

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been
filed in the U.S. District Court for the Western District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:24-CV-00058	DATE FILED 1/30/2024	U.S. DISTRICT COURT for the Western District of Texas
PLAINTIFF BrodTi Inc.		DEFENDANT Google LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 11,416,898	8/16/2022	BrodTi Inc.
2		
3		
4		
5		

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
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4		
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

BrodTi Inc. - Ex. 2002, Page 000001
IPR2025-000472 (Google LLC v. BrodTi Inc.)

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UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner,

v.

BRODTI INC.,
Patent Owner.

IPR2025-00472
Patent 11,416,898 B2

Before FRANCES L. IPPOLITO, STEPHEN E. BELISLE, and
BRIAN P. MURPHY, *Administrative Patent Judges*.

BELISLE, *Administrative Patent Judge*.

DECISION
Granting Institution of *Inter Partes* Review
35 U.S.C. § 314

I. INTRODUCTION

Google LLC (“Petitioner”) filed a Petition (Paper 2, “Pet.”) requesting an *inter partes* review of claims 1–20 (“Challenged Claims”) of U.S. Patent No. 11,416,898 B2 (Ex. 1001, “the ’898 patent”). BrodTi Inc. (“Patent Owner”) did not file a Preliminary Response.¹ Paper 12 (“Patent Owner waives the filing of a Preliminary Response.”); Paper 10 (Patent Owner’s Mandatory Notices).

We have authority to determine whether to institute an *inter partes* review. 35 U.S.C. § 314(b) (2024); 37 C.F.R. § 42.4(a) (2024). We may not institute an *inter partes* review “unless . . . there is a reasonable likelihood that the petitioner would prevail with respect to at least 1 of the claims challenged in the petition.” 35 U.S.C. § 314(a). The “reasonable likelihood” standard is “a higher standard than mere notice pleading” but “lower than the ‘preponderance’ standard to prevail in a final written decision.” *Hulu, LLC v. Sound View Innovations, LLC*, IPR2018-01039, Paper 29 at 13 (PTAB Dec. 20, 2019) (precedential). When instituting *inter partes* review, the Board will authorize the review to proceed on all of the challenged claims and on all grounds of unpatentability asserted for each claim. 37 C.F.R. § 42.108(a).

¹ Patent Owner and Petitioner filed discretionary denial briefs (Paper 11; Paper 15), and Patent Owner’s request for discretionary denial was denied (Paper 19). We do not consider papers filed by the parties relating to discretionary considerations in determining whether to institute *inter partes* review. See FAQs for Interim Processes for PTAB Workload Management, FAQ 12 (“Procedures/processes”), available at <https://www.uspto.gov/patents/ptab/faqs/interim-processes-workload-management>.

Applying those standards, and based on the record before us, we determine that Petitioner has demonstrated a reasonable likelihood of success in proving that at least one of the Challenged Claims is unpatentable. Accordingly, we institute an *inter partes* review as to all Challenged Claims of the '898 patent on all grounds raised in the Petition.

II. BACKGROUND

A. *Real Parties in Interest*

Petitioner identifies itself as a real party in interest. Pet. 1.

Patent Owner identifies itself as a real party in interest. Paper 10.

B. *Related Matters*

Petitioner identifies the following district court actions as related matters: (1) *BrodTi Inc. v. Google LLC*, No. 1:24-cv-00173-JCB (D. Del.), which is pending; and (2) *BrodTi Inc. v. Google LLC*, No. 6:24-cv-00058-RP (W.D. Tex.), which was voluntarily dismissed. Pet. 1; Paper 10.

Patent Owner also submits that the '898 patent claims the benefit of U.S. Patent No. 10,325,290 B2, issued June 18, 2019, and U.S. Patent Application No. 11/274,706 (abandoned). Paper 10.

C. *The '898 Patent*

The '898 patent is titled “Methods, Systems, and Apparatus For Financing Projects,” and issued August 16, 2022, from U.S. Application No. 16/422,106, filed May 24, 2019. Ex. 1001, codes (10), (21), (22), (45), (54). The '898 patent claims priority through various continuation applications to U.S. Provisional Application No. 60/626,933, filed November 12, 2004. *Id.* at codes (60), (63). Petitioner submits that “[it] does not concede that the claims are entitled to this priority date, but the relied-upon prior art references nevertheless predate it,” and the “relied-upon

references qualify as prior art under both pre-AIA and AIA rules.” Pet. 8 n.2.

The '898 patent relates to “a process that allows advertisers to finance media productions through advertising media buys while eliminating the risk of normal event financing speculative investment.” Ex. 1001, 1:22–26.

Figure 1 of the '898 patent is reproduced below.

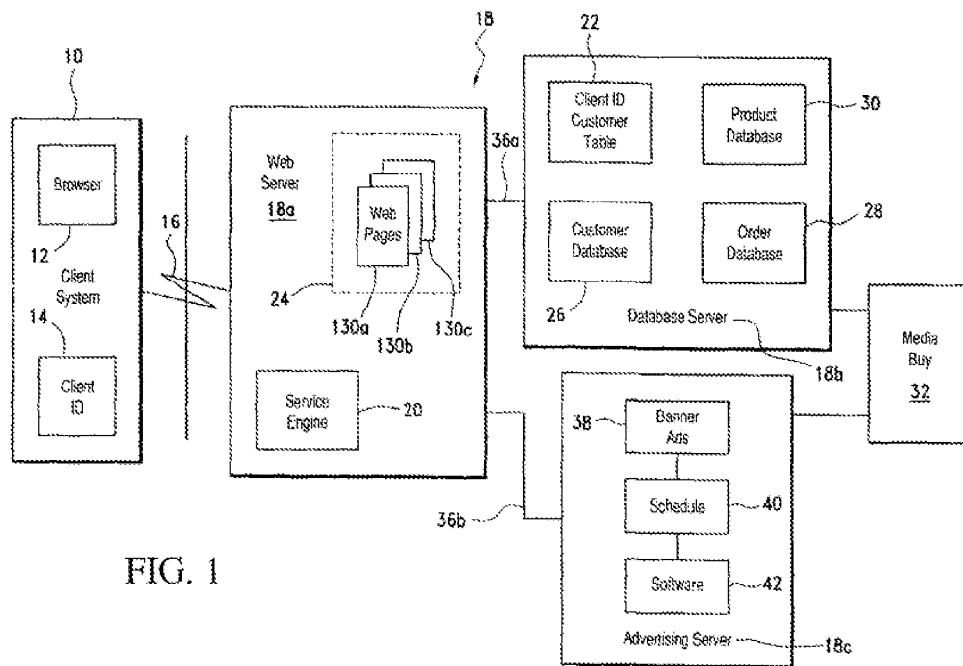


FIG. 1

Figure 1 depicts a functional block diagram showing how a user's browser and a server of the website to be accessed by the user's browser are connected to and by a communication link to each other.

Id. at 3:15–18, Fig. 1.

As illustrated in Figure 1, a browser or user (client) uses client system 10 to access server system 18 by exchanging messages over communication link 16, such as the Internet. Ex. 1001, 3:26–30. Server system 18 comprises web server 18a, data base server 18b, and advertising

server 18c. *Id.* at 3:46–48. Advertising server 18c is programmed “to regulate the advertisements to be seen by the users,” which is done “by storing the advertisement materials in the form of acceptable internet standards, i.e. banner ads, pop-ups, text ads and rich media, in corresponding databases 38, 40 and 42,” and is programmed “to run the ads based on predetermined impressions, length of contract with the advertiser.” *Id.* at 3:51–58.

The ’899 patent states:

Advertising on the [I]nternet is created by and through the media property and content on the web property. The web property is marketed to a target audience who visits the web property to view the content provided. Every time an individual visits the web property, he/she creates an *impression*.

