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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/247,041	06/14/2022	11361047	3819-P13945.1US	1869

24247 7590 05/25/2022
TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

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

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

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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 PAIR WEB site <http://pair.uspto.gov> for additional inventors):

Todd Dickerson, Cranton, GA;
Russell Brunson, Eagle, ID;
Ryan Montgomery, Belmont, MI;

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

Etison LLC dba ClickFunnels, Eagle, ID;

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/247,041	11/24/2020	Todd Dickerson	3819-P13945.1US	1869
24247	7590	05/13/2022		
TRASKBRITT, P.C. P.O. BOX 2550 SALT LAKE CITY, UT 84110			EXAMINER CASILLAS, ROLAND J	
			ART UNIT	PAPER NUMBER
			2179	
			NOTIFICATION DATE	DELIVERY MODE
			05/13/2022	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):

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 17/247,041

Filed: November 24, 2020

For: WEBSITE CREATION SYSTEM FOR
CREATING WEBSITES HAVING AT
LEAST ONE SERIES OF DIRECTIONAL
WEBPAGES AND RELATED METHODS

Confirmation No.: 1869

Examiner: Roland J. Casillas

Group Art Unit: 2179

Attorney Docket No.: 3819-P13945.1US
(1.0)

Notice of Allowance Dated:
February 11, 2022

VIA ELECTRONIC FILING

May 5, 2022

OK TO ENTER: /R.J.C/

05/09/2022

AMENDMENT PURSUANT TO 37 C.F.R. § 1.312(a)

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

Sir:

Please amend the above-referenced application as follows:

Amendments to the specification begin on page 2 of this paper;

A listing of the claims begins on page 4 of this paper; and

Remarks appear on page 9 of this paper.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Sir:

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Amendments to the specification begin on page 2 of this paper;

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Remarks appear on page 9 of this paper.

IN THE SPECIFICATION:

Please amend paragraph [0026] as follows:

[0026] The third-party systems 116 may include additional systems that may interface with the website creation system 108. For example, in some embodiments, the third-party systems 116 may include social media networks (e.g., FACEBOOK®, TWITTER®, GOOGLE® PLUS, etc.) with which the website creation system 108 may share and/or acquire information related to traffic on a created website. In additional examples, the third-party systems 116 may include payment processors (e.g., PAYPAL®, VISA PAY, STRIPE®, NMI®, etc.) that enable guests to complete purchases on a created website. In further embodiments, the third-party systems 116 may include website monitoring systems, email platforms, etc.

Please amend paragraph [0087] as follows:

[0087] The webinar confirmation page ~~provide~~ provides a “thank you” to a guest for registering for a webinar. The webinar confirmation page may also include one or more offers to purchase a product and/or service prior to the webinar.

Please amend paragraph [0191] as follows:

[0191] The settings tab 364 may further enable a system administrator to utilize web automation applications (e.g., ZAPIER®, ~~WEBHOOKS~~ WEBHOOK™) to automate actions related to the created website. For instance, the system administrator may utilize the settings tab 364 to set settings to cause email messages to automatically be sent to the system administrator when new contacts are added, to automatically update campaign contacts based on contacts acquired via the created website, to automatically post new contacts to an internet channel (e.g., SLACK® channel), to automatically add new contacts to a cloud storage system (e.g., GOOGLE® SHEETS), to automatically add new contacts to a cloud CRM (e.g., AGILE® CRM), to automatically create profiled cards (e.g., TRELLO® cards) from contacts, to automatically create a cloud directory (e.g., PODIO® directory of contacts) based on new contacts, and to automatically post new purchases to an internet channel (e.g., SLACK® channel). Moreover, the system administrator may utilize the settings tab 364 to set settings for automatically sending data to third-party systems. Data may be sent in response to new contacts

being created or updated and when a new purchase is created or updated. Furthermore, settings tab 364 may further enable the system administrator to add third-party membership access. For example, the settings tab 364 may further enable a system administrator to give access to third parties, such as, PAYPAL®, CLICKBANK®, JVZOO.COM, WARRIOR+PLUS, etc. This may enable the system administrator to track purchases, upgrades, downgrades, and membership access from third-party processors (e.g., the third parties). Additionally, the system administrator may enable automated emails and sequences from the third parties in response to orders via the third parties.

IN THE CLAIMS:

Claims 1 through 20 were previously canceled. None of the claims have been amended herein. All of the pending claims are presented below for convenience of the Examiner.

Listing of the Claims:

1.–20. (Cancelled)

21. (Previously presented) A method, comprising:
receiving a selection to create a website;
responsive to receiving the selection to create a website, providing a plurality of website types for selection,
wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and
wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;
receiving a selection of a website type of the plurality of website types;
responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receiving a selection of a website template of the plurality of website templates; and
in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template.

22. (Previously presented) The method of claim 21, further comprising:
receiving a user input editing at least one webpage of the series of directional webpages; and
generating a customized website having a customized series of directional webpages based at least partially in the user input.

23. (Previously presented) The method of claim 22, further comprising, responsive to receiving a selection of a website template of the plurality of website templates, providing a website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages.

24. (Previously presented) The method of claim 23, further comprising providing within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

25. (Previously presented) The method of claim 23, wherein the website editor graphical user interface comprises at least one split test selectable element for assigning percentages of end users that will visit a given webpage of the series of directional webpages of the customized website upon visiting the customized website.

26. (Previously presented) The method of claim 25, wherein at least one webpage of the series of directional webpages comprises at least two alternative webpages.

27. (Previously presented) The method of claim 26, responsive to an end user visiting the customized website, providing one of the at least two alternative webpages to the end user based on the percentages assigned via the at least one split test selectable element.

28. (Previously presented) The method of claim 25, wherein the split test selectable element comprises a sliding selectable element.

29. (Previously presented) The method of claim 22, wherein the series of directional webpages of the customized website comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

30. (Previously presented) The method of claim 22, wherein the series of directional webpages of the customized website comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

31. (Previously presented) The method of claim 22, wherein at least one webpage of the series of directional webpages of the customized website is only accessible via a link from an email.

32. (Previously presented) The method of claim 22, wherein the series of directional webpages of the customized website is configured to encourage an end user of the customized website to provide an email address within the customized website.

33. (Previously presented) The method of claim 32, further comprising:
receiving an email address via the customized website and from an end user; and
sending an email to the email address.

34. (Previously presented) A website management system, comprising:
at least one processor; and
at least one non-transitory computer-readable storage medium storing instructions thereon that,
when executed by the at least one processor, cause the website management system to:
receive a selection to create a website;
responsive to receiving the selection to create a website, provide a plurality of
website types for selection,
wherein each website type of the plurality of website types comprises a series of
directional webpages configured to cause an end user interaction with a
website, and
wherein the series of directional webpages of each website type of the plurality of
websites types comprises a unique plurality of sequential webpages
configured to be provided sequentially one after another;
receive a selection of a website type of the plurality of website types;

responsive to receiving the selection of a website type of the plurality of website types, provide a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receive a selection of a website template of the plurality of website templates; and
in response to receiving the selection of a website template, generate and launch a website based on the selected website type and selected website template.

35. (Previously presented) The website management system of claim 34, further comprising instruction that, when executed by the at least one processor, cause the website management system to, responsive to receiving a selection of a website template of the plurality of website templates, provide a website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages.

36. (Previously presented) The website management system of claim 35, wherein the website editor graphical user interface comprises an automation tab for creating one or more triggers and for defining at least one event that results from the one or more triggers being triggered by an end user.

37. (Previously presented) The website management system of claim 35, wherein the website editor graphical user interface comprises at least one statistics tab that, when selected, shows a total number of page views of each page of the series of directional webpages of the website within a period of time.

38. (Previously presented) A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:
receiving a selection to create a website;
responsive to receiving the selection to create a website, providing a plurality of website types for selection,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and
wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;
receiving a selection of a website type of the plurality of website types;
responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receiving a selection of a website template of the plurality of website templates; and
in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template.

39. (Previously presented) The non-transitory computer-readable medium of claim 38, further comprising instruction that, when executed by the at least one processor, cause a website management system to, responsive to receiving a selection of a website template of the plurality of website templates, provide a website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages.

40. (Previously presented) The non-transitory computer-readable medium of claim 38, further comprising instructions thereon that, when executed by at least one processor, cause the at least one processor to perform the steps of:
receiving a user input editing at least one webpage of the series of directional webpages; and
generating a customized website having a customized series of directional webpages based at least partially in the user input.

REMARKS

No new matter has been added. The amendments to the specification correct typographical errors, improve antecedent basis, and do not affect the scope of the claims.

This amendment is submitted prior to or concurrently with the payment of the issue fee and, therefore, no petition or fee is required.

Respectfully submitted,

/Kyle M. Woodhouse/

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Date: May 5, 2022
KMW/cs

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 17/247,041

Filed: November 24, 2020

For: WEBSITE CREATION SYSTEM FOR
CREATING WEBSITES HAVING AT
LEAST ONE SERIES OF DIRECTIONAL
WEBPAGES AND RELATED METHODS

Confirmation No.: 1869

Examiner: Roland J. Casillas

Group Art Unit: 2179

Attorney Docket No.: 3819-P13945.1US
(1.0)

Notice of Allowance Dated:
February 11, 2022

VIA ELECTRONIC FILING

May 5, 2022

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

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P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This communication is filed in response to the Statement of Reasons for Allowance that appear in the Notice of Allowance of February 11, 2022, and sets forth Applicant's comments, pursuant to 37 C.F.R. §1.104(e), on the Examiner's Statement of Reasons for Allowance accompanying the Notice of Allowance.

In the Notice of Allowance, the Examiner indicates:

The prior art of record, specifically Shaposhnikov (US 2017/0147364 A1), does not expressly teach or render obvious the invention as recited in independent claims 21, 34, and 38.

The prior art of record teaches a method, comprising:

receiving a selection to create a website [**Shaposhnikov: Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

responsive to receiving the selection to create a website, providing a plurality of website types for selection [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**]; and

in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template [**Shaposhnikov: Figs. 4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)**].

However, the prior art of record does not teach wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another.

In addition, it is not believed to have been within the level of one of ordinary skill in the art at the time of the invention to modify or integrate the electronic device of the prior art to incorporate the features of wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another, in combination with the other elements recited.

Applicant concurs with the reasons as stated by the Examiner insofar as they comprise a summary, which is exemplary and not limiting. However, the scope of the claims is based on the actual language of the claims and equivalents thereof, and not on a paraphrase or summary of the claim language.

The independent claims as allowed recite features and methodology in addition to, and in different language than, those described in the Statement of Reasons for Allowance. Furthermore, the dependent claims recite elements in addition to those of the independent claims, which are also not reflected in the Statement of Reasons for Allowance. Such additional elements, in combination with those of the independent claims from which each claim depends, provide additional reasons for patentability. Accordingly, the scope of the claims must be determined from the literal language of each as a whole, as well as all equivalents thereof.

Therefore, to the extent that the Examiner's reasons for allowance as stated are not relevant to, or wholly encompassing of, a particular claim, independent or dependent, Applicant assumes that (pursuant to 37 C.F.R. §1.104(e)) the Examiner has determined that the record of the prosecution as a whole of the application makes clear the reasons for allowing those claims. Further, it appears, pursuant to M.P.E.P. 1302.14, that the Examiner's Statement of Reasons for Allowance are not intended to encompass all of the reasons for allowance.

Respectfully submitted,

/Kyle M. Woodhouse/

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Telephone: 801-532-1922

Date: May 5, 2022
KMW/jlc



ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #
17/247,041

RECEIPT DATE / TIME
05/05/2022 05:39:01 PM ET

ATTORNEY DOCKET #
3819-P13945.1US

Title of Invention

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Application Information

APPLICATION TYPE Utility - Nonprovisional Application
under 35 USC 111(a)

PATENT # -

CONFIRMATION # 1869

FILED BY Jill Clark

PATENT CENTER # 60655004

FILING DATE 11/24/2020

CUSTOMER # 24247

FIRST NAMED INVENTOR Todd Dickerson

CORRESPONDENCE ADDRESS -

AUTHORIZED BY Kyle Woodhouse

Documents

TOTAL DOCUMENTS: 6

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
6PR4020-2022-05-05-Comments-13945.1US.PDF	3	Post Allowance Communication - Incoming	468 KB
6PR3992-2022-05-05-312Amendment-13945.1US.PDF	9	-	482 KB
6PR3992-2022-05-05-312Amendment-13945.1US-A.NA.pdf	(1-1) 1	Amendment after Notice of Allowance (Rule 312)	85 KB
6PR3992-2022-05-05-312Amendment-13945.1US-SPEC.pdf	(2-3) 2	Specification	85 KB

6PR3992-2022-05-05-312Amendment-13945.1US-CLM.pdf	(4-8)	5	Claims	93 KB
6PR3992-2022-05-05-312Amendment-13945.1US-REM.pdf	(9-9)	1	Applicant Arguments/Remarks Made in an Amendment	82 KB
6P26268-2022-05-05-PartB-13945.1US.PDF		1	Issue Fee Payment (PTO-85B)	1159 KB

Warning: The attached file contains comments or annotations. Comments are not recommended and may cause processing problems with the document.

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
6PR4020-2022-05-05-Comments-13945.1US.PDF	E1267E6DFF0C7A95B7E36F3D78C71726A01A639EE59894601F87C005EA217C06A025EA0141A9369A2BA07277209C03EF32DBD58204DA79B147B1A4A07D38E1AA
6PR3992-2022-05-05-312Amendment-13945.1US.PDF	0EB6B3A954E77F461DE7474A8078D1ACF13BC42B035DECE4EBBB4B69F5D9EB2289DDAA29825F2F5F05A421D0909537C7E2488CD1ADF1AA2245D59213232A30C0
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6PR3992-2022-05-05-312Amendment-13945.1US-SPEC.pdf	3A972F5B03E2CDC509B21A35B26072E716408903DBD2F30400B4F9E40408E53A1BC744A232C97A81DA0D4426EB302F58E72E1419BCD2AE1EFEE02F0C149DA026
6PR3992-2022-05-05-312Amendment-13945.1US-CLM.pdf	1426739248B0AA4ADDED4CD1CCD33ECC597DE85F95D18F4477B2E0187D7C13CA931557F16C3FE7B84B0C0F52C7B7CFBBB5527473EA08D65EEE2C05ED2A254DE

6PR3992-2022-05-05-312Amendment-13945.1US-REM.pdf	B9FE6113287336A36E9B1E4A5A5BF31DB8E982FB4FF5FFA51D62115A9EC34208478DCA542539240614A387CB94C456F82934C58EDD0C30B2600DFA8CD57D218C
6P26268-2022-05-05-PartB-13945.1US.PDF	514F35F0595498984F62E874BA7293037D56E0E8022A529F1B4137C72F16CA7D9AB8CF99D749119F8D9C014D7A4C483CF70A2891A0CE28974EBC30611F475E2B

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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ELECTRONIC PAYMENT RECEIPT

APPLICATION #
17/247,041

RECEIPT DATE / TIME
05/05/2022 05:39:01 PM ET

ATTORNEY DOCKET #
3819-P13945.1US

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AUTHORIZED BY Kyle Woodhouse

CUSTOMER # 24247

FILING DATE 11/24/2020

CORRESPONDENCE ADDRESS -

FIRST NAMED INVENTOR Todd Dickerson

Payment Information

PAYMENT METHOD
DA / 201469

PAYMENT TRANSACTION ID
E202255H39591084

PAYMENT AUTHORIZED BY
Jill Clark

PRE-AUTHORIZED ACCOUNT
201469

PRE-AUTHORIZED CATEGORY
37 CFR 1.16 (National application filing, search, and examination fees); 37 CFR 1.17 (Patent application and reexamination processing fees); 37 CFR 1.19 (Document supply fees); 37 CFR 1.20 (Post issuance fees); 37 CFR 1.21 (Miscellaneous fees and charges)

FEE CODE	DESCRIPTION	ITEM PRICE(\$)	QUANTITY	ITEM TOTAL(\$)
2501	UTILITY ISSUE FEE	600.00	1	600.00
TOTAL AMOUNT:				\$600.00

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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 filing date (see 37 CFR 1.53(b)-(d))

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EX2002

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

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

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

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

24247 7590 02/11/2022
TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

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.

Jill Clark	(Typed or printed name)
/Jill Clark/	(Signature)
May 5, 2022	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/247,041	11/24/2020	Todd Dickerson	3819-P13945.1US	1869

TITLE OF INVENTION: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$600	\$0.00	\$0.00	\$600	05/11/2022

EXAMINER	ART UNIT	CLASS-SUBCLASS
CASILLAS, ROLAND J	2179	715-760000

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 TraskBritt

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)

Etison LLC dba ClickFunnels

Eagle, ID

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

4a. Fees submitted: ☒ Issue Fee ☐ Publication Fee (if required) ☐ Advance Order - # of Copies _____

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

☒ Electronic Payment via EFS-Web ☐ Enclosed check ☐ Non-electronic payment by credit card (Attach form PTO-2038)

☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. 201469

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

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

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

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

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

Authorized Signature /Kyle M. Woodhouse/

Date May 5, 2022

Typed or printed name Kyle M. Woodhouse

Registration No. 70,087



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/247,041	11/24/2020	Todd Dickerson	3819-P13945.1US	1869
24247	7590	03/02/2022		
TRASKBRITT, P.C. P.O. BOX 2550 SALT LAKE CITY, UT 84110			EXAMINER CASILLAS, ROLAND J	
			ART UNIT	PAPER NUMBER
			2179	
			NOTIFICATION DATE	DELIVERY MODE
			03/02/2022	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):

USPTOMail@traskbritt.com

Notice of Allowability	Application No. 17/247,041	Applicant(s) Dickerson et al.	
	Examiner ROLAND J CASILLAS	Art Unit 2179	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 IDS filed 02/09/2022.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3. ☒ The allowed claim(s) is/are 21-40. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

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

Certified copies:

a) ☐ All b) ☐ Some* c) ☐ None of the:

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

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

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

* Certified copies not received: _____.

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

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

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

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

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)	5. ☐ Examiner's Amendment/Comment
2. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date <u>02/09/2022</u> .	6. ☒ Examiner's Statement of Reasons for Allowance
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.	7. ☐ Other _____.
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date. _____.	

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179	
--	--

ALLOWANCE

1. Claims 21-40 are allowed.

Priority

2. This application has claimed the benefit as a CON of Application Number 15/880,226 (U.S. Pat. No. 10,846,357) filed on 01/25/2018.

Information Disclosure Statement

3. The information disclosure statement (IDS) submitted on 02/09/2022 was filed before the mailing date of the First Office Action on the merits. The submission is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Response to Amendments

4. Applicant's amendments filed on 01/13/2022 have been fully considered by the examiner. Examiner withdraws the nonstatutory double patenting rejection to all claims after the terminal disclaimer, listed below, has been filed and approved.

Terminal Disclaimer

5. The terminal disclaimer filed on 01/13/2022 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of U.S. Pat. No. 10,846,357 has been reviewed and is accepted. The terminal disclaimer has been recorded.

Allowable Subject Matter

6. The following is an examiner's statement of reasons for allowance: The prior art of record, specifically Shaposhnikov (US 2017/0147364 A1), does not expressly teach or render obvious the invention as recited in independent claims 21, 34, and 38.

7. The prior art of record teaches a method, comprising:

receiving a selection to create a website [**Shaposhnikov: Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

responsive to receiving the selection to create a website, providing a plurality of website types for selection [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**]; and

in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template [**Shaposhnikov: Figs.**

4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)].

8. However, the prior art of record does not teach wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another.

9. In addition, it is not believed to have been within the level of one of ordinary skill in the art at the time of the invention to modify or integrate the electronic device of the prior art to incorporate the features of wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another, in combination with the other elements recited.

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

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROLAND J CASILLAS whose telephone number is (571)272-4994. The examiner can normally be reached 8am - 6pm PST.

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, Renee Chavez can be reached on 571-270-1104. 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.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2179

<i>Index of Claims</i> 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

✓	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	10/28/2021	01/25/2022	02/22/2022						
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	2	-	-	-						
	3	-	-	-						
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14	34	✓	=	=						
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16	36	✓	=	=						
17	37	✓	=	=						
18	38	✓	=	=						
19	39	✓	=	=						
20	40	✓	=	=						

<i>Search Notes</i> 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

CPC - Searched*		
Symbol	Date	Examiner
G06F16/9577	10/28/2021	RJC
G06F16/9577	01/25/2022	RJC

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.

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179	
--	--

<i>Search Notes</i> 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

Search Notes		
Search Notes	Date	Examiner
PALM: Inventor Search; Double Patenting	10/28/2021	RJC
NPL: ProQuest [See Attached]	10/28/2021	RJC
EAST: Inventive concept L9-L20 [See Attached]	10/28/2021	RJC
EAST: G06F16/9577 modified by text [See Attached]	10/28/2021	RJC
EAST: Shaposhnikov reference L1 [See Attached]	10/28/2021	RJC
EAST: Bray reference L1 [See Attached]	10/28/2021	RJC
EAST: Cordasco reference L1 [See Attached]	10/28/2021	RJC
NPL: ProQuest [See Attached]	01/25/2022	RJC
SEARCH: Inventive Concept L35-L46 [See Attached]	01/25/2022	RJC
SEARCH: G06F16/9577 modified by text [See Attached]	01/25/2022	RJC
SEARCH: updated prior search [See Attached]	01/25/2022	RJC

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06F	16/9577	10/28/2021	RJC
G06F	16/9577	01/25/2022	RJC

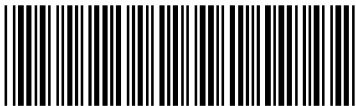
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179	
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Issue Classification 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

CPC						
Symbol					Type	Version
G06F	/	16	/	9577	F	2019-01-01
G06F	/	3	/	0481	I	2013-01-01
G06F	/	16	/	951	I	2019-01-01
G06F	/	16	/	972	I	2019-01-01
G06F	/	40	/	186	I	2020-01-01

CPC Combination Sets					
Symbol				Type	Version
	/		/		

NONE (Assistant Examiner) _____ (Date) _____		Total Claims Allowed: 20	
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179 (Primary Examiner) _____ (Date) _____		22 February 2022 O.G. Print Claim(s) 1	O.G. Print Figure 3E

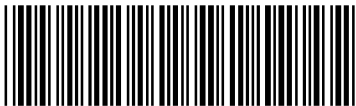
Issue Classification 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

INTERNATIONAL CLASSIFICATION			
CLAIMED			
G06F	/	16	/ 957
NON-CLAIMED			
	/		/

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	20	
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179	22 February 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	3E

Issue Classification 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

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

CLAIMS															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
	1		10		19	8	28	17	37						
	2		11		20	9	29	18	38						
	3		12	1	21	10	30	19	39						
	4		13	2	22	11	31	20	40						
	5		14	3	23	12	32								
	6		15	4	24	13	33								
	7		16	5	25	14	34								
	8		17	6	26	15	35								
	9		18	7	27	16	36								

NONE (Assistant Examiner) _____ (Date) _____		Total Claims Allowed: 20	
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179 (Primary Examiner) _____ (Date) _____		O.G. Print Claim(s) 1	O.G. Print Figure 3E

Bibliographic Data

Application No: 17/247,041

Foreign Priority claimed:

☐ Yes

☒ No

35 USC 119 (a-d) conditions met:

☐ Yes

☒ No

☐ Met After Allowance

Verified and Acknowledged:

/ROLAND J CASILLAS/

Examiner's Signature

Initials

Title:

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES
HAVING AT LEAST ONE SERIES OF DIRECTIONAL
WEBPAGES AND RELATED METHODS

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/24/2020	715	2179	3819-P13945.1US
RULE			

APPLICANTS

Etison LLC dba ClickFunnels, Eagle, ID,

INVENTORS

Todd Dickerson, Cranton, GA, UNITED STATES

Russell Brunson, Eagle, ID, UNITED STATES

Ryan Montgomery, Belmont, MI, UNITED STATES

CONTINUING DATA

This application is a CON of 15880226 01/25/2018 PAT 10846357

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

12/03/2020

** SMALL ENTITY **

STATE OR COUNTRY

UNITED STATES

ADDRESS

TRASKBRITT, P.C.

P.O. BOX 2550

SALT LAKE CITY, UT 84110

UNITED STATES

FILING FEE RECEIVED

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Doc code: IDS

PTO/SB/08a (02-18)

Doc description: Information Disclosure Statement (IDS) Filed

Approved for use through 11/30/2020. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	17247041
	Filing Date	2020-11-24
	First Named Inventor	Todd Dickerson
	Art Unit	2179
	Examiner Name	CASILLAS, ROLAND J
	Attorney Docket Number	3819-P13945.1US

U.S.PATENTS						Remove
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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number	17247041
Filing Date	2020-11-24
First Named Inventor	Todd Dickerson
Art Unit	2179
Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945.1US

1	European Search Report and Written Opinion from European Application No. 19744002.7, dated November 23, 2021, 8 pages.
2	Tech Talk America: "Welcome to WIX Part II: Template Options", 18 January 2018 (2018-01-18), retrieved from the Internet: URL: https://www.youtube.com/watch?v=yKWqPc-ivoI *0:08-0:27; 0:36-0:56; 2:07-6:52*
3	Tech Talk America: "Welcome to WIX Part III: Navigation and Adding Elements into Your Website", 23 January 2018 (2018-01-23), retrieved from the Internet: URL: https://www.youtube.com/watch?v=2yoUtKLNW-4 *0:10-1:32; 4:05-4:44; 5:06-5:36; 8:48-9:08; 9:26-10:06*

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

EXAMINER SIGNATURE

Examiner Signature	/ROLAND J CASILLAS/	Date Considered	02/22/2022
--------------------	---------------------	-----------------	------------

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

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	17247041
Filing Date	2020-11-24
First Named Inventor	Todd Dickerson
Art Unit	2179
Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945.1US

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	/J. Jeffrey Gunn/	Date (YYYY-MM-DD)	2022-02-09
Name/Print	J. Jeffrey Gunn	Registration Number	56,957

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 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

NOTICE OF ALLOWANCE AND FEE(S) DUE

24247 7590 02/11/2022
TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

EXAMINER

CASILLAS, ROLAND J

ART UNIT

PAPER NUMBER

2179

DATE MAILED: 02/11/2022

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/247,041	11/24/2020	Todd Dickerson	3819-P13945.1US	1869

TITLE OF INVENTION: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$600	\$0.00	\$0.00	\$600	05/11/2022

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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

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

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

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

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

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

24247 7590 02/11/2022
TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

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.
17/247,041	11/24/2020	Todd Dickerson	3819-P13945.1US	1869

TITLE OF INVENTION: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$600	\$0.00	\$0.00	\$600	05/11/2022

EXAMINER	ART UNIT	CLASS-SUBCLASS
CASILLAS, ROLAND J	2179	715-760000

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

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

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

2. For printing on the patent front page, list

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

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

1 _____
2 _____
3 _____

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

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

(A) NAME OF ASSIGNEE

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

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

4a. Fees submitted: ☐ Issue Fee ☐ Publication Fee (if required) ☐ Advance Order - # of Copies _____

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

☐ Electronic Payment via EFS-Web ☐ Enclosed check ☐ Non-electronic payment by credit card (Attach form PTO-2038)

☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. _____

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

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

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

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

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

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/247,041	11/24/2020	Todd Dickerson	3819-P13945.1US	1869
24247	7590	02/11/2022	EXAMINER	
TRASKBRITT, P.C. P.O. BOX 2550 SALT LAKE CITY, UT 84110			CASILLAS, ROLAND J	
			ART UNIT	PAPER NUMBER
			2179	
DATE MAILED: 02/11/2022				

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

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

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

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

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

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

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Privacy Act Statement

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

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

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
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3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
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9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Notice of Allowability	Application No. 17/247,041	Applicant(s) Dickerson et al.	
	Examiner ROLAND J CASILLAS	Art Unit 2179	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 01/13/2022.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3. ☒ The allowed claim(s) is/are 21-40. 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 <u>11/08/2021</u> . 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 _____.
--	--

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2179

ALLOWANCE

1. Claims 21-40 are allowed.

Priority

2. This application has claimed the benefit as a CON of Application Number 15/880,226 (U.S. Pat. No. 10,846,357) filed on 01/25/2018.

Information Disclosure Statement

3. The information disclosure statement (IDS) submitted on 11/08/2021 was filed before the mailing date of the First Office Action on the merits. The submission is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Response to Amendments

4. Applicant's amendments filed on 01/13/2022 have been fully considered by the examiner. Examiner withdraws the nonstatutory double patenting rejection to all claims after the terminal disclaimer, listed below, has been filed and approved.

Terminal Disclaimer

5. The terminal disclaimer filed on 01/13/2022 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of U.S. Pat. No. 10,846,357 has been reviewed and is accepted. The terminal disclaimer has been recorded.

Allowable Subject Matter

6. The following is an examiner's statement of reasons for allowance: The prior art of record, specifically Shaposhnikov (US 2017/0147364 A1), does not expressly teach or render obvious the invention as recited in independent claims 21, 34, and 38.

7. The prior art of record teaches a method, comprising:

receiving a selection to create a website [**Shaposhnikov: Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

responsive to receiving the selection to create a website, providing a plurality of website types for selection [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**]; and

in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template [**Shaposhnikov: Figs.**

4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)].

8. However, the prior art of record does not teach wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another.

9. In addition, it is not believed to have been within the level of one of ordinary skill in the art at the time of the invention to modify or integrate the electronic device of the prior art to incorporate the features of wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another, in combination with the other elements recited.

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

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROLAND J CASILLAS whose telephone number is (571)272-4994. The examiner can normally be reached 8am - 6pm PST.

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, Renee Chavez can be reached on 571-270-1104. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

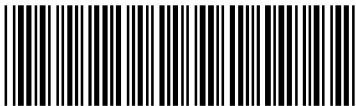
Information regarding the status of published or unpublished applications may be obtained from Patent Center. Unpublished application information in Patent Center is available to registered users. To file and manage patent submissions in Patent Center, visit: <https://patentcenter.uspto.gov>. Visit <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.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2179

<i>Index of Claims</i> 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

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

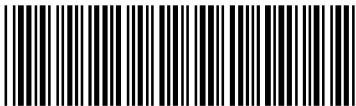
CLAIMS										
☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☒ T.D. ☐ R.1.47										
CLAIM		DATE								
Final	Original	10/28/2021	01/25/2022							
	1	-	-							
	2	-	-							
	3	-	-							
	4	-	-							
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17	37	✓	=							
18	38	✓	=							
19	39	✓	=							
20	40	✓	=							

Issue Classification 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

CPC						
Symbol					Type	Version
G06F	/	16	/	9577	F	2019-01-01
G06F	/	3	/	0481	I	2013-01-01
G06F	/	16	/	951	I	2019-01-01
G06F	/	16	/	972	I	2019-01-01
G06F	/	40	/	186	I	2020-01-01

CPC Combination Sets					
Symbol				Type	Version
	/		/		

NONE (Assistant Examiner) _____ (Date) _____		Total Claims Allowed: 20	
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179 (Primary Examiner) _____ (Date) 25 January 2022		O.G. Print Claim(s) 1	O.G. Print Figure 3E

Issue Classification 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

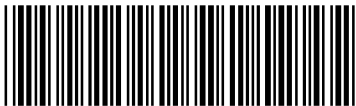
INTERNATIONAL CLASSIFICATION			
CLAIMED			
G06F	/	16	/ 957

NON-CLAIMED			
/		/	

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	20	
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179	25 January 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	3E

Issue Classification 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

☐ 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
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	2		11		20	9	29	18	38						
	3		12	1	21	10	30	19	39						
	4		13	2	22	11	31	20	40						
	5		14	3	23	12	32								
	6		15	4	24	13	33								
	7		16	5	25	14	34								
	8		17	6	26	15	35								
	9		18	7	27	16	36								

NONE (Assistant Examiner) _____ (Date) _____		Total Claims Allowed: 20	
/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179 (Primary Examiner) _____ (Date) 25 January 2022		O.G. Print Claim(s) 1	O.G. Print Figure 3E

<i>Search Notes</i> 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

CPC - Searched*		
Symbol	Date	Examiner
G06F16/9577	10/28/2021	RJC
G06F16/9577	01/25/2022	RJC

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.

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179	
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<i>Search Notes</i> 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

Search Notes		
Search Notes	Date	Examiner
PALM: Inventor Search; Double Patenting	10/28/2021	RJC
NPL: ProQuest [See Attached]	10/28/2021	RJC
EAST: Inventive concept L9-L20 [See Attached]	10/28/2021	RJC
EAST: G06F16/9577 modified by text [See Attached]	10/28/2021	RJC
EAST: Shaposhnikov reference L1 [See Attached]	10/28/2021	RJC
EAST: Bray reference L1 [See Attached]	10/28/2021	RJC
EAST: Cordasco reference L1 [See Attached]	10/28/2021	RJC
NPL: ProQuest [See Attached]	01/25/2022	RJC
SEARCH: Inventive Concept L35-L46 [See Attached]	01/25/2022	RJC
SEARCH: G06F16/9577 modified by text [See Attached]	01/25/2022	RJC
SEARCH: updated prior search [See Attached]	01/25/2022	RJC

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06F	16/9577	10/28/2021	RJC
G06F	16/9577	01/25/2022	RJC

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179	
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PE2E SEARCH - Search History (Prior Art)

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L15	3	series with direction\$3 with (webpage page) with end with user with interact\$3	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/10/28 10:16 AM
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L18	2736	L17 and ((website webpage) with (type template))	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/10/28 10:18 AM
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L23	843	L21 and (website with creat\$3)	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT;	OR	ON	ON	2021/10/28 10:21 AM

L24	4	L21 and (website with creat\$3 with direction\$3 with page)	IBM_TDB) (US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/10/28 10:22 AM
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L32	4	L5 and (website with template)	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/01/25 09:54 AM
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L35	47648	sequent\$3) with page) creat\$3 with website	USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB) (US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	09:54 AM 2022/01/25 09:54 AM
L36	320	creat\$3 with website with select\$3 with type	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/01/25 09:54 AM
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L44	2758	L17 and ((website webpage) with (type template))	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/01/25 09:54 AM
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PE2E SEARCH - Search History (Interference)

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Search Strategy from Dialog

January 25 2022 10:11

Search Strategy

Databases: ABI/INFORM® Professional Advanced, Abstracts in New Technology & Engineering, Abstracts in New Technology & Engineering, British Library Inside Conferences, Ei Compendex®, Gale Group Computer Database™, Inspec®, NTIS: National Technical Information Service, ProQuest Advanced Tech & Aerospace Professional, ProQuest Advanced Tech & Aerospace Professional, Publicly Available Content, SciSearch®: a Cited Reference Science Database

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S3	(website N/5 creat*) AND (directional N/5 webpage)	1°
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S7	(series N/5 page)	20538*
S8	(series N/5 directional N/5 page)	0°
S9	((sequen* N/5 directional N/5 page))	2°

* Duplicates are removed from the search, but included in the result count.

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

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Bibliographic Data

Application No: 17/247,041

Foreign Priority claimed:

☐ Yes

☒ No

35 USC 119 (a-d) conditions met:

☐ Yes

☒ No

☐ Met After Allowance

Verified and Acknowledged:

/ROLAND J CASILLAS/

Examiner's Signature

Initials

Title:

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES
HAVING AT LEAST ONE SERIES OF DIRECTIONAL
WEBPAGES AND RELATED METHODS

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/24/2020	715	2179	3819-P13945.1US
RULE			

APPLICANTS

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Russell Brunson, Eagle, ID, UNITED STATES

Ryan Montgomery, Belmont, MI, UNITED STATES

CONTINUING DATA

This application is a CON of 15880226 01/25/2018 PAT 10846357

FOREIGN APPLICATIONS

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12/03/2020

** SMALL ENTITY **

STATE OR COUNTRY

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	17247041
	Filing Date	2020-11-24
	First Named Inventor	Todd Dickerson
	Art Unit	2179
	Examiner Name	CASILLAS, ROLAND J
	Attorney Docket Number	3819-P13945.1US

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	1	20080307385	A1	2008-12-11	DREILING et al.	

