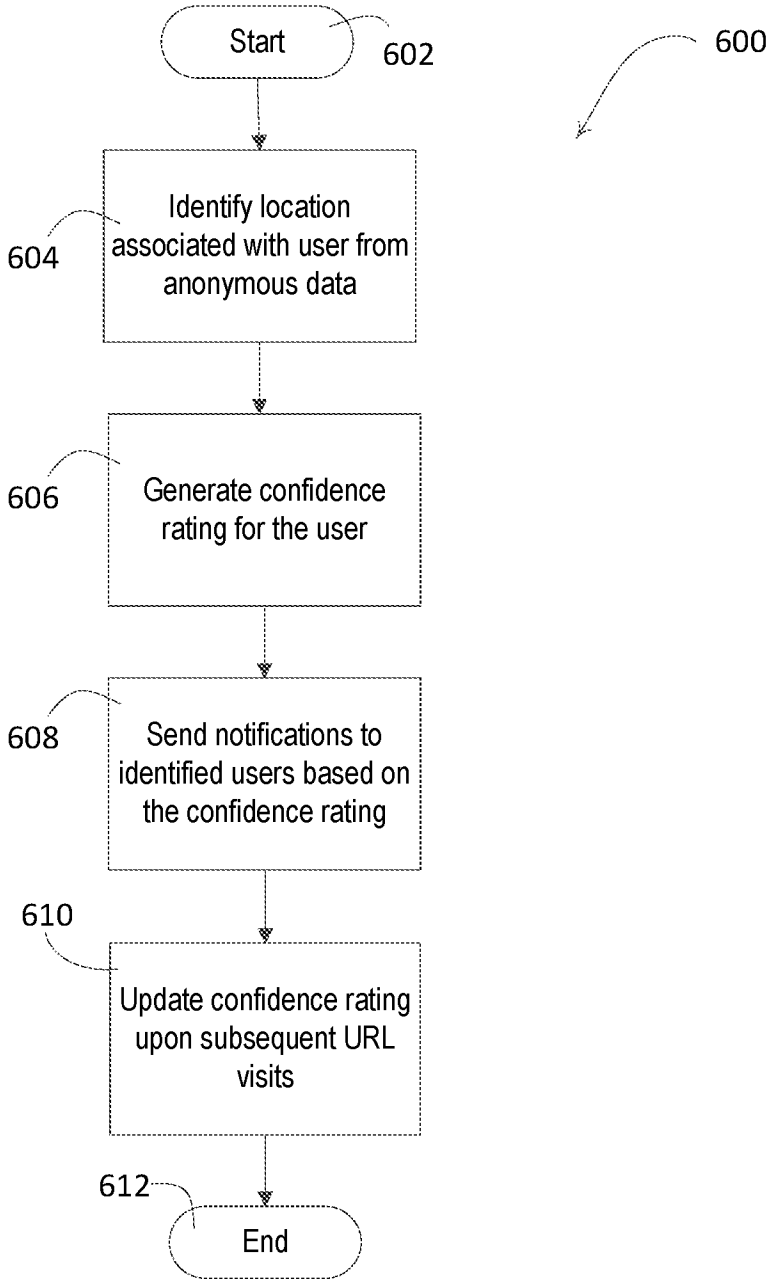

Start
602
600
Identify location associated with user from anonymous data
604
Generate confidence rating for the user
606
Send notifications to identified users based on the confidence rating
608
610
Update confidence rating upon subsequent URL visits
612
End