Ex. 1001, 4:30–34 (emphasis added). “These impressions create a commodity in the advertising community and are packaged by the sales team to be sold . . . to an advertiser.” *Id.* at 5:17–21. An advertiser wanting to market itself to the target audience purchases “targeted impressions” at a predetermined media buy in order to place advertising materials on a screen of the property. *Id.* at 5:22–30. Once the media buy is fulfilled, the advertiser is invoiced. *Id.* at 5:38–41. The advertiser pays the invoice, and the revenue generated is placed into a fund, such as a bank account. *Id.* at 5:41–45. According to the ’898 patent, such funds may then be used, for example, “to finance the development of [a] screenplay into a finished production media.” *Id.* at 5:47–49.

D. Illustrative Claim

The ’898 patent includes twenty claims, including independent claims 1, 10, and 19, all of which are challenged. Independent claim 1 is

illustrative of the claimed subject matter and is reproduced below with labels, such as “1[a],” added to limitations in the same manner as used by Petitioner.

1. [pre] A computer-implemented method comprising:
 - [a] receiving, by one or more processors, from a given client, over an Internet-based communication link from a browsing application executed on the given client processor to the one or more processors, a message comprising data, the data comprising advertising material to populate on one or more websites;
 - [b] identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;
 - [c] based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;
 - [d] obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;
 - [e] generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection;
 - [f] based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;

- [g] monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website;
- [h] determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system;
- [i] determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions;
- [j] upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and
- [k] based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

Ex. 1001, 10:29–11:11.

E. Evidence of Record

Petitioner relies on the following evidence. Pet. 3.

Name	Patent Document	Exhibit
Nicholas	U.S. Patent Appl. Pub. No. 2004/0054589 A1, published March 18, 2004	1003
Laidlaw	U.S. Patent Appl. Pub. No. 2004/0128547 A1, published July 1, 2004	1004
Mayadas	U.S. Patent Appl. Pub. No. 2001/0039515 A1, published November 8, 2001	1005
Yasnovsky	U.S. Patent Appl. Pub. No. 2005/0027594 A1, published February 3, 2005	1006
Error	U.S. Patent No. 8,156,216 B1, issued April 10, 2012	1007
Manowitz	WO 01/59653 A1	1015

Petitioner also relies upon the Declaration of Mark Crovella, Ph.D. (Ex. 1002).

F. Asserted Challenges to Patentability

Petitioner challenges the patentability of the Challenged Claims on the following grounds. Pet. 3.

Claim(s) Challenged	35 U.S.C. §	Reference(s)/Basis
1–6, 9–15, 18, 19	103 ²	Nicholas, Laidlaw, Mayadas, Error
7, 8, 16, 17, 20	103	Nicholas, Laidlaw, Mayadas, Error, Yasnovsky
1–6, 9–15, 18, 19	103	Nicholas, Laidlaw, Mayadas, Error, Manowitz
7, 8, 16, 17, 20	103	Nicholas, Laidlaw, Mayadas, Error, Yasnovsky, Manowitz

III. PATENTABILITY

A. Applicable Law

Petitioner challenges the patentability of claims 1–20 of the ’898 patent on grounds that the claims would have been obvious under 35 U.S.C. § 103 in light of various references, namely Nicholas, Laidlaw, Mayadas, Error, Yasnovsky, and Manowitz. “In an [*inter partes* review], the petitioner has the burden from the onset to show *with particularity* why

² The Leahy-Smith America Invents Act (“AIA”), Pub. L. No. 112-29, 125 Stat. 284, 287–88 (2011), amended 35 U.S.C. § 103. Because the ’898 patent was effectively filed before March 16, 2013, the effective date of the relevant amendment, we preliminarily apply the pre-AIA version of § 103. *See* Ex. 1001, code (60). Neither party argues that the outcome of this case would differ based on applying the pre-AIA or post-AIA versions of these laws.

the patent it challenges is unpatentable.” *Harmonic Inc. v. Avid Tech., Inc.*, 815 F.3d 1356, 1363 (Fed. Cir. 2016) (citing 35 U.S.C. § 312(a)(3) (requiring *inter partes* review petitions to identify “with particularity . . . the evidence that supports the grounds for the challenge to each claim”)) (emphasis added). This burden never shifts to Patent Owner. *See Dynamic Drinkware, LLC v. Nat’l Graphics, Inc.*, 800 F.3d 1375, 1378 (Fed. Cir. 2015).

A claim is unpatentable under 35 U.S.C. § 103 if “the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains.” *KSR Int’l Co. v. Teleflex Inc.*, 550 U.S. 398, 406 (2007). The question of obviousness is resolved on the basis of underlying factual determinations, including (1) the scope and content of the prior art; (2) any differences between the claimed subject matter and the prior art; (3) the level of skill in the art; and (4) when of record, objective evidence of obviousness or non-obviousness, i.e., secondary considerations. *Graham v. John Deere Co. of Kan. City*, 383 U.S. 1, 17–18 (1966). Secondary considerations may include the following: “commercial success, long felt but unsolved needs, failure of others, etc.”³ *Id.* The totality of the evidence submitted may show that the challenged claims would not have been obvious to one of ordinary skill in the art. *In re Piasecki*, 745 F.2d 1468, 1471–72 (Fed. Cir. 1984). When evaluating a combination of teachings, we must also “determine whether there was an apparent reason to combine the

³ At this stage of the proceeding, Patent Owner has not presented objective evidence of non-obviousness.

known elements in the fashion claimed by the patent at issue.” *KSR*, 550 U.S. at 418 (citing *In re Kahn*, 441 F.3d 977, 988 (Fed. Cir. 2006)).

The Supreme Court has made clear that we apply “an expansive and flexible approach” to the question of obviousness. *Id.* at 415. Whether a patent claiming a combination of prior art elements would have been obvious is determined by whether the improvement is more than the predictable use of prior art elements according to their established functions. *Id.* at 417. To reach this conclusion, however, “requires more than a mere showing that the prior art includes separate references covering each separate limitation in a claim under examination.” *Unigene Labs., Inc. v. Apotex, Inc.*, 655 F.3d 1352, 1360 (Fed. Cir. 2011). Rather, obviousness requires the additional showing that a person of ordinary skill at the time of the invention would have selected and combined those prior art elements in the normal course of research and development to yield the claimed invention. *Id.* “To satisfy its burden of proving obviousness, a petitioner cannot employ mere conclusory statements. The petitioner must instead articulate specific reasoning, based on evidence of record, to support the legal conclusion of obviousness.” *In re Magnum Oil Tools Int’l, Ltd.*, 829 F.3d 1364, 1380 (Fed. Cir. 2016).

We analyze the challenges presented in the Petition in accordance with the above-stated principles.

B. Level of Ordinary Skill in the Art

Petitioner contends that a person of ordinary skill in the art, at the time of the invention of the ’898 patent:

would have possessed a bachelor’s degree in electrical engineering, computer science, or similar field, with at least two years of experience in developing and implementing network-

based computer systems, such as systems for sending and receiving information over the Internet and/or the Web. A person could also have qualified with more formal education and less technical experience, or vice versa.

Pet. 4 (citing Ex. 1002 ¶¶ 9–12).

Patent Owner did not file a Preliminary Response, and thus does not present an alternative definition at this stage of the proceeding.

In determining the level of ordinary skill in the art, various factors may be considered, including the “type of problems encountered in the art; prior art solutions to those problems; rapidity with which innovations are made; sophistication of the technology; and educational level of active workers in the field.” *In re GPAC Inc.*, 57 F.3d 1573, 1579 (Fed. Cir. 1995) (citation omitted). Considering the subject matter of the ’898 patent, the background technical field, the prior art, and Petitioner’s proposed and unopposed definition of the skilled artisan (Ex. 1002 ¶¶ 9–12), we apply the level of skill set forth above.

C. Claim Construction

We construe claims “using the same claim construction standard that would be used to construe the claim in a civil action under 35 U.S.C. 282(b), including construing the claim in accordance with the ordinary and customary meaning of such claim as understood by one of ordinary skill in the art and the prosecution history pertaining to the patent.” 37 C.F.R. § 42.100(b); *see also Phillips v. AWH Corp.*, 415 F.3d 1303 (Fed. Cir. 2005) (en banc).