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Attorney Docket Number	3819-P13945.1US

1	OptinMonster: "How to Use OptinMonster with Your WordPress Website", Youtube, (April 28, 2017) 1 page.
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Examiner Signature	/ROLAND J CASILLAS/	Date Considered	01/25/2022
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CERTIFICATION STATEMENT

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See attached certification statement.

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

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Signature	/Kyle M. Woodhouse/	Date (YYYY-MM-DD)	2021-11-08
Name/Print	Kyle M. Woodhouse	Registration Number	70,087

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6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.
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STATEMENT BY APPLICANT**
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Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945.1US

1	European Search Report and Written Opinion from European Application No. 19744002.7, dated November 23, 2021, 8 pages.
2	Tech Talk America: "Welcome to WIX Part II: Template Options", 18 January 2018 (2018-01-18), retrieved from the Internet: URL: https://www.youtube.com/watch?v=yKWqPc-ivo! *0:08-0:27; 0:36-0:56; 2:07-6:52*
3	Tech Talk America: "Welcome to WIX Part III: Navigation and Adding Elements into Your Website", 23 January 2018 (2018-01-23), retrieved from the Internet: URL: https://www.youtube.com/watch?v=2yoUtKLNW-4 *0:10-1:32; 4:05-4:44; 5:06-5:36; 8:48-9:08; 9:26-10:06*

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Signature	/J. Jeffrey Gunn/	Date (YYYY-MM-DD)	2022-02-09
Name/Print	J. Jeffrey Gunn	Registration Number	56,957

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

Electronic Acknowledgement Receipt

EFS ID:	44957746
Application Number:	17247041
International Application Number:	
Confirmation Number:	1869
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Jeffrey Gunn/Jill Clark
Filer Authorized By:	Jeffrey Gunn
Attorney Docket Number:	3819-P13945.1US
Receipt Date:	09-FEB-2022
Filing Date:	24-NOV-2020
Time Stamp:	18:05:56
Application Type:	Utility under 35 USC 111(a)

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 17/247,041

Filed: November 24, 2020

For: WEBSITE CREATION SYSTEM FOR
CREATING WEBSITES HAVING AT
LEAST ONE SERIES OF DIRECTIONAL
WEBPAGES AND RELATED METHODS

Confirmation No.: 1869

Examiner: CASILLAS, ROLAND J

Group Art Unit: 2179

Attorney Docket No.: 3819-P13945.1US

VIA ELECTRONIC FILING

January 13, 2022

AMENDMENT

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

Sir:

The following amendments and remarks are filed in response to the Examiner's remarks in the Office Action of November 9, 2021, the three-month shortened statutory period for response to which expires on February 9, 2022. This response is submitted on or before three months from the date of the Office Action.

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

Amendments to the Claims are reflected in the listing of claims that begins on page 4 of this paper.

Remarks begin on page 9 of this paper.

IN THE SPECIFICATION:

Please amend paragraph [0160] as follows:

[0160] Referring still to ~~FIGS.~~ FIG. 2A, in some embodiments, the website creation system 108 may provide the plurality of website types within an array (e.g., a grid pattern) on a webpage within the application 112 of the client device 104. In some embodiments, each website type of the plurality of website types may include a selectable element (e.g., an icon, a button, a hyperlink, etc.). The website types are described in greater detail with reference to FIGS. 3B and 3C.

Please amend paragraph [0168] as follows:

[0168] In addition to generating and launching the generic website specific to the selected website and the selected website template, the website creation system 108 provides a website editor graphical user interface (“GUI”) for display to the system administrator (e.g., the user 110) on the client device 104, as shown in act 222 of FIG. 2B. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator (e.g., user 110) to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website. The website editor GUI is described in greater detail in regard to ~~FIG.~~ FIGS. 3E-3M.

Please amend paragraph [0185] as follows:

[0185] Additionally, referring to FIG. 3G, each tab of the plurality of tabs 332a-332c may include an automation tab 342. The automation tab 342 may enable a system administrator (e.g., a creator of the website) to create one or more triggers and events that result from the triggers. For example, a system administrator may set the one or more triggers to include a guest visiting the website, a guest making a purchase, a guest opting in to a communication list (e.g., email list), as guest participating in a webinar, a guest beginning a purchasing process but not completing the purchase, a guest beginning a webinar but not completing the webinar, a guest not accepting an

up-sell option, etc.- Furthermore, a system administrator may set the events to include sending an email and/or SMS message to a guest when one of the triggers occurs, tagging the guest, adding the guest to a communication list, etc.

Please amend paragraph [0218] as follows:

[0218] FIGS. 5A-5L illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, components of a response action creation system of the website creation system 108 as described in regard to FIGS. 4A and 4B can provide, along and/or in combination with the other components, one or more graphical user interfaces (“GUIs”). In particular, the components can allow a system administrator to interact with a collection of display elements for a variety of purposes. For instance, ~~FIG.~~ FIGS. 5A-5L and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

IN THE CLAIMS:

No claims have been amended herein. Please note that all claims currently pending and under consideration in the referenced application are shown below.

Listing of Claims:

1.–20. (Canceled)

21. (Previously Presented) A method, comprising:
receiving a selection to create a website;
responsive to receiving the selection to create a website, providing a plurality of website types for selection,
wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and
wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;
receiving a selection of a website type of the plurality of website types;
responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receiving a selection of a website template of the plurality of website templates; and
in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template.

22. (Previously Presented) The method of claim 21, further comprising:
receiving a user input editing at least one webpage of the series of directional webpages; and
generating a customized website having a customized series of directional webpages based at least partially in the user input.

23. (Previously Presented) The method of claim 22, further comprising, responsive to receiving a selection of a website template of the plurality of website templates, providing a website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages.

24. (Previously Presented) The method of claim 23, further comprising providing within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

25. (Previously Presented) The method of claim 23, wherein the website editor graphical user interface comprises at least one split test selectable element for assigning percentages of end users that will visit a given webpage of the series of directional webpages of the customized website upon visiting the customized website.

26. (Previously Presented) The method of claim 25, wherein at least one webpage of the series of directional webpages comprises at least two alternative webpages.

27. (Previously Presented) The method of claim 26, responsive to an end user visiting the customized website, providing one of the at least two alternative webpages to the end user based on the percentages assigned via the at least one split test selectable element.

28. (Previously Presented) The method of claim 25, wherein the split test selectable element comprises a sliding selectable element.

29. (Previously Presented) The method of claim 22, wherein the series of directional webpages of the customized website comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

30. (Previously Presented) The method of claim 22, wherein the series of directional webpages of the customized website comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

31. (Previously Presented) The method of claim 22, wherein at least one webpage of the series of directional webpages of the customized website is only accessible via a link from an email.

32. (Previously Presented) The method of claim 22, wherein the series of directional webpages of the customized website is configured to encourage an end user of the customized website to provide an email address within the customized website.

33. (Previously Presented) The method of claim 32, further comprising:
receiving an email address via the customized website and from an end user; and
sending an email to the email address.

34. (Previously Presented) A website management system, comprising:
at least one processor; and
at least one non-transitory computer-readable storage medium storing instructions thereon that,
when executed by the at least one processor, cause the website management system to:
receive a selection to create a website;
responsive to receiving the selection to create a website, provide a plurality of website
types for selection,
wherein each website type of the plurality of website types comprises a series of directional
webpages configured to cause an end user interaction with a website, and
wherein the series of directional webpages of each website type of the plurality of websites
types comprises a unique plurality of sequential webpages configured to be
provided sequentially one after another;
receive a selection of a website type of the plurality of website types;

responsive to receiving the selection of a website type of the plurality of website types, provide a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receive a selection of a website template of the plurality of website templates; and in response to receiving the selection of a website template, generate and launch a website based on the selected website type and selected website template.

35. (Previously Presented) The website management system of claim 34, further comprising instruction that, when executed by the at least one processor, cause the website management system to, responsive to receiving a selection of a website template of the plurality of website templates, provide a website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages.

36. (Previously Presented) The website management system of claim 35, wherein the website editor graphical user interface comprises an automation tab for creating one or more triggers and for defining at least one event that results from the one or more triggers being triggered by an end user.

37. (Previously Presented) The website management system of claim 35, wherein the website editor graphical user interface comprises at least one statistics tab that, when selected, shows a total number of page views of each page of the series of directional webpages of the website within a period of time.

38. (Previously Presented) A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:
receiving a selection to create a website;
responsive to receiving the selection to create a website, providing a plurality of website types for selection,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and
wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;
receiving a selection of a website type of the plurality of website types;
responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receiving a selection of a website template of the plurality of website templates; and
in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template.

39. (Previously Presented) The non-transitory computer-readable medium of claim 38, further comprising instruction that, when executed by the at least one processor, cause a website management system to, responsive to receiving a selection of a website template of the plurality of website templates, provide a website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages.

40. (Previously Presented) The non-transitory computer-readable medium of claim 38, further comprising instructions thereon that, when executed by at least one processor, cause the at least one processor to perform the steps of:
receiving a user input editing at least one webpage of the series of directional webpages; and
generating a customized website having a customized series of directional webpages based at least partially in the user input.

REMARKS

The Office Action of November 9, 2021 has been received and reviewed. Claims 21–40 are currently pending in the application. Claims 21–40 stand rejected. Claims 21–40 are allowed, which Applicant acknowledges with appreciation. Reconsideration of the application is respectfully requested.

Double Patenting Rejection

Claims 21-40 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-20 of U.S. Patent No. 10,846,357.

In order to avoid further expenses and time delay, Applicant elects to expedite the prosecution of the present application by filing a terminal disclaimer to obviate the double patenting rejections in compliance with 37 CFR §1.321 (b) and (c). Applicant's filing of the terminal disclaimer should not be construed as acquiescence in the Examiner's double patenting or obviousness-type double patenting rejections. Attached are the terminal disclaimer and accompanying fee.

CONCLUSION

Claims 21–40 are believed to be in condition for allowance, and an early notice thereof is respectfully solicited. Should the Examiner determine that additional issues remain which might be resolved by a telephone conference, the Examiner is respectfully invited to contact Applicant's undersigned attorney.

Respectfully submitted,

/Kyle M. Woodhouse/

Kyle M. Woodhouse
Registration No. 70,087
Attorney for Applicant
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Salt Lake City, Utah 84110-2550
Telephone: 801-532-1922

Date: January 13, 2022
KMW/meb

Electronic Acknowledgement Receipt

EFS ID:	44738223
Application Number:	17247041
International Application Number:	
Confirmation Number:	1869
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Kyle M. Woodhouse/Mary Elizabeth Briggs
Filer Authorized By:	Kyle M. Woodhouse
Attorney Docket Number:	3819-P13945.1US
Receipt Date:	13-JAN-2022
Filing Date:	24-NOV-2020
Time Stamp:	13:40:22
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		2022-01-13- Amendment-13945-1US.pdf	496959	yes	10
			a0a7978631f03514a52449e264f5bafef197a3636		

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Specification	2	3
	Claims	4	8
	Applicant Arguments/Remarks Made in an Amendment	9	10

Warnings:

Information:

Total Files Size (in bytes):	496959
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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.

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 OBIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT	
Application Number	17247041	
Filing Date	24-Nov-2020	
First Named Inventor	Todd Dickerson	
Attorney Docket Number	3819-P13945.1US	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	
☒ 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	
Etison LLC dba ClickFunnels	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) 10846357 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 <u>70087</u> ☐ 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	/Kyle M. Woodhouse/
Name	Kyle M. Woodhouse

*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:	17247041			
Filing Date:	24-Nov-2020			
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS			
First Named Inventor/Applicant Name:	Todd Dickerson			
Filer:	Kyle M. Woodhouse/Mary Elizabeth Briggs			
Attorney Docket Number:	3819-P13945.1US			
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.: 17247041

Filing Date: 24-Nov-2020

Applicant/Patent under Reexamination: Dickerson

Electronic Terminal Disclaimer filed on January 13, 2022

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

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

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt

EFS ID:	44736157
Application Number:	17247041
International Application Number:	
Confirmation Number:	1869
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Kyle M. Woodhouse/Mary Elizabeth Briggs
Filer Authorized By:	Kyle M. Woodhouse
Attorney Docket Number:	3819-P13945.1US
Receipt Date:	13-JAN-2022
Filing Date:	24-NOV-2020
Time Stamp:	13:37:45
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 170
RAM confirmation Number	E20221CD37423165
Deposit Account	201469
Authorized User	Mary Elizabeth Briggs

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

37 CFR 1.16 (National application filing, search, and examination fees)

37 CFR 1.17 (Patent application and reexamination processing fees)

ETISON LLC D/B/A CLICKFUNNELS

EX2002

37 CFR 1.19 (Document supply fees)
 37 CFR 1.20 (Post Issuance fees)
 37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Terminal Disclaimer-Filed (Electronic)	eTerminal-Disclaimer.pdf	41402	no	2
			1d4d43fba4db439c9b052f762342ffab6684f98a		

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	38398	no	2
			fe3b99daf67de5b3e96160da42cc9399d68dfb41		

Warnings:

Information:

Total Files Size (in bytes):	79800
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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.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 17/247,041	Filing Date 11/24/2020	☐ To be Mailed
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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)	RATE (\$)	ADDITIONAL FEE (\$)
AMENDMENT	01/13/2022	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	x \$50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0	x \$240 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	0
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".						/MONICA D FRANCIS/	
*** 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
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
17/247,041	11/24/2020	2179	830	3819-P13945.1US	20	3

24247
TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

CONFIRMATION NO. 1869
CORRECTED FILING RECEIPT



Date Mailed: 11/10/2021

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)

Todd Dickerson, Cranton, GA;
Russell Brunson, Eagle, ID;
Ryan Montgomery, Belmont, MI;

Applicant(s)

Etison LLC dba ClickFunnels, Eagle, ID;

Power of Attorney: The patent practitioners associated with Customer Number 24247

Domestic Priority data as claimed by applicant

This application is a CON of 15/880,226 01/25/2018 PAT 10846357

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: 12/03/2020

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/247,041**

Projected Publication Date: Not Applicable

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Preliminary Class

715

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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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.

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

NOT GRANTED

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Alexandria, Virginia 22313-1450
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/247,041	11/24/2020	Todd Dickerson	3819-P13945.1US

24247
TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

CONFIRMATION NO. 1869
POA ACCEPTANCE LETTER



Date Mailed: 11/10/2021

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 11/08/2021.

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

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

/byemane/



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
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/247,041	11/24/2020	Todd Dickerson	3819-P13945.1US	1869
24247	7590	11/09/2021		
TRASKBRITT, P.C.			EXAMINER	
P.O. BOX 2550			CASILLAS, ROLAND J	
SALT LAKE CITY, UT 84110				
			ART UNIT	PAPER NUMBER
			2179	
			NOTIFICATION DATE	DELIVERY MODE
			11/09/2021	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):

USPTOMail@traskbritt.com

Office Action Summary

Application No.

17/247,041

Applicant(s)

Dickerson et al.

Examiner

ROLAND J CASILLAS

Art Unit

2179

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 11/24/2020.

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

2a) ☐ This action is **FINAL**.

2b) ☒ This action is non-final.

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

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

Disposition of Claims*

5) ☒ Claim(s) 21-40 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) 21-40 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 11/24/2020 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

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

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

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

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

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

Attachment(s)

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

3) ☐ Interview Summary (PTO-413)

Paper No(s)/Mail Date ____.

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

4) ☐ Other: ____.

Paper No(s)/Mail Date 11/24/2020.

DETAILED ACTION

1. The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.
2. This Office Action is sent in response to Applicant's Communication received on 11/24/2020 for application number 17/247,041. The Office hereby acknowledges receipt of the following and placed of record in file: Specification, Drawings, Abstract, Oath/Declaration, and Claims.
3. Amended Claims 21-40 are presented for examination. Claims 1-20 were preliminarily canceled. Claims 21-40 were preliminarily added.

Priority

4. This application has claimed the benefit as a CON of Application Number 15/880,226 (U.S. Pat. No. 10,846,357) filed on 01/25/2018.

Information Disclosure Statement

5. The information disclosure statement (IDS) submitted on 11/24/2020 was filed before the mailing date of the first office action on the merits. The submission is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Double Patenting

6. 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.

7. Claims 21-40 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-20 of U.S. Patent No. 10,846,357. Although the claims at issue are not identical, they are not patentably distinct from each other because both sets of claims recite subject matter relating to creating a website using a series of directional webpages, which are unique and sequential for each type of website types available for selection.

Reference Cited but not Used

8. Bray (US 2013/0055071 A1) – teaches a system to create a customized website using a database with a plurality of website templates.

9. Cordasco (US 2012/0151329 A1) – teaches a replacing content within a webpage using alternate versions of content based on user interactions.

Allowable Subject Matter

10. Claims 21-40 are found to be allowable over the prior art, notwithstanding the outstanding Nonstatutory Double Patenting rejection. The prior art of record, specifically Shaposhnikov (US 2017/0147364 A1), does not expressly teach or render obvious the invention as recited in independent claims 21, 34, and 38.

11. **Regarding Claim 21**, The prior art of record teaches a method, comprising:
receiving a selection to create a website [**Shaposhnikov: Figs. 4, 9, (404), Para. 92, user selects to begin channel creation process (i.e. website creation)**];

responsive to receiving the selection to create a website, providing a plurality of website types for selection [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website type of the plurality of website types [**Shaposhnikov: Figs. 4, 10, (408), Para. 94, user selects channel category (i.e. type)**];

responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, display an interface for selection of channel name, channel image, channel category, channel template, and channel color scheme**];

receiving a selection of a website template of the plurality of website templates [**Shaposhnikov: Figs. 4, 10, (410, 412), Paras. 94, 98, user selects channel template and color scheme**]; and

in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template [**Shaposhnikov: Figs. 4, 11, 12, (418), Paras. 107-109, providing user editing interface for further edits to the channel, including tabs and content (i.e. menu items)**].

12. However, the prior art of record does not teach wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and wherein the series of directional webpages of each website type

of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another.

13. In addition, it is not believed to have been within the level of one of ordinary skill in the art at the time of the invention to modify or integrate the electronic device of the prior art to incorporate the features of wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another, in combination with the other elements recited.

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

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROLAND J CASILLAS whose telephone number is (571)272-4994. The examiner can normally be reached 8am - 6pm PST.

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, Renee Chavez can be reached on 571-270-1104. 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.

/ROLAND J CASILLAS/
Primary Examiner, Art Unit 2179

<i>Notice of References Cited</i>	Application/Control No. 17/247,041		Applicant(s)/Patent Under Reexamination Dickerson et al.	
	Examiner ROLAND J CASILLAS		Art Unit 2179	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-20170147364-A1	05-2017	Shaposhnikov; Dmitry	G06F8/35	1/1
*	B	US-20130055071-A1	02-2013	Bray; Carne Robert Gordon	G06F16/958	715/234
*	C	US-20120151329-A1	06-2012	Cordasco; Matthew	G06F11/3006	715/234
	D					
	E					
	F					
	G					
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	J					
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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.

<i>Search Notes</i> 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

CPC - Searched*		
Symbol	Date	Examiner
G06F16/9577	10/28/2021	RJC

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
PALM: Inventor Search; Double Patenting	10/28/2021	RJC
NPL: ProQuest [See Attached]	10/28/2021	RJC
EAST: Inventive concept L9-L20 [See Attached]	10/28/2021	RJC
EAST: G06F16/9577 modified by text [See Attached]	10/28/2021	RJC
EAST: Shaposhnikov reference L1 [See Attached]	10/28/2021	RJC
EAST: Bray reference L1 [See Attached]	10/28/2021	RJC
EAST: Cordasco reference L1 [See Attached]	10/28/2021	RJC

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179	
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<i>Search Notes</i> 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06F	16/9577	10/28/2021	RJC

/ROLAND J CASILLAS/ Primary Examiner, Art Unit 2179	
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<i>Index of Claims</i> 	Application/Control No. 17/247,041	Applicant(s)/Patent Under Reexamination Dickerson et al.
	Examiner ROLAND J CASILLAS	Art Unit 2179

✓	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	10/28/2021								
	1	-								
	2	-								
	3	-								
	4	-								
	5	-								
	6	-								
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	37	✓								
	38	✓								
	39	✓								
	40	✓								

Doc code: IDS

PTO/SB/08a (02-18)

Doc description: Information Disclosure Statement (IDS) Filed

Approved for use through 11/30/2020. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

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

Application Number	
Filing Date	2020-11-24
First Named Inventor	Todd Dickerson
Art Unit	
Examiner Name	
Attorney Docket Number	3819-P13945.1US

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	6185587	B1	2001-02-06	BERNARDO et al.	
	2	7194678	B1	2007-03-20	KOIKE et al.	
	3	7458021	B2	2008-11-25	BALASUBRAMANYAN et al.	
	4	8799829	B2	2014-08-05	GROSZ et al.	
If you wish to add additional U.S. Patent citation information please click the Add button.						Add

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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	20030233425	A1	2003-12-18	LYONS et al.	
	2	20080072139	A1	2008-03-20	Salinas et al.	

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
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First Named Inventor	Todd Dickerson	
Art Unit		
Examiner Name		
Attorney Docket Number		3819-P13945.1US

3	20080263135	A1	2008-10-23	OLLIPHANT HUGH	
4	20110161178	A1	2011-06-30	ROSENSTEIN et al.	
5	20120151329	A1	2012-06-14	Cordasco	
6	20130055071	A1	2013-02-28	Bray	
7	20130117151	A1	2013-05-09	MACAISA et al.	
8	20140075385	A1	2014-03-13	WAN et al.	
9	20140143252	A1	2014-05-22	SILVERSTEIN et al.	
10	20150120357	A1	2015-04-30	TUCHMAN et al.	
11	20150317750	A1	2015-11-05	BENHURI MARC N	
12	20170116581	A1	2017-04-27	SHAH et al.	
13	20170147364	A1	2017-05-25	SHAPOSHNIKOV DIMITRY	

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Examiner Name		
Attorney Docket Number	3819-P13945.1US	

	14	20130066729	A1	2013-03-14	DISTEFANO III THOMAS L
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If you wish to add additional U.S. Published Application citation information please click the Add button. [Add](#)

FOREIGN PATENT DOCUMENTS

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Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
	1	102999527	CN	A	2013-03-27	Tencent Technology (Shenzhen) Co., Ltd.		
	2	10-2006-0014233	KR	A	2006-02-15	Kim Kwang Young		
	3	10-2007-0118753	KR	A	2007-12-18	Zero One System Co., Ltd.		
	4	2015/172228	WO	A1	2015-11-19	Pagecloud Inc.		

If you wish to add additional Foreign Patent Document citation information please click the Add button. [Add](#)

NON-PATENT LITERATURE DOCUMENTS

[Remove](#)

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T ⁵
	1	International Search Report for PCT Application No. PCT/US2019/014602, mailed May 01, 2019, 3 pages	
	2	International Written Opinion of the International Searching Authority for PCT Application No. PCT/US2019/014602, mailed May 01, 2019, 7 pages.	

If you wish to add additional non-patent literature document citation information please click the Add button. [Add](#)

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

Application Number		
Filing Date		2020-11-24
First Named Inventor	Todd Dickerson	
Art Unit		
Examiner Name		
Attorney Docket Number	3819-P13945.1US	

EXAMINER SIGNATURE

Examiner Signature	/ROLAND J CASILLAS/	Date Considered	10/28/2021
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number		
Filing Date		2020-11-24
First Named Inventor	Todd Dickerson	
Art Unit		
Examiner Name		
Attorney Docket Number	3819-P13945.1US	

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	/Kyle M. Woodhouse/	Date (YYYY-MM-DD)	2020-11-24
Name/Print	Kyle M. Woodhouse	Registration Number	70,087

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 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.

Bibliographic Data

Application No: 17/247,041

Foreign Priority claimed:

☐ Yes

☒ No

35 USC 119 (a-d) conditions met:

☐ Yes

☒ No

☐ Met After Allowance

Verified and Acknowledged:

/ROLAND J CASILLAS/

Examiner's Signature

Initials

Title:

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES
HAVING AT LEAST ONE SERIES OF DIRECTIONAL
WEBPAGES AND RELATED METHODS

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/24/2020	715	2179	3819-P13945.1US
RULE			

APPLICANTS

ClickFunnels, Eagle, ID,

INVENTORS

Todd Dickerson, Cranton, GA, UNITED STATES

Russell Brunson, Eagle, ID, UNITED STATES

Ryan Montgomery, Belmont, MI, UNITED STATES

CONTINUING DATA

This application is a CON of 15880226 01/25/2018 PAT 10846357

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

12/03/2020

** SMALL ENTITY **

STATE OR COUNTRY

UNITED STATES

ADDRESS

TRASKBRITT, P.C.

P.O. BOX 2550

SALT LAKE CITY, UT 84110

UNITED STATES

FILING FEE RECEIVED

\$830



Search Strategy from Dialog

October 28 2021 14:00

Search Strategy

Databases: ABI/INFORM® Professional Advanced, Abstracts in New Technology & Engineering, Abstracts in New Technology & Engineering, British Library Inside Conferences, Ei Compendex®, Gale Group Computer Database™, Inspec®, NTIS: National Technical Information Service, ProQuest Advanced Tech & Aerospace Professional, ProQuest Advanced Tech & Aerospace Professional, Publicly Available Content, SciSearch®: a Cited Reference Science Database

Set#	Searched for	Results
S1	(website N/5 creat*)	277163*
S2	(website N/5 creat*) AND (direction* N/5 webpage)	7°
S3	(website N/5 creat*) AND (sequential N/5 direction* N/5 webpage)	0°
S4	((website N/5 creat*) AND (series N/5 direction* N/5 webpage))	0°
S5	((series N/5 direction* N/5 webpage))	0°
S6	((sequential N/5 direction* N/5 webpage))	0°
S7	((sequential N/5 direction* N/5 page))	1°
S8	(website AND (sequential N/5 direction* N/5 page))	0°

* Duplicates are removed from the search, but included in the result count.

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

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	18	("20030233425" "20080072139" "20080263135" "20110161178" "20120151329" "20130055071" "20130066729" "20130117151" "20140075385" "20140143252" "20150120357" "20150317750" "20170116581" "20170147364" "6185587" "7194678" "7458021" "8799829").PN.	US-PGPUB; USPAT	OR	ON	2021/10/28 09:52
L2	15	((clickfunnels) (todd near3 dickerson) (russell near3 brunson) (ryan near3 montgomery)).in. and (website with series with direction\$3 with (page webpage))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:02
L3	0	L1 and ((series sequential) with direction\$3 with (webpage page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:06
L4	1	L1 and (webpage with template)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:06
L5	7	L1 and (website with creat\$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:07
L6	3	L5 and (website with template)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:08
L7	0	L6 and (direction\$3 with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2021/10/28 10:08

			DERWENT; IBM_TDB			
L8	1	L6 and ((series sequent\$3) with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:08
L9	46,419	creat\$3 with website	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:13
L10	326	creat\$3 with website with select\$3 with type	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:13
L11	38	L10 and ((series sequent\$3 direction\$3) with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:14
L12	17	L11 and (website with template)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:14
L13	13	L10 and ((series sequent\$3 direction\$3) with page with user with interact\$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:15
L14	3	L13 and (website with template)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:15
L15	3	series with direction\$3 with (webpage page) with end with user with interact\$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2021/10/28 10:16

			DERWENT; IBM_TDB			
L16	5,916	user with customiz\$5 with website	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:18
L17	7,080	user with customiz\$5 with (website webpage)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:18
L18	2,736	L17 and ((website webpage) with (type template))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:18
L19	244	L18 and ((series sequent\$3 direction\$3) with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:19
L20	20	L18 and ((series sequent\$3 direction\$3) with page with user with interact\$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:20
L21	18,523	G06F16/9577.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:21
L22	163,314	(G06F16/9577 G06F16/972 G06F16/951 G06F40/186 G06F3/0481).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:21
L23	843	L21 and (website with creat\$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2021/10/28 10:21

			DERWENT; IBM_TDB			
L24	4	L21 and (website with creat\$3 with direction\$3 with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:22
L25	3	L21 and (website with creat\$3 with (series sequent\$3) with direction\$3 with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:22
L26	6	L22 and (website with creat\$3 with (series sequent\$3) with direction\$3 with page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/10/28 10:22

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L27	7,450	G06F16/9577.cpc.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:38
L28	81	L27 and (creat\$3 with website).clm.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:39
L29	13	L27 and (creat\$3 with website with select\$3 with website).clm.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:39
L30	8	L27 and (creat\$3 with website with select\$3 with website with (type template)).clm.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:39
L31	0	L30 and (directional with page).clm.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:40
L32	3	L30 and (directional with webpage).clm.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:40
L33	3	L30 and (series with directional with webpage).clm.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:40
L34	3	L33 and (directional with webpage with user with interaction).clm.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:41
L35	0	L34 and (unique with page).clm.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:41
L36	1	L34 and (unique with webpage).clm.	US-PGPUB; USPAT	OR	ON	2021/10/28 10:41

L37	52	(creat\$3 with website with select\$3 with website with (type template)).clm.	US-PGPUB; OR USPAT	ON	2021/10/28 10:42
L38	5	L37 and (directional with webpage).clm.	US-PGPUB; OR USPAT	ON	2021/10/28 10:42
L39	5	L37 and (series with directional with webpage).clm.	US-PGPUB; OR USPAT	ON	2021/10/28 10:42
L40	3	L39 and (unique with webpage).clm.	US-PGPUB; OR USPAT	ON	2021/10/28 10:42

10/28/2021 10:43:52 AM

C:\Users\rcasillas\Desktop\Applications\17247041 - Website Creation System Using Directional Pages\17247041 - Website Creation System Using Directional Pages.wsp

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POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

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

I hereby appoint:

☒

Practitioners associated with Customer Number:

24247

OR☐

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

Name	Registration Number

Name	Registration Number

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

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

☒

The address associated with Customer Number:

24247

OR☐

Firm or individual name

Address

City

State

Zip

Country

Telephone

Email

Assignee name and address:
Etison LLC dba ClickFunnels
3443 West Bavaria Street
Eagle, ID 83616**A copy of this form, together with a statement under 37 CFR 3.73(c) (Form PTO/AIA/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(c) may be completed by one of the practitioners appointed in this form, and must identify the application in which this Power of Attorney is to be filed.****SIGNATURE of Assignee of Record**

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

Signature



Date

September 9 2021

Name

Russell Brunson

Telephone

208-323-9451

Title

OWNER

This collection of information is required by 37 CFR 1.31, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public, which is to update (and by the USPTO to process) the file of a patent or reexamination proceeding. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 18 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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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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STATEMENT UNDER 37 CFR 3.73(c)Applicant/Patent Owner: Etison LLC dba ClickFunnelsApplication No./Patent No.: 17/247,041 Filed/Issue Date: 11/24/2020Titled: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODSEtison LLC dba ClickFunnels, a Limited Liability Company

(Name of Assignee)

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

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

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

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

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

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

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

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

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 057886, Frame 0597, or for which a copy thereof is attached.
- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:
1. From: _____ To: _____
- The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
- The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

[Page 1 of 2]

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

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

ETISON LLC D/B/A CLICKFUNNELS
EX2002

STATEMENT UNDER 37 CFR 3.73(c)

3. From: _____ To: _____

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

4. From: _____ To: _____

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

5. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
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6. From: _____ To: _____

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

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

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

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

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

/Kyle M. Woodhouse/

November 8, 2021

Signature

Date

Kyle M. Woodhouse

70,087

Printed or Typed Name

Title or Registration Number

Privacy Act Statement

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

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2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
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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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	3819-P13945.1US
		Application Number	17/247,041
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		
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
	Todd		Dickerson	
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service				
City	Cranton	State/Province	GA	Country of Residence US
Mailing Address of Inventor:				
Address 1		418 Candler Tr.		
Address 2				
City	Cranton	State/Province	GA	
Postal Code	30115	Country	US	
Inventor 2 Remove				
Legal Name				
Prefix	Given Name	Middle Name	Family Name	Suffix
	Russell		Brunson	
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service				
City	Eagle	State/Province	ID	Country of Residence US
Mailing Address of Inventor:				
Address 1		3443 W Bavaria Street		
Address 2				
City	Eagle	State/Province	ID	
Postal Code	83616	Country	US	
Inventor 3 Remove				
Legal Name				
Prefix	Given Name	Middle Name	Family Name	Suffix
	Ryan		Montgomery	
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service				

ETISON LLC D/B/A CLICKFUNNELS

Application Data Sheet 37 CFR 1.76		Attorney Docket Number		3819-P13945.1US	
		Application Number			
Title of Invention		WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS			
City	Belmont	State/Province	MI	Country of Residence	US
Mailing Address of Inventor:					
Address 1		5362 Settlers Grove Rd.			
Address 2					
City	Belmont	State/Province	MI		
Postal Code	49306	Country	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	24247		
Email Address	uspiomail@traskbritt.com	Add Email	Remove Email

Application Information:

Title of the Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		
Attorney Docket Number	3819-P13945.1US	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	33	Suggested Figure for Publication (if any)	

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.

ETISON LLC D/B/A CLICKFUNNELS

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

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	24247		

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	15880226	2018-01-25

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)¹ the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Application Number	Country ¹	Filing Date (YYYY-MM-DD)	Access Code ¹ (if applicable)

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

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	3819-P13945.1US
	Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

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	3819-P13945.1US
	Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS	

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	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

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 ~~ClickFunnels~~ Etison LLC dba ClickFunnels

Mailing Address Information For Applicant:

Address 1	3443 West Bavaria Street		
Address 2			
City	Eagle	State/Province	ID
Country	US	Postal Code	83616
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	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

Assignee 1

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

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

Prefix	Given Name	Middle Name	Family Name	Suffix

Mailing Address Information For Assignee including Non-Applicant Assignee:

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

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

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	/Kyle M. Woodhouse/		Date (YYYY-MM-DD)	2021-11-08
First Name	Kyle M.	Last Name	Woodhouse	Registration Number 70,087

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

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. 3(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. 216(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.



ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #
17/247,041

RECEIPT DATE / TIME
11/08/2021 02:06:50 PM ET

ATTORNEY DOCKET #
3819-P13945.1US

Title of Invention

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Application Information

APPLICATION TYPE Utility - Nonprovisional Application
under 35 USC 111(a)

PATENT # -

CONFIRMATION # 1869

FILED BY Jill Clark

PATENT CENTER # 60389318

FILING DATE 11/24/2020

CUSTOMER # 24247

FIRST NAMED INVENTOR Todd Dickerson

CORRESPONDENCE ADDRESS -

AUTHORIZED BY Kyle Woodhouse

Documents

TOTAL DOCUMENTS: 3

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
2021-11-08-POA-Etison-13945.1US.PDF	2	Power of Attorney	183 KB
2021-11-08-373_Statement-13945.1US.pdf	3	Assignee showing of ownership per 37 CFR 3.73	122 KB
2021-11-08-Supp-ADS-14125.1US.pdf	9	Application Data Sheet	4601 KB

Warning: This is not a USPTO supplied ADS fillable form. Data in the form cannot be automatically loaded to other USPTO systems.