FIG. 6

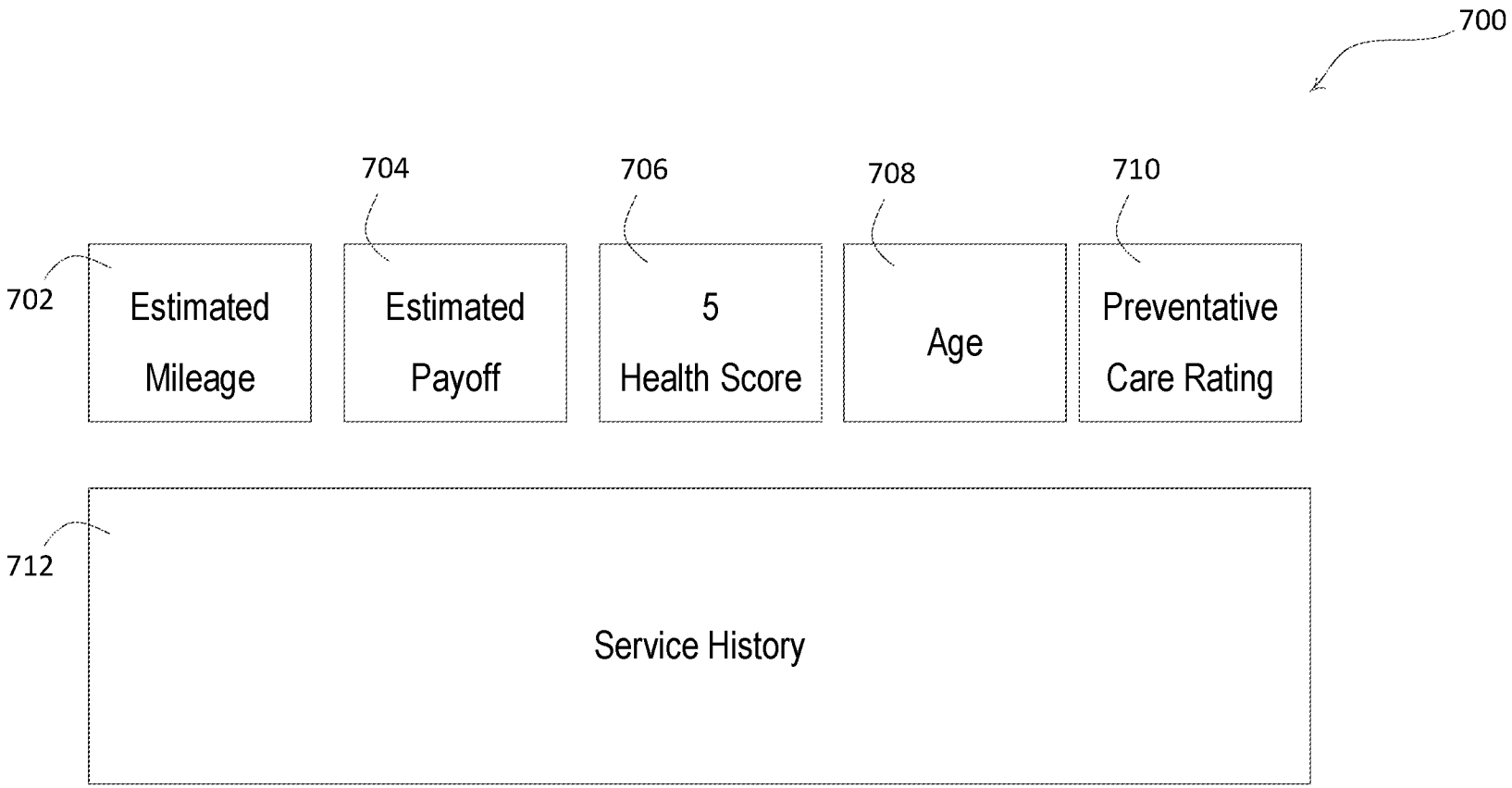

700
702
Estimated Mileage
704
Estimated Payoff
706
5 Health Score
708
Age
710
Preventative Care Rating
712
Service History

FIG. 7

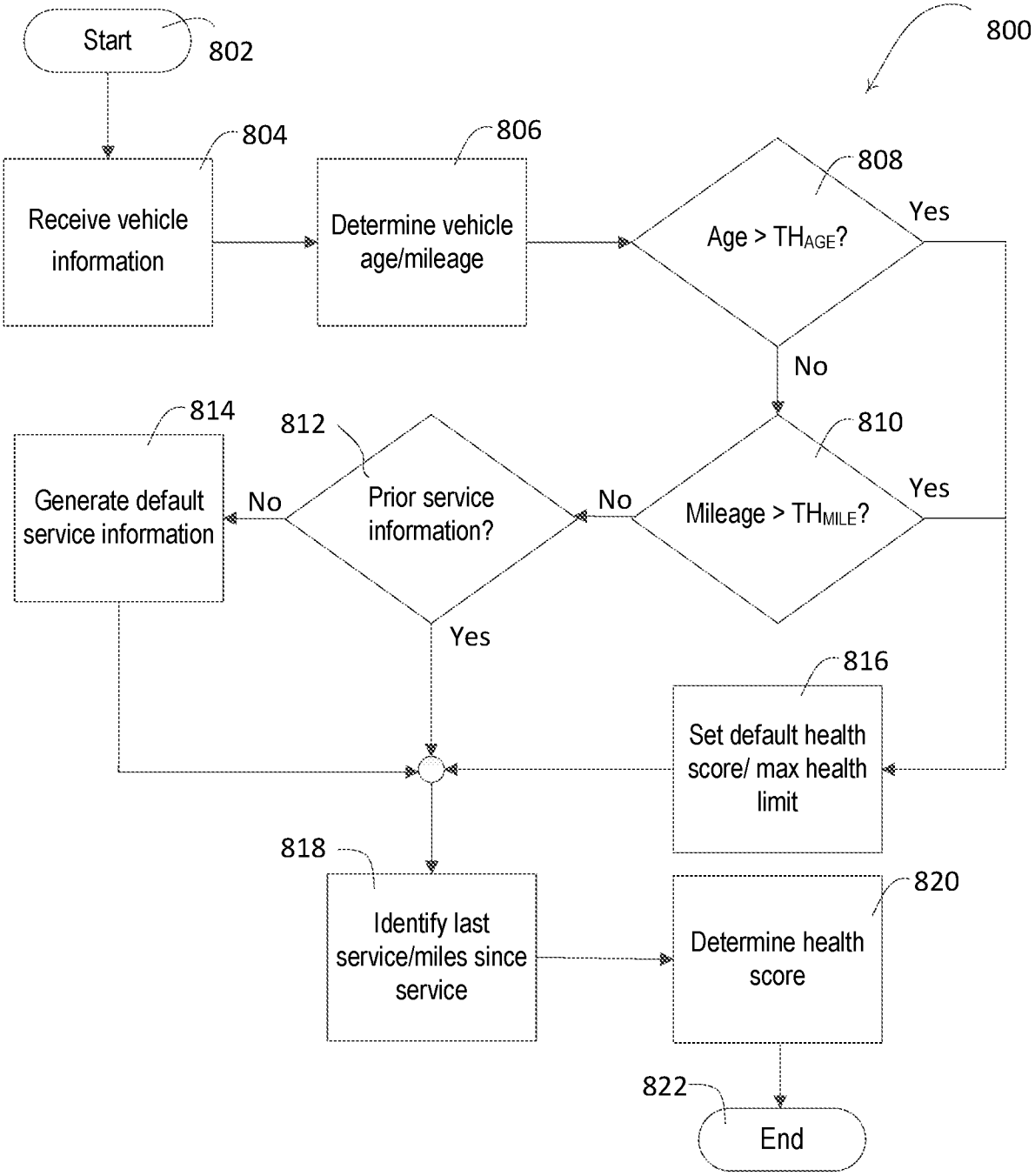

800
Start
802
804
Receive vehicle information
806
Determine vehicle age/mileage
808
Age > TH_AGE?
Yes
No
810
Mileage > TH_MILE?
Yes
No
812
Prior service information?
No
Yes
814
Generate default service information
816
Set default health score/ max health limit
818
Identify last service/miles since service
820
Determine health score
822
End