In this context, claim terms “are generally given their ordinary and customary meaning” as understood by a person of ordinary skill in the art in question at the time of the invention. *Phillips*, 415 F.3d at 1312–13;

see CCS Fitness, Inc. v. Brunswick Corp., 288 F.3d 1359, 1366 (Fed. Cir. 2002) (There is “a ‘heavy presumption’ that a claim term carries its ordinary and customary meaning.”). “In determining the meaning of the disputed claim limitation, we look principally to the intrinsic evidence of record, examining the claim language itself, the written description, and the prosecution history, if in evidence.” *DePuy Spine, Inc. v. Medtronic Sofamor Danek, Inc.*, 469 F.3d 1005, 1014 (Fed. Cir. 2006) (citing *Phillips*, 415 F.3d at 1312–17). Extrinsic evidence is “less significant than the intrinsic record in determining ‘the legally operative meaning of claim language.’” *Phillips*, 415 F.3d at 1317.

Petitioner submits that all terms in the Challenged Claims should be given their plain and ordinary meaning in this proceeding, and that no specific construction of any claim term is required to resolve this case. Pet. 6 (“Petitioner does not believe express claim construction is necessary to resolve this Petition.”). Patent Owner has not submitted a preliminary response, and thus does not propose any terms for construction at this stage. In determining that Petitioner has demonstrated a reasonable likelihood of establishing unpatentability of at least one Challenged Claim, we need not and do not construe expressly any claim terms. *See Nidec Motor Corp. v. Zhongshan Broad Ocean Motor Co.*, 868 F.3d 1013, 1017 (Fed. Cir. 2017) (stating that “we need only construe terms ‘that are in controversy, and only to the extent necessary to resolve the controversy’” (quoting *Vivid Techs., Inc. v. Am. Sci. & Eng’g, Inc.*, 200 F.3d 795, 803 (Fed. Cir. 1999))).

D. Alleged Obviousness of Independent Claims 1, 10, and 19 over Nicholas, Laidlaw, Mayadas, and Error

Petitioner contends independent claims 1, 10, and 19 would have been unpatentable under 35 U.S.C. § 103 as obvious over the combination of Nicholas (Ex. 1003), Laidlaw (Ex. 1004), Mayadas (Ex. 1005), and Error (Ex. 1007). Pet. 6–51, 60–61. As previously noted, Patent Owner did not file a Preliminary Response, but the burden remains on Petitioner to demonstrate unpatentability. *See Dynamic Drinkware*, 800 F.3d at 1378. Based on our review of the record before us, we determine that Petitioner has established a reasonable likelihood that it would prevail in showing that claims 1, 10, and 19 would have been unpatentable under 35 U.S.C. § 103 as obvious over the combination of Nicholas, Laidlaw, Mayadas, and Error, as discussed below. We turn first to an overview of these four references.

1. Overview of Nicholas (Ex. 1003)

Nicholas is a published U.S. patent application titled “Method and System for Providing Network Based Target Advertising and Encapsulation.” Ex. 1003, code (54). Nicholas was filed on September 8, 2003, and published on March 18, 2004. *Id.* at codes (22), (43). Petitioner contends Nicholas is prior art under 35 U.S.C. §§ 102(a) and 102(e). Pet. 8.

Nicholas relates to “the targeted distribution of advertisements over a network,” as shown, for example, in Figure 1, reproduced below. Ex. 1003 ¶ 2.

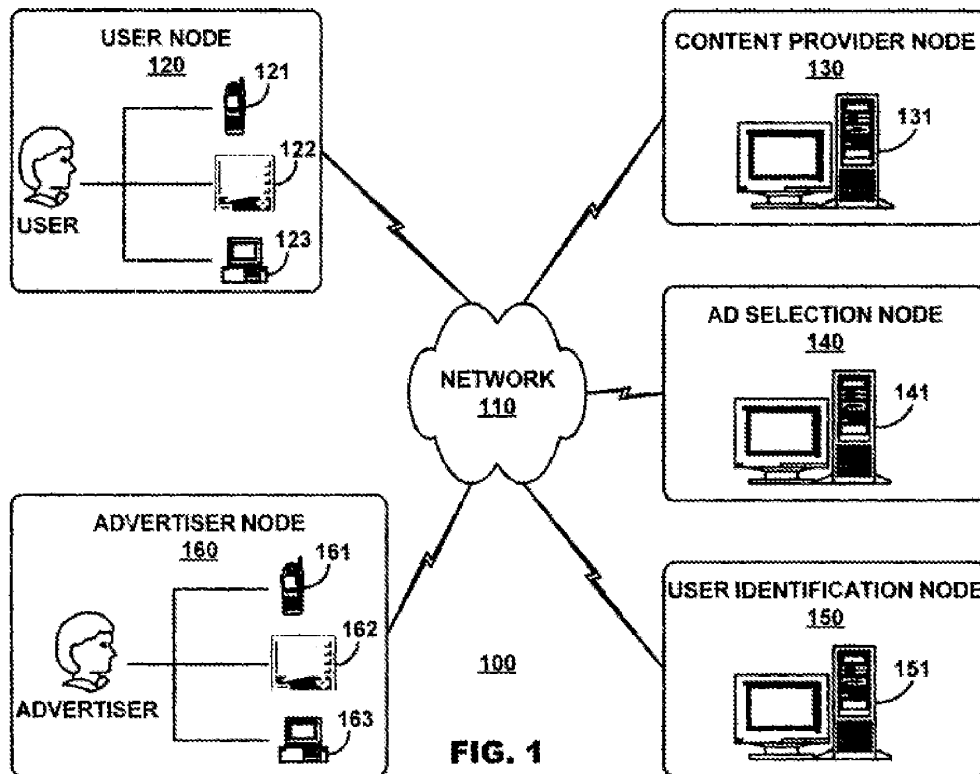


FIG. 1

Figure 1 depicts a telecommunication system for the targeted distribution of online advertisements.

Id. ¶ 4, Fig. 1.

As shown above in Figure 1, telecommunication system 100 comprises (1) user node 120, which “operates to facilitate communications of requested information in audio form and/or visual form between a user of user node 120 and one of the other nodes of telecommunication system 100” (Ex. 1003 ¶ 44); (2) content provider node 130, which communicates advertisements to user node 120 as directed by ad selection node 140 (*Id.* ¶¶ 45–46); (3) ad selection node 140, which includes targeted ad server 141a and an associated database “for managing a selection of which advertisement or advertisements are to be communicated with the requested

information from content provider node 131 to user node 120” (*Id.* ¶ 47); (4) user identification node 150, which includes conventional geographic location server 151*a* and associated database “for providing information indicative of a geographic location of the user to ad selection node 140 (*Id.* ¶ 51); and (5) advertiser node 160, which “facilitate[s] communications of advertisements in audio form and/or visual form between an advertiser and ad selection node 140” (*Id.* ¶ 52).

Nicholas describes the operation of its online advertising telecommunications system 100 as follows:

A telecommunication system implements a method for providing a targeted online advertisement to a user accessing a content provider node of the system. The system further comprises an ad selection node and a user identification node. A generic advertiser provides a generic ad request. Geo-target availability is provided based on a number of requested impressions for the generic ad request and a web site designation. Geographically targeted ad requests are received from one or more child advertisers. A media buy output is determined based on the received information.

Ex. 1003, code (57).

We further discuss below the disclosures of Nicholas in connection with Petitioner’s arguments.

2. *Overview of Laidlaw (Ex. 1004)*

Laidlaw is a published U.S. patent application titled “Method and System for Modular Authentication and Session Management.” Ex. 1004, code (54). Laidlaw was filed on December 31, 2002, and published on July 1, 2004. *Id.* at codes (22), (43). Petitioner contends Laidlaw is prior art under 35 U.S.C. §§ 102(a) and 102(e). Pet. 8.