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2021-11-08-POA-Etison-13945.1US.PDF	735C78BD35543E6D89CC43735D4EFC5B57FA19B5F0CEDB102DE872CEDB0F17578BAC29C2431EBDDD12268F7950F9A77E40C3F81CDA790006FA5B12589AD53E6E
2021-11-08-373_Statement-13945.1US.pdf	70CD9516BC4FC9BB46046160CEDFC4EE6D30F13CC148E55B5E1141F6225510B21609B6D499D0BA2842F3646AB783553FAC4893307422BAA992BB8DF2D277241C
2021-11-08-Supp-ADS-14125.1US.pdf	6B5DBE8DE20342C61E579D9EFEA150A180492AB05E5035885E037902DA5F49C1F77549C297F789EA352D1151556ED66BA59A7ECA8B6175397F16A5C86466307A

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.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	17247041
	Filing Date	2020-11-24
	First Named Inventor	Todd Dickerson
	Art Unit	2179
	Examiner Name	CASILLAS, ROLAND J
	Attorney Docket Number	3819-P13945.1US

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
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	1	20080307385	A1	2008-12-11	DREILING et al.	

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

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Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ²ⁱ	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

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

Application Number	17247041
Filing Date	2020-11-24
First Named Inventor	Todd Dickerson
Art Unit	2179
Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945.1US

1	OptinMonster: "How to Use OptinMonster with Your WordPress Website", Youtube, (April 28, 2017) 1 page.
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EXAMINER SIGNATURE

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

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

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

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

Application Number	17247041
Filing Date	2020-11-24
First Named Inventor	Todd Dickerson
Art Unit	2179
Examiner Name	CASILLAS, ROLAND J
Attorney Docket Number	3819-P13945.1US

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	/Kyle M. Woodhouse/	Date (YYYY-MM-DD)	2021-11-08
Name/Print	Kyle M. Woodhouse	Registration Number	70,087

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 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.

Electronic Acknowledgement Receipt

EFS ID:	44226197
Application Number:	17247041
International Application Number:	
Confirmation Number:	1869
Title of Invention:	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS
First Named Inventor/Applicant Name:	Todd Dickerson
Customer Number:	24247
Filer:	Kyle M. Woodhouse/Jill Clark
Filer Authorized By:	Kyle M. Woodhouse
Attorney Docket Number:	3819-P13945.1US
Receipt Date:	08-NOV-2021
Filing Date:	24-NOV-2020
Time Stamp:	13:56:53
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	IDS_17247041_1.pdf	1043627	no	4
			b9413fc927df5af8b35b6eedaa40d573d86b7271		

Warnings:

ETISON LLC D/B/A CLICKFUNNELS
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Information:					
2	Non Patent Literature	1_OptinMonster_492667.pdf	210341	no	1
			4befe99e3f8422c412c7fe5983acacaeef80f854		
Warnings:					
Information:					
Total Files Size (in bytes):			1253968		
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/247,041	11/24/2020	Todd Dickerson	3819-P13945.1US

CONFIRMATION NO. 1869

PUBLICATION NOTICE



OC000000124196821

24247
TRASKBRITT, P.C.
P.O. BOX 2550
SALT LAKE CITY, UT 84110

Title:WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Publication No.US-2021-0081487-A1

Publication Date:03/18/2021

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.

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 17/247,041		Filing Date 11/24/2020		☐ To be Mailed		
ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO										
APPLICATION AS FILED - PART I										
		(Column 1)	(Column 2)							
FOR		NUMBER FILED	NUMBER EXTRA	RATE (\$)		FEE (\$)				
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))		N/A	N/A	N/A						
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))		N/A	N/A	N/A						
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))		N/A	N/A	N/A						
TOTAL CLAIMS (37 CFR 1.16(i))		minus 20 =	*	x \$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	01/15/2021	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	x \$50 =		0		
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0	x \$240 =		0		
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE		0		
		(Column 1)	(Column 2)	(Column 3)						
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	*	Minus	**	=	x \$0 =				
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =				
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE				
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.						SLIE				
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".						/AMANDA CHRISTINE LEMUS/				
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".										
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This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: 17/247,041

Filed: November 24, 2020

For: WEBSITE CREATION SYSTEM FOR
CREATING WEBSITES HAVING AT
LEAST ONE SERIES OF DIRECTIONAL
WEBPAGES AND RELATED METHODS

Confirmation No.: 1869

Examiner: Not yet assigned

Group Art Unit: Not yet assigned

Attorney Docket No.: 3819-P13945.1US

VIA ELECTRONIC FILING

January 15, 2021

PRELIMINARY AMENDMENT

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

Sir:

Prior to examination of the above-referenced patent application on the merits, entry of the amendments as set forth herein is respectfully solicited.

Amendments to the specification appear on page 2 of this paper;

Amendments to the claims are set forth in the listing of the claims that begins on page 3 of this paper; and

Remarks appear on page 8 of this paper.

IN THE SPECIFICATION:

Please amend paragraph **[0001]** as follows:

[0001] This application is a continuation of U.S. Patent Application Serial No. 15/880,226, filed January 25, 2018, now U.S. Patent 10,846,357, issued November 24, 2020, the disclosure of which is hereby incorporated herein in its entirety by this reference.

IN THE CLAIMS:

Claims 1 through 20 are canceled. New claims 21 through 41 are added herein. All of the pending claims are presented below. This listing of claims will replace all prior versions and listings of claims in the application. Please enter these claims as amended.

Listing of the Claims:

1.-20. (Canceled)

21. (New) A method, comprising:
receiving a selection to create a website;
responsive to receiving the selection to create a website, providing a plurality of website types for selection,
wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and
wherein the series of directional webpages of each website type of the plurality of website types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;
receiving a selection of a website type of the plurality of website types;
responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receiving a selection of a website template of the plurality of website templates; and
in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template.

22. (New) The method of claim 21, further comprising:
receiving a user input editing at least one webpage of the series of directional webpages; and
generating a customized website having a customized series of directional webpages based at least partially in the user input.

23. (New) The method of claim 22, further comprising, responsive to receiving a selection of a website template of the plurality of website templates, providing a website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages.

24. (New) The method of claim 23, further comprising providing within each webpage tab of the website editor graphical user interface a control window for adding media objects to a webpage associated with the webpage tab.

25. (New) The method of claim 23, wherein the website editor graphical user interface comprises at least one split test selectable element for assigning percentages of end users that will visit a given webpage of the series of directional webpages of the customized website upon visiting the customized website.

26. (New) The method of claim 25, wherein at least one webpage of the series of directional webpages comprises at least two alternative webpages.

27. (New) The method of claim 26, responsive to an end user visiting the customized website, providing one of the at least two alternative webpages to the end user based on the percentages assigned via the at least one split test selectable element.

28. (New) The method of claim 25, wherein the split test selectable element comprises a sliding selectable element.

29. (New) The method of claim 22, wherein the series of directional webpages of the customized website comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

30. (New) The method of claim 22, wherein the series of directional webpages of the customized website comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

31. (New) The method of claim 22, wherein at least one webpage of the series of directional webpages of the customized website is only accessible via a link from an email.

32. (New) The method of claim 22, wherein the series of directional webpages of the customized website is configured to encourage an end user of the customized website to provide an email address within the customized website.

33. (New) The method of claim 32, further comprising:
receiving an email address via the customized website and from an end user; and
sending an email to the email address.

34. (New) A website management system, comprising:
at least one processor; and
at least one non-transitory computer-readable storage medium storing instructions thereon that,
when executed by the at least one processor, cause the website management system to:
receive a selection to create a website;
responsive to receiving the selection to create a website, provide a plurality of
website types for selection,
wherein each website type of the plurality of website types comprises a series of
directional webpages configured to cause an end user interaction with a
website, and
wherein the series of directional webpages of each website type of the plurality of
websites types comprises a unique plurality of sequential webpages
configured to be provided sequentially one after another;
receive a selection of a website type of the plurality of website types;

responsive to receiving the selection of a website type of the plurality of website types, provide a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receive a selection of a website template of the plurality of website templates; and
in response to receiving the selection of a website template, generate and launch a website based on the selected website type and selected website template.

35. (New) The website management system of claim 34, further comprising instruction that, when executed by the at least one processor, cause the website management system to, responsive to receiving a selection of a website template of the plurality of website templates, provide a website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages.

36. (New) The website management system of claim 35, wherein the website editor graphical user interface comprises an automation tab for creating one or more triggers and for defining at least one event that results from the one or more triggers being triggered by an end user.

37. (New) The website management system of claim 35, wherein the website editor graphical user interface comprises at least one statistics tab that, when selected, shows a total number of page views of each page of the series of directional webpages of the website within a period of time.

38. (New) A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:
receiving a selection to create a website;
responsive to receiving the selection to create a website, providing a plurality of website types for selection,

wherein each website type of the plurality of website types comprises a series of directional webpages configured to cause an end user interaction with a website, and
wherein the series of directional webpages of each website type of the plurality of websites types comprises a unique plurality of sequential webpages configured to be provided sequentially one after another;
receiving a selection of a website type of the plurality of website types;
responsive to receiving the selection of a website type of the plurality of website types, providing a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receiving a selection of a website template of the plurality of website templates; and
in response to receiving the selection of a website template, generating and launching a website based on the selected website type and selected website template.

39. (New) The non-transitory computer-readable medium of claim 38, further comprising instruction that, when executed by the at least one processor, cause a website management system to, responsive to receiving a selection of a website template of the plurality of website templates, provide a website editor graphical user interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages.

40. (New) The non-transitory computer-readable medium of claim 38, further comprising instructions thereon that, when executed by at least one processor, cause the at least one processor to perform the steps of:
receiving a user input editing at least one webpage of the series of directional webpages; and
generating a customized website having a customized series of directional webpages based at least partially in the user input.

REMARKS

Please amend the application as set forth herein prior to examination on the merits. All amendments are made without prejudice or disclaimer, and do not surrender any scope of any claim as originally filed. If questions remain after consideration of the foregoing, the Office is kindly requested to contact applicant's attorney at the address or telephone number given herein.

Respectfully submitted,

/Kyle M. Woodhouse/

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Attorney for Applicant
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Telephone: 801-532-1922

Date: January 15, 2021
KMW/cs



ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #
17/247,041

RECEIPT DATE / TIME
01/15/2021 12:35:33 PM ET

ATTORNEY DOCKET #
3819-P13945.1US

Title of Invention

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Application Information

APPLICATION TYPE Utility - Nonprovisional Application
under 35 USC 111(a)

PATENT # -

CONFIRMATION # 1869

FILED BY Jill Clark

PATENT CENTER # 60131518

FILING DATE 11/24/2020

CUSTOMER # 24247

FIRST NAMED
INVENTOR Todd Dickerson

CORRESPONDENCE
ADDRESS -

AUTHORIZED BY Kyle Woodhouse

Documents

TOTAL DOCUMENTS: 4

DOCUMENT		PAGES	DESCRIPTION	SIZE (KB)
2021-01-15-Preliminary-Amendment-13945-1US.pdf		8	-	476 KB
2021-01-15-Preliminary-Amendment-13945-1US-A.PE.pdf	(1-1)	1	Preliminary Amendment	83 KB
2021-01-15-Preliminary-Amendment-13945-1US-SPEC.pdf	(2-2)	1	Specification	79 KB
2021-01-15-Preliminary-Amendment-13945-1US-CLM.pdf	(3-7)	5	Claims	92 KB

2021-01-15-Preliminary-Amendment-13945-1US-REM.pdf	(8-8)	1	Applicant Arguments/Remarks Made in an Amendment	80 KB
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Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2021-01-15-Preliminary-Amendment-13945-1US.pdf	EF52A33DF5B0E5F2F6D3E211A10EA61286585E68B80827C5E D7D818ABC3372FC5E2E05DBFD126B421EFB98AC835EA6E9A A364437AAA7E5E97594128C6E5816C2
2021-01-15-Preliminary-Amendment-13945-1US-A.PE.pdf	D1A3C253570F2AF22AC70FCB9C60000467079DADDE0C5502 D0F7D274F42922EE757B886982ABAEC2FAC06DF9DC4741C96 709AFAF76614B09421AB42D6528DC96
2021-01-15-Preliminary-Amendment-13945-1US-SPEC.pdf	4F751ECF87D8C8C2F8B5C7BEE5ECA32B8FE1330889779D21 CB581FBC37D24478CD2450A10F0672F89EE90A1902C3347963 F8A7DC608EFD39C91257E2FF2C73FE
2021-01-15-Preliminary-Amendment-13945-1US-CLM.pdf	4BB95DE33C20EF2E6A15BA22A79B0D40BC4B1707F40034205 72821BB70E52A0875E7B851B08F389C6F16F68D5D14B910730 DAA70A499502DF7CF0FCB5D1AAF74
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New Applications Under 35 U.S.C. 111

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

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

New International Application Filed with the USPTO as a Receiving Office

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 17/247,041	
APPLICATION AS FILED - PART I							
(Column 1)		(Column 2)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	80		N/A	
SEARCH FEE (37 CFR 1.16(k), (l), 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(j))	20	minus 20 = *	x 50 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 = *	x 240 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
			TOTAL	830		TOTAL	
* If the difference in column 1 is less than zero, enter "0" in column 2.							
APPLICATION AS AMENDED - PART II							
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	OR	x =
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	OR	x =
	Application Size Fee (37 CFR 1.16(s))					OR	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR	
				TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	OR	x =
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	OR	x =
	Application Size Fee (37 CFR 1.16(s))					OR	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR	
				TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.							



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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
17/247,041	11/24/2020		830	3819-P13945.1US	20	3

CONFIRMATION NO. 1869

24247

TRASKBRITT, P.C.

P.O. BOX 2550

SALT LAKE CITY, UT 84110

FILING RECEIPT



Date Mailed: 12/07/2020

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

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

Inventor(s)

Todd Dickerson, Cranton, GA;
Russell Brunson, Eagle, ID;
Ryan Montgomery, Belmont, MI;

Applicant(s)

ClickFunnels, Eagle, ID;

Power of Attorney: The patent practitioners associated with Customer Number 24247

Domestic Priority data as claimed by applicant

This application is a CON of 15/880,226 01/25/2018 PAT 10846357

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

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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 17/247,041**

Projected Publication Date: 03/18/2021

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES
OF DIRECTIONAL WEBPAGES AND RELATED METHODS

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

NOT GRANTED

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

SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit <http://www.SelectUSA.gov> or call +1-202-482-6800.

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.

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

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

I hereby appoint:



Practitioners associated with Customer Number:

24247

OR

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

Name	Registration Number

Name	Registration Number

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

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



The address associated with Customer Number:

24247

OR

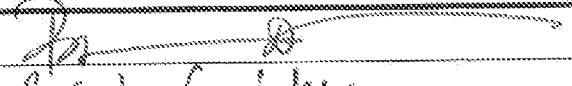
☐	Firm or Individual Name			
☐	Address			
☐	City	State	Zip	
☐	Country			
☐	Telephone	Email		

Assignee Name and Address: ClickFunnels
 3443 West Bavaria Street
 Eagle, ID 83616

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

SIGNATURE of Assignee of Record

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

Signature		Date	01/25/18
Name	Brent Coppleckers	Telephone	208-323-9451 x 6001
Title	COO		

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

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

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	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		
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	
	Todd		Dickerson		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Cranton	State/Province	GA	Country of Residence	US

Mailing Address of Inventor:

Address 1	418 Candler Tr.				
Address 2					
City	Cranton	State/Province	GA		
Postal Code	30115	Country	US		

Inventor	2				Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Russell		Brunson		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Eagle	State/Province	ID	Country of Residence	US

Mailing Address of Inventor:

Address 1	3443 W Bavaria Street				
Address 2					
City	Eagle	State/Province	ID		
Postal Code	83616	Country	US		

Inventor	3				Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Ryan		Montgomery		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					

ETISON LLC D/B/A CLICKFUNNELS

Application Data Sheet 37 CFR 1.76		Attorney Docket Number		3819-P13945.1US	
		Application Number			
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS				
City	Belmont	State/Province	MI	Country of Residence	US
Mailing Address of Inventor:					
Address 1	6362 Settlers Grove Rd.				
Address 2					
City	Belmont	State/Province	MI		
Postal Code	49306	Country	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	24247		
Email Address	usptomail@traskbritt.com	Add Email	Remove Email

Application Information:

Title of the Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		
Attorney Docket Number	3819-P13945.1US	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	33	Suggested Figure for Publication (if any)	

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.

ETISON LLC D/B/A CLICKFUNNELS

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

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	24247		

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	15880226	2018-01-25
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.			Add

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).

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

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	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

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	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

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	ClickFunnels	
Mailing Address Information For Applicant:		
Address 1	3443 West Bavaria Street	
Address 2		
City	Eagle	State/Province
Country	US	ID
Postal Code	83616	
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.

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

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.				☐
Prefix	Given Name	Middle Name	Family Name	Suffix
Mailing Address Information For Assignee including Non-Applicant Assignee:				
Address 1				
Address 2				
City		State/Province		
Country ⁱ		Postal Code		
Phone Number		Fax Number		
Email Address				
Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button.				Add

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	/Kyle M. Woodhouse/		Date (YYYY-MM-DD)	2020-11-24
First Name	Kyle M.	Last Name	Woodhouse	Registration Number
				70,087
Additional Signature may be generated within this form by selecting the Add button.				Add

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	3819-P13945.1US
		Application Number	
Title of Invention	WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS		

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.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(c)Applicant/Patent Owner: ClickFunnelsApplication No./Patent No.: _____ Filed/Issue Date: November 24, 2020Titled: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODSClickFunnels, a Limited Liability Company

(Name of Assignee)

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

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

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

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

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

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

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

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

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 044732, Frame 0487, or for which a copy thereof is attached.
- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:
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[Page 1 of 2]

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

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STATEMENT UNDER 37 CFR 3.73(c)

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

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

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

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

/Kyle M. Woodhouse/

11/24/2020

Signature

Date

Kyle M. Woodhouse

70,087

Printed or Typed Name

Title or Registration Number

Privacy Act Statement

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

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

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

ABSTRACT

The present disclosure is directed towards systems and methods for creating a website and response actions via a website creation system. The systems and methods provide a plurality of website types for selection, and in response to receiving a selection of a website type, provide a plurality website templates specific to the selected website type. Each website type may include a series of directional webpages designed and intended to entice a particular user interaction with the website. Additionally, the systems and methods receiving a selection of a type of response action, a selection of at least one rule of a triggering condition, and an operand for the at least one rule of the triggering condition. Moreover, in response to the event of the triggering condition, the systems and method perform the response action.



UNITED STATES
PATENT AND TRADEMARK OFFICE

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ELECTRONIC PAYMENT RECEIPT

APPLICATION #
17/247,041

RECEIPT DATE / TIME
11/24/2020 06:02:20 PM ET

ATTORNEY DOCKET #
3819-P13945.1US

Title of Invention

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

Application Information

APPLICATION TYPE Utility - Nonprovisional Application
under 35 USC 111(a)

PATENT # -

CONFIRMATION # 1869

FILED BY Caitlin Johnson

PATENT CENTER # 60111083

AUTHORIZED BY Kyle Woodhouse

CUSTOMER # 24247

FILING DATE -

CORRESPONDENCE
ADDRESS -

FIRST NAMED
INVENTOR Todd Dickerson

Payment Information

PAYMENT METHOD
DA / 201469

PAYMENT TRANSACTION ID
E2020ANI03263227

PAYMENT AUTHORIZED BY
Caitlin Johnson

PRE-AUTHORIZED ACCOUNT
201469

PRE-AUTHORIZED CATEGORY
37 CFR 1.16 (National application filing, search, and examination fees); 37 CFR 1.17 (Patent application and reexamination processing fees); 37 CFR 1.19 (Document supply fees); 37 CFR 1.20 (Post issuance fees); 37 CFR 1.21 (Miscellaneous fees and charges)

FEE CODE	DESCRIPTION	ITEM PRICE(\$)	QUANTITY	ITEM TOTAL(\$)
2111	UTILITY PATENT APPL. SEARCH FEE	350.00	1	350.00
4011	BASIC FILING FEE- UTILITY	80.00	1	80.00
2311	EXAMINATION OF ORIGINAL PATENT APPLICATION	400.00	1	400.00
TOTAL AMOUNT:				\$830.00

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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 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.



ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #
17/247,041

RECEIPT DATE / TIME
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FILING DATE -

CUSTOMER # 24247

FIRST NAMED INVENTOR Todd Dickerson

CORRESPONDENCE ADDRESS -

AUTHORIZED BY Kyle Woodhouse

Documents

TOTAL DOCUMENTS: 10

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
Nov-24-2020-ADS-13945-1US.PDF	9	Application Data Sheet	1198 KB
Specification.docx	51	Specification	107 KB
Warning: Text decorations have been removed Hidden items were found and have been removed.			
Claims.docx	6	Claims	53 KB
Warning: Bookmarks were found and have been removed.			
Abstract.docx	1	Abstract	51 KB

Warning: Hidden items were found and have been removed.

Nov-24-2020-Drawings-13945-1US.PDF	33	Drawings-only black and white line drawings	8553 KB
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Warning: The PDF file contains multiple layers and must be flattened prior to submission. Documents submitted with multiple layers will be flattened by the USPTO when converted to an image. Layers marked as "invisible" will be lost during conversion.

Nov-24-2020-Declaration-13945-1US.pdf	3	Oath or Declaration filed	1584 KB
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Warning: The attached file contains comments or annotations. Comments are not recommended and may cause processing problems with the document.

Nov-24-2020-POA-13945-1US.PDF	1	Power of Attorney	535 KB
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Nov-24-2020-373-Stmt-13945-1US.PDF	3	Assignee showing of ownership per 37 CFR 3.73	116 KB
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Nov-24-2020-IDS-13945-1US.pdf	6	Information Disclosure Statement (IDS) Form (SB08)	1030 KB
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Nov-24-2020-IDS-transmittal-13945-1US.pdf	2	Transmittal Letter	459 KB
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Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
Nov-24-2020-ADS-13945-1US.PDF	91C47B5AA2E1C4D2CC7F6164457D4D14C5D4347647C53437C C3EDF97530106FD5EB75F89820ED67DDA577464EFF59F44BD FB8BF540330A3CBB5CFC1F3BB5C15D
Specification.docx	BB466F2C5FCC904FDC1CF5AB59D9114885DE8A496541DF9E 00CE2BC089FEF2C07982BC2FA1581348939BDD52CE34376ED 2AB38C15E493AB3A27F74BBBFD70A33

Claims.docx	72F50D7C79FBCB55734E4E7C551F3C5545212F7A61CDED3F5 02DF1DF0AE9065FD9141C715672E4291C29B4D30BF7ED464D 3D1CCF00B1B2DFEECF37660A770626
Abstract.docx	C5F3D823A7E9526018C5F4F75A989987C0556D7363405A1297 1BD34282C8D5CE0BED3C8C2FD1F4C06B5EC54BE2F19445C DB5DB6F2A093A9213F0E6A307D94C16
Nov-24-2020-Drawings-13945-1US.PDF	C33E4A2192B34C9AA58679C5033C9DD6172CDFED980EFC9A B94E3E9074DA22CA807D67DE15A78FCD4719E5D4F27FFE735 AD91743DD6D87D1F9F2895C842DD743
Nov-24-2020-Declaration-13945-1US.pdf	B9FEAA0758F73718E0E748E71E965F308633319B6E67ED2D7E 9E0F772E892250201D7EFEE7B6EC9EAA3C0AF59BCFC3BAE8 B689B9600445C57E839C064453C20C
Nov-24-2020-POA-13945-1US.PDF	AC8CC77724F8436C925967DDCA7FA2364834FF7976BE841D7 8C9308EB49C852CB986C1A06E656DD870AD8D92FFEF787B74 A8B2031ECD4C32938E42DF52B224E9
Nov-24-2020-373-Stmt-13945-1US.PDF	ABD3732CEEB9E808AE3FE8A9217E957C937CD3AE4AFFAAE9 E81C17B03280E663F92FB11357E06D70E9C60E29AD22328CD 53B71491F070852AA6D709FF3DF34E9
Nov-24-2020-IDS-13945-1US.pdf	636D07FD729A07646A18D888A0C193821BABE7A7C0F5E9130 3F35F71492F4A95166CB9FFB2D2797E33776EBEA28FBA641B7 497D48CE4102EC87D37B5CC2F035F
Nov-24-2020-IDS-transmittal-13945-1US.pdf	EA4BBDA63E53CA7B20CAF1CD9928B56F2DE7A9BA486A17A0 CED27832DA29F241F9AD56972813B37979872693DF5C0916BA 94ED9683DF73BF73C9D77CC1388EEF

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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 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.

CLAIMS

We claim:

1. A method, comprising:
providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;
receiving a selection of the selectable option to create a website;
in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;
receiving a selection of a website type of the plurality of website types;
in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receiving a selection of a website template of the plurality of website templates;
in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;
receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and
in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.
2. The method of claim 1, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

3. The method of claim 2, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

4. The method of claim 2, further comprising:
receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and
in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

5. The method of claim 2, wherein the split test selectable element comprises a sliding selectable element.

6. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

7. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

8. The method of claim 1, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

9. The method of claim 1, wherein the selected website type includes a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

10. The method of claim 9, further comprising sending an email to the email address.

11. The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

12. A system comprising:
at least one processor; and
at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to:
provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;
receive a selection of the selectable option to create a website;
in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;
receive a selection of a website type of the plurality of website types;
in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type;
receive a selection of a website template of the plurality of website templates;
in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage

tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;
receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and
in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

13. The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

14. The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

15. The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

16. A non-transitory computer readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor to perform steps comprising:
providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website;
receiving a selection of the selectable option to create a website;
in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website;
receiving a selection of a website type of the plurality of website types;
in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection,

the plurality of website templates being particular to the selected website type;
receiving a selection of a website template of the plurality of website templates;
in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages;
receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and
in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

17. The non-transitory computer readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a steps of including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

18. The non-transitory computer readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform a step of including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

19. The non-transitory computer readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

20. The non-transitory computer readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

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

Title of
Invention

**WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT
LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED
METHODS**

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 _____
filed on _____.

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: Ryan Montgomery

Date (Optional): 01/21/2018

Signature: _____

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.**

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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****WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT
LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED
METHODS**

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 _____
filed on _____.

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.

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LEGAL NAME OF INVENTORInventor: Todd DickersonDate (Optional): 01/24/2018

Signature: _____

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.**

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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**WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT
LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED
METHODS**

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 _____
filed on _____

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: Russell Brunson

Date (Optional): 01/24/2018

Signature: *Russell Brunson*

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.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd Dickerson et al.

Serial No.: Not yet assigned

Filed: November 24, 2020

For: WEBSITE CREATION SYSTEM FOR
CREATING WEBSITES HAVING AT
LEAST ONE SERIES OF DIRECTIONAL
WEBPAGES AND RELATED METHODS

Confirmation No.: Not yet assigned

Examiner: Not yet assigned

Group Art Unit: Not yet assigned

Attorney Docket No.: 3819-P13945.1US

VIA ELECTRONIC FILING

November 24, 2020

IDS TRANSMITTAL

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

Sir:

In compliance with the duty set forth in 37 C.F.R. § 1.56, it is respectfully requested that the Information Disclosure Statement (Form PTO/SB/08) submitted herewith be entered and that the documents listed therein be considered by the Examiner and made of record.

The enclosed Information Disclosure Statement is intended to be in full compliance with Office rules; but, should the Examiner or the Office find any part of its required content to have been omitted, prompt notice to that effect is earnestly solicited along with additional time under 37 C.F.R. § 1.97(f), to enable Applicant to fully comply.

Pursuant to 37 C.F.R. § 1.98(d), a copy of any patent, publication, or other information

Serial No.

listed in an Information Disclosure Statement is not required to be provided if it was previously cited by or submitted to the office in a prior application, provided that the prior application is properly identified in the statement and is relied upon for an earlier filing date under 35 U.S.C. § 120.

Accordingly, for the Information Disclosure Statement submitted herewith, copies of foreign and non-patent literature are not enclosed because they were previously cited or submitted to the patent office in a prior application that is properly identified (see below) and is relied upon for an earlier filing date. The references are listed on Form PTO/SB/08. The prior application is identified as Serial No.: 15/880,226; Filed January 25, 2018; For: WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS; which application is being relied upon for an earlier filing date under 35 U.S.C. § 120.

Respectfully submitted,

/Kyle M. Woodhouse/

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Attorney for Applicant
TRASKBRITT, P.C.
P.O. Box 2550
Salt Lake City, Utah 84110-2550
Telephone: 801-532-1922

Date: November 24, 2020
KMW/cvj

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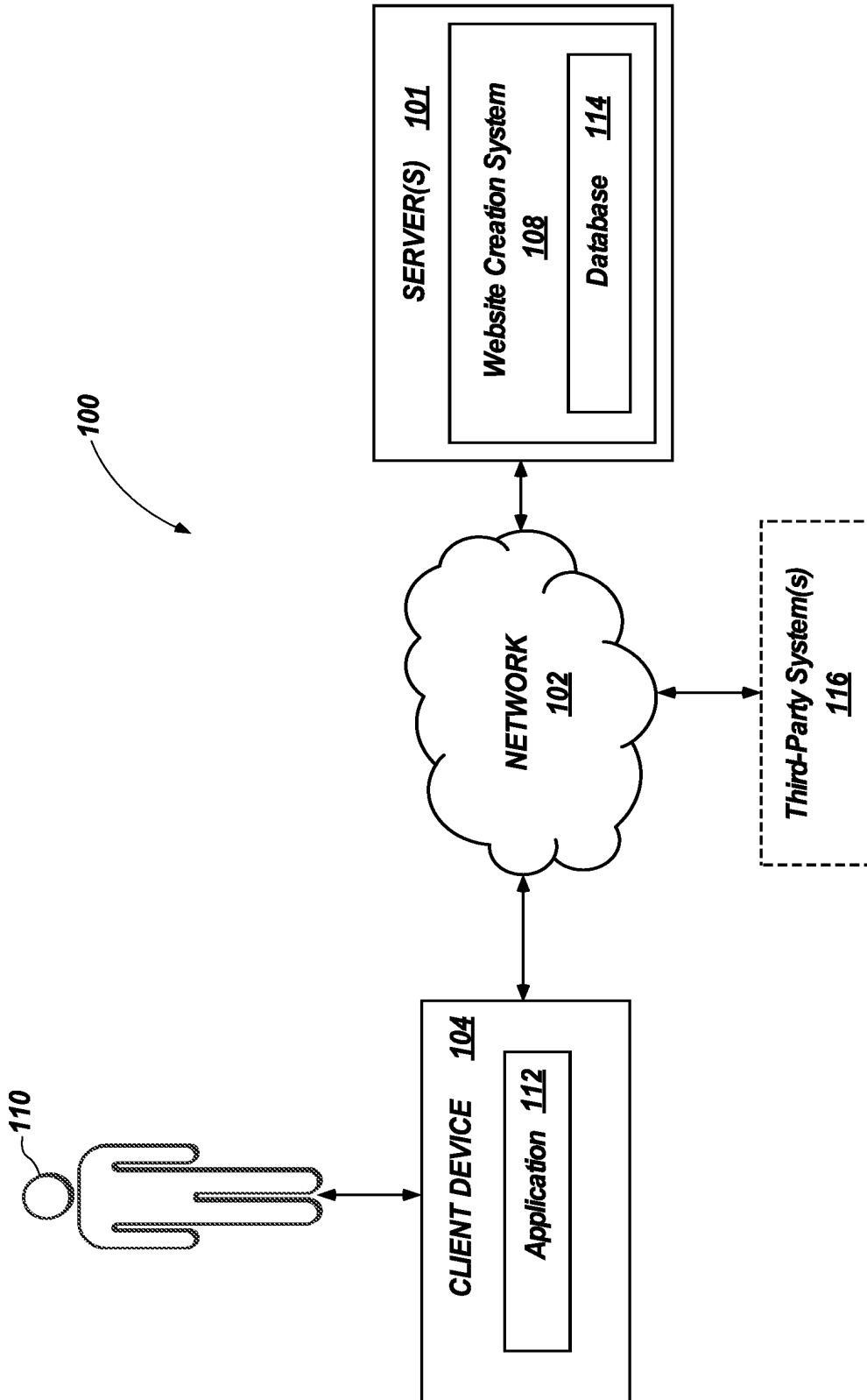


FIG. 1

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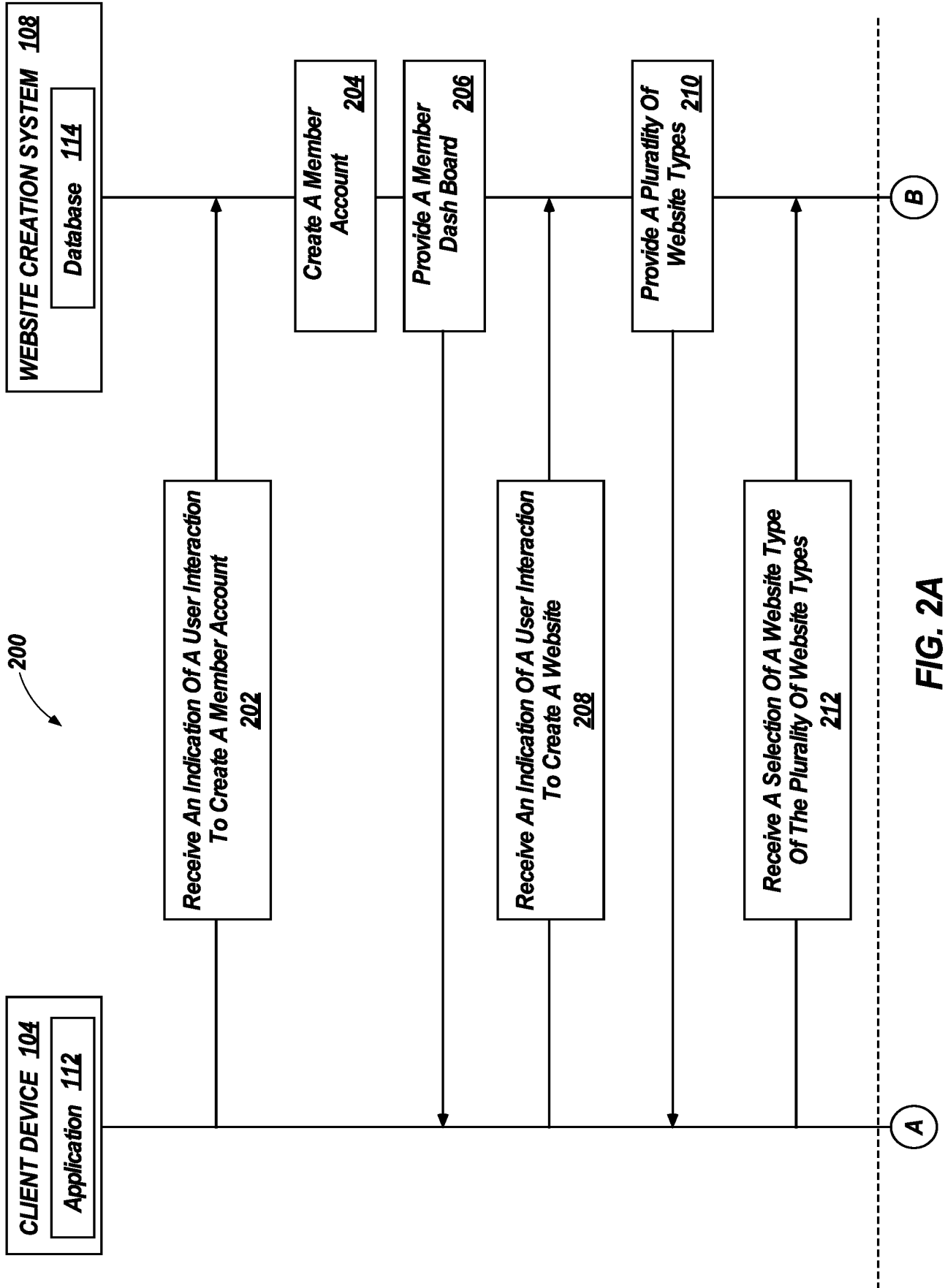