FIG. 8

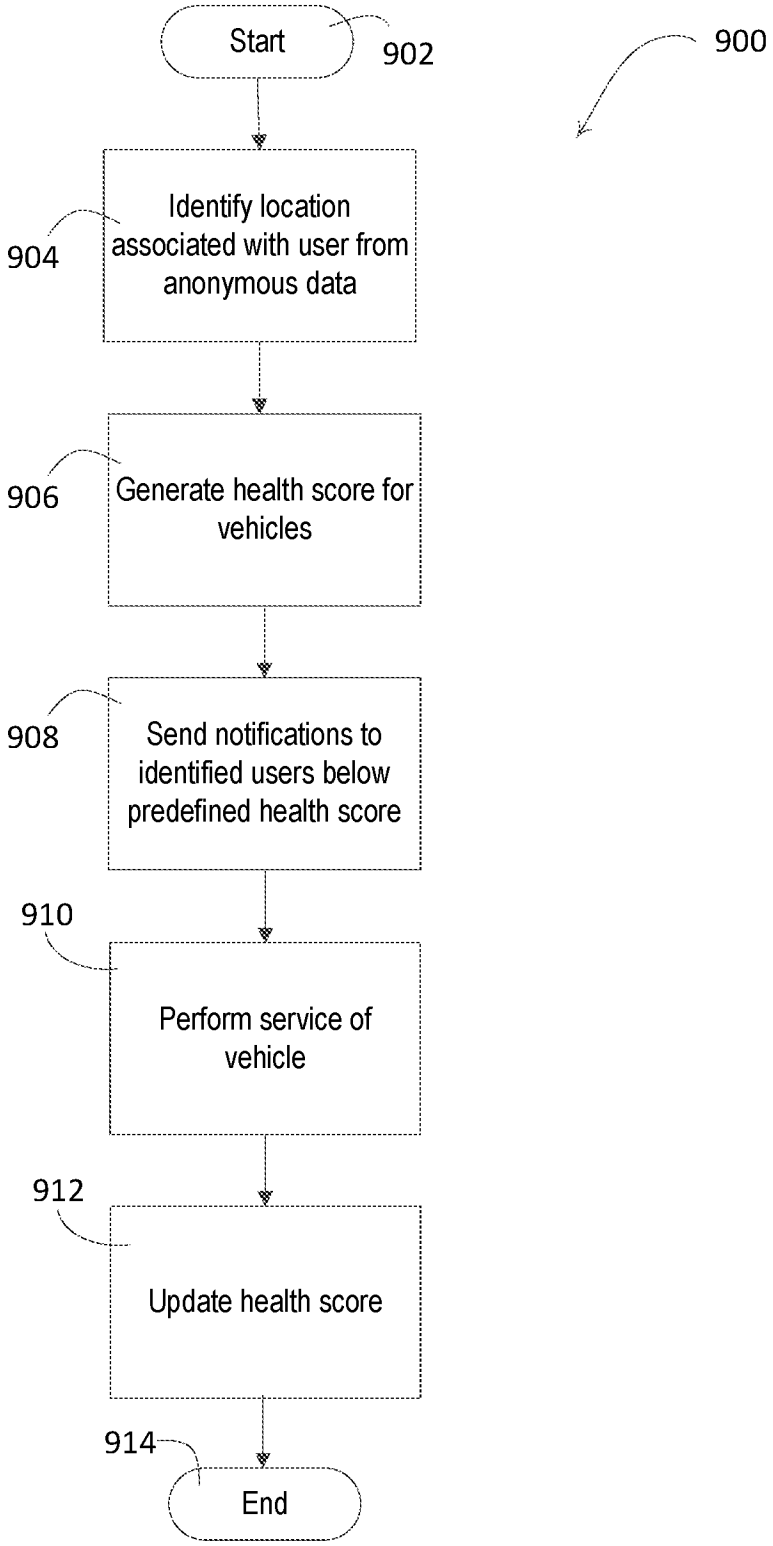

Start
902
900
Identify location associated with user from anonymous data
904
Generate health score for vehicles
906
Send notifications to identified users below predefined health score
908
Perform service of vehicle
910
Update health score
912
End
914