Laidlaw relates to “managing computer systems, and more particularly, to a method and system for modular authentication and session management.” Ex. 1004 ¶ 1. Laidlaw describes the operation of its online user authentication system as follows:

A computing system received a request to perform a task from a user. The computing system forwards the request to a module that is configured to authenticate the user. The authentication module verifies the identity of the user, using one of a variety of different methods. The authentication module may supply a session token indicative of the verification. Thereafter, the pre-determined permissions of the user are determined in one of a number of manners, such as accessing a database. After it is determined that the user has permission to perform the requested task, the requested task is then performed. The permissions may be stored in an access control list that contains data regarding the identity and privileges of the user.

Id. ¶ 9. Laidlaw further explains that “[w]hen the user authenticates at a login screen, the session token is placed into a cookie. When a subsequent request is received from the same client system, the session token is extracted from the cookie, and the token is obtained from a session table that is keyed by session token.” *Id.* ¶ 16. This session table “contains information that may be used in determining the authorization level of the user.” *Id.* ¶ 31.

We further discuss below the disclosures of Laidlaw in connection with Petitioner’s arguments.

3. *Overview of Mayadas (Ex. 1005)*

Mayadas is a published U.S. patent application titled “System and Method for Payment for Targeted Messaging Over a Network.” Ex. 1005, code (54). Mayadas was filed on May 2, 2001, and published on

November 8, 2001. *Id.* at codes (22), (43). Petitioner contends Mayadas is prior art under 35 U.S.C. § 102(b). Pet. 8.

Mayadas relates to “payments to a plurality of parties for targeted advertising and for user profile aggregation over the Internet,” as shown, for example, in Figure 1, reproduced below. Ex. 1005 ¶ 2.

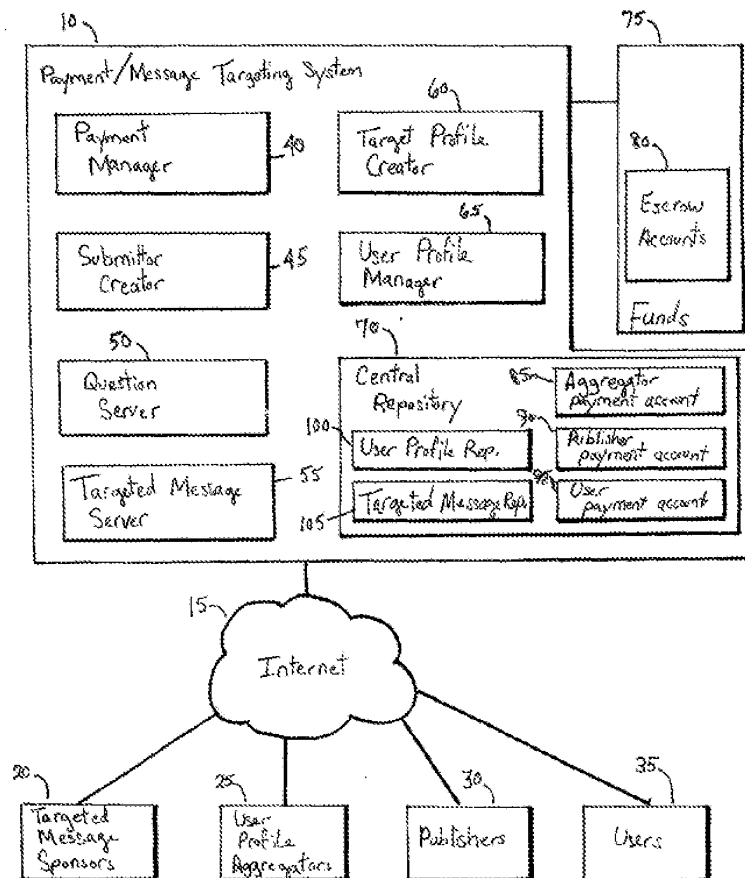


FIG. 1

Figure 1 depicts a block diagram of Mayadas' targeted advertising payments system.

Ex. 1005 ¶ 18, Fig. 1.

Mayadas describes its payment method for targeted online advertising as follows:

[T]argeted message sponsors such as advertisers pay in to the system to have the targeted message distributed according to specified parameters. Users of the system, who view the targeted messages, are compensated for interacting with the targeted message. The user data is stored in user profiles maintained by the system. Targeted message publishers are compensated for publishing the targeted messages. Data aggregators, who gather data about users for the user profiles, are compensated for the data gathered.

Ex. 1005 ¶ 14. Mayadas further describes the operation of its payment system as follows:

[A] targeted message sponsor provides a targeted message, such as an advertisement, to the system for distribution. The targeted message sponsor specifies the parameters of distribution of the targeted message including the users to which the message is to be distributed. The targeted message sponsor pays in to an escrow account held by the system. The targeted message is published on one or more publishers, according to the parameters set by the message sponsor. Also, the message is published to selected users when they interact with one of the selected publishers. When a user interacts with a targeted message, such as clicking on the targeted message display, the publisher, the user, and any data aggregator involved in targeting the message are compensated from the escrow account.

Id. ¶ 15.

We further discuss below the disclosures of Mayadas in connection with Petitioner's arguments.

4. Overview of Error (Ex. 1007)

Error is a U.S. patent titled "Distributed Data Collection and Aggregation." Ex. 1007, code (54). Error was filed on January 30, 2003,

and issued on April 10, 2012. *Id.* at codes (22), (45). Petitioner contends Error is prior art under 35 U.S.C. § 102(e). Pet. 8.

Error relates to “website traffic data collection, and more specifically to improved techniques for collecting traffic data from multiple sources and aggregating the collected data.” Ex. 1007, 1:15–18. As background, Error describes a “single-pixel” image technique for determining that an impression is valid:

One commonly used technique for third-party collection of usage data is to include, in each web page to be tracked, a small image, such as a single-pixel image that is not intended to be noticed by the user. Normally, images in web pages are served from the content provider’s server, along with other content. The single-pixel image, however, which is specifically included in web pages for tracking purposes and normally does not contain any meaningful content, is served from a tracking server operated by the third-party traffic statistics service. In most cases, the single-pixel image is transparent, so as to be as unobtrusive as possible.

When a user navigates to a web page, the web page’s HTML code causes the user’s browser to send a request for the single-pixel image. The tracking server receives the request and logs the request as a user visit to the web page. It is known in the art to embed identifier codes within the image requests, so that the tracking server can detect individual users and discern additional identifying information about each user.

Id. at 1:36–54; *see id.* at 2:6–21 (explaining that when the tracking server receives a request for the single-pixel image, “tracking server 106 records the occurrence of a ‘hit’ to the web page”).

We further discuss below the disclosures of Error in connection with Petitioner’s arguments.

5. *Independent Claim 1*

Independent claim 1, reproduced above in Section II.D, is directed to a computer-implemented project funding method using online targeted advertising, and includes eleven delineated steps (1[a]–1[k]) spanning almost 400 words. Ex. 1001, 10:29–11:11. Petitioner presents evidence over 44 pages of briefing that the combination of Nicholas, Laidlaw, Mayadas, and Error would have taught or at least fairly suggested to the skilled artisan the limitations of claim 1 as a whole. Pet. 8–51; *see id.* at 6–7. For efficiency’s sake, we do not repeat herein all of Petitioner’s arguments merely to respond that we find them sufficiently persuasive on the record before us. Instead, we summarize below our understanding of Petitioner’s application of the combination of Nicholas, Laidlaw, Mayadas, and Error to independent claim 1.

Petitioner argues in sum:

(1) Nicholas teaches “a self-service targeted advertising system similar to the ’898 patent in which advertisers, through a web-based user interface, specify parameters for an advertising campaign including the targeted websites and the desired number of advertising impressions,” and that Nicholas teaches “the majority of the limitations of the challenged claims.” Pet. 6 (citing Ex. 1003, Figs. 6, 8; Ex. 1002 ¶¶ 42–50); *see* Ex. 1003, Fig. 1.

(2) Mayadas teaches “a similar self-service targeted Internet advertising system,” and contributes more specific teachings on “collecting funds from advertisers and paying websites for displaying advertisements,” including the use of “escrow account[s]” or funds to do so. Pet. 6–7 (citing Ex. 1002 ¶¶ 57–59); Ex. 1002 ¶ 59; Ex. 1005 ¶¶ 15, 38.