FIG. 2A

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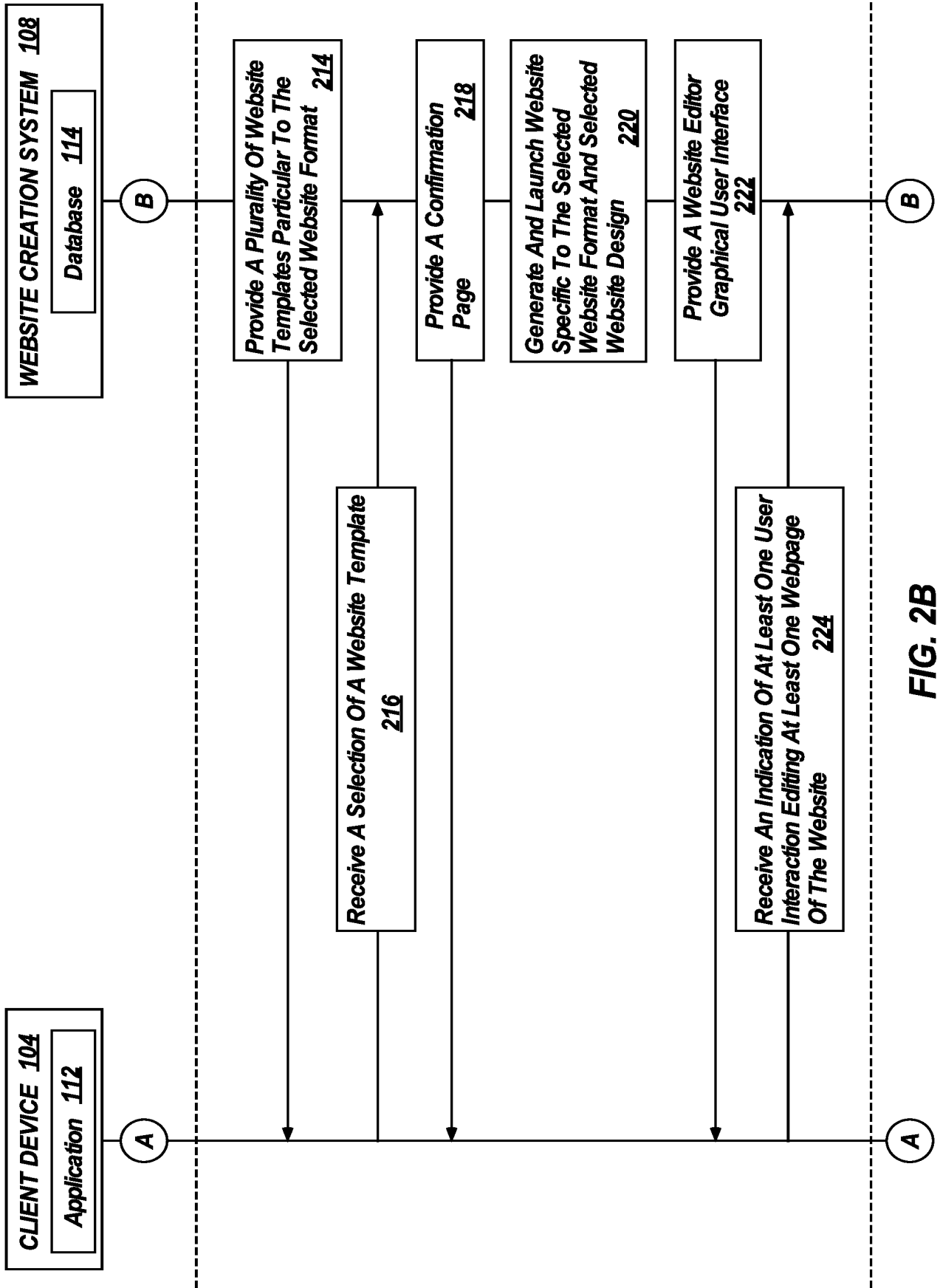


FIG. 2B

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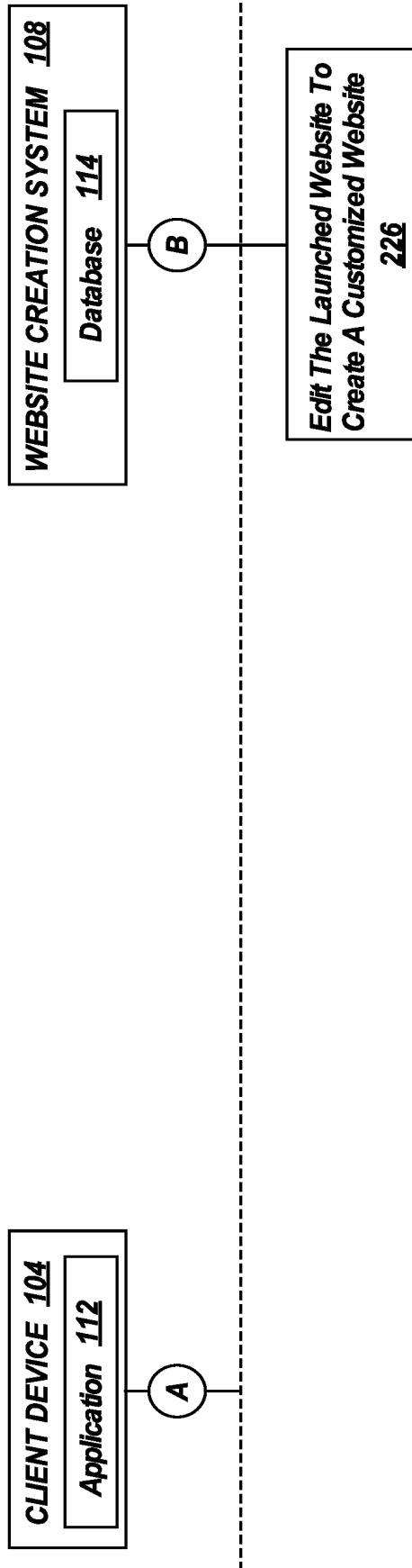


FIG. 2C

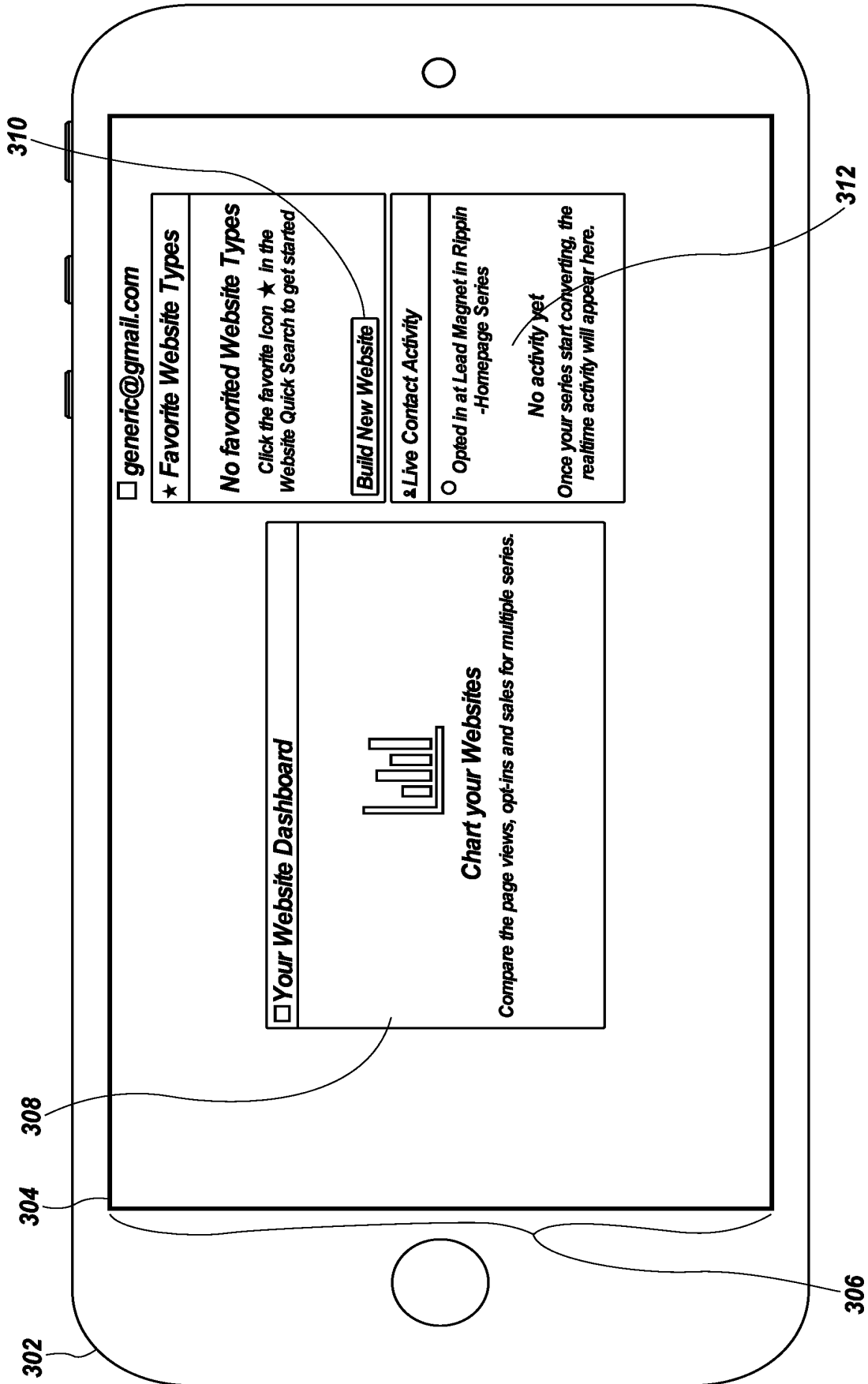
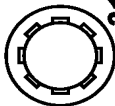
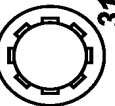
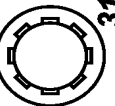
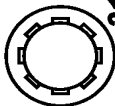
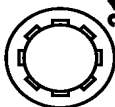
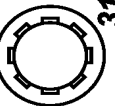


FIG. 3A

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Step 1 of 2
Select a series type

INDUSTRY	Classic series builder	Hero Series	Sales Letter Series	Cancellation Series	Application Series	Summit Series
318a ☐ Author/Speaker/Coach/Contact	316a 	316g 	316e 	316f 	316i 	
318b ☐ Professional Services	316b 	316h 				
318c ☐ Retail	316c 					
318d ☐ Ecommerce	316d 					
318e ☐ 923						
318f ☐ Network Marketing						
318g ☐ Other						
TYPE OF SERIES						
318h ☐ Generate Leads						
318i ☐ Sell A Product						
318j ☐ Create An Event						
318k ☐ Other						