FIG. 9

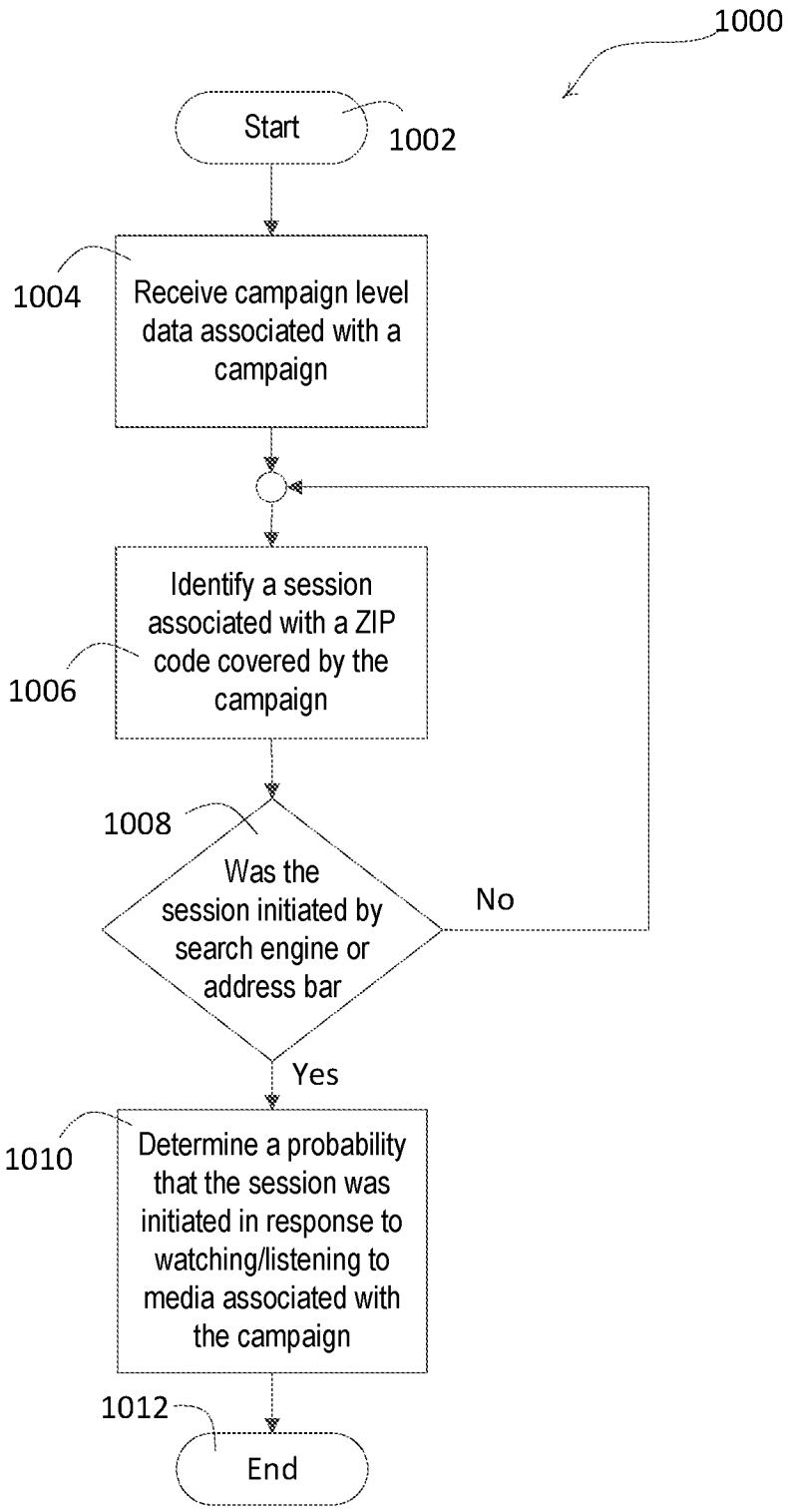

1000
Start
1002
1004
Receive campaign level data associated with a campaign
Identify a session associated with a ZIP code covered by the campaign
1006
1008
Was the session initiated by search engine or address bar
No
Yes
1010
Determine a probability that the session was initiated in response to watching/listening to media associated with the campaign
1012
End

FIG. 10

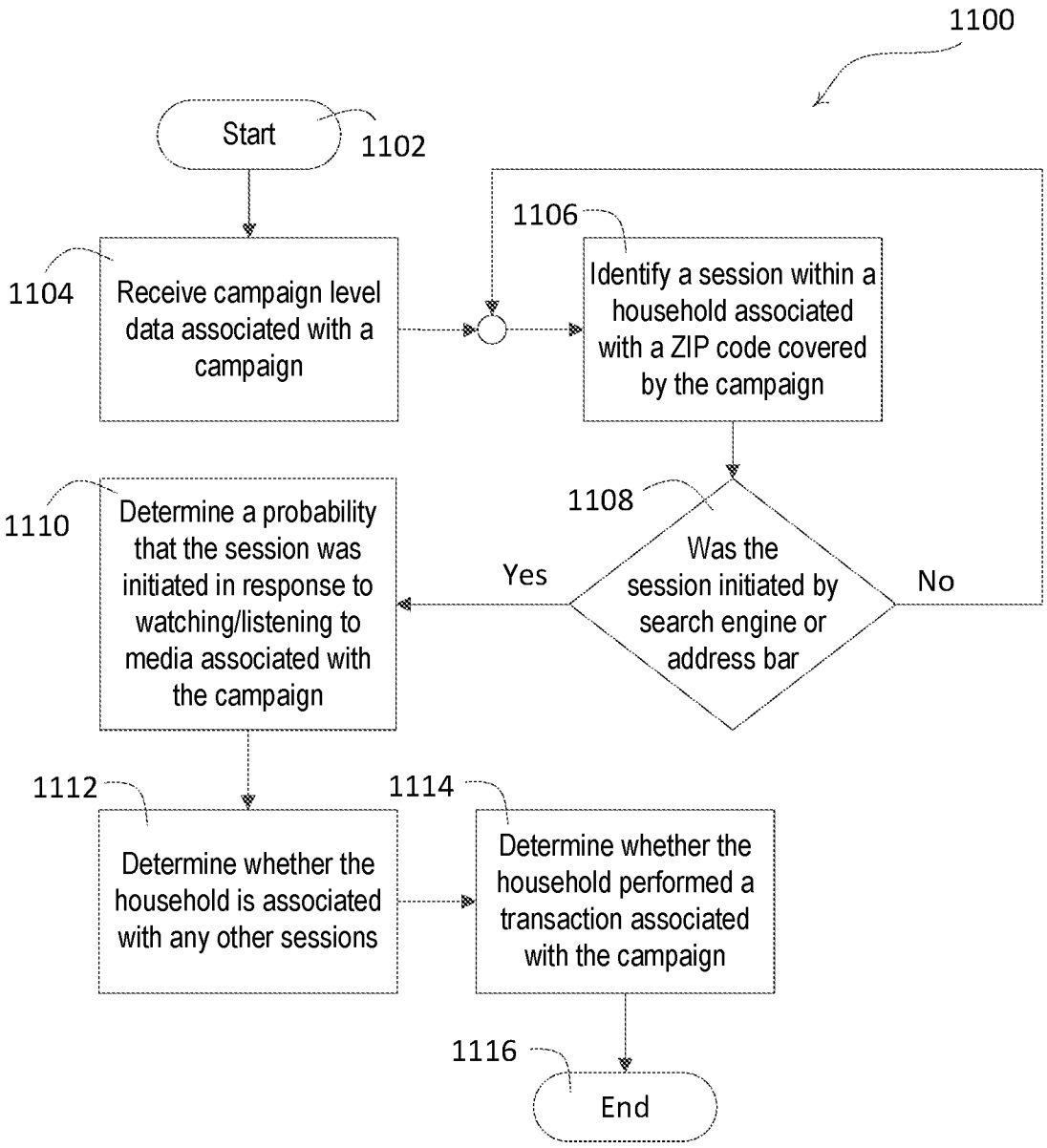

1100
Start
1102
1104
Receive campaign level data associated with a campaign
1106
Identify a session within a household associated with a ZIP code covered by the campaign
1108
Was the session initiated by search engine or address bar
Yes
No
1110
Determine a probability that the session was initiated in response to watching/listening to media associated with the campaign
1112
Determine whether the household is associated with any other sessions
1114
Determine whether the household performed a transaction associated with the campaign
1116
End