(3) Laidlaw and Error further teach certain “standard features of web-based systems that, although not expressly described in Nicholas, were well-known.” Pet. 7. For example, Petitioner argues that Laidlaw teaches the use of “cookies” (or “identifiers”), which according to Petitioner, was (and still is) “a technology employed by hundreds of millions of websites to identify users and track their activities.” Pet. 7 (citing Ex. 1002 ¶¶ 51–55). Similarly, Petitioner argues that Error teaches “web beacons in which a single-pixel image file can be embedded in a webpage to record when users view the page,” and that this technique was “a known tracking system used to determine whether or not a webpage was in fact delivered and displayed to a user.” Pet. 7 (citing Ex. 1002 ¶¶ 61–64); Ex. 1002 ¶ 62. Petitioner argues that “[t]he monitoring techniques in Laidlaw and Error were well-known in the art.” Pet. 7 (citing Ex. 1002 ¶¶ 92–98, 133–138).

Together, Petitioner argues these references would have taught or at least fairly suggested to the skilled artisan all of the features of the eleven delineated steps (1[a]–1[k]) in claim 1, and cites substantial expert testimony in support thereof. Pet. 8–51.

Petitioner argues the skilled artisan would have had various rational reasons for combining the teachings of these four references, and would have had a reasonable expectation of success in doing so. *See, e.g.*, Pet. 18–21 (discussing reasons to combine Nicholas and Laidlaw and expectation of success in doing so), 33–37 (discussing reasons to combine Nicholas and Mayadas and expectation of success in doing so), 44–45 (discussing reasons to combine Nicholas, Laidlaw, Mayadas, and Error and expectation of success in doing so).

Based on the record before us, we find Petitioner sufficiently shows that the combination of Nicholas, Laidlaw, Mayadas, and Error would have taught or at least fairly suggested to the skilled artisan the limitations of claim 1.⁴ Thus, for the reasons stated in the Petition (Pet. 8–51), we determine that Petitioner has established a reasonable likelihood that it would prevail in showing that independent claim 1 would have been unpatentable as obvious over the combination of Nicholas, Laidlaw, Mayadas, and Error.

6. *Independent Claims 10 and 19*

Independent claims 10 and 19 recite limitations commensurate in scope with independent claim 1, except claim 10 is directed to a “computer program product” that uses “a computer readable storage medium readable by one or more processors and storing instructions for execution by the processor for performing [the method of claim 1],” and claim 19 is directed to a “system” using memory, processors, and program instructions to perform the method of claim 1. *Compare* Ex. 1001, 10:29–11:11, *with id.* at 11:52–12:37, *and id.* at 13:9–14:26. Petitioner persuasively addresses these minor variants of claim 1. *See* Pet. 60–61. As discussed above, we are persuaded that the cited evidence sufficiently supports Petitioner’s contention that independent claim 1 would have been unpatentable as

⁴ “When considering obviousness of a claimed invention, the Supreme Court has emphasized that the ‘person of ordinary skill is also a person of ordinary creativity, not an automaton.’” *Fleming v. Cirrus Design Corp.*, 28 F.4th 1214, 1223 (Fed. Cir. 2022). We assume the skilled artisan is a person of ordinary creativity with common sense, common wisdom, and common knowledge. *Id.* (citing *Randall Mfg. v. Rea*, 733 F.3d 1355, 1362 (Fed. Cir. 2013); *KSR*, 550 U.S. at 421).

obvious over the combination of Nicholas, Laidlaw, Mayadas, and Error. For the reasons set forth in the Petition (Pet. 60–61), we also are persuaded that the current record sufficiently supports Petitioner’s challenges to independent claims 10 and 19 over the combination of Nicholas, Laidlaw, Mayadas, and Error for purposes of institution.

E. Alleged Obviousness of (i) Claims 2–6, 9, 11–15, and 18 over Nicholas, Laidlaw, Mayadas, and Error; (ii) Claims 7, 8, 16, 17, and 20 over Nicholas, Laidlaw, Mayadas, Error, and Yasnovsky; (iii) Claims 1–6, 9–15, 18, and 19 over Nicholas, Laidlaw, Mayadas, Error, and Manowitz; and (iv) Claims 7, 8, 16, 17, and 20 over Nicholas, Laidlaw, Mayadas, Error, Yasnovsky, and Manowitz

Petitioner contends that the following sets of claims also would have been unpatentable under 35 U.S.C. § 103 as obvious: (i) Claims 2–6, 9, 11–15, and 18 over Nicholas, Laidlaw, Mayadas, and Error; (ii) Claims 7, 8, 16, 17, and 20 over Nicholas, Laidlaw, Mayadas, Error, and Yasnovsky; (iii) Claims 1–6, 9–15, 18, and 19 over Nicholas, Laidlaw, Mayadas, Error, and Manowitz; and (iv) Claims 7, 8, 16, 17, and 20 over Nicholas, Laidlaw, Mayadas, Error, Yasnovsky, and Manowitz. Patent Owner did not file a Preliminary Response and, therefore, does not challenge Petitioner’s showing at this stage.

At this stage of the proceeding, we need not provide a detailed assessment of these additional challenges. A decision to institute under 35 U.S.C. § 314 may not institute review on fewer than all claims and all challenges in the Petition. 37 C.F.R. § 42.108(a). Because we determine that Petitioner has established a reasonable likelihood that it would prevail in showing that at least one of the Challenged Claims is unpatentable as obvious over the combination of Nicholas, Laidlaw, Mayadas, and Error (*see*

supra § III.D), we also determine that it is appropriate to institute *inter partes* review based on these additional challenges.

IV. CONCLUSION

Based on the evidence before us, we determine that Petitioner has established a reasonable likelihood that at least one of claims 1–20 of the ’898 patent is unpatentable. Accordingly, we institute trial on all challenges in the Petition.

We base our factual findings and conclusions at this stage of the proceeding on the evidentiary record developed so far. This is not a final decision as to the construction of any claim term or the patentability of any claim. Any final decision shall be based on the full trial record, including any response timely filed by Patent Owner. Any arguments not raised by Patent Owner in a timely filed response may be deemed waived.

V. ORDER

Upon consideration of the record before us, it is:

ORDERED that, pursuant to 35 U.S.C. § 314(a), an *inter partes* review of claims 1–20 of U.S. Patent No. 11,416,898 B2 is instituted with respect to all grounds set forth in the Petition; and

FURTHER ORDERED that, pursuant to 35 U.S.C. § 314(c) and 37 C.F.R. § 42.4(b), *inter partes* review of the ’898 patent shall commence on the entry date of this Order, and notice is hereby given of the institution of a trial.

IPR2025-00472
Patent 11,416,898 B2

For PETITIONER:

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Andrew C. Mace
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For PATENT OWNER:

Joseph Mark Konieczny
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PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT8288117

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT	
NATURE OF CONVEYANCE:	Corrective Assignment to correct the EXECUTION DATE ON THE COVER SHEET. previously recorded on Reel 065549 Frame 0741. Assignor(s) hereby confirms the CHANGE OF NAME..	
RESUBMIT DOCUMENT ID:	508234007	
CONVEYING PARTY DATA		
	Name	Execution Date
	BRODTI, LLC	06/01/2020
RECEIVING PARTY DATA		
Name:	BRODTI INC.	
Street Address:	99 WALL STREET	
Internal Address:	SUITE 4042	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10001	
PROPERTY NUMBERS Total: 4		
Property Type	Number	
Patent Number:	11416898	
Patent Number:	10325290	
Application Number:	14982117	
Application Number:	16258179	
CORRESPONDENCE DATA		
Fax Number:	(202)318-8958	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	2027488950	
Email:	sdraffin@keyhanillc.com	
Correspondent Name:	KEYHANI LLC	
Address Line 1:	1050 30TH STREET NW	
Address Line 4:	WASHINGTON, D.C. 20007	
NAME OF SUBMITTER:	SCOTT M DRAFFIN	
SIGNATURE:	/Scott M Draffin/	
DATE SIGNED:	11/21/2023	
	This document serves as an Oath/Declaration (37 CFR 1.63).	