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FIG. 3B

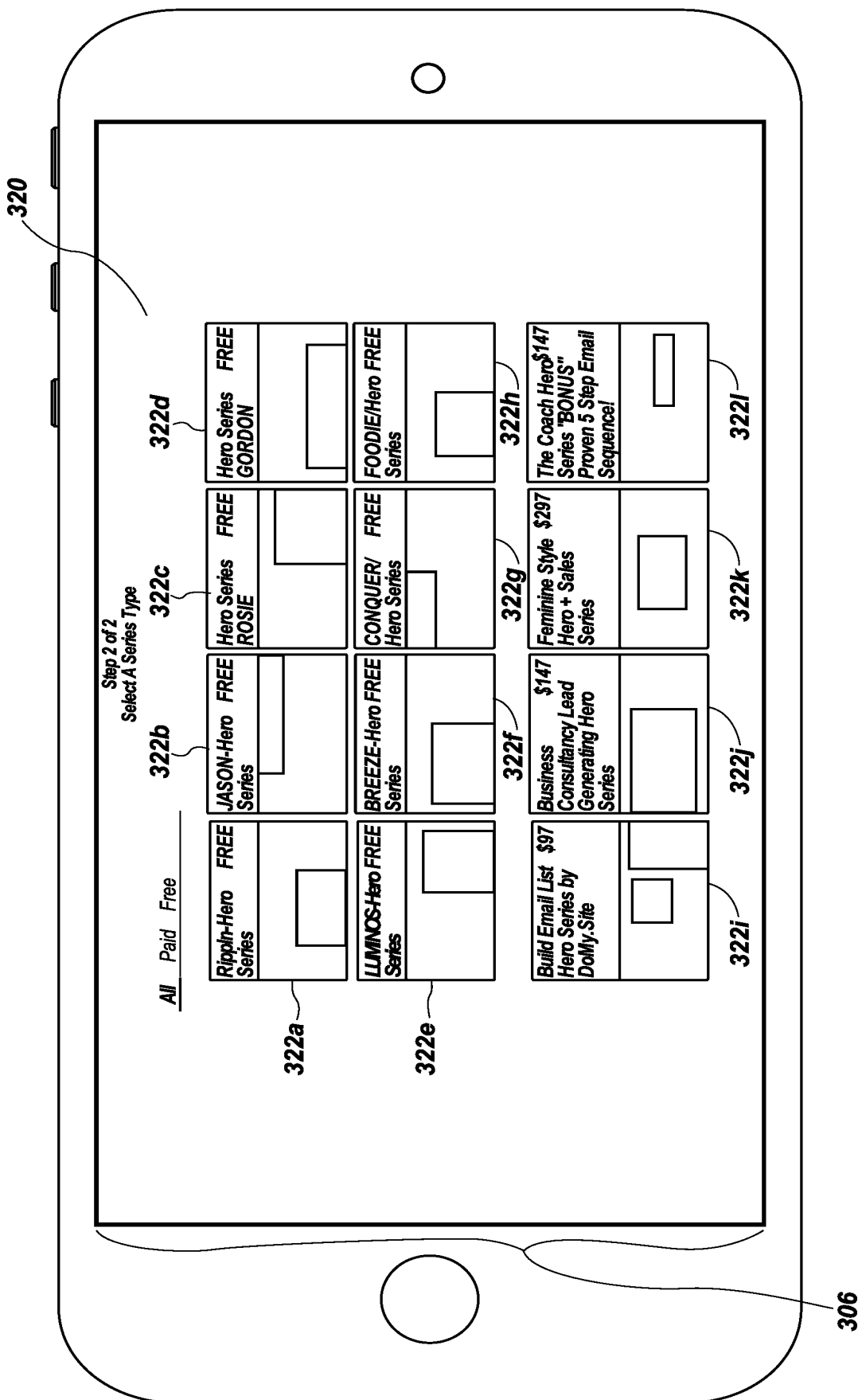


FIG. 3C

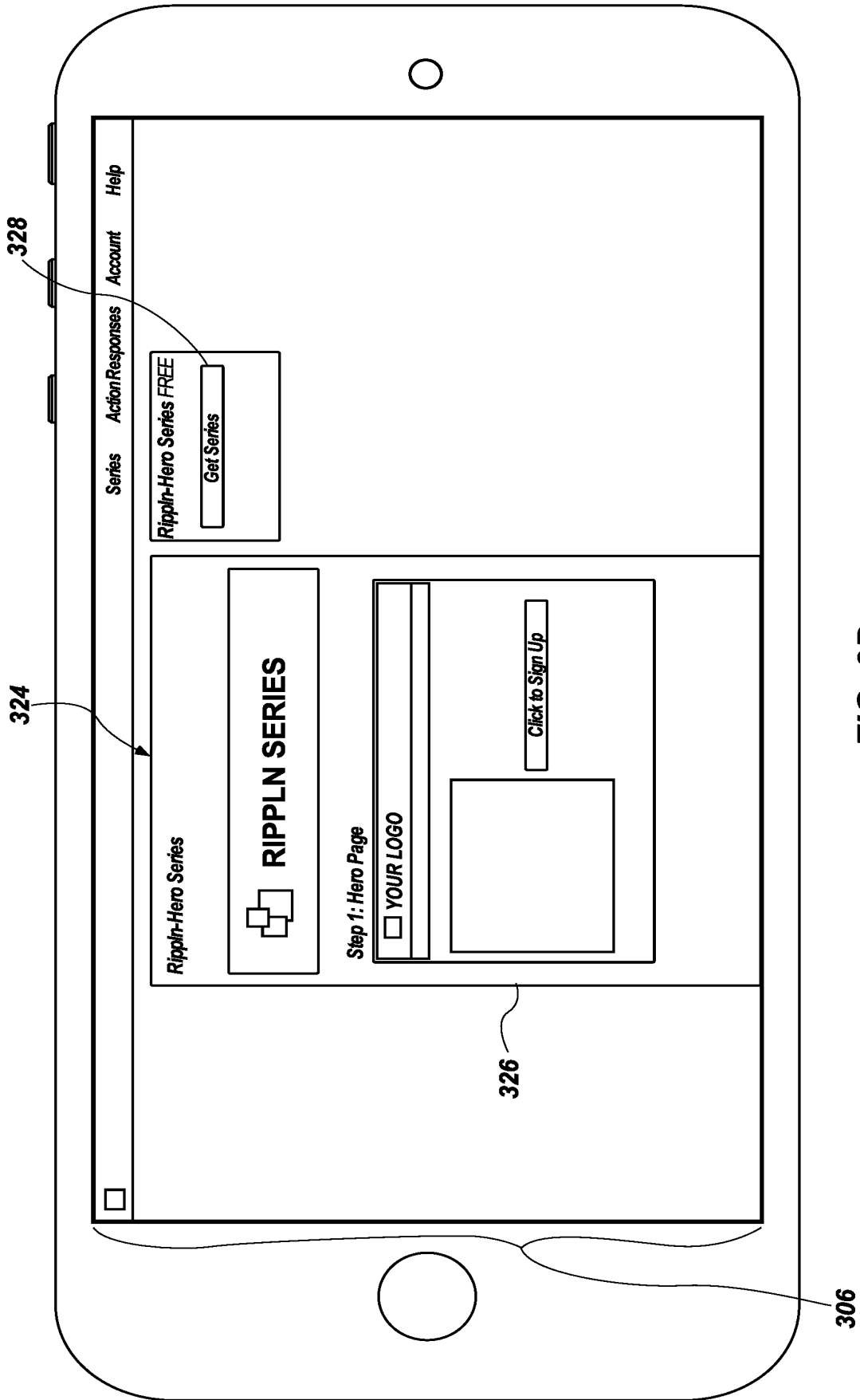


FIG. 3D

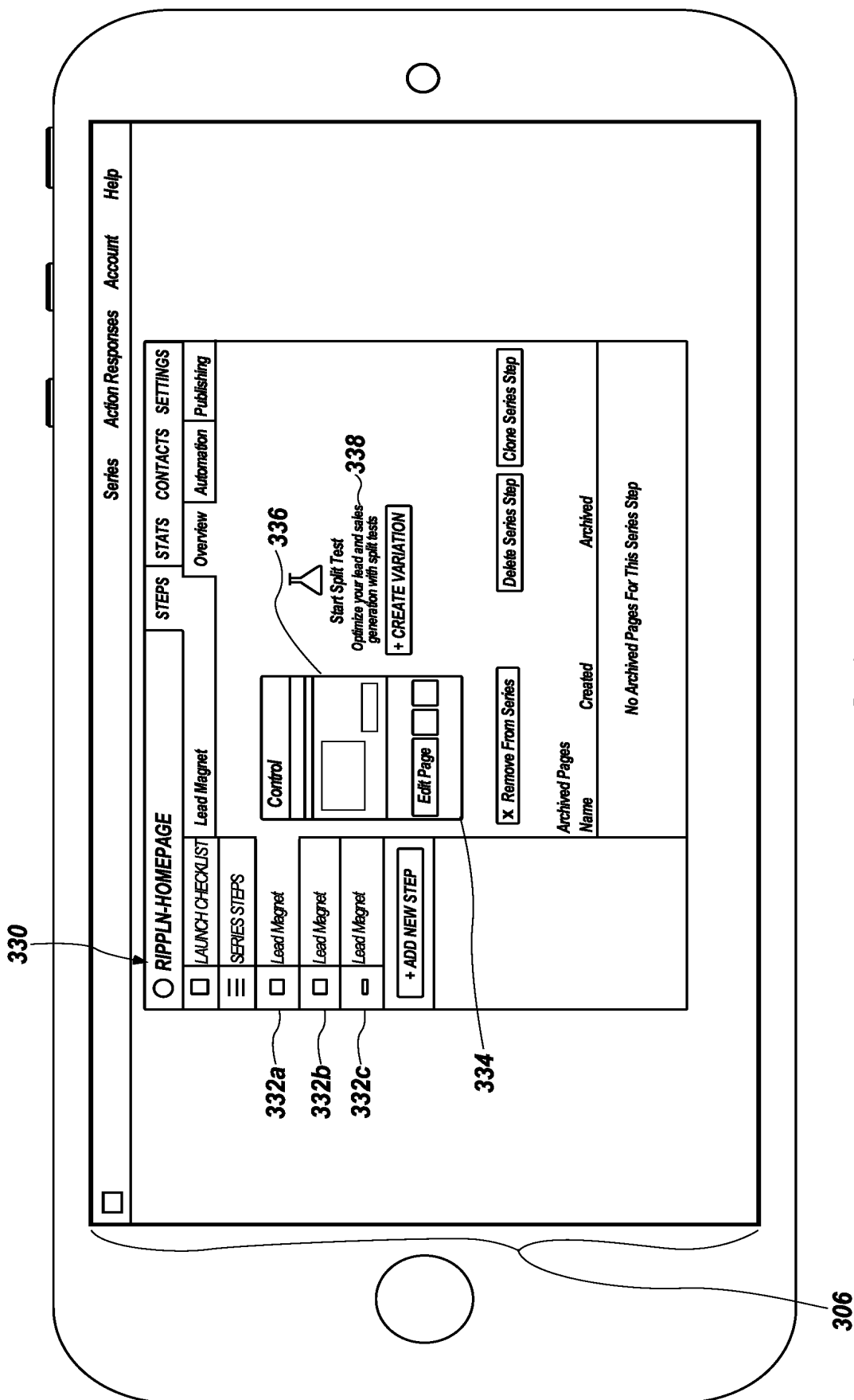


FIG. 3E

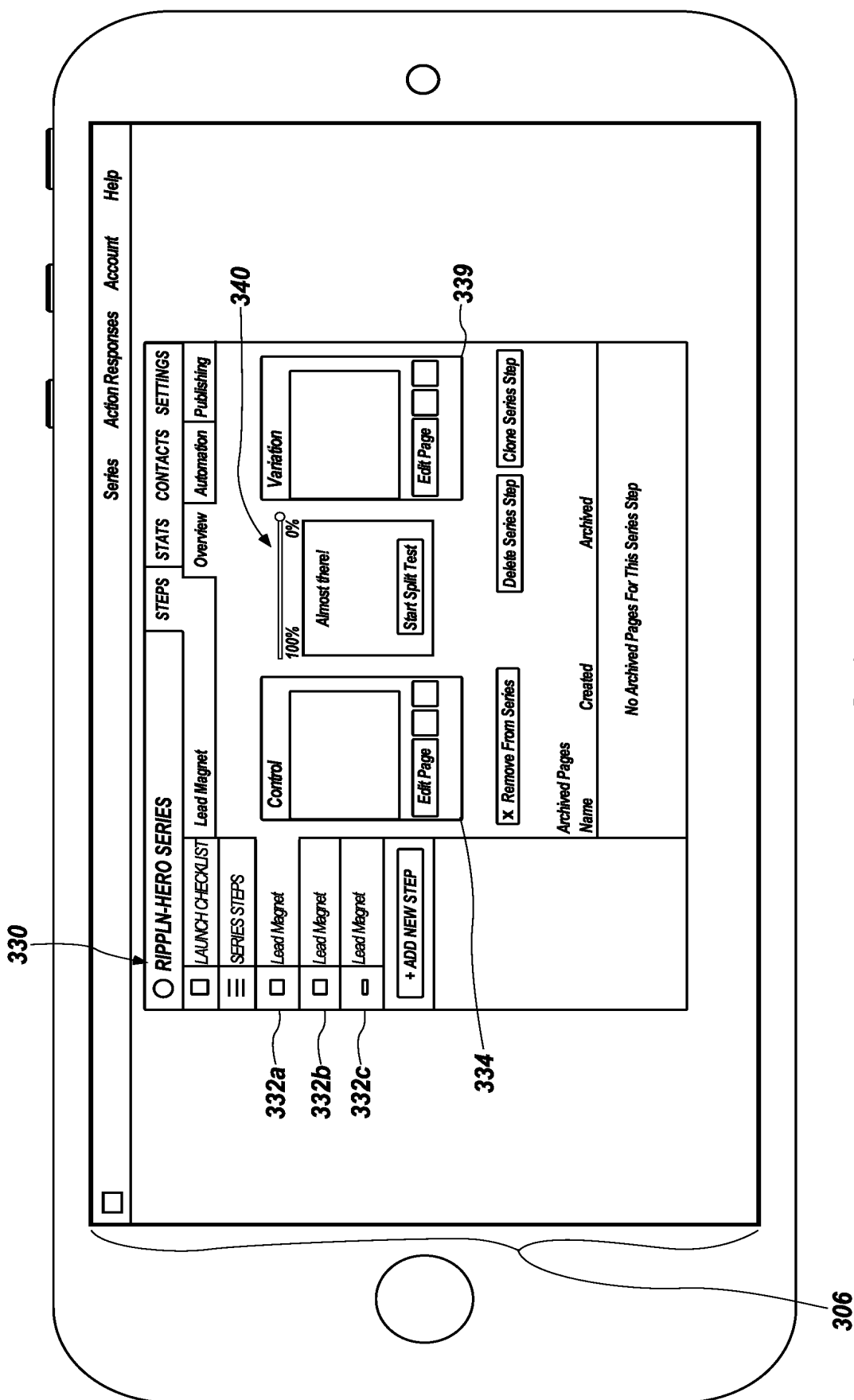


FIG. 3F

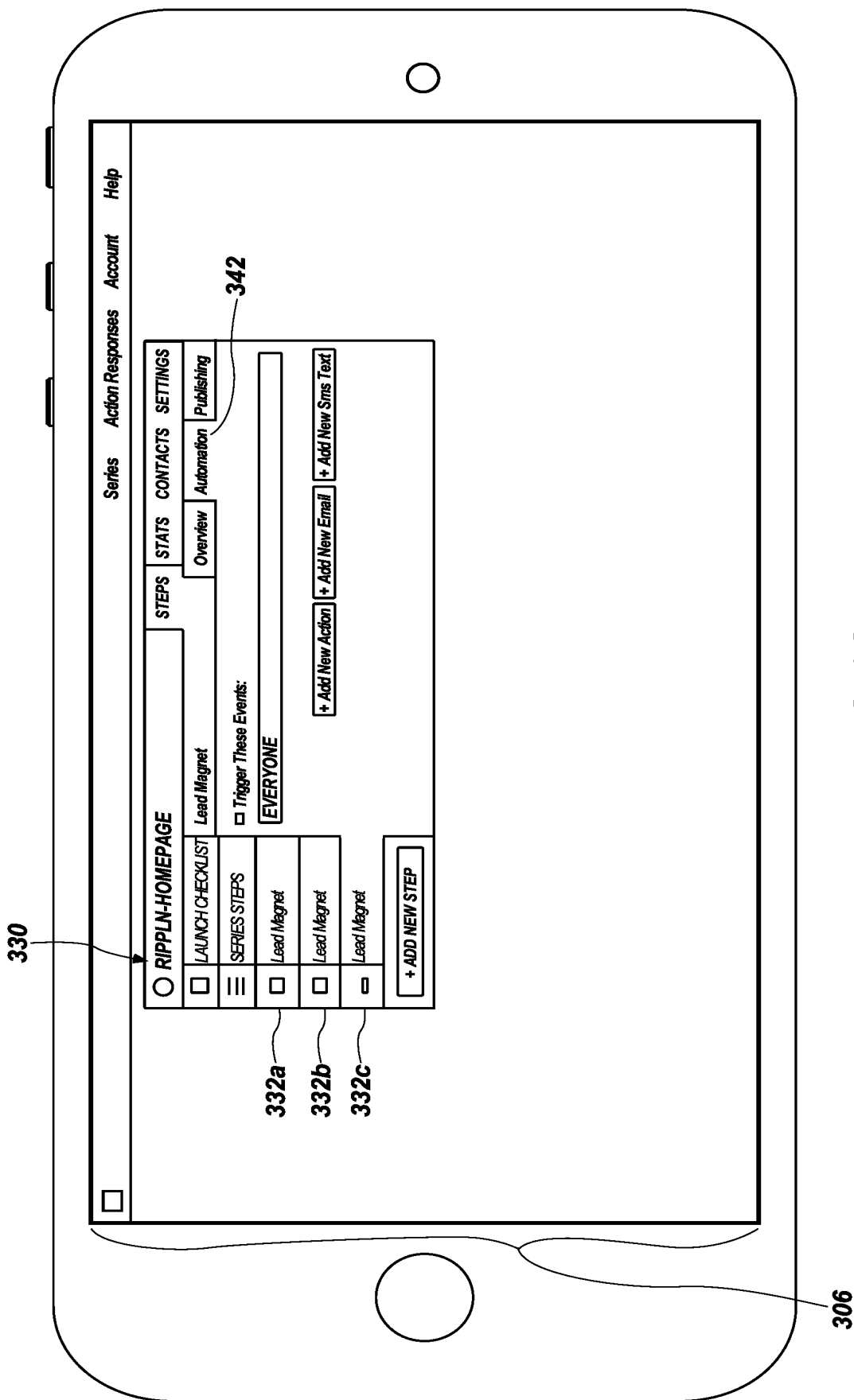


FIG. 3G

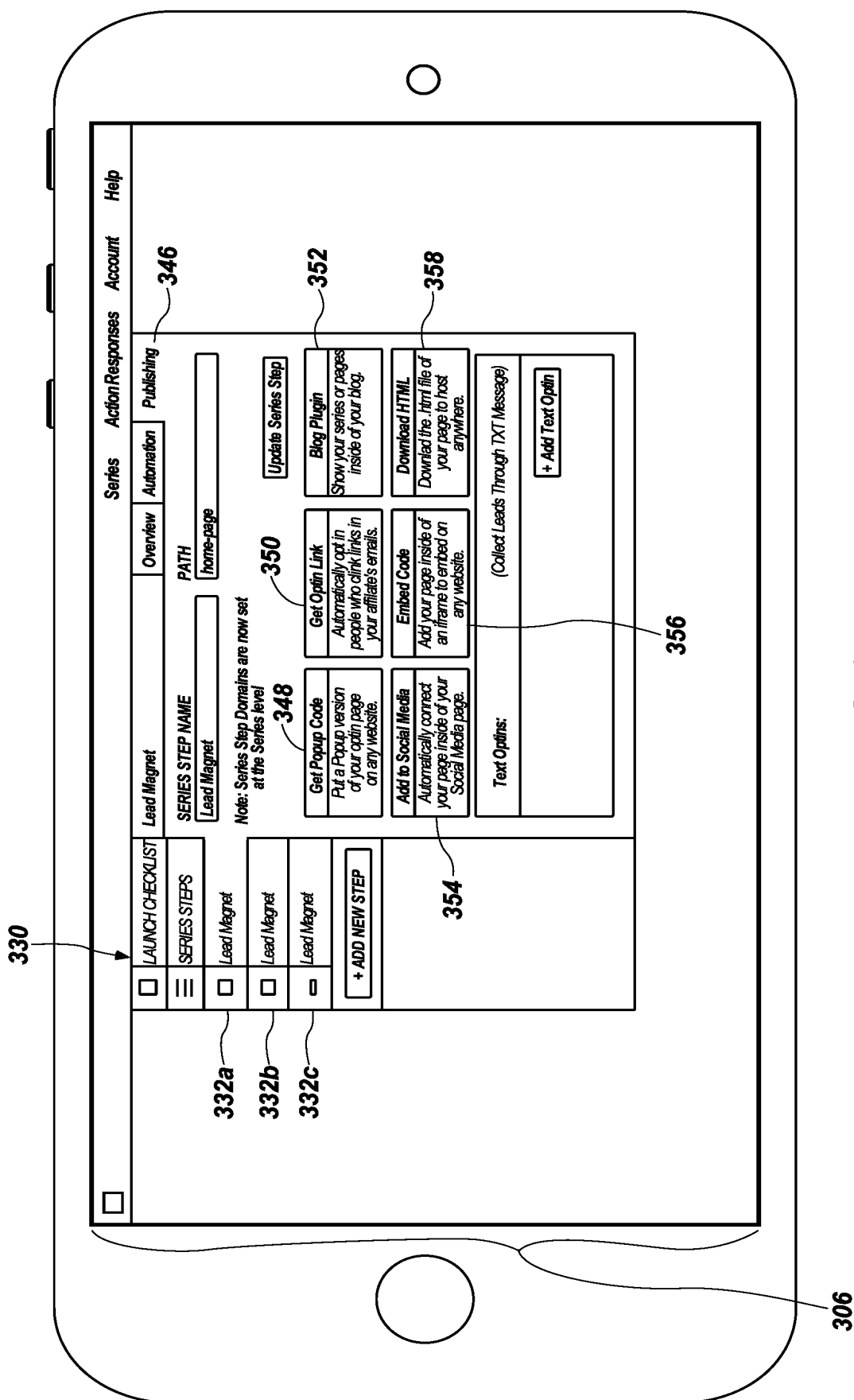


FIG. 3H

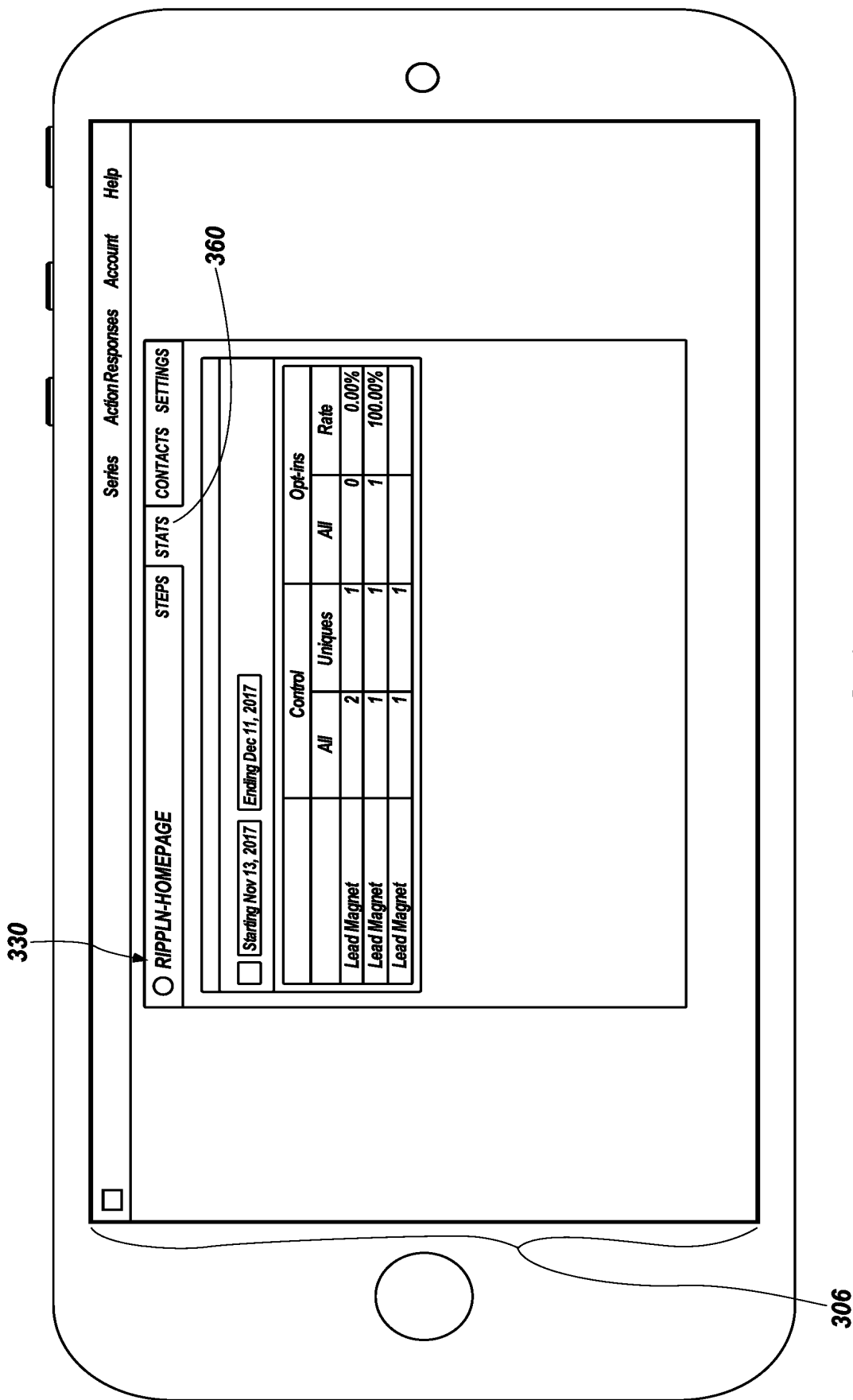


FIG. 3I

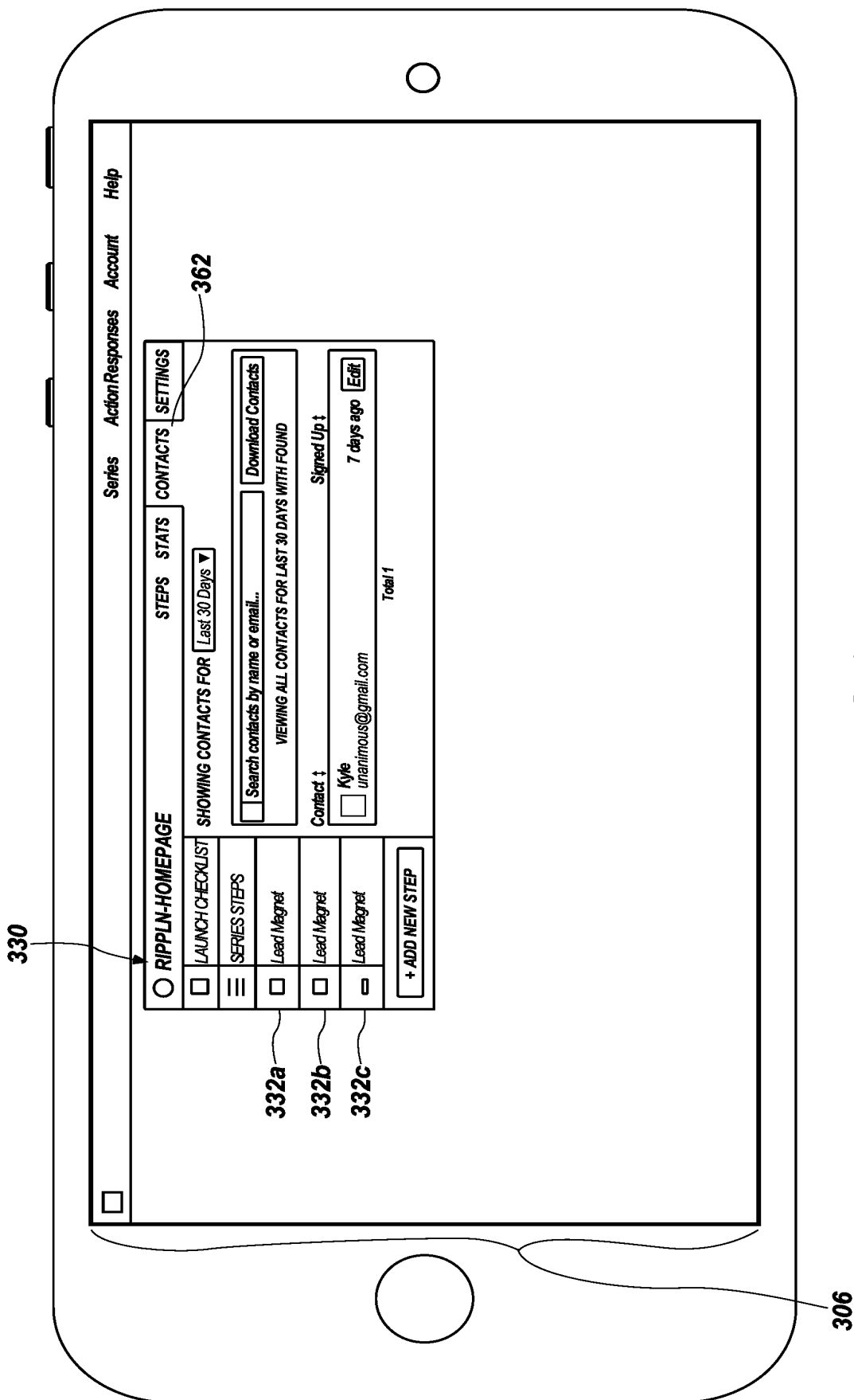


FIG. 3J



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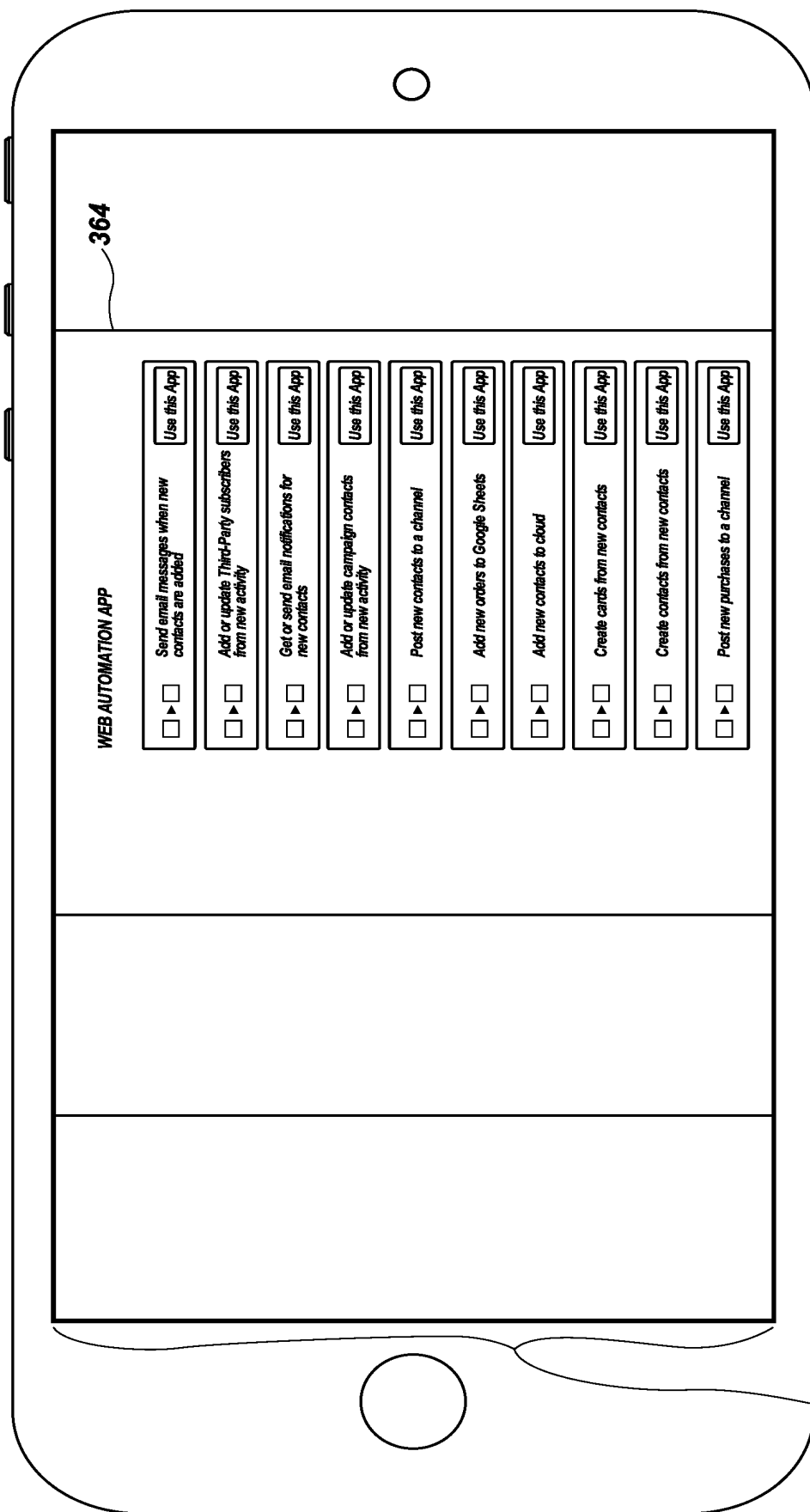
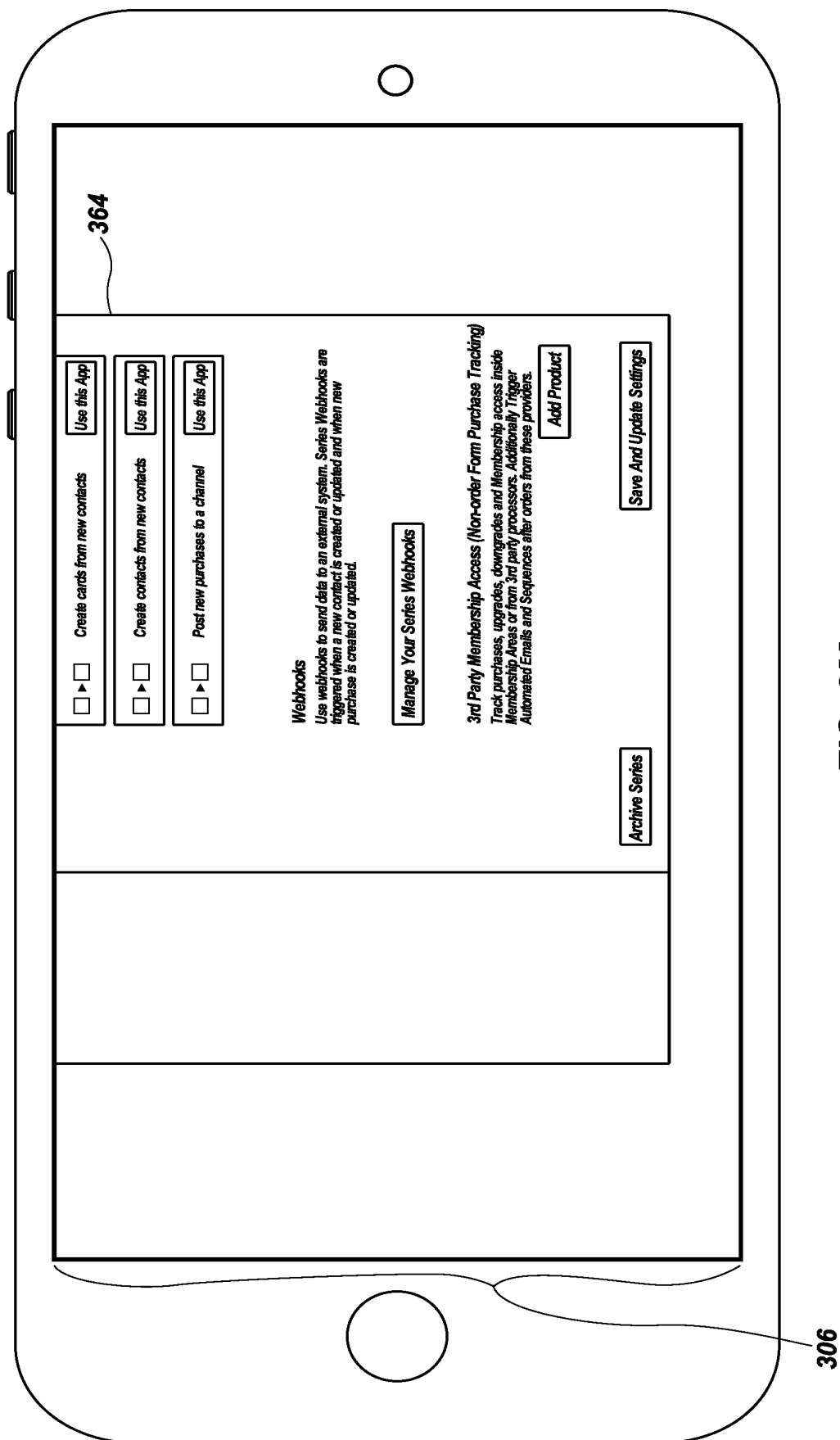


FIG. 3L

**FIG. 3M**

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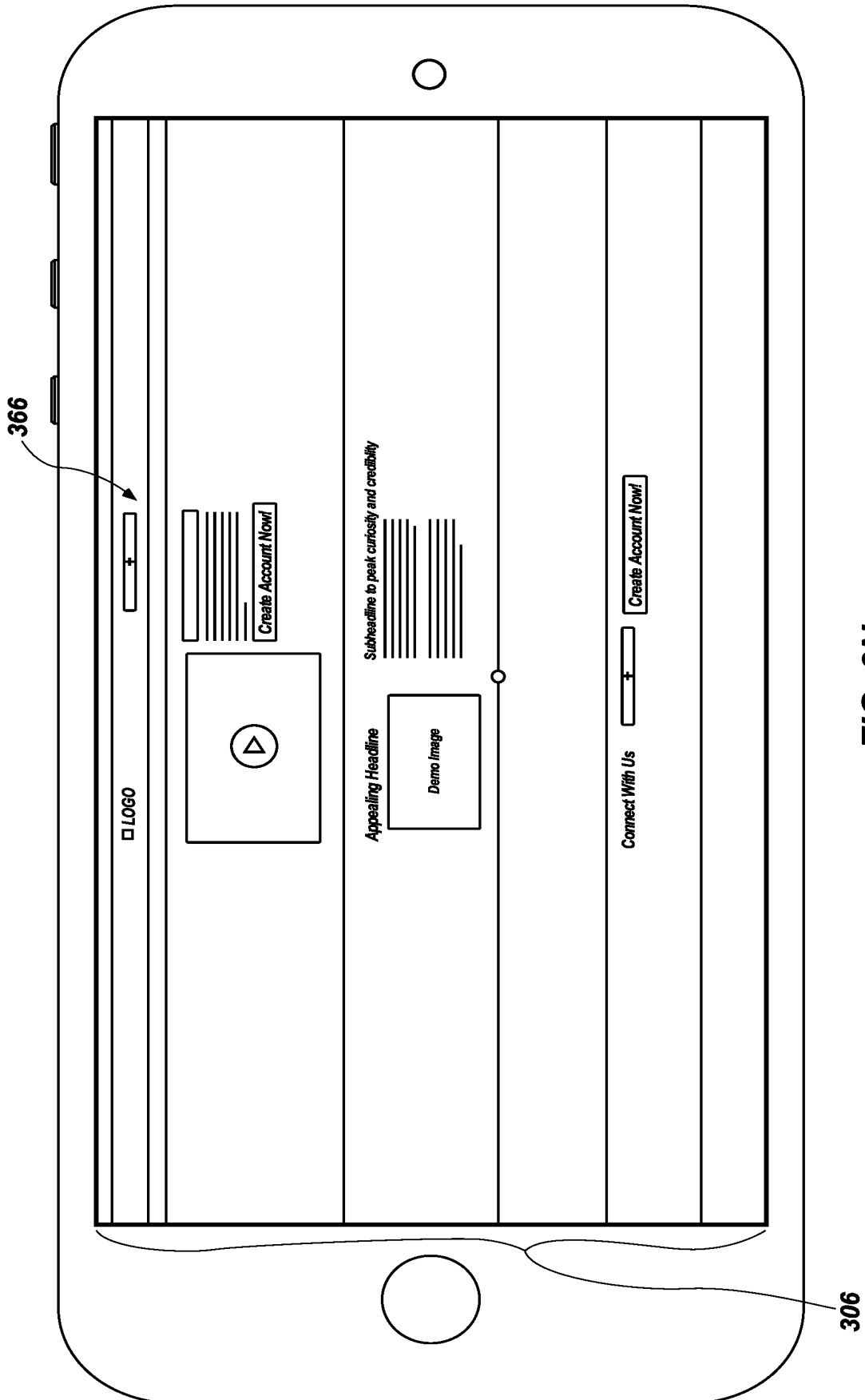


FIG. 3N

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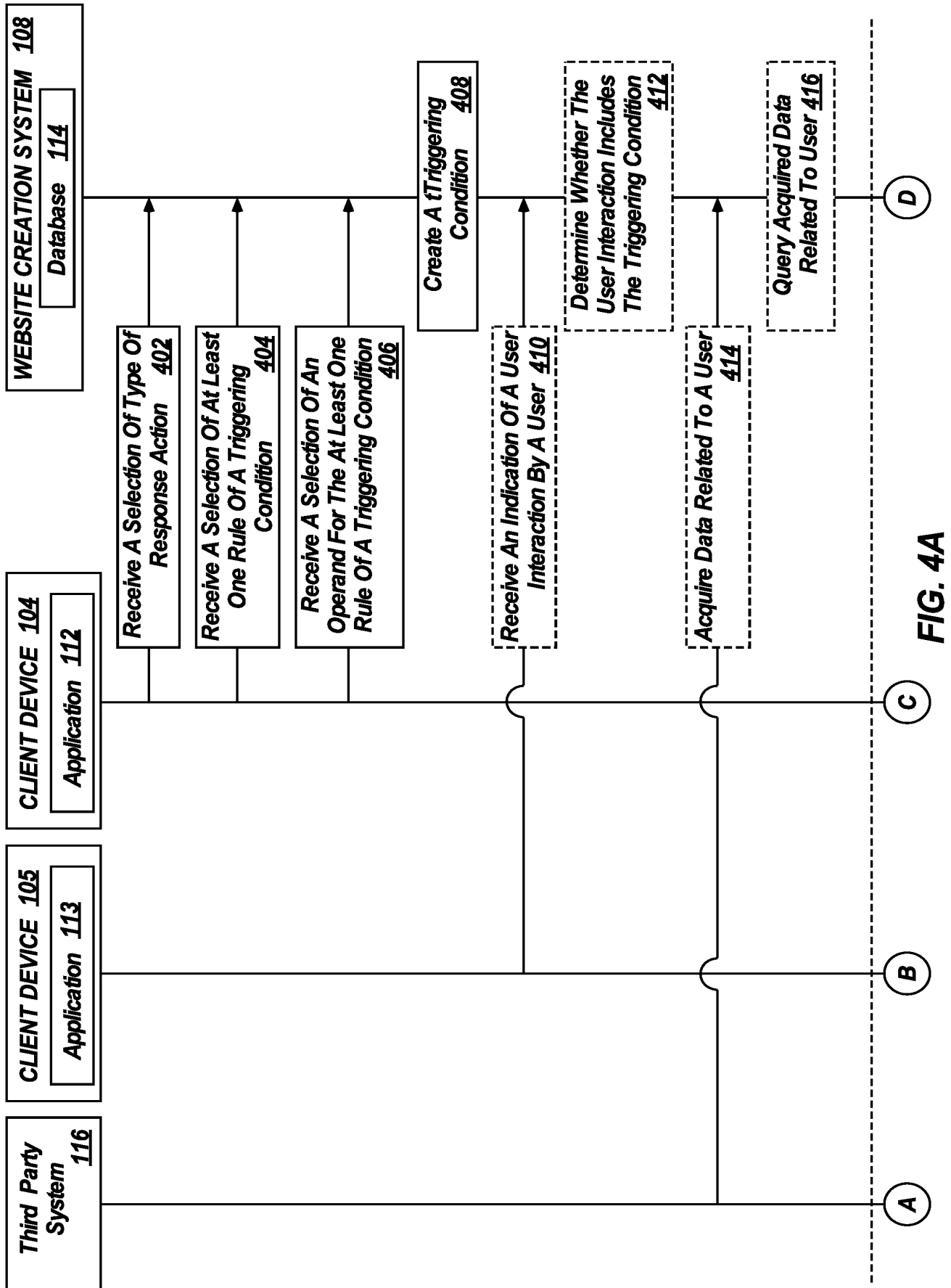


FIG. 4A

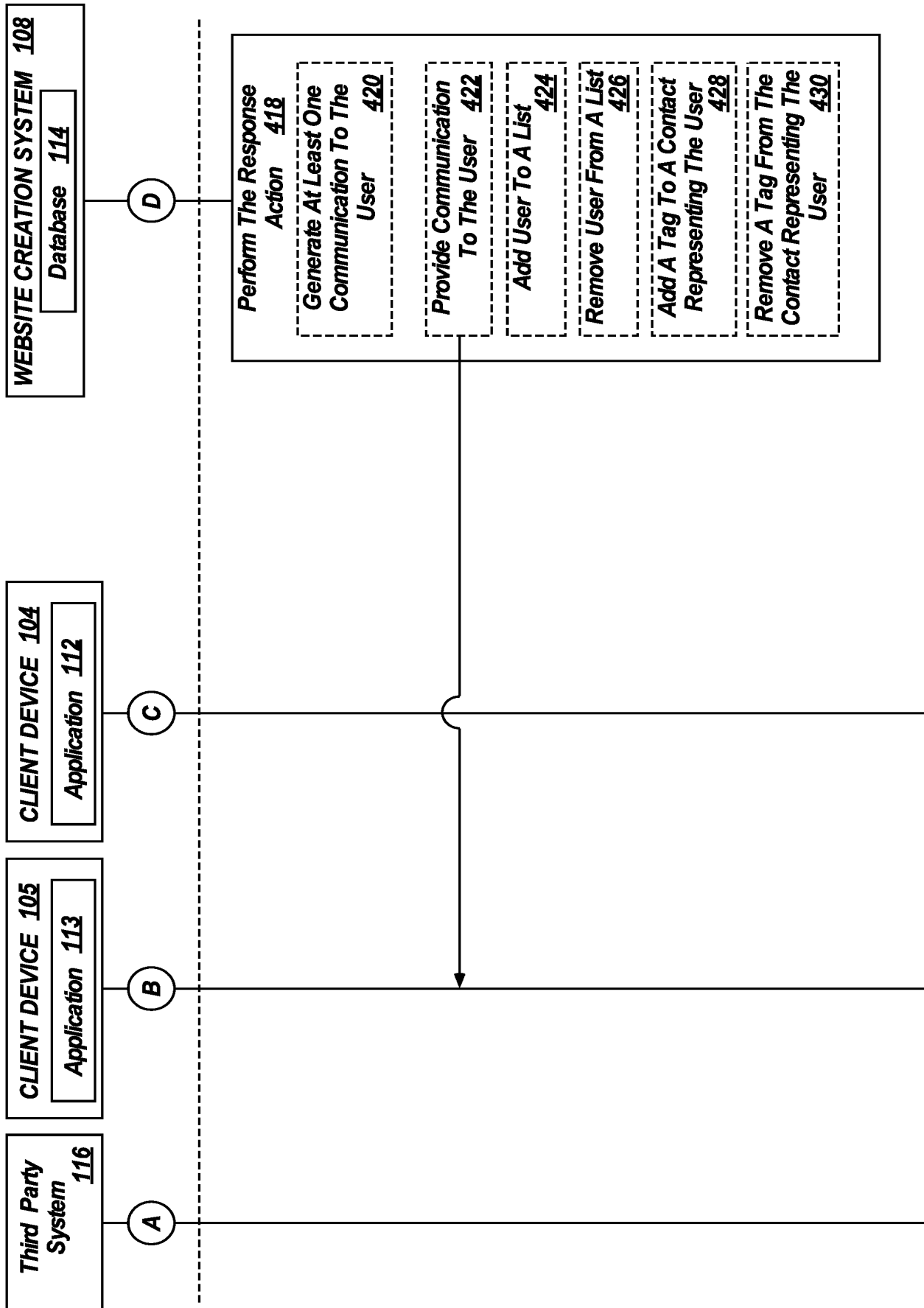


FIG. 4B

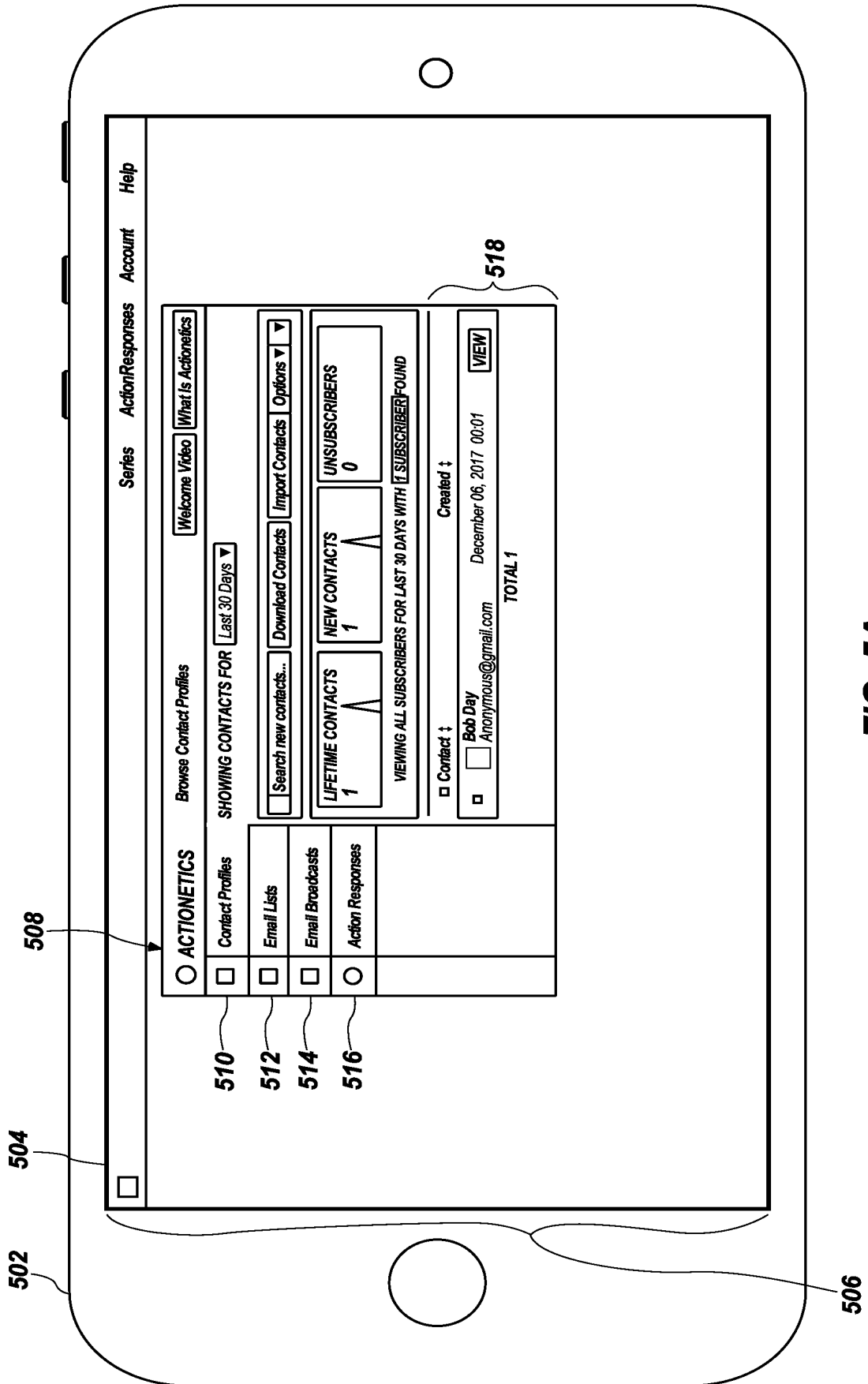


FIG. 5A

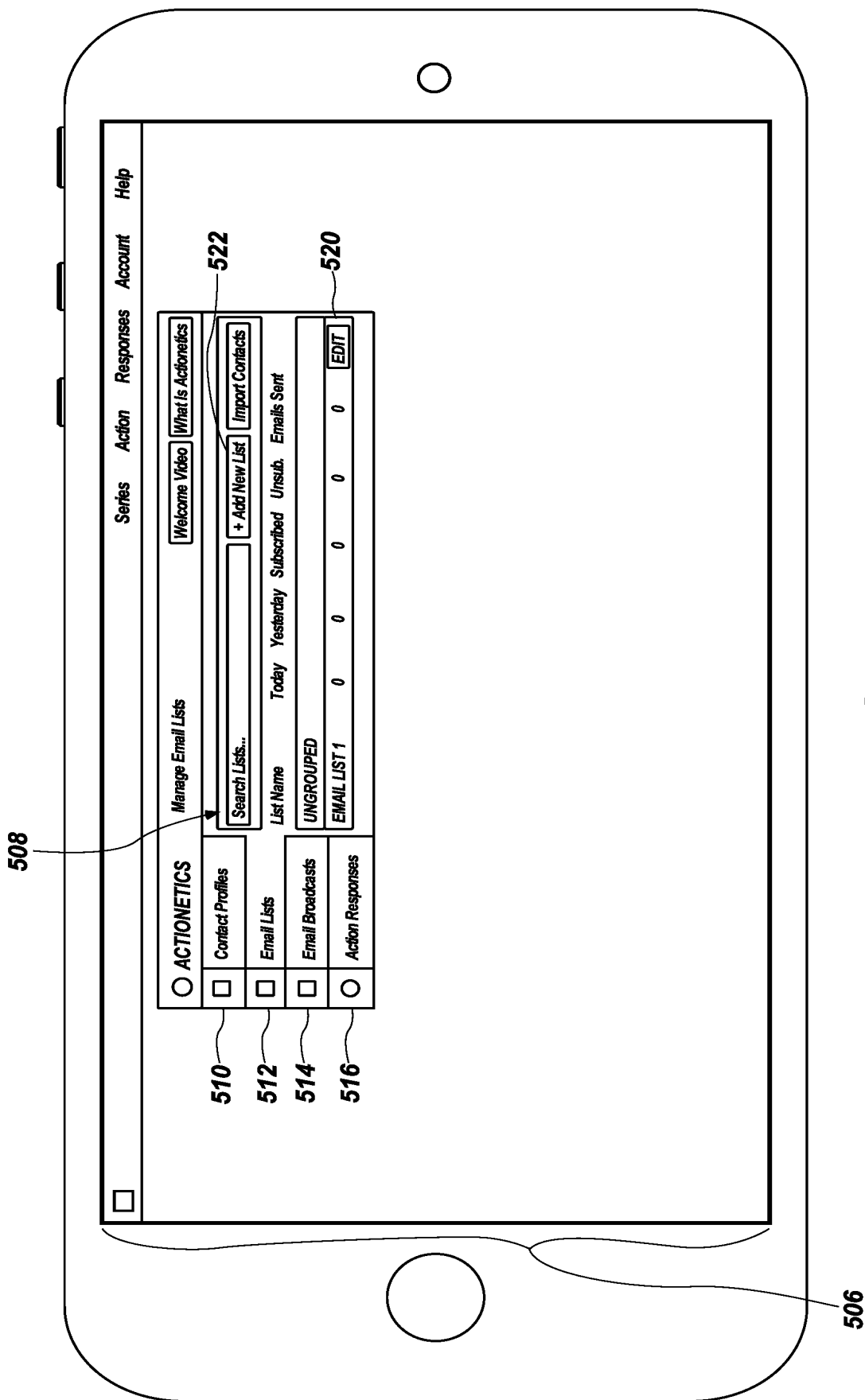
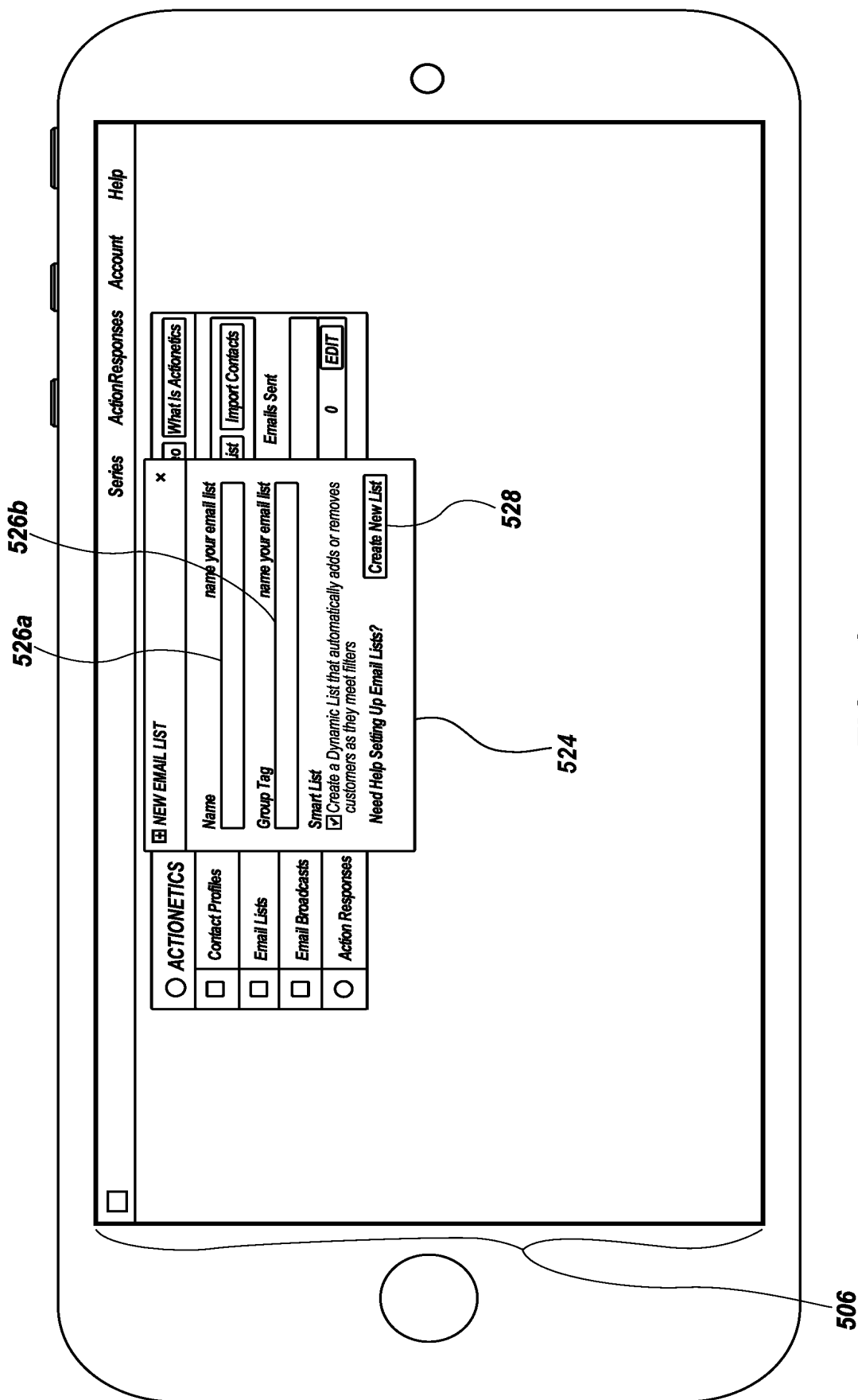
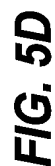