FIG. 11

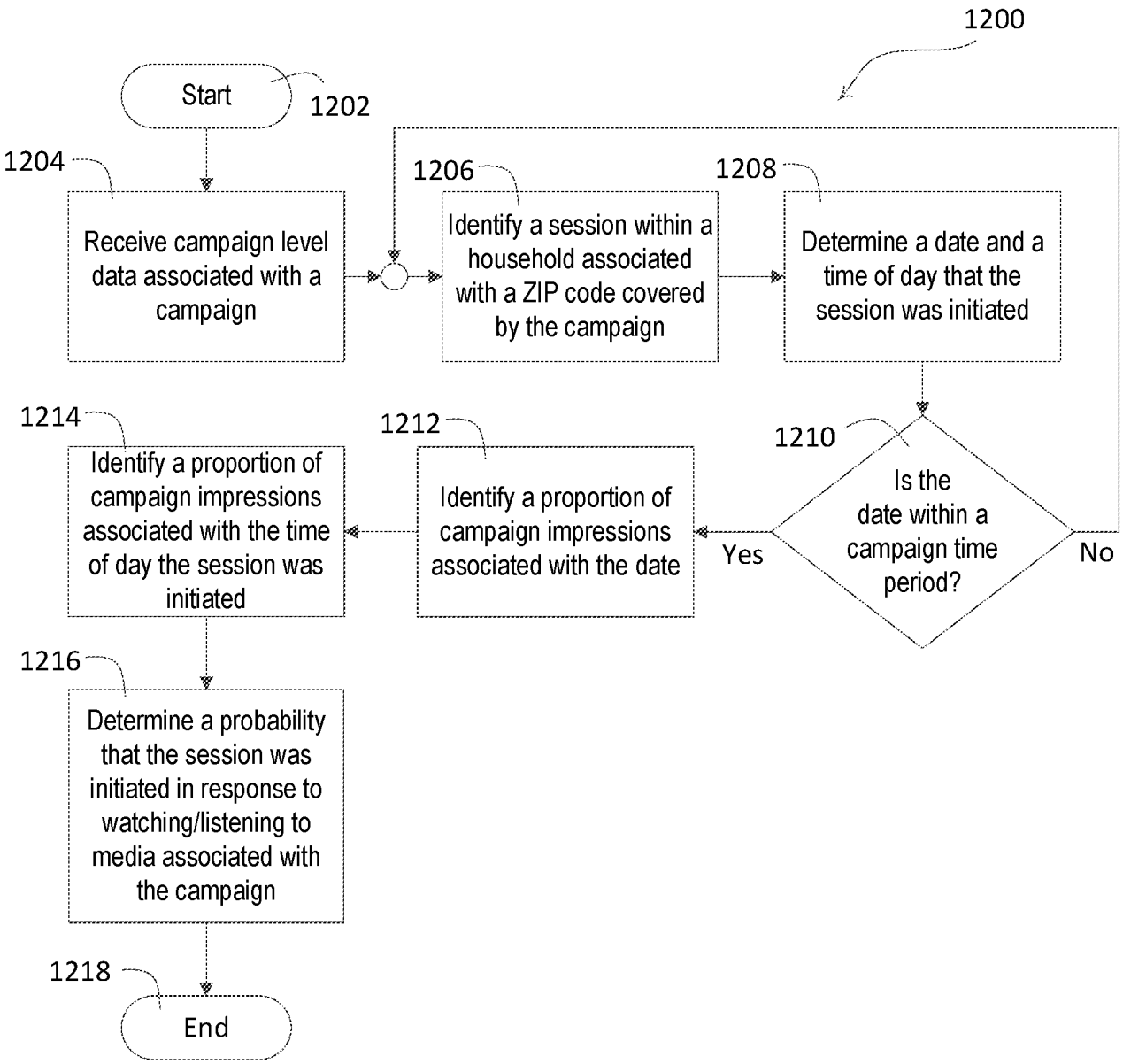

1200
Start
1202
1204
Receive campaign level data associated with a campaign
1206
Identify a session within a household associated with a ZIP code covered by the campaign
1208
Determine a date and a time of day that the session was initiated
1210
Is the date within a campaign time period?
Yes
No
1212
Identify a proportion of campaign impressions associated with the date
1214
Identify a proportion of campaign impressions associated with the time of day the session was initiated
1216
Determine a probability that the session was initiated in response to watching/listening to media associated with the campaign
1218
End