Total Attachments: 2

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PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

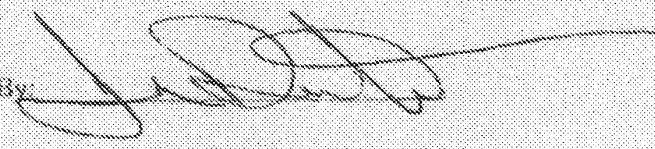
EPAS ID: PAT8272897

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	CHANGE OF NAME	
CONVEYING PARTY DATA		
Name		Execution Date
BRODTI, LLC		06/01/2020 ~~05/10/2019~~
RECEIVING PARTY DATA		
Name:	BRODTI INC.	
Street Address:	99 WALL STREET	
Internal Address:	SUITE 4042	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10001	
PROPERTY NUMBERS Total: 4		
Property Type	Number	
Patent Number:	11416898	
Patent Number:	10325290	
Application Number:	14982117	
Application Number:	16258179	
CORRESPONDENCE DATA		
Fax Number:	(202)318-8958	
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Phone:	2027488950	
Email:	sdraffin@keyhanillc.com	
Correspondent Name:	KEYHANI LLC	
Address Line 1:	1050 30TH STREET NW	
Address Line 4:	WASHINGTON, D.C. 20007	
NAME OF SUBMITTER:	SCOTT M DRAFFIN	
SIGNATURE:	/Scott M Draffin/	
DATE SIGNED:	11/13/2023	
This document serves as an Oath/Declaration (37 CFR 1.63).		
Total Attachments: 1		
source=BrodTi Certificate of Conversion#page1.tif		

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A LIMITED LIABILITY COMPANY TO A
CORPORATION PURSUANT TO SECTION 265 OF
THE DELAWARE GENERAL CORPORATION LAW

- 1.) The jurisdiction where the Limited Liability Company first formed is Delaware
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware
- 3.) The date the Limited Liability Company first formed is May 10, 2019
- 4.) The name of the Limited Liability Company immediately prior to filing this Certificate is BrodTi LLC
- 5.) The name of the Corporation as set forth in the Certificate of Incorporation is BrodTi Inc.

IN WITNESS WHEREOF, the undersigned being duly authorized to sign on behalf of the converting Limited Liability Company have executed this Certificate on the 7th day of May, A.D. 2020

By: 

Name: John DeTitta

Print or Type

Title: Managing Member

Print or Type

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

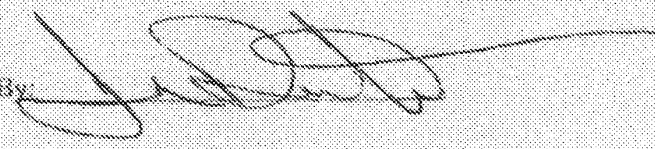
EPAS ID: PAT8281197

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	TO CORRECT AN ERROR IN A COVER SHEET PREVIOUSLY RECORDED, REEL 065549 FRAME 0741. CORRECTION OF EXECUTION DATE.	
CONVEYING PARTY DATA		
	Name	Execution Date
	BRODTI, LLC	06/01/2020
RECEIVING PARTY DATA		
Name:	BRODTI INC.	
Street Address:	99 WALL STREET	
Internal Address:	SUITE 4042	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10001	
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	Property Type	Number
	Patent Number:	11416898
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	Application Number:	16258179
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	2027488950	
Email:	sdraffin@keyhanillc.com	
Correspondent Name:	KEYHANI LLC	
Address Line 1:	1050 30TH STREET NW	
Address Line 4:	WASHINGTON, D.C. 20007	
NAME OF SUBMITTER:	SCOTT M DRAFFIN	
SIGNATURE:	/Scott M Draffin/	
DATE SIGNED:	11/16/2023	
	This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 1		

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Print or Type

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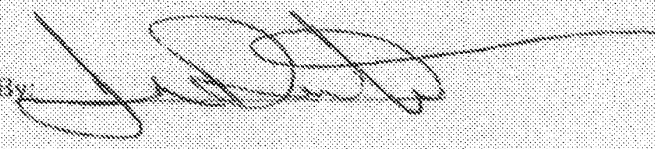
EPAS ID: PAT8272897

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	CHANGE OF NAME	
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	Name	Execution Date
	BRODTI, LLC	05/10/2019
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Print or Type



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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/422,106	08/16/2022	11416898	5363.008C	9506

7590

07/27/2022

John Eric De Titta
54 West Avenue Unit 7
Fairport, NY 14450

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 676 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

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

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

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

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

John E. DeTitta, Fairport, NY;

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

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 USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

PART B – FEE(S) TRANSMITTAL

Complete and send this form, together with the 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, VA 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.

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
16422106	05/24/2019	John E. DeTitta	1137-002	9506

TITLE OF INVENTION:

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
Utility	Micro	300	0	0	300	10/5/2022

EXAMINER	ART UNIT	CLASS-SUBCLASS

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

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-09 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

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

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

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

(A) NAME OF ASSIGNEE

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

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government4a. 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 of Entity Status (from status indicated above)

- ☒ Applicant certifying micro entity status. See 37 CFR 1.29. NOTE: Absent a valid Certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
- ☐ Applicant asserting small entity status. See 37 CFR 1.27. NOTE: If the application was previously under micro entity status, checking this box will be taken as a notification of loss of entitlement to micro entity status.
- ☐ Applicant changing to regular undiscounted fee status. NOTE: Checking this box will be taken as 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 /Michael Meyer/

Date 7/11/2022

Typed or printed name Michael Meyer

Registration No. 78575

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

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

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

Privacy Act Statement

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

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

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

Electronic Patent Application Fee Transmittal				
Application Number:		16422106		
Filing Date:		24-May-2019		
Title of Invention:		METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		
First Named Inventor/Applicant Name:		John E. DeTitta		
Filer:		Michael Meyer		
Attorney Docket Number:		5363.008C		
Filed as Micro Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
UTILITY ISSUE FEE	3501	1	300	300

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				300

Electronic Acknowledgement Receipt	
EFS ID:	46154735
Application Number:	16422106
International Application Number:	
Confirmation Number:	9506
Title of Invention:	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Correspondence Address:	John Eric De Titta - 54 West Avenue Unit 7 - Fairport NY 14450 US 5859533616 johnd@brodi.com
Filer:	Michael Meyer
Filer Authorized By:	
Attorney Docket Number:	5363.008C
Receipt Date:	11-JUL-2022
Filing Date:	24-MAY-2019
Time Stamp:	11:33:16
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	\$300

RAM confirmation Number	E20227AB35174956				
Deposit Account					
Authorized User					
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:					
File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	ptol85b.pdf	268988	no	2
			2bcea5a62c001dfed10f36fec24cb5be43255361		
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	37510	no	2
			346c6fc058a1b4afb28cc8111628f56587dbb050		
Warnings:					
Information:					
Total Files Size (in bytes):			306498		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					



UNITED STATES PATENT AND TRADEMARK OFFICE

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

7590 07/05/2022
John Eric De Titta
54 West Avenue Unit 7
Fairport, NY 14450

EXAMINER

ALVAREZ, RAQUEL

ART UNIT

PAPER NUMBER

3688

DATE MAILED: 07/05/2022

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/422,106	05/24/2019	John E. DeTitta	5363.008C	9506

TITLE OF INVENTION: METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	\$300	\$0.00	\$0.00	\$300	10/05/2022

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)

7590 07/05/2022
John Eric De Titta
54 West Avenue Unit 7
Fairport, NY 14450

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/422,106	05/24/2019	John E. DeTitta	5363.008C	9506

TITLE OF INVENTION: METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	\$300	\$0.00	\$0.00	\$300	10/05/2022

EXAMINER	ART UNIT	CLASS-SUBCLASS
ALVAREZ, RAQUEL	3688	705-014110

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/422,106	05/24/2019	John E. DeTitta	5363.008C	9506
7590 John Eric De Titta 54 West Avenue Unit 7 Fairport, NY 14450			EXAMINER ALVAREZ, RAQUEL	
			ART UNIT 3688	PAPER NUMBER
DATE MAILED: 07/05/2022				

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

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

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

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

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 16/422,106	Applicant(s) DeTitta, John E.	
	Examiner RAQUEL ALVAREZ	Art Unit 3688	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 4/14/2022 and 6/8/2022..
☐ 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 7-26 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
Certified copies:
a) ☐ All b) ☐ Some* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
* Certified copies not received: _____.