FIG. 5B





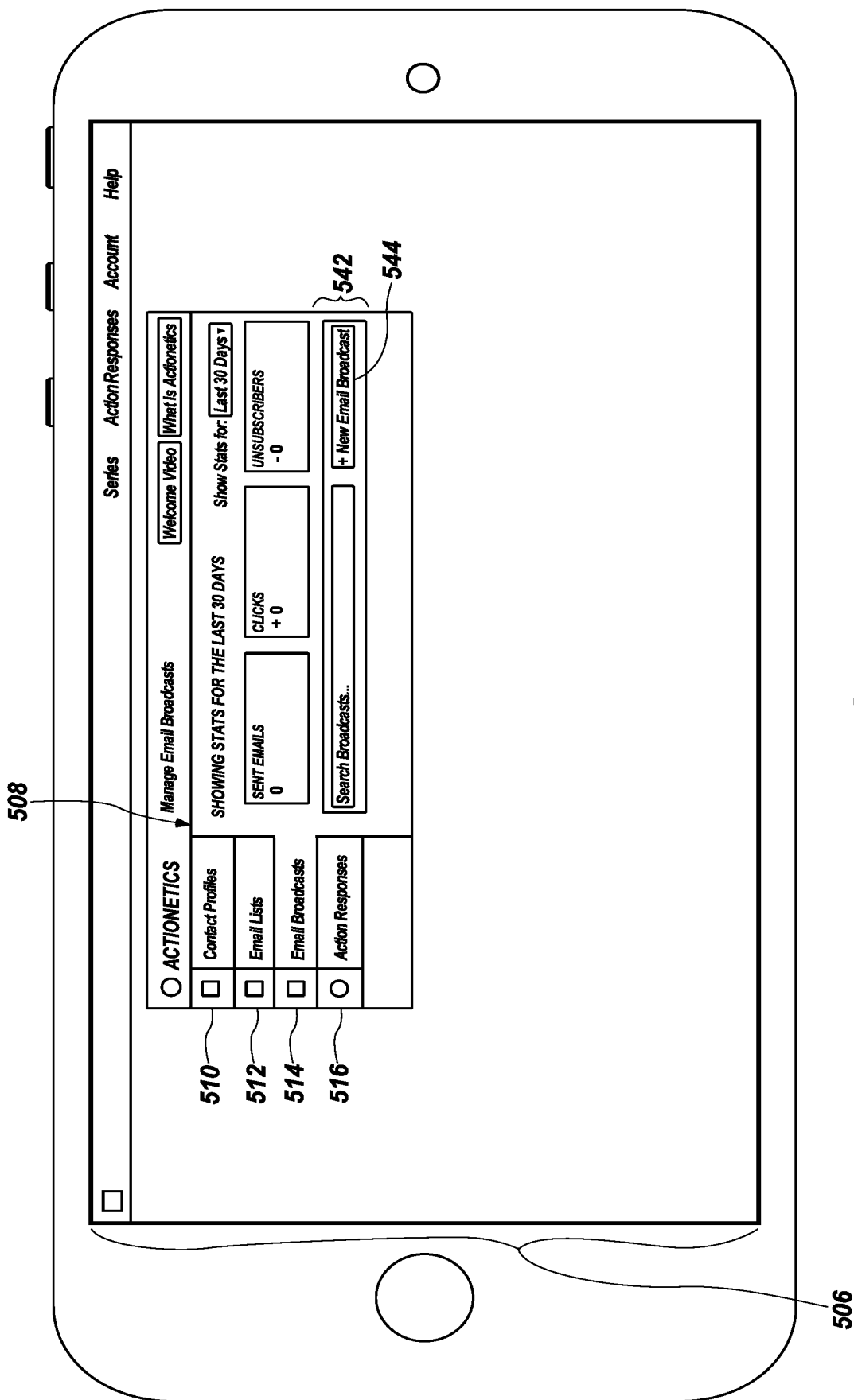
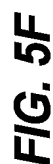


FIG. 5E



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	Series	Action Responses	Account	Help
☐	SMTP Username	SMTP Password		
☐	SMTP Domain			
☐	SMTP Domain Name			
☐	Domain			
☐	Choose a domain			
☐	Address 1	Address 2		
☐	Country	City		
☐	State	Zip		
☐	SMTP Footer			
☐	Footer Added to all Outgoing Emails. Including physical address in emails is required for CAN-SPAM compliance.			
☐	Default SMTP Integration			
☐	Setup SendGrid Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	Setup SendGrid Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	Setup Mandrill Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	Setup Mandrill Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	Setup SendGrid Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	Setup SendGrid Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	Setup MailChimp Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	Setup MailChimp Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	Setup SparkPost Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	Setup SparkPost Webhook to track Spam Complaints and Bounces inside Series learn how.			
☐	CREATE SMTP INTEGRATION			
☐	SETTINGS			
☐	MANAGEMENT			
☐	Account Details			
☐	Account Billing			
☐	Personal Page Template			
☐	Digital Assets			
☐	SETUP			
☐	Integrations			
☐	Payment Gateways			
☐	Outgoing SMTP			
☐	Domains			
☐	Global Unsubscribe			
☐	Account Sharing			
☐	Managers			
		SMTP Email Settings How to set up SMTP Email Setting for your account.		
		SendGrid Integration Setup Series with SendGrid		
		Mandrill Integration Setup Series with Mandrill		
		Amazon SES Integration Setup Series with Amazon SES		
		SendGrid Integration Setup Series with SendGrid		
		SparkPost Integration Setup Series with SparkPost		

FIG. 5G

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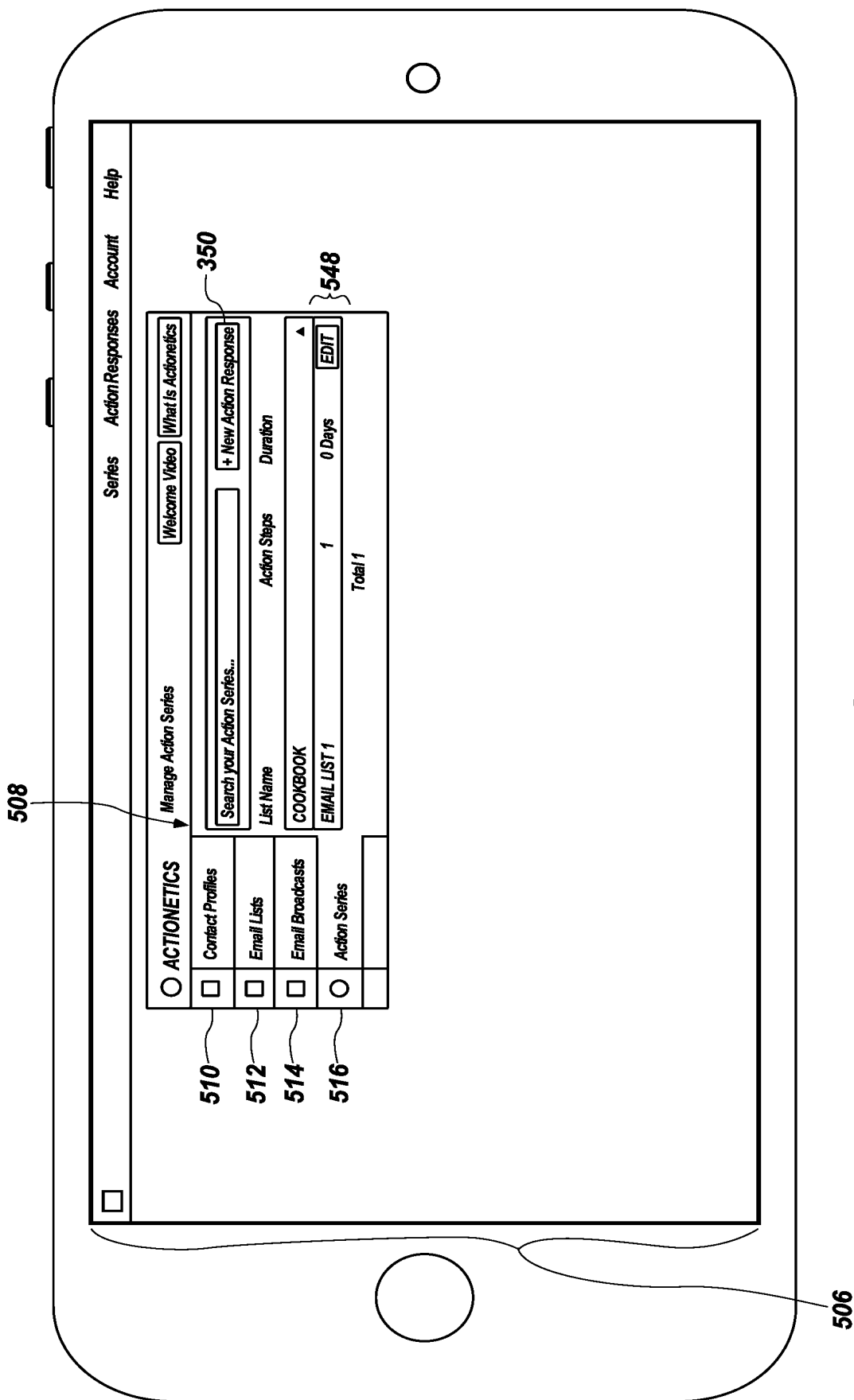
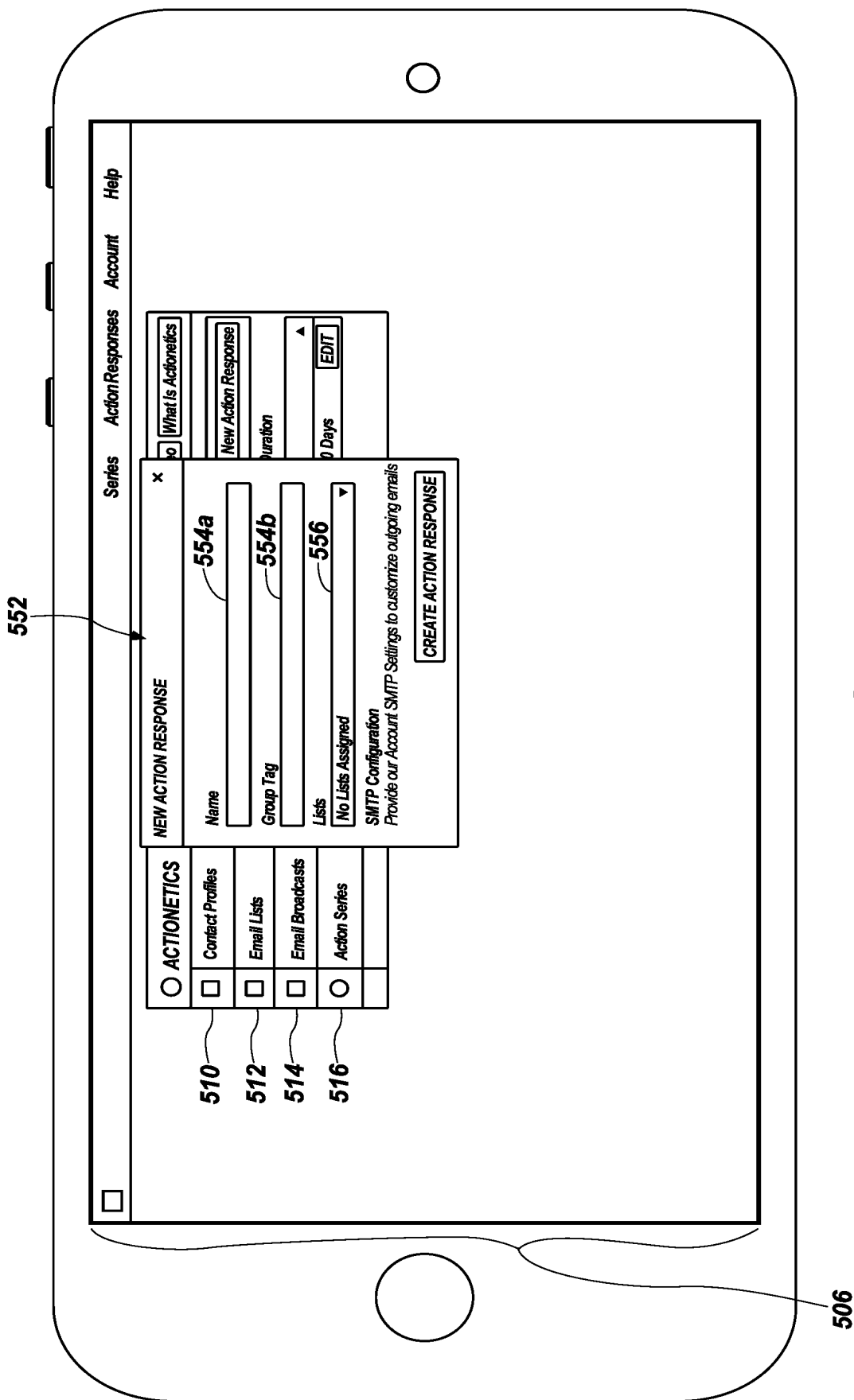


FIG. 5H



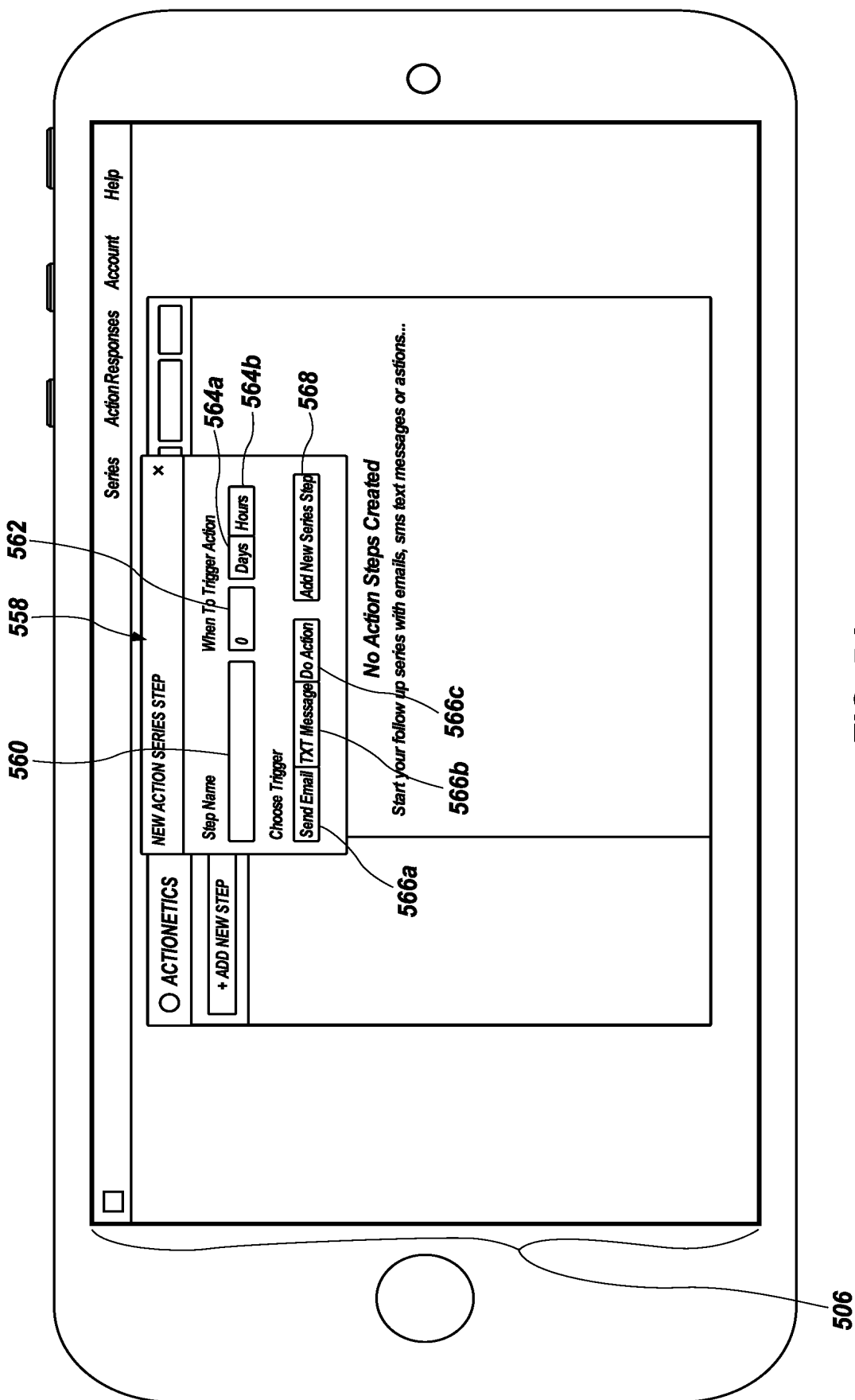


FIG. 5J

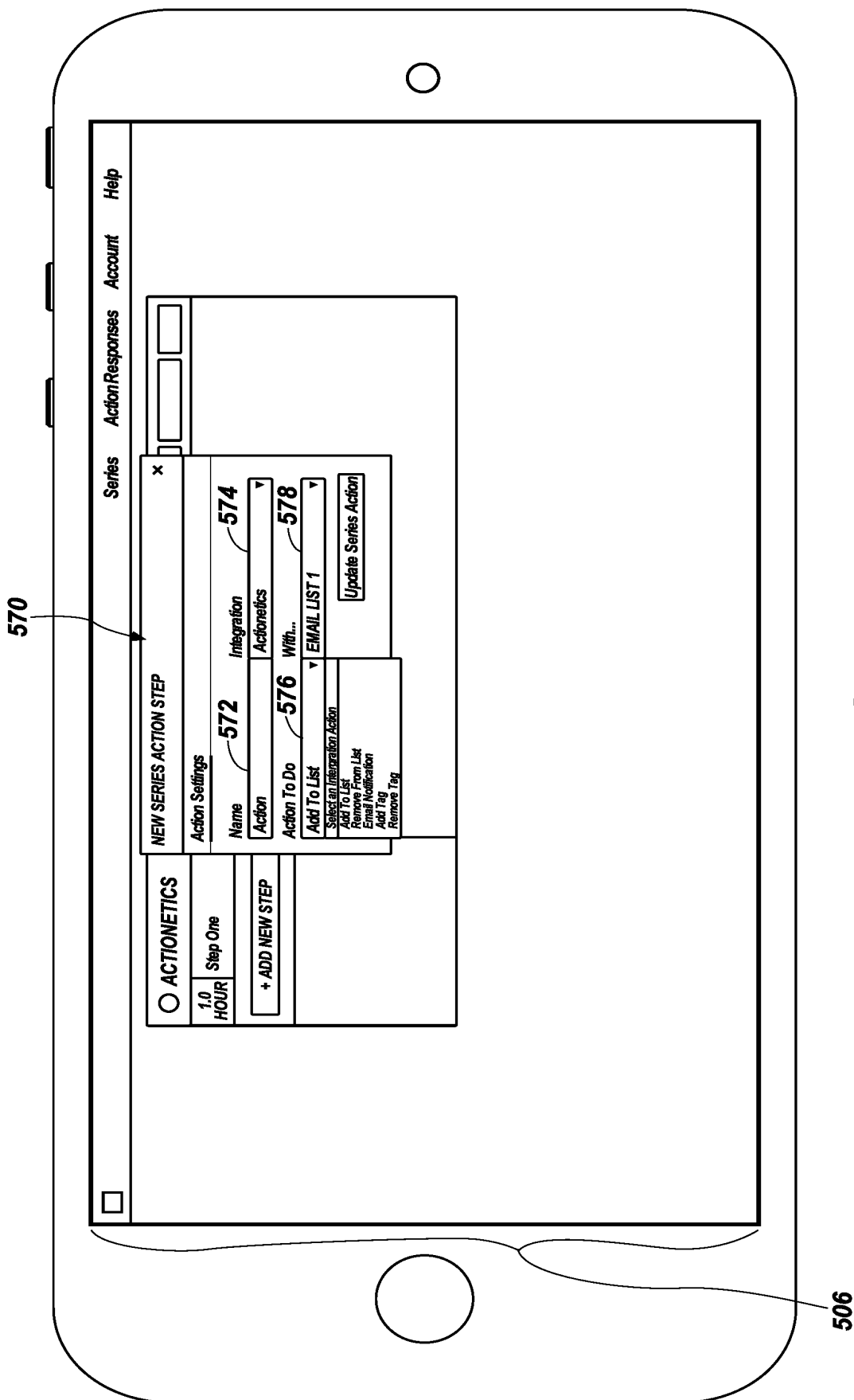
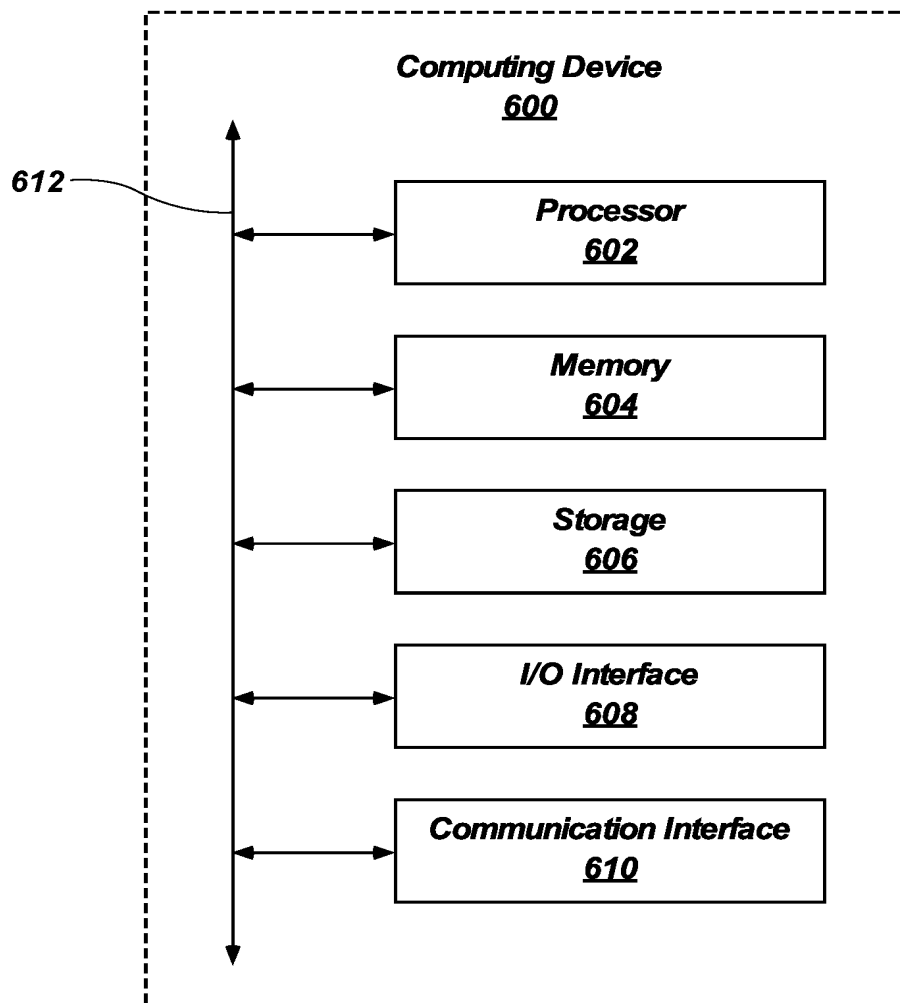


FIG. 5K



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**FIG. 6**

VIA ELECTRONIC FILING
November 24, 2020

APPLICATION FOR UNITED STATES LETTERS PATENT

for

**WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST
ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS**

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TITLE

WEBSITE CREATION SYSTEM FOR CREATING WEBSITES HAVING AT LEAST ONE SERIES OF DIRECTIONAL WEBPAGES AND RELATED METHODS

CROSS-REFERENCE TO RELATED APPLICATION

[0001] This application is a continuation of U.S. Patent Application Serial No. 15/880,226, filed January 25, 2018, the disclosure of which is hereby incorporated herein in its entirety by this reference.

TECHNICAL FIELD

[0002] This disclosure relates generally to a website creation system having at least one series of directional webpages and related methods.

BACKGROUND

[0003] The Internet has played an influential role in developing electronic commerce. Furthermore, one who may want to create a website for selling a product and/or service in hopes of yielding favorable results (e.g., sales, opt-ins, etc.) must often hire two or more different companies to develop and generate different portions of the website. This results in extreme, and in some cases, hindering costs before ever selling a product and/or service. Moreover, the website owner typically has very little ability to personally edit and adjust the website to meet the adjusting needs of website guests (e.g., customers) without again turning to the development companies and paying additional fees for their services. Other options for creating a website include employing “cookie cutter” (e.g., one type fits all) websites that all look substantially the same and are not tailored to the website owners’ products and/or services. Thus, because the resultant websites are not created under one roof and/or are not tailored to products and/or services offered thereon, the resultant websites are often clunky, not user friendly, and overall unappealing and unpersuasive to potential customers. This, conventionally, results in abandoned carts, lost sales, and overall poor results for the website owner. Accordingly, these and other disadvantages exist with respect to conventional methods and systems for creating websites.

BRIEF SUMMARY

[0004] The various embodiments described below provide benefits and/or solve one or more of the foregoing or other problems in the art with systems and methods for creating websites. Some embodiments of the present disclosure include a method for creating a website. The method may include providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type including a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface including a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[0005] In one or more embodiments, the systems and methods provide a method for creating a response action within a created website. The method may include receiving, from a client device, a selection of a type of response action, the response action to be performed in response to a triggering condition; receiving a selection of at least one rule of the triggering condition; receiving a selection of an operand for the at least one rule of the triggering condition; creating the triggering condition; and in response to receiving an indication that the triggering condition has occurred, performing the response action.

BRIEF DESCRIPTION OF THE DRAWINGS

[0006] Various embodiments will be described and explained with additional specificity and detail through the use of the accompanying drawings in which:

[0007] FIG. 1 illustrates a schematic representation of an environment within which a website creation system can operate in accordance with one or more embodiments of the present disclosure;

[0008] FIGS. 2A-2C illustrate a sequence flow diagram that a website creation system can utilize to create a website in accordance with one or more embodiments;

[0009] FIGS. 3A-3N illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create a website according to one or more embodiments of the present disclosure;

[0010] FIGS. 4A and 4B illustrate a sequence flow diagram that a website creation system can utilize to create one or more response actions in accordance with one or more embodiments of the present disclosure;

[0011] FIGS. 5A-5L illustrate a plurality of schematic representations of graphical user interfaces of the website creation system for enabling a system administrator to create one or more response actions according to one or more embodiments of the present disclosure; and

[0012] FIG. 6 illustrates a block diagram of an example computing device in accordance with one or more embodiments of the present disclosure.

DETAILED DESCRIPTION

[0013] The illustrations presented herein are not actual views of any particular website creation system, or any component thereof, but are merely idealized representations, which are employed to describe the present invention.

[0014] One or more embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create a website. Furthermore, the website creation system may enable the user to create a website having a series of directional webpages. The series of directional webpages may include a series (e.g., a sequence or funnel) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user

interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the series of directional webpages may be designed and intended to cause a guest of the created website to remain on the website, opt into an email list, provide contact information (e.g., an email address, a telephone number, a social media identifier, etc.), share a portion of the website on social media, complete a purchase, complete multiple purchases, add an item to a cart, visit another website, interact with a chat messenger, view a video on the website, view an image on the website, etc.

[0015] Because the website creation system of the present disclosure enables a user to create, within a single system, a website that includes at least one series of directional webpages ordered and designed to entice particular user interaction, the website creation system is advantageous over conventional website creation systems. For instance, because the website creation system enables a user to create a website while working with a single system instead of multiple developers and systems, the website creation system reduces required processing power, memory, and communication resources needed to facilitate creating websites. Accordingly, the website creation system results in less data transfer and data bandwidth usage for a computer/communication system. In other words, the website creation system results in less required processing power and communication bandwidth in comparison to conventional systems. As a result, the website creation system of the present disclosure, in comparison to conventional systems, may be a more appropriate system for mobile devices. Additionally, in view of the foregoing, the website creation system may result in more user friendly, consistent, attractive, and persuasive websites in comparison to conventional website creation systems and methods.

[0016] Moreover, some embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to monitor and edit a website to meet the needs of current traffic (e.g., guests) visiting the website. For instance, the website creation system includes a website editor graphical user interface (“GUI”) for display to the system administrator on a client device. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator to add media

objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website.

[0017] Additional embodiments of the present disclosure include a website creation system for enabling a user (e.g., a system administrator) to create one or more response actions related to the user's created website. For instance, the user can customize the website to perform a response action in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of the website. As a non-limiting example, a response action may include sending a communication to a guest of the website based on the guest's status or number of followers within a social media network. Each of the response actions may include multiple specific ordered rules that enable automation of further tasks (e.g., sending communications to a guest in response to a guest's actions, adding the guest to broadcasts, tagging the guest, etc.). Furthermore, the multiple specific rules cause the website to perform the response actions in specific technological ways.

[0018] FIG. 1 illustrates a schematic diagram of an environment 100 in which a website creation system can operate according to one or more embodiments of the present disclosure. As illustrated, the environment 100 includes a client device 104, at least one server 101 including a website creation system 108, a network 102, and one or more third-party system(s) 116. The website creation system 108, the client device 104, and the third-party system(s) 116 can communicate via the network 102. The network 102 may include one or more networks, such as the Internet, and can use one or more communications platforms or technologies suitable for transmitting data and/or communication signals. Although FIG. 1 illustrates a particular arrangement of the client device 104, the server 101, the third-party system(s) 116, and the network 102, various additional arrangements are possible. For example, the server 101 and, accordingly, the website creation system 108, can directly communicate with the client device 104, bypassing the network 102.

[0019] As illustrated in FIG. 1, a user 110 can interface with the client device 104, for example, to communicate with the server 101 and to utilize the website creation system 108 to create a website. The user 110 can be an individual (i.e., human user), a business, a group, or any other entity. Although FIG. 1 illustrates only one user 110 associated with the client device 104,

the environment 100 can include any number of a plurality of users that each interact with the environment 100 using a corresponding client device.

[0020] In some embodiments, the website creation system 108 can include a system associated with an entity such as a website creation provider, which provides tools and editor graphical user interfaces to user(s) 110 to create websites. For example, the website creation system 108 may enable a user (referred to hereinafter as “system administrator”) to create a website that includes a series of directional webpages designed and sequenced (e.g., arranged in a particular order) to elicit (e.g., entice) a particular user interaction with the website (e.g., provide contact information, opt in to receive communications from the website, complete a purchase, complete multiple purchases, add something to a cart, interact with (e.g., click) a selectable element (e.g., a button) of the website, share the website and/or a purchase on a social media network). Additionally, the website creation system 108 may enable a system administrator to monitor activity on a website created via the website creation system 108 and/or edit a website created via the website creation system 108. The series of directional webpages is described in further detail below in regards to FIGS. 2A-2C.

[0021] Furthermore, the website creation system 108 may enable a system administrator to create one or more response actions. As used herein, the term “response actions” may refer to actions taken by a response action system of the website creation system 108 in response to one or more triggering conditions correlating to one of more actions and/or attributes of one or more guests (e.g., visitors) of a website created via the website creation system 108. For example, a response action may include the response action system of the website creation system 108 sending a communication to a guest of the website in response to the guest having a particular number of followers on a social media network. The response actions are described in greater detail below in regard to FIGS. 4A and 4B.

[0022] In particular embodiments, the website creation system 108 may be capable of linking a variety of entities (e.g., third-party systems 116 and a guests). As an example and not by way of limitation, the website creation system 108 may enable users (e.g., guests of a website created via the website creation system 108) to interact with each other as well as receive content from third-party systems 116 (e.g., payment processors, social media networks, website monitoring services, email platforms) or other entities, and/or to allow guests of a website created

via the website creation system 108 to interact with these entities through an application programming interfaces (API) or other communication channels.

[0023] In particular embodiments, a website creation system 108 may include one or more types of servers, one or more data stores, one or more interfaces, including but not limited to APIs, one or more web services, one or more content sources, one or more networks, or any other suitable components, e.g., that servers may communicate with. In this sense, the website creation system 108 may provide a platform, or backbone, which other systems, such as third-party systems 116, may use to provide website creation and monitoring services and website operation services and functionality to guests of a website created via the website creation system.

[0024] As shown in FIG. 1, in some embodiments, the website creation system 108 can include a database 114. As is described in greater detail below in regard to FIGS. 2A-2C, the website creation system 108 can utilize the database to store contact data packages and generated websites.

[0025] In some embodiments, the client device 104 includes a client application 112 installed thereon. In one or more embodiments, the client application 112 can be associated with the website creation system 108. For example, the client application 112 allows the client device 104 to directly or indirectly interface with the website creation system 108. The client application 112 also enables the user 110 (e.g., system administrator) to create, monitor, and edit websites via the website creation system 108 and the client device 104. For example, the client application 112 can include a web browsing application and/or a website creation application.

[0026] The third-party systems 116 may include additional systems that may interface with the website creation system 108. For example, in some embodiments, the third-party systems 116 may include social media networks (e.g., FACEBOOK®, TWITTER®, GOOGLE® PLUS, etc.) with which the website creation system 108 may share and/or acquire information related to traffic on a created website. In additional examples, the third-party systems 116 may include payment processors (e.g., PAYPAL, VISA PAY, STRIPE, NMI, etc.) that enable guests to complete purchases on a created website. In further embodiments, the third-party systems 116 may include website monitoring systems, email platforms, etc.

[0027] Both the client device 104 and the server 101 (and the website creation system 108) can represent various types of computing devices with which guests can interact. For example, the client device 104 and/or the server 101 can be a mobile device (e.g., a cell phone, a

smartphone, a PDA, a tablet, a laptop, a watch, a wearable device, etc.). In some embodiments, however, the client device 104 and/or server 101 can be a non-mobile device (e.g., a desktop or server). Additional details with respect to the client device 104 and the server 101 are discussed below with respect to FIG. 6.

[0028] FIGS. 2A-2C illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create a website including a series of directional webpages that are configured to illicit a particular user interaction with the website. The client device 104 and website creation system 108 shown in FIGS. 2A-2C may be as described with reference to FIG. 1.

[0029] Referring to the sequence-flow diagram 200, a client device 104 can detect one or more user interactions requesting creation of a member account with the website creation system 108. For instance, the client device 104 can detect a user interaction requesting creation of a member account via the client application 112 (e.g., a web browsing application displaying an option to create a member account within the website creation system 108). For example, the client application 112 can detect the user interaction requesting creation of a member account.

[0030] As shown in FIG. 2A, upon the client device 104 detecting the user interaction requesting creation of a member account, the website creation system 108 receives an indication of a user interaction to create a member account, as shown in act 202. For example, upon detecting the user interaction requesting creation of a member account, the client device 104 and/or the client application 112 can provide an indication of the user interaction to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction through the network 102.

[0031] As shown in FIG. 2A, in response to receiving the indication of the user interaction to create a member account, the website creation system 108 creates a member account, as shown in act 204. In some embodiments, creating the member account may include the website creation system 108 requesting a user identifier including one or more of an email address, a username, a login credential, etc. Furthermore, in some embodiments, the request for the user identifier can include a request to create (e.g., choose, select, assign, etc.) a user credential (e.g., password). In one or more embodiments, the website creation system 108 can request the user identifier and/or user credential within the client application 112.

[0032] Upon creating a member account, the website creation system 108 provides a member dashboard to a user (e.g., a website creator or system administrator) for display on client

device, as shown in act 206. The member dashboard may include one or more selectable options to create (i.e., commence creating) a website. Furthermore, the member dashboard may include one or more content windows for displaying statistics (e.g., page views, opt-ins, sales) related to a system administrator's websites. For example, the member dashboard may display comparisons of statistics regarding the system administrator's websites. The member dashboard is described in greater detail below in regard to FIG. 3A.