FIG. 12

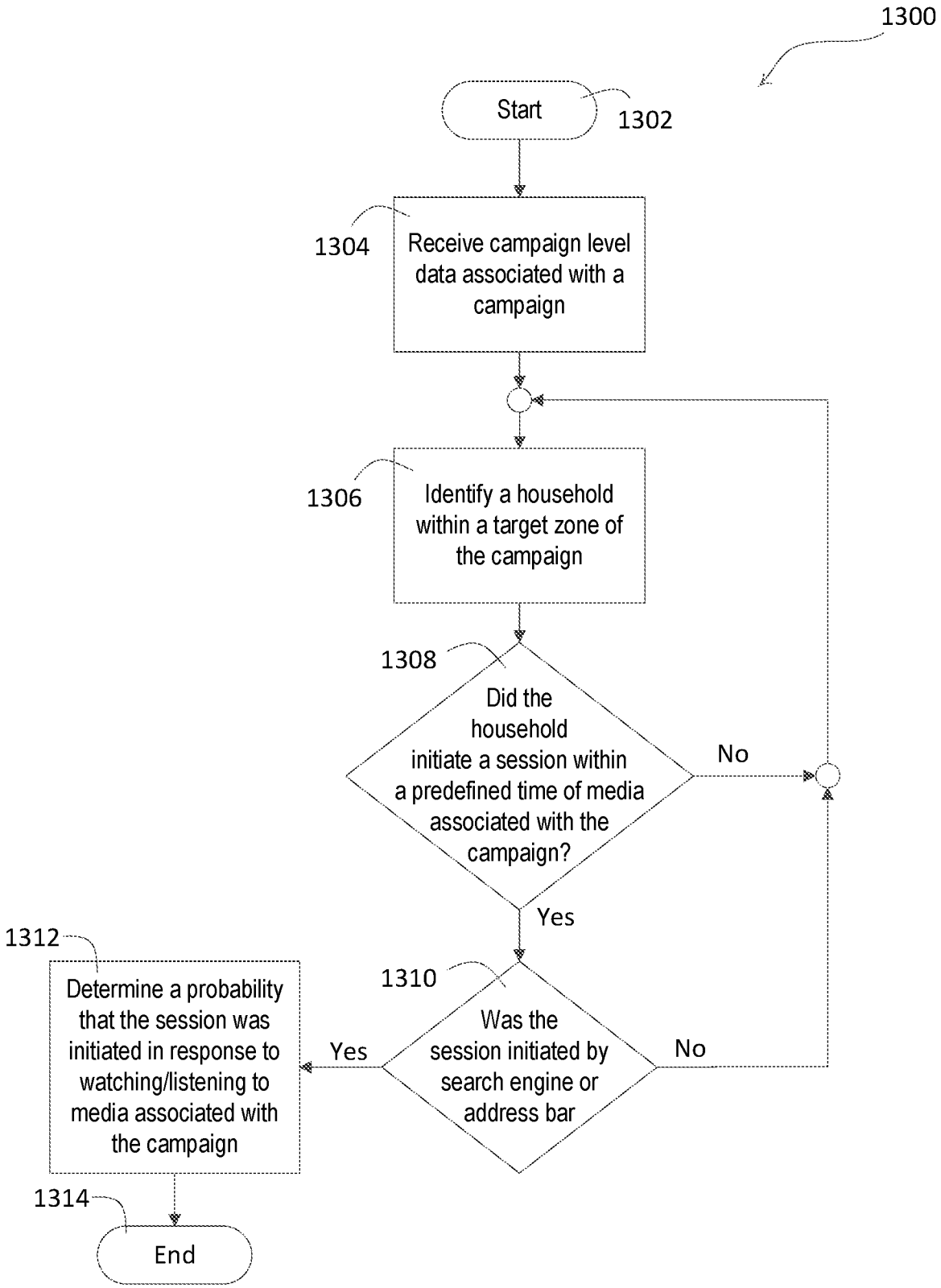

1300
Start
1302
1304
Receive campaign level data associated with a campaign
1306
Identify a household within a target zone of the campaign
1308
Did the household initiate a session within a predefined time of media associated with the campaign?
No
Yes
1310
Was the session initiated by search engine or address bar
Yes
No
1312
Determine a probability that the session was initiated in response to watching/listening to media associated with the campaign
1314
End