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

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

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

Attachment(s)

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

/RAQUEL ALVAREZ/ Primary Examiner, Art Unit 3688	
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Notice of Pre-AIA or AIA Status

1. The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.
2. This office action is in response to communication filed on 4/14/2022 and 6/8/2022.
3. Claims 1-6 have been cancelled. Claims 7-26 are presented for examination.
4. Terminal Disclaimer filed on 4/14/2022 was approved to overcome the Double Patenting rejection against Patent No. 10,325,290.

Allowable Subject Matter

5. Claims 7-26 are allowed.

The present invention relates generally to media financing and more specifically it relates to such a process that allows advertisers to finance media productions through advertising media buys while eliminating the risk of normal event financing speculative investment.

The prior art of record teaches:

Costin (2002/0049816) teaches a fundraising system and method that allows users to raise money from friends and other entities over a distributed network, such as the Internet, is presented. The present invention provides online marketing applications for e-businesses by using the power of viral marketing to enable clients to attract new customers at a lower cost, and build brand loyalty. For example, the fundraising system of the present invention enables e-businesses to partner with causes, such as

charitable, non-profit and community organizations, to host fundraising events online with interactive participation by all involved.

Online fund-raising malls: fund raising goes high-tech; Raddatz, Dick; Fund Raising Management; Jun 2000; 31, 4; pg 12 June 2000 teaches a fund raising mall teaches those who wish to earn money for their group can log on to an Online fund-raising mall site, select their group, and then link to different e-commerce sites to make purchases. The e-commerce sites pay affiliate fees-a sales commission on the total purchase for each user-to the site through which their site was accessed.

Kaplan, K. (2000, Aug 28) Monday business; republicans work for change with E-commerce site; web: RepublicanShopping.com takes political fund-raising into new territory by offering goods online and getting a cut of profit.: Home edition. Los Angeles Times teaches a Republicanshopping.com which is the high-tech equivalent of selling Girl Scout Cookies. Like the Scouts, The GOP is hawking merchandise made by others and pocketing a portion of the profit, which it will use to support political candidates.

ZDNet donates \$1 million dollars in advertising availabilities to benefit tomorrows children's fund. (1999, Dec 22). PR Newswire teaches the company will donate over 15 million ZDNet advertising impressions over the next year to the Tomorrows Children's fund. The campaign will encourage ZDNet visitors to make contribution to the non-profit organization using the toll free phone number provided on all of the advertisements.

The references alone or in combination failed to teach the following limitations of claims 7, 16 and 26 "generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on

the selection; based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website; monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website; determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system; determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions; upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner”

WO 2016/11843 A1 teaches the advertisers may allocate funds to the advertisement campaign from which a price per second or budget may be deducted from for an advertisement that may be served to a device.

Conclusion

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to RAQUEL ALVAREZ whose telephone number is

(571)272-6715. The examiner can normally be reached Mondays thru Thursdays 8:30-6:30.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at <http://www.uspto.gov/interviewpractice>.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kambiz Abdi can be reached on 571- 272-6702. 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.

/RAQUEL ALVAREZ/
Primary Examiner, Art Unit 3688

<i>Search Notes</i> 	Application/Control No. 16/422,106	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner RAQUEL ALVAREZ	Art Unit 3688

CPC - Searched*		
Symbol	Date	Examiner
G06Q30/0273 G06Q30/02	12/07/2021	ms
G06Q30/02-0277	03/07/2022	R.A.
G06Q30/02-0277	05/23/2022	R.A.

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
PE2E Text SEARCH (See attached); IP.com NPL Search (See attached)	12/07/2021	ms
PE2E	03/07/2022	R.A.
IP.COM	03/07/2022	R.A.
PE2E	05/23/2022	R.A.

/M.R.S/ Patent Examiner, Art Unit 3688	
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<i>Search Notes</i> 	Application/Control No. 16/422,106	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner RAQUEL ALVAREZ	Art Unit 3688

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06Q	30/02-0277	06/21/2022	R.A.

/M.R.S/ Patent Examiner, Art Unit 3688	
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Issue Classification 	Application/Control No. 16/422,106	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner RAQUEL ALVAREZ	Art Unit 3688

CPC						
Symbol					Type	Version
G06Q	/	30	/	0273	F	2013-01-01
G06Q	/	30	/	02	I	2013-01-01

CPC Combination Sets					
Symbol				Type	Version
	/		/		

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	20	
/RAQUEL ALVAREZ/ Primary Examiner, Art Unit 3688	23 May 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Issue Classification 	Application/Control No. 16/422,106	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner RAQUEL ALVAREZ	Art Unit 3688

INTERNATIONAL CLASSIFICATION			
CLAIMED			
G06Q		30	00
NON-CLAIMED			

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	20	
/RAQUEL ALVAREZ/ Primary Examiner, Art Unit 3688	23 May 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Issue Classification 	Application/Control No. 16/422,106	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner RAQUEL ALVAREZ	Art Unit 3688

☐ 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	4	10	13	19										
	2	5	11	14	20										
	3	6	12	15	21										
	4	7	13	16	22										
	5	8	14	17	23										
	6	9	15	18	24										
1	7	10	16	19	25										
2	8	11	17	20	26										
3	9	12	18												

NONE (Assistant Examiner) _____ (Date) _____		Total Claims Allowed: 20	
/RAQUEL ALVAREZ/ Primary Examiner, Art Unit 3688 (Primary Examiner) _____ (Date) 23 May 2022		O.G. Print Claim(s) 1	O.G. Print Figure 1

U.S. Patent and Trademark Office

Part of Paper No.: 20220523

<i>Index of Claims</i> 	Application/Control No. 16/422,106	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner RAQUEL ALVAREZ	Art Unit 3688

✓	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	12/07/2021	05/23/2022						
1	7	✓	=						
2	8	✓	=						
3	9	✓	=						
4	10	✓	=						
5	11	✓	=						
6	12	✓	=						
7	13	✓	=						
8	14	✓	=						
9	15	✓	=						
10	16	✓	=						
11	17	✓	=						
12	18	✓	=						
13	19	✓	=						
14	20	✓	=						
15	21	✓	=						
16	22	✓	=						
17	23	✓	=						
18	24	✓	=						
19	25	✓	=						
20	26	✓	=						



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BIB DATA SHEET

CONFIRMATION NO. 9506

SERIAL NUMBER 16/422,106	FILING or 371(c) DATE 05/24/2019 RULE	CLASS 705	GROUP ART UNIT 3688	ATTORNEY DOCKET NO. 5363.008C		
APPLICANTS INVENTORS John E. DeTitta, Fairport, NY; ** CONTINUING DATA ***** This application is a CON of 14/015,604 08/30/2013 PAT 10325290 which is a CIP of 11/274,706 11/14/2005 ABN which claims benefit of 60/626,933 11/12/2004 ** FOREIGN APPLICATIONS ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** ** MICRO ENTITY ** 06/03/2019						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☐ No Verified and /RAQUEL ALVAREZ/ Acknowledged Examiner's Signature		☐ Met after Allowance Initials	STATE OR COUNTRY NY	SHEETS DRAWINGS 2	TOTAL CLAIMS 6	INDEPENDENT CLAIMS 3
ADDRESS John Eric De Titta 54 West Avenue Unit 7 Fairport, NY 14450 UNITED STATES						
TITLE METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS						
FILING FEE RECEIVED 430	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit			