[0033] In response to receiving the member dashboard, the client device 104 may display the member dashboard. For example, the client device 104 can display the member dashboard within the client application 112 and on a display screen. For instance, the client application 112 can display the member dashboard within a graphical user interface (“GUI”) of the client application 112 and/or the website creation system 108.

[0034] In addition to providing a member dashboard, the website creation system 108 receives an indication of a user interaction to create a website, as shown in act 208 of FIG. 2A. For example, upon detecting a user interaction to create a website, the client device 104 and/or the client application 112 can provide an indication of the user interaction to create a website to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the user interaction to create a website through the network 102.

[0035] Upon receiving the indication of the user interaction to create a website, the website creation system 108 provides a plurality of website types to the client device 104, as shown in act 210 of FIG. 2A. Each website type may include a series of directional webpages. As discussed briefly above, the phrase a “series of directional webpages” refers to a series (e.g., a sequence) of webpages that are ordered and designed to entice (e.g., elicit, encourage, prompt, evoke, cause, etc.) at least one particular user interaction with the website. For instance, the series of directional webpages may funnel (e.g., direct, aim, etc.) a guest of the website toward a particular user interaction. In one or more embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during a single web browsing session. In additional embodiments, the series of directional webpages may include a plurality of sequential webpages designed to be provided sequentially one after another during multiple different web browsing sessions. In some embodiments, the particular user interaction (e.g., the sought after user interaction) may include one or more of remaining on the website, opting into an email list, opting into receiving push messages via a social

media network, application, or web browser, providing contact information (e.g., an email address, a telephone number, a social media identifier, etc.), sharing a portion of the website on social media, completing a purchase, accepting an up-sell option, completing multiple purchases, adding an item to a cart, visiting another website, interacting with a chat messenger, viewing a video on the website, interacting with a webinar, viewing an image on the website, etc.

[0036] As noted above, in some embodiments, each webpage of a series of directional webpages may be presented in a single browsing session. In other embodiments, webpages of a series of directional webpages may be presented in multiple different browsing sessions. For instance, a first webpage of a series of directional webpages may be presented in a first browsing session, and a second webpage of a series of directional webpages may be presented in a second browsing session (e.g., a second browsing session initiated in response to an interaction within an email sent to a guest by the website creation system 108).

[0037] In one or more embodiments, each webpage of the series of directional webpages may include one or more text elements, media elements, form elements, advance form elements, countdown elements, content block elements, miscellaneous elements, and special elements. Text elements may include headlines, sub-headlines, paragraphs, and bullet lists. Media elements may include images, image popups, videos, video popups, audio files, and audio players. Form elements may include buttons, input forms, select (e.g., drop down) boxes, and text areas. Advance form elements may include short message service (SMS) signups, billing addresses, shipping addresses, and surveys. Countdown elements may include countdown timers, minute timers, and day timers. Content block elements may include icons, dividers, progress bars, image features, navigation bars, image lists, pricing tables, and frequently asked questions (FAQs). The miscellaneous elements may include text blocks, social shares, social media comments, and custom JS/HTML. The special elements may include order forms, order confirmations, guest logins, membership content, and webinar dates.

[0038] Furthermore, each webpage of the series of directional webpages may be associated with an overall category and type of webpage. For example, the website creation system 108 may have the following page categories: 1) presale page category, 2) opt-in page category, 3) thank you page category, 4) sales page category, 5) upsell page category, 6) order forms category, 7) webinar page category, 8) membership page category, 9) affiliate page category, and 10) other page category.

[0039] The presale page category may include survey pages, article pages, presale pages, and click pop pages. The opt-in page category may include squeeze pages, reverse squeeze pages, lead magnets, and coupons. The thank you page category may include thank you pages, offer walls, bridge pages, and share pages. The sales page category may include video sales pages, sales letter pages, and product launch pages. The one time offer page category may include upsell pages and downsell pages. The order forms category may include two-step order pages, traditional order pages, video sales letter order pages, sales letter order pages, and product launch and order pages. The webinar pages category may include webinar registration pages, webinar confirmation pages, webinar broadcast rooms, and webinar replay rooms. The membership pages category may include access pages and members' areas. The affiliate pages category may include access pages and affiliate areas. The other pages category may include application pages, ask pages, store fronts, home pages, hero pages, and live demo pages. Each of the foregoing pages is described in detail below.

[0040] Presale Page

[0041] The presale page may be a page that preempts a sales page. The presale page may introduce a product and/or service without giving the direct option of purchasing or commencing a purchase of the product. For instance, the presale page may be designed and intended to peak a guest's interest in a product and/or service.

[0042] Article Page

[0043] The article page is another type of presale page. The article page may include an article relating to a product and/or service. Furthermore, the article page may include a selectable element (e.g., button) for entering a series of directional webpages (described above) to purchase the product and/or service. Additionally, the article page may be designed and intended to peak a guest's interest in a product and/or service.

[0044] Survey Page

[0045] The survey page includes one or more questions related to a product and/or service. Additionally, the survey page can include one or more questions about a guest visiting a website. The survey page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page).

[0046] Click Pop Page

[0047] The click pop page is a pop up that appears on a page. The click pop page may be triggered via a button on a page or when a guest tries to leave the page. The click pop page may be designed and intended to keep a guest on the website by offering additional discounts, products, services, benefits, or free products to the guest.

[0048] Squeeze Page

[0049] For instance, the squeeze page may include a curiosity-based headline including one or more questions where an email input is required to see answers to the one or more questions. The squeeze page may be designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0050] Reverse Squeeze Page

[0051] The reverse squeeze page may include a video training, and after the video ends, the reverse squeeze page may invite a guest to opt in to an email list. Thus, the reverse squeeze page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the reverse squeeze page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0052] Lead Magnet Page

[0053] The lead magnet page may include an incentive (e.g., a magnet) for providing an email address. For example, the incentive may include one or more of a report, ebook, video, etc. In response to providing an email address, the lead magnet page may provide the incentive. Thus, the lead magnet page is designed and intended to cause a guest to provide an email address (e.g., opt in to an email list) to the website creation system 108. In alternative embodiments, the lead magnet page may be designed and intended to cause a guest to provide information related to a social media account, an instant message identifier, a telephone number, etc.

[0054] Coupon Page

[0055] The coupon page may be similar to the lead magnet page. However, the coupon page may provide a discount (e.g., a coupon code or voucher) on a product and/or service for providing an email address.

[0056] Thank You Page

[0057] The thank you page may appear after a guest fills out an opt in form or purchases a product and/or service. The Thank You Page may include one or more thank you messages, discounts, benefits, selectable elements for sharing the purchase on social media networks, additional opt-in opportunities, etc.

[0058] Offer Wall

[0059] The offer wall may be displayed after an initial purchase and may include additional products and/or services for purchase. In some embodiments, the products and/or services may be discounted relative to standard prices and may include “one time offers” that do not require inputting payment information a second time. For example, the offer wall may provide additional specialized offers to a guest after making an initial purchase. The offer wall may be designed and intended to cause the guest to make additional purchases after making a first purchase.

[0060] Bridge Page

[0061] The bridge page may provide additional information concerning a product and/or service to a guest. The bridge page may serve to increase and/or peak a guest’s interest in a product and/or service. For example, the bridge page may remind a guest about the importance of the product and/or service. As a non-limiting example, the bridge page may be designed and intended to bridge an idea of product’s importance with the concept of purchasing the product.

[0062] Share Page

[0063] The share page may include a thank you page. However, the share page may include an invitation to share the guest’s experience (e.g., purchase) via a social media network (e.g., FACEBOOK®, TWITTER®, GOOGLE® +). The share page may be designed and intended to cause a guest to share a purchase and/or a website on a social media network.

[0064] Video Sales Letter Page

[0065] The video sales letter page is a sales page that includes a video concerning a product and/or service in addition to a spoiler box that includes elements (e.g., a bullet list of information) included in the video that may increase a guest’s intrigue and/or curiosity. The video sales letter page includes an option to commence a purchase of a product and/or service (e.g., an “add to cart button”). The video sales letter page may be designed to peak a guest’s interest in a product and/or service.

[0066] Sales Letter Page

[0067] The sales letter page includes a letter concerning a product and/or service including aspects of the product and/or service and associated advantages. The sales letter page includes an option to commence a purchase of a product and/or service (e.g., an “add to cart button”). The sales letter page may also be designed to peak a guest’s interest in a product and/or service.

[0068] Product Launch Page

[0069] The product launch page includes at least one video concerning a product and/or service and links to additional videos in a sequence of videos concerning the product and/or service. The additional videos may be unlocked after a particular period of time and/or watching a previous video in the sequence. The product page may also be designed to peak a guest’s interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching the videos.

[0070] OTO (“Upsell”) Page

[0071] The upsell page may appear after a guest has entered in payment information to purchase a product and/or service. The upsell page may include a “one-click” offer to add to an order. The “one-click” offer only requires a single user interaction (e.g., a click) to add a product to the purchase and/or to purchase the product. In other words, the upsell page does not require the guest to re-enter payment information. The upsell page may be designed and intended to cause the guest to complete additional purchases on the website.

[0072] Downsell Page

[0073] The downsell page may appear in the event that a guest refuses the “one-click” offer of the upsell page. The downsell page may offer a less expensive digital version of a physical product or a payment plan for the original product and/or service. The downsell page may not appear if the guest accepts the “one-click” offer of the upsell page. The downsell page may also be designed and intended to cause the guest to complete additional purchases on the website.

[0074] Two-step Order Form

[0075] The two-step order form page may include a first page/step requesting a guest’s address and a second page/step requesting the guest’s payment information. The two-step order form page may be designed and intended to cause the guest to perform a relatively small

commitment in entering an address. The small commitment of entering an address may encourage a guest to fulfill the request for the guest's payment information and eventual purchase.

[0076] Traditional Order Form

[0077] The traditional order form page collects for a guest's address and payment information on a single page.

[0078] Video Sales Letter Order Form

[0079] The video sales letter order form page includes the video sales letter page with an order form below the video. For instance, the order form may appear after a guest clicks an "Add to Cart" button. As noted above, the video sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form may give the guest the immediate ability to purchase the product and/or service.

[0080] Sales Letter Order Form

[0081] The sales letter order form page includes the sales letter page with an order form embedded into the page. As noted above, the sales letter page may be designed and intended to peak a guest's interest in a product and/or service, and the order form gives the guest the immediate ability to purchase the product and/or service.

[0082] The Product Launch Order Form

[0083] The product launch order form page includes at least some elements of the product launch page but also includes an order form in addition to, or instead of, elements of the product launch page. As mentioned above, the product launch page may be designed and intended to peak a guest's interest in a product and/or service and to cause the guest to perform a relatively small commitment in watching videos of the product launch page. Additionally, the order form gives the guest the immediate ability to purchase the product and/or service.

[0084] Webinar Registration Page

[0085] The webinar registration page allows a guest to register for a webinar and may include one or more headlines regarding the webinar.

[0086] Webinar Confirmation Page

[0087] The webinar confirmation page provide a "thank you" to a guest for registering for a webinar. The webinar confirmation page may also include one or more offers to purchase a product and/or service prior to the webinar.

[0088] Webinar Broadcast Room

[0089] The webinar broadcast room is the page broadcasting the webinar. The webinar broadcast room only permits the webinar to be viewed live.

[0090] Webinar Replay Room

[0091] The webinar replay room is similar to the webinar broadcast room but it permits the webinar to be paused and replayed. The webinar replay room may include a countdown clock and an “add to cart” button as well. The webinar replay room may be designed and intended to cause a guest to purchase a product within a particular period of time after viewing a webinar.

[0092] Member’s Access Page

[0093] The member’s access page may allow guests to create and login to their account of a created website.

[0094] Member’s Area

[0095] The member’s area may include content, sections, and lessons concerning products and/or services.

[0096] Affiliate Access Page

[0097] The affiliate access page enables an affiliate to create an account and to login to their account of a website created via the website creation system 108.

[0098] Affiliate Area

[0099] The affiliate area provides tools to help affiliates promote products and/or services. For instance, the tools may include banner ads, sample email copies, social media ads, etc.

[0100] Application Page

[0101] The application page enables guests of the website to apply to work with creators of the website (e.g., a website owner) and/or sellers of a product and/or service.

[0102] Storefront Page

[0103] The storefront page includes images and/or videos of products and/or services.

[0104] Home Page

[0105] The home page may include any traditional home page known in the art.

[0106] Live Demo Page

[0107] The live demo page may include a single or repeated live demonstration of a product and/or service. The live demo page may be designed and intended to peak a guest's interest in a product and/or service.

[0108] Ask Page

[0109] The ask page is a one-question survey intended to discover a guest's number one challenge related to a system administrator's topic and/or product and/or service. The ask page may be designed and intended to grow a guest's interest in a product and/or service and to elicit a relatively small commitment from the guest (e.g., answering one or more questions on the survey page). Additionally, the ask page is designed and intended to acquire information regarding what is preventing a guest from purchasing a product and/or service.

[0110] Hero Page

[0111] The hero page highlights a business or individual related to the system administrator's topic and/or product and/or service. The hero page may include social media bios, email signatures, etc. Again, the hero page may be designed and intended to grow a guest's interest in a product and/or service.

[0112] Indoctrination Page

[0113] The indoctrination page appears after a guest joins a list (e.g., email list) or registers for a webinar. The indoctrination page may include information related to a product and/or service. The indoctrination page may be designed and intended to prepare a guest for later received communications (e.g., emails) from the website creation system 108 or a webinar and to eventually purchase the product and/or service.

[0114] Referring to all of the foregoing described pages together, any of the pages may include one or more timers related to any aspect of the page. For example, any benefit, product, and/or service offered on a page may include a respective timer. The timer may indicate a period of time remaining in which a guest may choose to accept the offer. In some embodiments, a timer may start (e.g., start counting down) relative to an action taken by a guest. For instance, a timer may start in response to a guest making a first purchase, watching a video, providing a response to a question, opening a page, opening a communication (e.g., email), etc. The one or more times may be designed and intended to create a sense of urgency in the guest and to cause the guest to more readily accept an offer.

[0115] With continued reference to FIG. 2A, as mentioned briefly above, each website type of the plurality of website types provided by the website creation system 108 may include a respective series of directional webpages of a plurality of different series of directional webpages. In some embodiments, the website creation system 108 may include the following different series (e.g., funnels) of directional webpages: 1) squeeze page series, 2) reverse squeeze series, 3) lead magnet series, 4) bridge series, 5) survey series, 6) application series, 7) ask campaign series, 8) two-step tripwire series, 9) video sales letter series, 10) sales letter series, 11) membership series, 12) daily deal series, 13) invisible series, 14) webinar series, 15) auto-webinar series, 16) product launch series, 17) hero series, 18) homepage series, 19) cancellation series, 20) storefront series, 21) summit series, and 22) live demo series. In one or more embodiments, the website creation system 108 may include at least ten different types of series. In additional embodiments, the website creation system 108 may include at least twenty different types of series. In further embodiments, the website creation system 108 may include at least twenty-two different types of series. Each of the above listed series is described in detail below.

[0116] Squeeze Page Series

[0117] The squeeze page series may include at least two pages: a squeeze page and a thank you page. As mentioned above, the squeeze page series may be designed to generate curiosity and to entice a guest to provide an email address (e.g., opt in to an email list). For example, the squeeze page series may offer a benefit for providing an email address. The thank you page provides the promised benefit.

[0118] Reverse Squeeze Page Series

[0119] The reverse squeeze page series may include at least two pages: a reverse squeeze page and a thank you page. The reverse squeeze page series may be designed to provide a benefit (e.g., a free video) prior to requesting a guest to provide an email address (e.g., opt in to an email list). The thank you page provides additional information about products and/or services and the option to “share” the guest’s experience via a social media network.

[0120] Lead Magnet Series

[0121] The lead magnet series may include at least two pages: a lead magnet page and a thank you page. The lead magnet series may provide a benefit in exchange (e.g., report, video, or a tangible) for a guest’s email address.

[0122] The Bridge Series

[0123] The bridge series may include at least two pages: a squeeze page and a bridge page. The bridge series may connect two concepts that setup a later sale. The squeeze page may entice a guest to provide an email address, and the bridge page may provide additional information regarding a product and/or service and a link (e.g., hyperlink) to another page (e.g., an affiliate's page) to purchase the product and/or service.

[0124] The Survey Series

[0125] The survey series may include at least one page: a survey page. The survey series may be designed to entice a guest to interact with the website (e.g., providing responses to questions and making commitments) and to acquire information related to the guest such that later pages may be tailored to the guest.

[0126] The Application Series

[0127] The application series may include at least three pages: a reverse squeeze page, an application page, and a thank you page. The application series enables a guest to apply to become a client. The application series facilitates a guest to be qualified (e.g., vetted) before becoming a client.

[0128] Ask Campaign Series

[0129] The ask campaign series may include at least two pages: an ask page and a thank you page. The ask campaign series may be designed to determine what a guest really wants in regard to a product and/or service. The ask page may ask a question, and the thank you page may provide reward (e.g., a product) for responding to the question.

[0130] Two-Step Tripwire Series

[0131] The two-step tripwire series may include at least four pages: a two-step order page, an upsell page, a downsell page, and an offer wall. The two-step tripwire series may offer a product at a significant discount such that guests are very likely to purchase the product. Upon a purchase via the two-step order page, the upsell and/or downsell pages follow-up with the guest to provide additional offers to the guest.

[0132] Video Sales Letter Series

[0133] The video sales letter series may include at least four pages: a video sales letter and order form page, an upsell page, a downsell page, and an offer wall. The video of the video sales letter page may serve to convince a guest to accept an initial offer and purchase a product

and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

[0134] Sales Letter Series

[0135] The sales letter series may include at least four pages: a sales letter order form page, an upsell page, a downsell page, and an offer wall. The sales letter of the sales letter page may serve to convince a guest to accept an initial offer and purchase a product and/or service. The upsell and downsell pages may serve to increase a cart value depending on a guest's decision regarding the initial offer.

[0136] Membership Series

[0137] The Membership Series may include at least four pages: a video sales letter and order form page, an offer wall, a membership access page, and a membership page. The membership series may be designed to entice guests to sign up for paid membership sites, paid newsletters, etc.

[0138] Daily Deal Series

[0139] The daily deal series may include at least two pages: a two-step order form page and a share page. The two-step order form page may include an offer (e.g., an irresistible offer) that entices guests to create an account. The share page (e.g., thank you page) encourages the guests to share the offer on social media networks.

[0140] Invisible Series

[0141] The invisible series may include at least three pages: a video sales letter and order form page, an upsell page, and an offer wall. The invisible series may be designed to give away a relatively large amount of value for free upfront while requiring a guest's credit card information. The upsell page and offer wall is shown after a video (e.g., a training video) to offer the guest additional products and/or services. Furthermore, a thank you page may include a messages such as "Do nothing, and your credit card will be billed in two days. If you did not like to the training, just let me know and we will not bill you at all."

[0142] Webinar Series

[0143] The webinar series may include at least four pages: a webinar registration page, a webinar confirmation page, an indoctrination page, and a replay page. The webinar series may include a first phase where guests register for a seat to attend a webinar and hear success stores to increase curiosity. The webinar is typically hosted by a third-party. The webinar series may further

include a second phase where the guests attend another webinar and watch replays while a window to buy begins to close creating true urgency and scarcity.

[0144] Auto-webinar Series

[0145] The auto-webinar series may include at least five pages: a webinar registration page, a webinar confirmation page, webinar broadcast, a replay page, and an indoctrination page. The auto webinar plays every hour. A guest may register for a webinar on the webinar registration page and the webinar confirmation page may provide a data and time for the webinar. The guest may be emailed the indoctrination page. After the webinar, the guest may be emails links to the replay page.

[0146] Product Launch Series

[0147] The product launch series may include at least six pages: a product launch page, three sales pages, and a product launch and order form page. The product launch series may be designed to build anticipation (via the three sales pages and product launch page) prior to enabling a guest to purchase a product and/or service. For instance, the three sales pages may be emailed to a guest a day apart from each other before finally opening up a cart and allowing the guest to purchase a product. The cart may be closed after a few days.

[0148] Hero Series

[0149] The hero series may include at least two pages: a hero page and a thank you page. The hero page may include a bio, an option for guests to join an email newsletter, and a request to follow a social media account. The thank you page may be provided in response to the guest joining the email list or following the social media account.

[0150] Homepage Series

[0151] The homepage series may include at least two pages: a home page and a thank you page. The home page may include, for example, a story of a business and invites guests to opt in to an email list. The home page may also include one or more products and/or services for purchase. The thank you page may be presented in response to opting-in or purchasing a product.

[0152] Cancellation Series

[0153] The cancellation series may include at least two pages: a survey page and an article page. The cancellation series may be utilized when a guest is requesting a refund, to cancel a service, or return a product. The survey page may include one or more questions concerning the

guest's request, and the article page may include one or more reasons why the guest should not want a refund, to cancel the service, or return the product.

[0154] Storefront Series

[0155] The storefront series may include at least one page: a storefront page. The storefront page may include at least substantially all of a website's products and/or services. Each product link may be linked to another series.

[0156] Summit Series

[0157] The summit series may include at least three pages: a sales letter page, a video sales letter and order form page, and a share page. The video sales letter and order form page may include an online summit with multiple speakers being interviewed about a product and/or service. The sales letter page may include a biography of each speaker and a portrait image of each speaker. The share page may encourage guests to share the online summit and/or invited friends to the online summit.

[0158] Live Demo Series

[0159] The live demo series may include at least two pages: a live demo page and a thank you page. The live demo page may include a live demonstration of a product and/or service and an option to purchase the product and/or service.

[0160] Referring still to FIGS. 2A, in some embodiments, the website creation system 108 may provide the plurality of website types within an array (e.g., a grid pattern) on a webpage within the application 112 of the client device 104. In some embodiments, each website type of the plurality of website types may include a selectable element (e.g., an icon, a button, a hyperlink, etc.). The website types are described in greater detail with reference to FIGS. 3B and 3C.

[0161] Upon receiving the plurality of website types, the client device 104 and/or application 112 may display the plurality of website types. For instance, the client device 104 and/or application 112 may display the plurality of website types on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website type of the plurality of website types.

[0162] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website type of the plurality of website types, the website creation system 108 receives a selection of a website type of the plurality of website types, as shown in act 212 of FIG. 2A. For

instance, upon detecting a user interaction selecting a website type of the plurality of website types, the client device 104 and/or application 112 may provide an indication of the selection of the website type to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website type through the network 102.

[0163] Referring to FIG. 2B, upon receiving the selection of the website type, the website creation system 108 provides a plurality of website templates particular to the selected website type to the client device 104 for display to the user 110 (e.g., system administrator), as shown in act 214. The plurality of website templates may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. The website templates are described in greater detail below with reference to FIG. 3C.

[0164] Upon receiving the plurality of website templates, the client device 104 and/or application 112 may display the plurality of website templates. For instance, the client device 104 and/or application 112 may display the plurality of website templates on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect a user interaction selecting a website template of the plurality of website templates.

[0165] Upon the client device 104 and/or application 112 detecting a user interaction selecting a website template of the plurality of website templates, the website creation system 108 receives an indication of the selection of a website template of the plurality of website types, as shown in act 216 of FIG. 2B. For instance, upon detecting a user interaction selecting a website template of the plurality of website types, the client device 104 and/or application 112 may provide the indication of the selection of the website template to the website creation system 108. In one or more embodiments, the website creation system 108 can receive the indication of the selection of the website template through the network 102.

[0166] In response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 may provide a confirmation page to the client device 104 for display to the user 110, as shown in act 218 of FIG. 2B. For instance, the website creation system 108 may provide a confirmation page to the client device 104 via the network. Additionally, in response to receiving an indication of a selection of a website type and an indication of selection of a website template, the website creation system 108 generates and launches a generic website specific to the selected website type and the selected website template, as shown in act 220 of FIG. 2B.

[0167] In some embodiments, the website creation system 108 may begin hosting the generic website on its servers 101, and the website creation system 108 may make the generic website available via the Internet and to the public. In one or more embodiments, the launch may include a soft launch (i.e., rolling out the website to test markets), as is known in the art. Additionally, the website creation system 108 may store data representing the generic website within the database 114 of the website creation system 108. In other embodiments, the website creation system 108 may provide the generic website to a third-party server (e.g., hosting system), and the generic website may be hosted on the third-party server.

[0168] In addition to generating and launching the generic website specific to the selected website and the selected website template, the website creation system 108 provides a website editor graphical user interface (“GUI”) for display to the system administrator (e.g., the user 110) on the client device 104, as shown in act 222 of FIG. 2B. The website editor GUI may include a selectable element (e.g., tab) representing each webpage of the website (e.g., each webpage of the series of directional webpages of the website). Furthermore, the website editor GUI may enable the system administrator (e.g., user 110) to add media objects (e.g., images, videos, audio files, hyperlinks, surveys, text) to the website. Moreover, the website editor GUI may enable a system administrator to add interfaces with social media networks and to add payment processors to the website. The website editor GUI is described in greater detail in regard to FIG. 3E-3M.

[0169] Upon receiving the website editor GUI, the client device 104 and/or application 112 may display the website editor GUI. For instance, the client device 104 and/or application 112 may display the website editor GUI on a display screen of the client device 104. Additionally, the client device 104 and/or application 112 may detect one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI.

[0170] Upon the client device 104 and/or application 112 detecting one or more user interactions editing one or more elements of at least one webpage of the website within the website editor GUI, the website creation system 108 receives an indication of the at least one user interaction editing at least one webpage of the website, as shown in act 224 of FIG. 2B. For instance, upon detecting one or more user interactions editing one or more elements of at least one webpage of the website, the client device 104 and/or application 112 may provide an indication of at least one user interaction editing at least one webpage of the website to the website creation

system 108. In one or more embodiments, the website creation system 108 can receive the indication of at least one user interaction editing at least one webpage of the website through the network 102.

[0171] Referring to FIG. 2C, in response to receiving the indication of at least one user interaction editing at least one webpage of the website, the website creation system 108 edits the launched website according to the user interaction to create a customized website, as shown in act 226. Moreover, the website creation system 108 can store data representing the edit and the customized website in the database 114 of the website creation system 108. In some embodiments, the website creation system 108 can relaunch the customized website. As will be understood by one of ordinary skill in the art, act 222-226 may be repeated any number of times as a system administrator (e.g., user 110) edits a website.

[0172] FIGS. 3A-3M illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, the components of the website editor GUI of the website creation system 108 as described in regard to FIGS. 1-2C can provide, along and/or in combination with the other components, one or more graphical user interfaces (“GUIs”). In particular, the components can allow a system administrator (e.g., user 110) to interact with a collection of display elements for a variety of purposes. For instance, FIGS. 3A-3M and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

[0173] For example, FIG. 3A illustrates a user device 302 that may implement one or more of the components or features of the website creation system. For purposes of the present disclosure, the user device 302 may be a client device (e.g., client device 104). As shown in FIG. 3A, in some embodiments, the user device 302 is a handheld device, such as a tablet device. As used herein, the term “handheld device” refers to a device sized and configured to be held/operated in one or more hands of a user (e.g., system administrator). In additional or alternative examples, however, any other suitable computing device, such as, but not limited to, a mobile phone device, larger wireless device, laptop or desktop computer, a personal digital assistant device, and/or any other suitable computing device can perform one or more of the processes and/or operations described herein.

[0174] The user device 302 includes a touch screen display 304 that can display user interfaces. Furthermore, the user device 302 receives and/or detects user input via the touch screen display 304. As used herein, a “touch screen display” refers to the display of a touch screen device. In one or more embodiments, a touch screen device may be the user device 302 with at least one surface upon which a user (e.g., a system administrator) may perform touch gestures (e.g., a laptop, a tablet computer, a personal digital assistant, a media player, a mobile phone, etc.). Additionally, or alternatively, the user device 302 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

[0175] As shown in FIG. 3A, the touch screen display 304 of the user device 302 displays a website creation system graphical user interface (“GUI”) 306 provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 302. For example, as described above with reference to FIG. 1, the user device 302 (e.g., client device 104) can access the website creation system 108 via a network (e.g., network 102). As illustrated in FIG. 3A, in some embodiments, the website creation system GUI 306 can include a comparison content window 308, a “build a new website” selectable element 310, and an activity tracker window 312.

[0176] The comparison content window 308 may show a comparison of statistics for websites built by a system administrator utilizing the website creation system 108. For instance, the comparison content window 308 may show a comparison of page views, opt ins (e.g., email opt ins, newsletter opt ins, webinar opt ins, social media share opt ins, etc.), and sales from websites built with the website creation system 108.

[0177] The “build a new website” selectable element 310 may include a hyperlink to a sequence of website builder and editor GUIs described below in regard to FIGS. 3B and 3L. The activity tracker window 312 may provide a complete or partial list of activities (e.g., page views, opt-ins, and sales) occurring in real time on websites built with the website creation system 108 and monitored by the system administrator.

[0178] Referring to FIG. 3B, upon a selection of the “build a new website” selectable element 310, the website creation system 108 displays a website-type selection GUI 314. The website-type selection GUI 314 may display a plurality of website types 316a-316i (e.g., a plurality of selectable elements representing the plurality of website types 316a-316i). For example, the website-type selection GUI 314 may display any of the website types described above in regard to

FIGS. 2A-2C. Furthermore, the website types 316a-316i may include any of the plurality of different series of directional webpages described above in regard to FIGS. 2A-2C.

[0179] Additionally, the website-type selection GUI 314 may include one or more filters 318a-318k for assisting in selecting a particular website type. For example, the filters 318a-318k may include author/speaker/coach/consultant, professional services, retail, ecommerce, b2b, network marketing, generate leads, sell a product, create an event, and other filters.

[0180] Referring to FIG. 3C, upon a selection of a website type, the website creation system 108 displays a website template selection GUI 320. The website template selection GUI 320 may include instructions on how to utilize the selected website type and a plurality of website templates 322a-322l (e.g., selectable elements representing the plurality of website templates) specific to the selected website type. In some embodiments, the plurality of website templates 322a-322l may be organized based on whether the website templates are included within a basic package of the website creation system 108 or have an additional cost associated with plurality of website templates 322a-322l. The plurality of website templates 322a-322l may include varying orientations, color schemes, drop in areas, animations, graphics, etc., that are specific to the selected website type. Furthermore, the website template selection GUI 320 may include any of the website templates 322a-322l described above in regard to FIGS. 3A-3C.

[0181] Referring to FIG. 3D, upon a selection of a website template, the website creation system 108 displays a confirmation GUI 324. The confirmation GUI 324 may include an overview window 326 showing an overview of the pages included within the selected website type and selected website template. Furthermore, the confirmation GUI 324 may include a confirmation button 328 for confirming the selected website type and the selected website template.

[0182] Referring to FIG. 3E, upon a selection of the confirmation button 328, the website creation system 108 generates and launches a generic website, as described above in regard to act 220 of FIG. 2B; furthermore, the website creation system 108 displays a website editor GUI 330 on the user device 302. The website editor GUI 330 may include a plurality of tabs 332a-332c representing each page, respectively, of the generic website. Each tab of the plurality of webpage tabs 332a-332c may include a control window 334, which enables a system administrator to edit the webpage associated with the tab. For example, the control window 334 enables a system administrator to add media objects (e.g., images, videos, text) to the webpage of

the generic website. The control window 334 may also include a preview button 336 for previewing the webpage.

[0183] Additionally, each tab of the plurality of tabs 332a-332c may include a split test selectable element 338. The split test selectable element 338 may enable a system administrator to create a variation of a webpage associated with a single tab. For example, the split test selectable element 338 may enable a system administrator to associate two different webpages within a single tab.

[0184] Upon selection of the split test selectable element 338, an additional control window 339 may be displayed for an additional (e.g., second) webpage associated with the tab, as shown in FIG. 3F. Furthermore, as shown in FIG. 3F, a system administrator may specify (via selection of the split test selectable element 338) what percentage of guests (i.e., traffic) will be shown a first webpage of the two different webpages when visiting the website and what percentage of guests will be show a second webpage of the two different webpages when visiting the website. For instance, the website editor GUI 330 may include a sliding selectable element 340 that enables a system administrator to specify what percentage of guests will be shown the first webpage and what percentage of guests will be show the second webpage. In some embodiments, the first webpage may be assigned between 0% and 100% of the guests of the website. Likewise, the second webpage may be assigned between 0% and 100% of the guests of the website. However, as will be understood by one of ordinary skill in the art, a sum of the percentage assigned to the first webpage and the percentage assigned to the second webpage will always equate to 100%. In additional embodiments, website creation system 108 may enable a system administrator to associate three, four, or five different webpages to a single tab, and website traffic may be split amongst all the different webpages in the manner described above.

[0185] Additionally, referring to FIG. 3G, each tab of the plurality of tabs 332a-332c may include an automation tab 342. The automation tab 342 may enable a system administrator (e.g., a creator of the website) to create one or more triggers and events that result from the triggers. For example, a system administrator may set the one or more triggers to include a guest visiting the website, a guest making a purchase, a guest opting in to a communication list (e.g., email list), as guest participating in a webinar, a guest beginning a purchasing process but not completing the purchase, a guest beginning a webinar but not completing the webinar, a guest not accepting an up-sell option, etc.. Furthermore, a system administrator may set the events to include sending an

email and/or SMS message to a guest when one of the triggers occurs, tagging the guest, adding the guest to a communication list, etc.

[0186] Furthermore, referring to FIG. 3H, each tab of the plurality of tabs 332a-332c may include a publishing tab 346. The publishing tab 346 may enable a system administrator (e.g., a creator of the website) to integrate the website with third-party systems 116 (FIG. 1).

[0187] In some embodiments, the publishing tab 346 may include a selectable element 348 for creating a pop-up version of a webpage of the website to appear on another website (e.g., a third-party website). Additionally, the publishing tab 346 may include a selectable element 350 for creating a link within an affiliate's website or emails that automatically opts in guests (e.g., adds the guest to an email list) that interact (e.g., click) the link. Moreover, the publishing tab 346 may include a selectable element 352 for adding a plugin to show the created website or webpages of the website within a blog (e.g., a WORDPRESS® blog). Furthermore, the publishing tab 346 may include a selectable element 354 for connecting the created website or webpages to a social media account (e.g., FACEBOOK® account) or page. Likewise, the publishing tab 346 may include a selectable element 356 for adding the created website and/or webpages inside of an iframe to embed within any third-party website. Also, the publishing tab 346 may include a selectable element 358 for downloading an .html file of the created website and/or webpages in order to host the created website and/or webpages at another location.

[0188] As shown in FIG. 3I, the website editor GUI 330 may include a statistics tab 360, whereon, when selected, may show statistics related to the created website. For example, the statistics tab 360 may show a total number of page views of the created website and/or pages within the created website for a given period of time. Furthermore, the statistics tab 360 may show a total number of opt-ins garnered by the created website during the given a period of time.

[0189] As shown in FIG. 3J, the website editor GUI 330 may further include a contacts tab 362, which, when selected, may show one or more contacts (e.g., email addresses) related to (e.g., garnered by) the created website. For example, the contacts tab 362 may show one or more contacts acquired by and through the created website. The contacts tab 362 may include an option to download the contacts. Furthermore, the one or more contacts of the contacts tab 362 can be filtered by individual webpages. In other words, which contacts were acquired through which webpage of the created website can be displayed.

[0190] As shown in FIGS. 3K-3M, the website editor GUI 330 may further include a settings tab 364, which, when selected, may show one or more settings of the created website. Furthermore, the settings tab 364 may enable a system administrator to edit one or more of the created website's name, domain, group tag, and path, simple mail transfer protocols, favicon URLs, head tracking codes, and body tracking codes.