FIG. 13

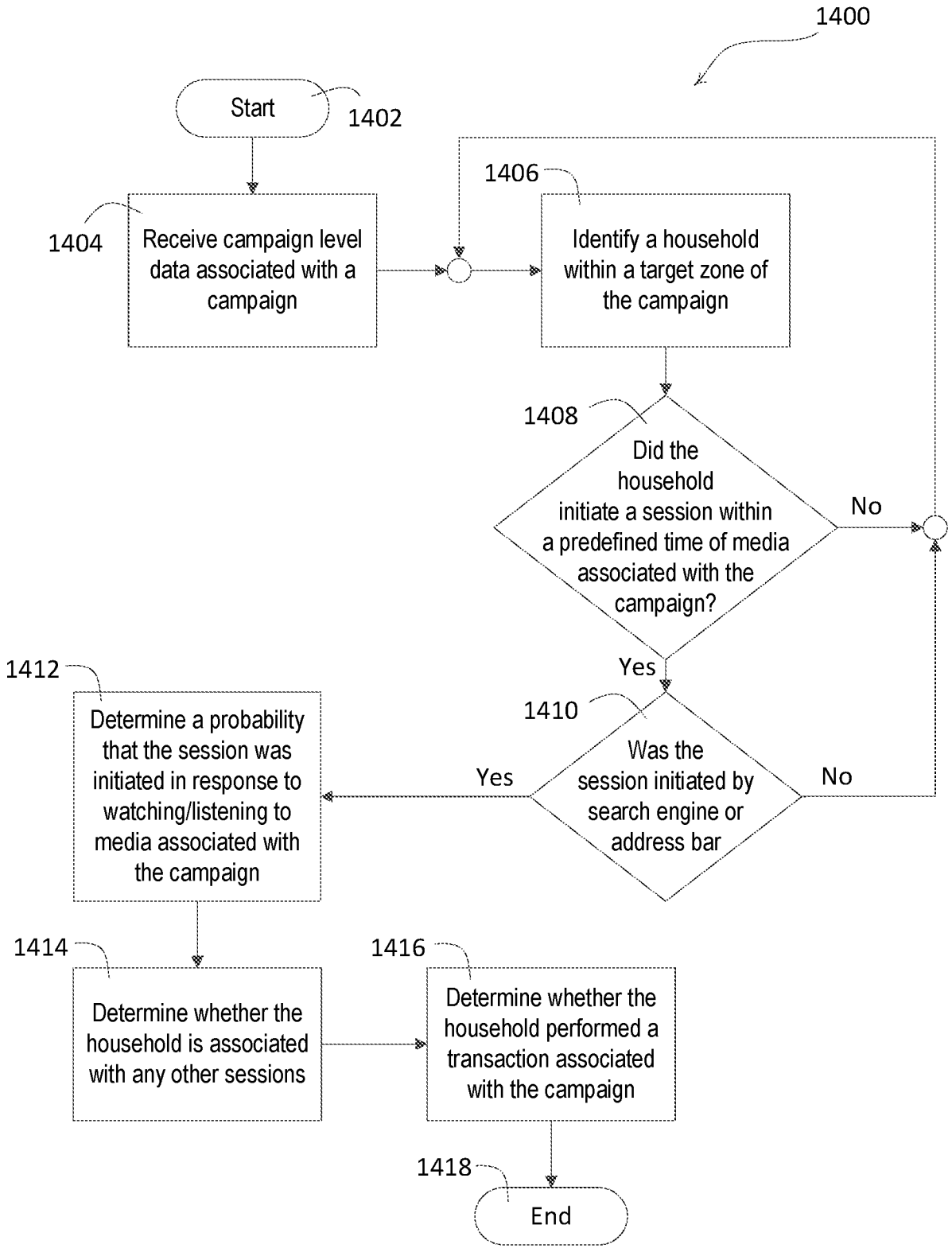

1400
Start
1402
1404
Receive campaign level data associated with a campaign
1406
Identify a household within a target zone of the campaign
1408
Did the household initiate a session within a predefined time of media associated with the campaign?
No
Yes
1410
Was the session initiated by search engine or address bar
Yes
No
1412
Determine a probability that the session was initiated in response to watching/listening to media associated with the campaign
1414
Determine whether the household is associated with any other sessions
1416
Determine whether the household performed a transaction associated with the campaign
1418
End

FIG. 14

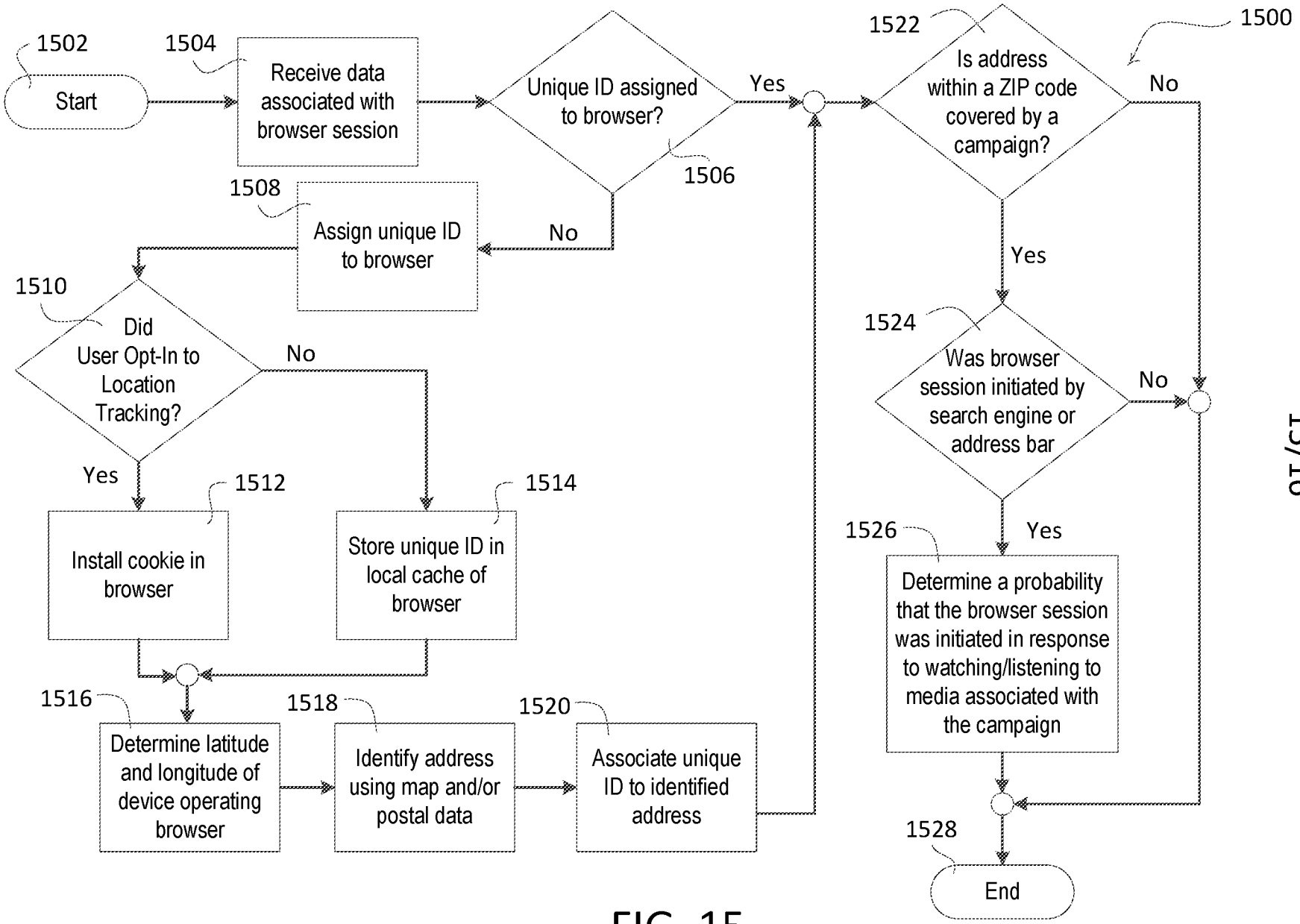

1502
Start
1504
Receive data associated with browser session
Unique ID assigned to browser?
1506
Yes
No
1508
Assign unique ID to browser
1510
Did User Opt-In to Location Tracking?
No
Yes
1512
Install cookie in browser
1514
Store unique ID in local cache of browser
1516
Determine latitude and longitude of device operating browser
1518
Identify address using map and/or postal data
1520
Associate unique ID to identified address
1522
Is address within a ZIP code covered by a campaign?
1500
No
Yes
1524
Was browser session initiated by search engine or address bar
No
Yes
1526
Determine a probability that the browser session was initiated in response to watching/listening to media associated with the campaign
1528
End