[0191] The settings tab 364 may further enable a system administrator to utilize web automation applications (e.g., ZAPIER, WEBHOOKS) to automate actions related to the created website. For instance, the system administrator may utilize the settings tab 364 to set settings to cause email messages to automatically be sent to the system administrator when new contacts are added, to automatically update campaign contacts based on contacts acquired via the created website, to automatically post new contacts to an internet channel (e.g., SLACK® channel), to automatically add new contacts to a cloud storage system (e.g., GOOGLE® SHEETS), to automatically add new contacts to a cloud CRM (e.g., AGILE® CRM), to automatically create profiled cards (e.g., TRELLO® cards) from contacts, to automatically create a cloud directory (e.g., PODIO® directory of contacts) based on new contacts, and to automatically post new purchases to an internet channel (e.g., SLACK® channel). Moreover, the system administrator may utilize the settings tab 364 to set settings for automatically sending data to third-party systems. Data may be sent in response to new contacts being created or updated and when a new purchase is created or updated. Furthermore, settings tab 364 may further enable the system administrator to add third-party membership access. For example, the settings tab 364 may further enable a system administrator to give access to third parties, such as, PAYPAL®, CLICKBANK®, JVZOO.COM, WARRIOR+PLUS, etc. This may enable the system administrator to track purchases, upgrades, downgrades, and membership access from third-party processors (e.g., the third parties). Additionally, the system administrator may enable automated emails and sequences from the third parties in response to orders via the third parties.

[0192] FIG. 3N shows a generic website GUI 366 generated by the website creation system 108.

[0193] FIGS. 4A and 4B illustrate a sequence-flow diagram 200 that a website creation system 108 can utilize to create and execute response actions. For example, the website creation system 108 can utilize the sequence-flow diagram 200 to create response actions (e.g., sending a communication or adding a guest to a communication list) that are executed in response to

triggering conditions (e.g., a guest makes a purchase or has a particular social media networking account). The client devices 104, 105, the third-party system 116, and the website creation system 108 shown in FIGS. 4A and 4B may be example embodiments of the client device 104, the third-party system 116, and website creation system 108 described in regard to FIG. 1.

[0194] As shown in FIG. 4A, the website creation system 108 receives a selection of a type of response action, as shown in act 402. For example, a system administrator (e.g., a user wanting to create a response action related to the user's website) can, via the client device 104 (e.g., via the application 112), select a type of response action to create via the website creation system 108. In some embodiments, the system administrator may select the type of response action via a user interface of the website creation system 108. For example, in some implementations of the present disclosure, the website creation system 108 presents, via the client device 104, one or more drop-down menus or icons representing predefined types of response actions, and the system administrator may select a predefined type of response action via the one or more drop-down menus. Additionally, the website creation system 108, via the client device 104, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected type of response action within the database 114 of the website creation system 108. Selecting a type of response action is described in greater detail below in regard to FIGS. 5A-5K.

[0195] In some embodiments, the types of response actions may include sending a communication to a guest, adding the guest to a communication list, removing the guest from a communication list, adding a tag to a contact data package (e.g., a user account (e.g., a guest member account)) representing the guest, and removing a tag from the contact data package representing the visitor. Additionally, the response actions are described in greater detail below in relation to act 418 of FIG. 4B.

[0196] Additionally, the website creation system 108 receives an indication of a selection of at least one rule of a triggering condition, as shown in act 404 of FIG. 4A. For instance, the website creation system 108 may receive a selection of at least one rule of a triggering condition that, if met, will trigger the response action described above. For example, the website can, via the client device 104 (e.g., via the application 112), select at least one rule of the triggering condition via the website creation system 108. In some embodiments, the system administrator may select the at least one rule of the triggering condition via the user interface of the website creation

system 108. For example, the website creation system 108 presents, via the client device 104, one or more drop-down menus or icons representing predefined rules of a triggering condition, and the system administrator may select at least one predefined rule of a triggering condition via the one or more drop-down menus. Additionally, the website creation system 108, via the client device 104, may detect interaction with the drop-down menus, and based on the detected interaction, may store data indicating the selected rule of a triggering condition within the database 114 of the website creation system 108. Manners in which the at least one rule of a triggering condition is selected are described in greater detail below in regard to FIGS. 5D and 5L.

[0197] In some embodiments, the at least one rule may include a filter (e.g., condition) that the triggering condition must meet in order to trigger the response action. In some embodiments, the at least one rule may include a rule related to a guest's social media accounts. In additional embodiments, the at least one rule may include a rule related to the guest's demographic. In further embodiments, the at least one rule may include a rule related to the guest's actions within the system administrator's website. In yet further embodiments, the at least one rule may include a rule related to whether or not the guest has made a purchase within the system administrator's website. In one or more embodiments, the at least one rule may include a rule related to whether or not the guest has interacted with a communication broadcast (e.g., an email broadcast, text message broadcast, notification broadcast, social media broadcast, an instant message broadcast, a webinar broadcast) sent or hosted from the system administrator's website. In some embodiments, the at least one rule may include a rule related to whether or not the guest is listed on a communication list (e.g., email list) related to the system administrator's website. In additional embodiments, the at least one rule may include a rule related to whether or not the guest has interacted with an email from the system administrator's website including a link to at least one page within a series of directional webpages of the website. Each of the foregoing is described in greater detail below.

[0198] As noted above, the at least one rule may include a rule related to a guest's social media accounts. For instance, the rule may relate to how many followers the guest has within a social media network, how many social media users the guest is following within a social media network, and whether or not the guest has an account within a particular social media network.

[0199] As mentioned above, the at least one rule may include a rule related to the guest's demographic and/or other labels and tags. For example, the rule may relate to the guest's name,

address, location, age, gender, email address, telephone number, tags, and a recency of the most recent action performed by the guest in relation to the system administrator's website.

[0200] As also noted above, the at least one rule may include a rule related to the guest's actions within the system administrator's website. As a non-limiting example, the rule may relate to whether or not the guest has visited a particular webpage within a series of directional webpages of the system administrator's website.

[0201] As also mentioned above, the at least one rule may include a rule related to whether or not the guest has made a purchase within the system administrator's website. As a non-limiting example, the rule may relate to whether the guest has ever made a purchase on the creator's website, how many purchases the guest has made on the creator's website, how much money the guest has spent on the creator's website, and a recency of a most recent purchase.

[0202] As discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with a communication broadcast (e.g., an email broadcast, a test message broadcast, a notification broadcast, a social media message broadcast, an instant message) sent from the system administrator's website. For instance, the rule may relate to whether or not the guest opened and/or viewed the communication broadcast or whether or not the guest clicked on the communication broadcast. In additional embodiments, the term "broadcast" may also refer to a webinar broadcast, and the at least one rule may relate to whether or not a guest interacted (e.g., clicked) on a webinar provided by the webinar broadcast.

[0203] As also discussed above, the at least one rule may include a rule related to whether or not the guest is listed on a list related to the system administrator's website. For example, the rule may relate to whether the guest is listed on one or more of a communication list (e.g., an email list or a communication broadcast), an opt in list, or a static list.

[0204] Additionally, as discussed above, the at least one rule may include a rule related to whether or not the guest has interacted with an email (e.g., an email from the system administrator's website) including a link (e.g., a hyperlink) to at least one webpage within a series of directional webpages of the website. In particular, the rule may relate to whether the guest has opened an email including the link to at least one webpage within the series of directional webpages of the website. Additionally, the rule may relate to whether the guest has clicked (e.g., selected) the link within the email.

[0205] In some embodiments, each triggering condition may include a group of rules. For instance, the website creation system 108 may receive a selection of multiple rules (e.g., a group of rules) for a triggering condition. For example, the website creation system 108 may receive a selection of at least three, at least four, or at least five rules. In some instances, each one of the multiple rules may relate to different filters. In other embodiments, two or more of the multiple rules may relate to a same filter.

[0206] Referring still to FIG. 4A, in addition to receiving a selection of at least one rule of the triggering condition, the website creation system 108 receives a selection of an operand for the at least one rule of the triggering condition, as shown in act 406. For purposes of the present disclosure, the term “operand” may refer to one of the following phrases: “not applicable,” “is equal to,” “contains,” “is greater than,” “is less than,” “is not blank,” and “is blank.”

[0207] In response to receiving the selection of the type of response action, at least one rule of the triggering condition, and an operand, the website creation system 108 creates the triggering condition, as shown in act 408 of FIG. 4A. For example, the website creation system 108 may create a data package representing the triggering condition and including each rule thereof and may store the data package within the database of the website creation system 108. Furthermore, the website creation system 108 may set the website creation system 108 to react to the triggering condition according to the at least one rule of the response action.

[0208] In some embodiments, upon creating the triggering condition, the website creation system 108 receives an indication of a user interaction by a guest with the creator’s website from another client device 105 (e.g., a user device from which the guest is accessing the creator’s website), as shown in act 410 of FIG. 4A. For instance, the another client device 105 may detect a user interaction by the guest via an application 113 (e.g., a web browser), and may provide an indication of the user interaction to the website creation system 108.

[0209] Furthermore, in response to receiving the indication of a user interaction by the guest, the website creation system 108 may determine whether the user interaction includes (e.g., indicates) the triggering condition, as shown in act 412 of FIG. 4A. In some embodiments, the website creation system 108 compares the user interaction to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule includes that the guest must have purchased a product, the website creation system 108 may determine whether the user interaction indicates that the guest made a purchase of the product.

[0210] Additionally, in one or more embodiments, upon creating the triggering condition, the website creation system 108 acquires data (e.g., a data package) related to a guest from a third-party system 116, as shown in act 414 of FIG. 4A. As used herein, the term “acquires” may include the website creation system 108 requesting and receiving the data related to a guest from the a third-party system 116 or merely receiving the data related to a guest from the a third-party system 116.

[0211] In some embodiments, as noted above, the third-party system 116 may include one or more of a social media network, a payment processor, an email provider, etc. Furthermore, the data may include information, such as, whether the guest has an account with the social media network, a number of followers of the guest’s social media account within the social media network, a number of social media accounts the guest’s social media account is following, purchases made through the payment processor, whether emails from the creator’s website were opened, etc.

[0212] In response to acquiring data related to a guest, the website creation system 108 may query the acquired data related to the guest, as shown in act 416 of FIG. 4A. In particular, the website creation system 108 may query the acquired data to determine whether the acquired data indicates a triggering condition. In some embodiments, the website creation system 108 compares the acquired data to the at least one rule and operand of the triggering event. As a non-limiting example, if the rule includes that the guest must have more than 100 followers on a social media network, the website creation system 108 may determine whether the acquired data indicates that the guest includes more than 100 followers on the social media network.

[0213] Upon determining that either the user interaction or the acquired data includes a triggering condition, the website creation system 108 performs the response action associated with the triggering condition, as shown in act 418 of FIG. 4B. As discussed briefly above, in some embodiments, the website creation system 108 generates at least one communication to the guest. In one or more embodiments, the website creation system 108 adds the guest to a list related the created website. In additional embodiments, the website creation system removes the guest from a list related to the created website. In further embodiments, the website creation system 108 adds a tag to a contact data package representing the guest. In yet further embodiments, the website creation system removes a tag from a contact data package representing the guest. Each of the foregoing is described in further detail below.

[0214] As mentioned above, in some embodiments, when performing the response action, the website creation system 108 generates at least one communication to the guest, as shown in act 420 of FIG. 4B. In some instances, generating at least one communication to the guest may include generating at least one of an email message, a text message (e.g., a short message service (SMS) message, a multimedia messaging service (MMS) message, an extensible messaging and presence protocol (XMPP) message, a session initiation protocol (SIP) message, an internet relay chat (IRC) message, an enhanced message service (EMS) message, an iMessage message), a notification (e.g., a notification received and displayed via the client device 105 (i.e., an operating system of the client device 105) (e.g., a push notification and/or a notification via a system bar)), instant message, or a social media message (e.g., a message through a messenger). In some embodiments, the at least one communication includes a set series of communications. For instance, the set series of communications may include at least one of a text message, an email message, a notification, and a social media network message. As another non-limiting example, the set series of communications includes at least one text message, at least one email message, at least one notification, and at least one social media network message. In some embodiments, each communication of the set series of communication may be provided to the user for display on the client device at substantially the same time. In other embodiments, each communication of the set series of communication may be provided to the user for display on the client device at different times.

[0215] In addition to generating at least one communication to the guest, the website creation system 108 provides the communication to the guest for display on the client device 105, as shown in act 422 of FIG. 4B. For example, the website creation system 108 may send the communication to the guest for display on the client device 105 or another client device (e.g., mobile phone). In some embodiments, the website creation system 108 can send the communication to the client device 105 and/or application 113 of the client device 105 via a network (e.g., a cellular network). Depending on a type of generated communication, the website creation system 108 may provide (e.g., send) the generated communication to a routing number (e.g., telephone number), a social media account, an instant messenger identifier (e.g., handle), an email account, etc.

[0216] As noted above, in one or more embodiments, when performing the response action, the website creation system 108 adds the guest to a list related the created website, as

shown in act 424 of FIG. 4B. In some embodiments, adding a guest to a communication list may include adding the guest to one or more of an email list, a text message list, a notification list, a social media list, a broadcast list, or any other type of communication list. Likewise, in some embodiments, when performing the response action, the website creation system 108 removes the guest from a list, as shown in act 426 of FIG. 4B. In some instances, removing a guest from a communication list may include removing the guest from one or more of an email list, a text message list, a notification list, a social media list, a broadcast list, or any other type of communication list. In response to adding the guest to or removing the guest from a communication list, the website creation system 108 may store data representing the updated communication list within the database 114.

[0217] As also mentioned above, in further embodiments, when performing the response action, the website creation system 108 adds a tag to a contact data package representing the guest, as shown in act 428 of FIG. 4B. Adding a tag to a contact data package representing the guest may include generating and adding any tag defined by the system administrator to the contact data representing the guest. For instance, the website creation system 108 can generate a tag and can associate the tag with the contact data package representing the guest. As used herein, the term “tag” and any derivative terms refer to associating identifying (e.g., describing) data with the saved data representing the guest. Specifically, a tag can indicate aspects (e.g., attributes) of the guest. As non-limiting examples, the tags may include “purchased,” “new,” “established,” “Trialing,” “Lead,” “Prospect,” etc. For example, the tags can be utilized to notify the system administrator as to the particular situation or status of the guest. For instance, the tags can be displayed within an administrator page (e.g., a contact list) within the website creation system 108. Furthermore, guests can be grouped according to tags. Likewise, in one or more embodiments, when performing the response action, the website creation system 108 can remove a tag from a data package representing a guest, as shown in Act 430 of FIG. 4B. In one or more embodiments, removing a tag from a contact data package representing the guest may include removing the identifying data from the contact data package. In response to adding or removing a tag to or from the contact data package representing the guest, the website creation system 108 can store the updated contact data package within the database 114.

[0218] FIGS. 5A-5L illustrate a collection of user interfaces including features of the website creation system 108 according to one or more embodiments of the present disclosure. In

particular, the user interfaces show features of the website creation system 108. As will be described in more detail below, components of a response action creation system of the website creation system 108 as described in regard to FIGS. 4A and 4B can provide, along and/or in combination with the other components, one or more graphical user interfaces (“GUIs”). In particular, the components can allow a system administrator to interact with a collection of display elements for a variety of purposes. For instance, FIG. 5A-5L and the description that follows illustrate various example embodiments of the user interfaces and features that are in accordance with one or more embodiments of the present disclosure.

[0219] For example, FIG. 5A illustrates a user device 502 that may implement one or more of the components or features of the merchant system. For purposes of the present disclosure, the user device 502 may be a client device (e.g., client device 104), such as, the user device 302 described above in regard to FIGS. 3A-3N.

[0220] The user device 502 includes a touch screen display 504 that can display user interfaces. Furthermore, the user device 502 receives and/or detects user input via the touch screen display 504. Additionally, or alternatively, the user device 502 may include any other suitable input device, such as a touch pad or those described below with reference to FIG. 6.

[0221] As shown in FIG. 5A, the touch screen display 504 of the user device 502 displays an response action creation GUI 506 (e.g., a webpage GUI) of the response action creation system provided by the website creation system 108, which, in some embodiments, can be accessible by the user device 502. Furthermore, the user device 502 (e.g., client device 104) can access the website creation system 108 and, as a result, the response action creation system via a network (e.g., network 102). As illustrated in FIG. 5A, the response action creation GUI 506 of the response action creation system can include a content window 508, a contact profile tab 510, an email list tab 512, an email broadcasts tab 514, and an action series tab 516. As will be understood by one of ordinary skill in the art, the content window 508 may display content related to which tab (e.g., the contact profile tab 510) is currently selected (e.g., highlighted). The contact profile tab 510 may provide information to a system administrator regarding current and past contacts. The email list tab 512 may enable the system administrator to create a response action in regard to contacts on an email list (e.g., an email list of contacts). The email broadcasts tab 514 may enable the system administrator to create a response action in regard to an email broadcast. The action series tab 516

may enable the system administrator to create one or more response actions in regard to communications, tags, and lists. Each of the foregoing tabs is described in greater detail below.

[0222] When the contact profile tab 510 is selected, the content window 508 may display a searchable contact list 518 of current contacts. The contact list 518 may include information, such as, for example, when a contact was created, an email address for the contact, a name for the contact. Furthermore, the contact list 518 may further include a number of lifetime contacts (e.g., total number of current contacts), new contacts (e.g., contacts made during a particular specified period of time), and un-subscribers (e.g., lost contacts). The time period defining new contacts may be adjustable via the response action creation GUI 506.

[0223] As shown in FIG. 5B, when the email list tab 512 is selected, the content window 508 may display already created email lists 520 of contacts and a selectable element 522 for creating a new list. Upon receiving a selection of the selectable element 522 for creating a new list, the response action creation GUI 506 may display a new email list window 524, which include one or more input fields 526a, 526b for inputting a name of the email list and a group tag (e.g., recent contacts) of the email list. Additionally, the new email list window 524 may include a selectable option 528 (e.g., a selectable “check box”) for utilizing one or more rules (e.g., the one or more rules described above in regard to FIGS. 4A and 4B (e.g., a Smart List)) in creating the email list.

[0224] In response to receiving an input for a name and/or group tag of the email list and selecting the selectable option 528, the response action creation GUI 506 may display a rules setting window 532 as shown in FIG. 5D. The rules setting window 532 may include one or more rules that are customizable by the system administrator. For example, the rules setting window 532 may enable the system administrator to input (e.g., create) any of the rules described above in regard to acts 404 and 418 of FIGS. 4A and 4B. For instance, the rules setting window 532 may include a selectable element 534 for adding a new rule, and for each added new rule, the rules setting window 532 may include a rule type input field 536, an operand input field 538, and an additional input field 540 for defining parameter related to the operand input field 538 (e.g., providing values when the operand includes “equal to”). In view of the foregoing, the rules may be created in any of the manners described above in regard to FIGS. 4A and 4B.

[0225] Referring to FIG. 5E, when the email broadcasts tab 514 is selected, the content window 508 may display a list 542 of previously created email broadcasts. Additionally, the email

broadcasts tab 514 may show a number of emails, resulting clicks from the emails, and a number of un-subscribers from the emails. Furthermore, the email broadcasts tab 514 may include a selectable element 544 for creating a new email broadcast.

[0226] Upon receiving a selection of the selectable element 544 for creating a new email broadcast, as shown in the FIGS. 5F and 5G, the response action creation GUI 506 may display a simple mail transfer protocol (“SMTP”) settings window 546. The SMTP settings window 546 enables the system administrator to choose/input/create SMTP settings for an email broadcast in anyway known in the art. Additionally, upon input of SMTP settings, the system administrator may create one more rules for the email broadcast in any of the manners described above in regard to FIGS. 4A, 4B, and 5D. Furthermore, although the email broadcast is described in regard to emails, the disclosure is not so limited. Rather, the email broadcast (e.g., communication broadcast) can be created for any type of communication. For example, the communication broadcast may include a text message broadcast, an instant message broadcast, a social media broadcast, a notification broadcast, etc.

[0227] Referring to FIG. 5H, when the action series tab 516 is selected, the content window 508 displays a list 548 of already created response actions and a selectable element 350 for creation a new response action. Upon selection of the selectable element 350 for creation a new response action, the response action creation GUI 506 may display a new response action window 552, which include one or more input fields 554a, 554b for inputting a name of the response action and a group tag (e.g., recent contacts) response action. Moreover, the new response action window 552 may include an input field 556 (e.g., drop down menu) for assigning one or more communication lists (e.g., an email list) to the response action.

[0228] In response to receiving an input for a name, tag, and/or communication list for the new response action, the response action creation GUI 506 displays a step creation window 558, as shown in FIG. 5J. The step creation window 558 may enable a system administrator to create steps of the response action. For instance, the step creation window 558 may include an input field 560 for inputting a name of a step of the response action. Additionally, the step creation window 558 may include an input field 562 for defining how many days or hours (e.g., how much time) after a triggering condition to perform the new response action. The input field 562 may also include one or more selectable elements 564a, 564b for defining time in days or hours. Additionally, the step creation window 558 may include one or more selectable

elements 566a, 566b, 566c for defining a type of response action (e.g., send email, send text message, or additional action). Likewise, the step creation window include a selectable element 568 for adding the step to the new response action.

[0229] Upon receiving a selection of the selectable element 566c for an additional action type of response action, the response action creation GUI 506 displays an action definition window 570, as shown in FIG. 5K. The action definition window 570 may include a name input field 572, an integration input field 574, an “action to do” input field 576, and an option 578 to select a communication list to utilize with the new response action. The integration input field 574 may enable the system administration to utilize website creation system’s 108 own integrations systems or to utilize a third-party’s integration systems. The “action to do” input field 576 may include a drop down menu and may enable a system administrator to select any of the types of actions responses described above in regard to acts 402, 404, and 418 of FIGS. 4A and 4B.

[0230] Upon receiving a selection for a type of response action from either the step creation window 558 of FIG. 5J or the action definition window 580 of FIG. 5K, the response action creation GUI 506 displays rules definition window 580 specific to the type of selected response action, as shown in FIG. 5L. Rules for to the type of selected response action may be defined (e.g., defined by a system administrator) in any of the manners described above in regard to acts 402-406 and 418 of FIGS. 4A and 4B and FIG. 5D.

[0231] Embodiments of the present disclosure may comprise or utilize a special purpose or general-purpose computer including computer hardware, such as, for example, one or more processors and system memory, as discussed in greater detail below. Embodiments within the scope of the present disclosure also include physical and other computer-readable media for carrying or storing computer-executable instructions and/or data structures. In particular, one or more of the processes described herein may be implemented at least in part as instructions embodied in a non-transitory computer-readable medium and executable by one or more computing devices (e.g., any of the media content access devices described herein). In general, a processor (e.g., a microprocessor) receives instructions, from a non-transitory computer-readable medium, (e.g., a memory, etc.), and executes those instructions, thereby performing one or more processes, including one or more of the processes described herein.

[0232] Computer-readable media can be any available media that can be accessed by a general purpose or special purpose computer system. Computer-readable media that store

computer-executable instructions are non-transitory computer-readable storage media (devices). Computer-readable media that carry computer-executable instructions are transmission media. Thus, by way of example, and not limitation, embodiments of the disclosure can comprise at least two distinctly different kinds of computer-readable media: non-transitory computer-readable storage media (devices) and transmission media.

[0233] Non-transitory computer-readable storage media (devices) includes RAM, ROM, EEPROM, CD-ROM, solid state drives (“SSDs”) (e.g., based on RAM), Flash memory, phase-change memory (“PCM”), other types of memory, other optical disk storage, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store desired program code means in the form of computer-executable instructions or data structures and which can be accessed by a general purpose or special purpose computer.

[0234] Further, upon reaching various computer system components, program code means in the form of computer-executable instructions or data structures can be transferred automatically from transmission media to non-transitory computer-readable storage media (devices) (or vice versa). For example, computer-executable instructions or data structures received over a network or data link can be buffered in RAM within a network interface module (e.g., a “NIC”), and then eventually transferred to computer system RAM and/or to less volatile computer storage media (devices) at a computer system. Thus, it should be understood that non-transitory computer-readable storage media (devices) can be included in computer system components that also (or even primarily) utilize transmission media.

[0235] Computer-executable instructions comprise, for example, instructions and data which, when executed at a processor, cause a general-purpose computer, special purpose computer, or special purpose processing device to perform a certain function or group of functions. In some embodiments, computer-executable instructions are executed on a general-purpose computer to turn the general-purpose computer into a special purpose computer implementing elements of the disclosure. The computer executable instructions may be, for example, binaries, intermediate format instructions such as assembly language, or even source code. Although the subject matter has been described in language specific to structural features and/or methodological acts, it is to be understood that the subject matter defined in the appended claims is not necessarily limited to the described features or acts described above. Rather, the described features and acts are disclosed as example forms of implementing the claims.

[0236] Those skilled in the art will appreciate that the disclosure may be practiced in network computing environments with many types of computer system configurations, including, personal computers, desktop computers, laptop computers, message processors, hand-held devices, multi-processor systems, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, mobile telephones, PDAs, tablets, pagers, routers, switches, and the like. The disclosure may also be practiced in distributed system environments where local and remote computer systems, which are linked (either by hardwired data links, wireless data links, or by a combination of hardwired and wireless data links) through a network, both perform tasks. In a distributed system environment, program modules may be located in both local and remote memory storage devices.

[0237] Embodiments of the present disclosure can also be implemented in cloud computing environments. In this description, “cloud computing” is defined as a model for enabling on-demand network access to a shared pool of configurable computing resources. For example, cloud computing can be employed in the marketplace to offer ubiquitous and convenient on-demand access to the shared pool of configurable computing resources. The shared pool of configurable computing resources can be rapidly provisioned via virtualization and released with low management effort or service provider interaction, and then scaled accordingly.

[0238] A cloud-computing model can be composed of various characteristics such as, for example, on-demand self-service, broad network access, resource pooling, rapid elasticity, measured service, and so forth. A cloud-computing model can also expose various service models, such as, for example, Software as a Service (“SaaS”), Platform as a Service (“PaaS”), and Infrastructure as a Service (“IaaS”). A cloud-computing model can also be deployed using different deployment models such as private cloud, community cloud, public cloud, hybrid cloud, and so forth. In this description and in the claims, a “cloud-computing environment” is an environment in which cloud computing is employed.

[0239] FIG. 6 illustrates a block diagram of an example computing device 600 that may be configured to perform one or more of the processes described above. One will appreciate that one or more computing devices such as the computing device 600 may implement the website creation system 108. As shown by FIG. 6, the computing device 600 can comprise a processor 602, a memory 604, a storage device 606, an I/O interface 608, and a communication interface 610, which may be communicatively coupled by way of a communication infrastructure. While an

example computing device 600 is shown in FIG. 6, the components illustrated in FIG. 6 are not intended to be limiting. Additional or alternative components may be used in other embodiments. Furthermore, in certain embodiments, the computing device 600 can include fewer components than those shown in FIG. 6. Components of the computing device 600 shown in FIG. 6 will now be described in additional detail.

[0240] In one or more embodiments, the processor 602 includes hardware for executing instructions, such as those making up a computer program. As an example, and not by way of limitation, to execute instructions, the processor 602 may retrieve (or fetch) the instructions from an internal register, an internal cache, the memory 604, or the storage device 606 and decode and execute them. In one or more embodiments, the processor 602 may include one or more internal caches for data, instructions, or addresses. As an example, and not by way of limitation, the processor 602 may include one or more instruction caches, one or more data caches, and one or more translation look aside buffers (TLBs). Instructions in the instruction caches may be copies of instructions in the memory 604 or the storage 606.

[0241] The computing device 600 includes memory 604, which is coupled to the processor(s) 602. The memory 604 may be used for storing data, metadata, and programs for execution by the processor(s). The memory 604 may include one or more of volatile and non-volatile memories, such as Random-Access Memory (“RAM”), Read-Only Memory (“ROM”), a solid state disk (“SSD”), Flash, Phase Change Memory (“PCM”), or other types of data storage. The memory 604 may be internal or distributed memory.

[0242] The computing device 600 includes a storage device 606 that includes storage for storing data or instructions. As an example, and not by way of limitation, storage device 606 can comprise a non-transitory storage medium described above. The storage device 606 may include a hard disk drive (HDD), a floppy disk drive, Flash memory, an optical disc, a magneto-optical disc, magnetic tape, or a Universal Serial Bus (USB) drive or a combination of two or more of these. The storage device 606 may include removable or non-removable (or fixed) media, where appropriate. The storage device 606 may be internal or external to the computing device 600. In one or more embodiments, the storage device 606 is non-volatile, solid-state memory. In other embodiments, the storage device 606 includes read-only memory (ROM). Where appropriate, this ROM may be mask programmed ROM, programmable ROM (PROM), erasable PROM

(EPROM), electrically erasable PROM (EEPROM), electrically alterable ROM (EAROM), or Flash memory or a combination of two or more of these.

[0243] The computing device 600 also includes one or more input or output (“I/O”) devices/interfaces 608, which are provided to allow a user to provide input to, receive output from, and otherwise transfer data to and receive data from computing device 600. The I/O devices/interfaces 608 may include a mouse, a keypad or a keyboard, a touch screen, a camera, an optical scanner, network interface, modem, other known I/O devices or a combination of such I/O device/interfaces. The touch screen may be activated with a stylus or a finger.

[0244] The I/O devices/interfaces 608 may include one or more devices for presenting output to a user, including, but not limited to, a graphics engine, a display (e.g., a display screen), one or more output drivers (e.g., display drivers), one or more audio speakers, and one or more audio drivers. In certain embodiments, the I/O interface 608 is configured to provide graphical data to a display for presentation to a user. The graphical data may be representative of one or more graphical user interfaces and/or any other graphical content as may serve a particular implementation.

[0245] The computing device 600 can further include a communication interface 610. The communication interface 610 can include hardware, software, or both. The communication interface 610 can provide one or more interfaces for communication (such as, for example, packet-based communication) between the computing device 600 and one or more other computing devices or networks. As an example, and not by way of limitation, the communication interface 610 may include a network interface controller (NIC) or network adapter for communicating with an Ethernet or other wire-based network or a wireless NIC (WNIC) or wireless adapter for communicating with a wireless network, such as a WI-FI. The computing device 600 can further include a bus 612. The bus 612 can comprise hardware, software, or both that couples components of computing device 600 to each other.

[0246] The foregoing specification is described with reference to specific example embodiments thereof. Various embodiments and aspects of the disclosure are described with reference to details discussed herein, and the accompanying drawings illustrate the various embodiments. The description above and drawings are illustrative and are not to be construed as limiting. Numerous specific details are described to provide a thorough understanding of various embodiments.

[0247] The additional or alternative embodiments may be embodied in other specific forms without departing from its spirit or essential characteristics. The described embodiments are to be considered in all respects only as illustrative and not restrictive. The scope of the invention is, therefore, indicated by the appended claims rather than by the foregoing description. All changes that come within the meaning and range of equivalency of the claims are to be embraced within their scope.

[0248] The present disclosure further includes the following embodiments.

[0249] Embodiment 1. A method comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[0250] Embodiment 2. The method of claim 1, further comprising including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

[0251] Embodiment 3. The method of claim 2, further comprising including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

[0252] Embodiment 4. The method of claim 2, further comprising: receiving an indication of a user interaction with the split test selectable element assigning at least a portion of the guests to a first webpage within the customized website and assigning at least another portion of the guests to an second alternative webpage within the customized website; and in response to the user interaction with the split test selectable element, assigning the at least a portion of the guests to the first webpage within the customized website and assigning the at least another portion of the guests to the second alternative webpage within the customized website.

[0253] Embodiment 5. The method of claim 2, wherein the split test selectable element comprises a sliding selectable element.

[0254] Embodiment 6. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

[0255] Embodiment 7. The method of claim 1, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

[0256] Embodiment 8. The method of claim 1, wherein at least one webpages of the series of directional webpages of the selected website type of the plurality of website types is only accessible via a link from an email.

[0257] Embodiment 9. The method of claim 1, wherein the selected website type include a series of directional webpages configured to cause a guest of the customized website to provide an email address within the customized website.

[0258] Embodiment 10. The method of claim 9, further comprising sending an email to the email address.

[0259] Embodiment 11. The method of claim 1, wherein the selected website type comprises a series of directional webpages configured to cause a guest of the customized website to make a purchase within the customized website.

[0260] Embodiment 12. A system comprising: at least one processor; and at least one non-transitory computer-readable storage medium storing instructions thereon that, when executed by the at least one processor, cause the system to: provide, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receive a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, provide, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receive a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, provide, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receive a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generate and launch a generic website based on the selected website type and selected website template and provide, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receive at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, edit the launched generic website to create a customized website.

[0261] Embodiment 13. The system of claim 12, wherein the website editor graphical user interface includes an automation tab for creating one or more triggers and at least one event that results from the one or more triggers.

[0262] Embodiment 14. The system of claim 13, wherein the at least one event includes sending a communication to at least one guest of the customized website.

[0263] Embodiment 15. The system of claim 12, wherein the website editor graphical user interface includes at least one statistics tab that, when selected, shows a total number of page views of the customized website within a period of time.

[0264] Embodiment 16. A non-transitory computer-readable medium storing instructions thereon that, when executed by at least one processor, cause the at least one processor

to perform steps comprising: providing, to a user for display on a client device, via a website creation system, a user dashboard comprising a selectable option to create a website; receiving a selection of the selectable option to create a website; in response to receiving the selection of the selectable option to create a website, providing, to the user for display on the client device, a plurality of website types for selection, each website type comprising a series of directional webpages configured to cause a particular user interaction with a website; receiving a selection of a website type of the plurality of website types; in response to receiving the selection of a website type of the plurality of website types, providing, to the user for display on the client device, a plurality of website templates for selection, the plurality of website templates being particular to the selected website type; receiving a selection of a website template of the plurality of website templates; in response to receiving the selection of a website template, generating and launching a generic website based on the selected website type and selected website template and providing, to the user for display on the client device, a website editor graphical user interface, the website editor graphical interface comprising a plurality of webpage tabs, each webpage tab of the plurality of webpage tabs representing a webpage of the series of directional webpages; receiving at least one indication of a user interaction editing at least one webpage of the series of directional webpages; and in response to receiving the at least one indication of a user interaction editing at least one webpage of the series of directional webpages, editing the launched generic website to create a customized website.

[0265] Embodiment 17. The non-transitory computer-readable medium of claim 16, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a control window for adding media objects to a webpage associated with the webpage tab.

[0266] Embodiment 18. The non-transitory computer-readable medium of claim 17, further comprising instructions thereon that, when executed by at least one processor, cause the processor to further perform steps of: including within each webpage tab of the website editor graphical interface a split test selectable element for assigning percentages of guests to visit different webpages within the customized website.

[0267] Embodiment 19. The non-transitory computer-readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites

types comprises a plurality of sequential webpages configured to be provided sequentially one after another during a single web browsing session.

[0268] Embodiment 20. The non-transitory computer-readable medium of claim 16, wherein the series of directional webpages of the selected website type of the plurality of websites types comprises a plurality of sequential webpages configured to be provided sequentially one after another during multiple different web browsing sessions.

[0269] The embodiments of the disclosure described above and illustrated in the accompanying drawing figures do not limit the scope of the invention, since these embodiments are merely examples of embodiments of the invention, which is defined by the appended claims and their legal equivalents. Any equivalent embodiments are intended to be within the scope of this invention. Indeed, various modifications of the present disclosure, in addition to those shown and described herein, such as alternative useful combinations of the content features described, may become apparent to those skilled in the art from the description. Such modifications and embodiments are also intended to fall within the scope of the appended claims and legal equivalents.

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	Filing Date		2020-11-24
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The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

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Signature	/Kyle M. Woodhouse/	Date (YYYY-MM-DD)	2020-11-24
Name/Print	Kyle M. Woodhouse	Registration Number	70,087

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