FIG. 15

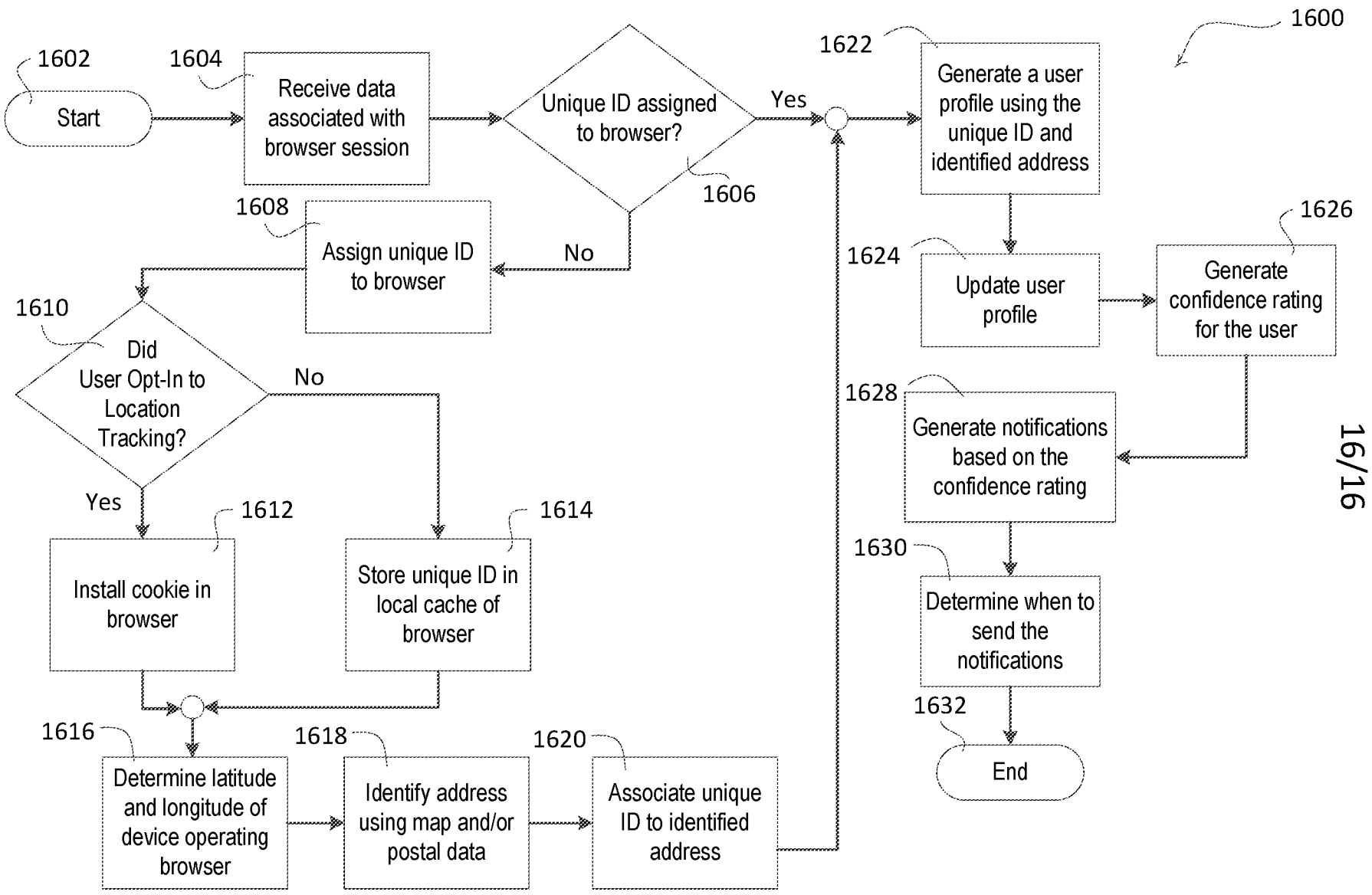

1600
1602
Start
1604
Receive data associated with browser session
Unique ID assigned to browser?
1606
Yes
No
1608
Assign unique ID to browser
1610
Did User Opt-In to Location Tracking?
Yes
No
1612
Install cookie in browser
1614
Store unique ID in local cache of browser
1616
Determine latitude and longitude of device operating browser
1618
Identify address using map and/or postal data
1620
Associate unique ID to identified address
1622
Generate a user profile using the unique ID and identified address
1624
Update user profile
1626
Generate confidence rating for the user
1628
Generate notifications based on the confidence rating
1630
Determine when to send the notifications
1632
End
16/16

FIG. 16

DOCKET NO.: FLTH_0002 CT1 **PATENT**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
FullThrottle Technologies, LLC

For: LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA

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

AUTHORIZATION TO TREAT A REPLY AS INCORPORATING AN EXTENSION OF TIME UNDER C.F.R. § 1.136(a)(3)

Director:

The Commissioner is hereby requested to grant an extension of time for the appropriate length of time, should one be necessary, in connection with this filing or any further filing submitted to the U.S. Patent and Trademark Office in the above-identified application during the pendency of this application. The Commissioner is further authorized to charge any fees related to any such extension of time to Deposit Account No. 50-3541.

Date: November 10, 2022

/Ryan A. Peddle/
Ryan A. Peddle
Registration No.: 77,970

Flaster Greenberg PC
1717 Arch Street, Suite 3300
Philadelphia, PA 19103
Telephone: (215) 279-9393
Facsimile: (215) 279-9394

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Document Description: Power of Attorney

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Application Number	Not Yet Assigned
Filing Date	Herewith
First Named Inventor	Amol Waishampayan
Title	LOCATION DETERMINATION USING ANONYMOUS BROWSER DATA
Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	FLTH_0002 CT1

SIGNATURE of Applicant or Patent Practitioner

Signature	/Ryan A. Peddle/	Date (Optional)	11/10/2022
Name	Ryan A. Peddle	Registration Number	77,970
Title (if Applicant is a juristic entity)	Patent Practitioner		
Applicant Name (if Applicant is a juristic entity)	FullThrottle Technologies, LLC		

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

☑ *Total of 1 forms are submitted.

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I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

Application Number	Filing Date

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

☑ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above: 54380

OR

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

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Address					
City		State		Zip	
Country					
Telephone		Email			

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

FullThrottle Technologies, LLC

☐ Inventor or Joint Inventor (title not required below)

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

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

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

SIGNATURE of Applicant for Patent

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

Signature	DocuSigned by: Jessie Bryan	Date (Optional)	6/8/2021
Name	Jessie Bryan		
Title	General Counsel		

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

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

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