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	1	"10325290".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/07 09:57 AM
L2	1	"20190279259"	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/07 12:39 PM
L3	1	"20020049816"	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/07 12:57 PM
L4	509266	G06Q30/02-0277.CPC.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/07 04:08 PM
L5	5399	ADVERTISER NEAR5 (REVENUE OR FUND OR PROFIT OR INCOME) NEAR5 (IMPRESSION OR CLICK\$3 OR AD OR ADVERTISEMENT)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/07 04:10 PM
L6	3763	4 AND 5	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/07 04:10 PM
L7	361	ADVERTISER NEAR5 (REVENUE OR FUND OR PROFIT OR INCOME) NEAR5 (IMPRESSION OR CLICK\$3 OR AD OR ADVERTISEMENT) NEAR5 (CROWDFUND\$3 OR CROWD AJ FUND\$3 OR FUNDRAISING OR FUND ADJ RAIS\$3)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/07 04:26 PM
L8	262	4 AND 7	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/07 04:26 PM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	9	ADVERTISER NEAR5 (REVENUE OR FUND OR PROFIT OR INCOME) NEAR5 (IMPRESSION OR CLICK\$3 OR AD OR ADVERTISEMENT) NEAR5 (CROWDFUND\$3 OR CROWD AJ FUND\$3 OR FUNDRAISING OR FUND ADJ RAIS\$3).CLM.	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/23 11:53 AM

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 16/422,106		Filing Date 05/24/2019		☐ 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), (l), 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(j))	minus 20 =	*			x \$25 =				
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*			x \$115 =				
☐ 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	06/08/2022	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE (\$)		ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(j))	* 20	Minus	** 20	= 0		x \$25 =		0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x \$120 =		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(j))	*	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".						/NICOL D SCOTT/			
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".									
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.									

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

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

Electronic Acknowledgement Receipt	
EFS ID:	45904066
Application Number:	16422106
International Application Number:	
Confirmation Number:	9506
Title of Invention:	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Correspondence Address:	John Eric De Titta - 54 West Avenue Unit 7 - Fairport NY 14450 US 5859533616 johnd@brodi.com
Filer:	Michael Meyer
Filer Authorized By:	
Attorney Docket Number:	5363.008C
Receipt Date:	08-JUN-2022
Filing Date:	24-MAY-2019
Time Stamp:	12:19:58
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
File Listing:	

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Reply under 37 CFR 1.111 to Pre-Interview Communication	DeTittaResponseSigned.pdf	8308304 1da91b2e5a16a098d2d7b051586a4b85d63de6a5	no	11
Warnings:					
The PDF file has been signed with a digital signature and the legal effect of the document will be based on the contents of the file not the digital signature.					
Information:					
Total Files Size (in bytes):			8308304		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

In the United States Patent and Trademark Office

Application No. : 16/422,106
Inventor, Applicant: John E. DeTitta
Filed : May 24, 2019
Examiners : RAQUEL ALVAREZ / KAMBIZ ABDI (Supervisor)
Group Art Unit : 3688
Confirmation No. : 9506
Atty Docket No. : _____
Class / Subclass : 705 / 014.110
Entity Status : Micro
Title of Invention : Method, Systems, and Apparatus for Financing Projects

Response Under Rule 111

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

Sir / Madam:

This paper requests reconsideration under Rule 111 (Title 37, Code of Federal Regulations §1.111) and responds to the non-final Office Action dated Mar. 8, 2022.

- **A listing of the Claims** begins on page 2 of this paper
- **Remarks** begin on page 11 of this paper

The Claims

In response to a non-final Office Action dated March 8, 2022, the following is a listing of all claims for US Application Serial No. 16/422,106 filed May 24, 2019.

Listing of claims:

1-6. (Canceled)

7. (Previously presented) A computer-implemented method comprising:

receiving, by one or more processors, from a given client, over an Internet-based communication link from a browsing application executed on the given client processor to the one or more processors, a message comprising data, the data comprising advertising material to populate on one or more websites;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the

respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection;

based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website;

determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system;

determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions;

upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

8. (Currently amended) The computer-implemented method of claim 7, wherein the advertising materials are selected from the group consisting of: a banner ad, a pop-up, a text advertisement, and a rich media advertisement.

9. (Previously presented) The computer-implemented method of claim 7, wherein the repository comprises a fund.

10. (Previously presented) The computer-implemented method of claim 7, wherein the electronically collecting comprises applying the electronic revenue from the selected one or more advertising buy options, to the repository.

11. (Previously presented) The computer-implemented method of claim 7, wherein the data comprises a project type.

12. (Previously presented) The computer-implemented method of claim 11, wherein the project type is selected from the group consisting of: a non-profit project, a business project, a real estate project, and an art project.

13. (Previously presented) The computer-implemented method of claim 7, further comprising:

receiving, by the one or more processors, from the given client, in the message, a target fund amount for the content.

14. (Previously presented) The computer-implemented method of claim 7, further comprising:

prior to determining that the number of impressions is equal to the predetermined number of impressions, obtaining, by the one or more processors, via an input in the graphical user interface, a request for increasing the

predetermined number of impressions of the advertising material for users visiting the at least one website; and

based on the obtaining, automatically increasing the predetermined number of impressions.

15. (Previously presented) The computer-implemented method of claim 7, wherein the data comprises a predetermined target audience, and wherein the at least one website comprises one or more websites frequented by the pre-determined target audience.

16. (Previously presented) A computer program product comprising:
a computer readable storage medium readable by one or more processors and storing instructions for execution by the processor for performing a method comprising:

receiving, by the one or more processors, from a given client, over an Internet-based communication link from a browsing application executed on the given client processor to the one or more processors, a message comprising data, the data comprising advertising material to populate on one or more websites;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection;

based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website;

determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system;

determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions;

upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

17. (Previously presented) The computer program product of claim 16, wherein the advertising materials are selected from the group consisting of: a banner ad, a pop-up, a text advertisement, and a rich media advertisement.

18. (Previously presented) The computer program product of claim 16, wherein the repository comprises a fund.

19. (Previously presented) The computer program product of claim 16, wherein the electronically collecting comprises applying the electronic revenue from the selected one or more advertising buy options, to the repository.

20. (Previously presented) The computer program product of claim 16, wherein the data comprises a project type.

21. (Previously presented) The computer program product of claim 20, wherein the project type is selected from the group consisting of: a non-profit project, a business project, a real estate project, and an art project.

22. (Previously presented) The computer program product of claim 16, the method further comprising:

receiving, by the one or more processors, from the given client, in the message, a target fund amount for the content.

23. (Previously presented) The computer program product of claim 16, further comprising:

prior to determining that the number of impressions is equal to the predetermined number of impressions, obtaining, by the one or more processors, via an input in the graphical user interface, a request for increasing the predetermined number of impressions of the advertising material for users visiting the at least one website; and

based on the obtaining, automatically increasing the predetermined number of impressions.

24. (Previously presented) The computer program product of claim 16, wherein the data comprises a predetermined target audience, and wherein the at least one website comprises one or more websites frequented by the pre-determined target audience.

25. (Previously presented) A system comprising:
a memory;
one or more processors in communication with the memory; and
program instructions executable by the processor via the memory to perform a method,

the method comprising:

receiving, by the one or more processors, from a given client, over an Internet-based communication link from a browsing application executed on the given client processor to the one or more processors, a message comprising data, the data comprising advertising material to populate on one or more websites;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection;

based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website;

determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system;

determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions;

upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

26. (Previously presented) The system of claim 25, the method further comprising:

prior to determining that the number of impressions is equal to the predetermined number of impressions, obtaining, by the one or more processors, via an input in the graphical user interface, a request for increasing the predetermined number of impressions of the advertising material for users visiting the at least one website; and

based on the obtaining, automatically increasing the predetermined number of impressions.

Remarks

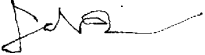
In the Office Action dated March 8, 2022, the US Patent Office issued:

- a non-final rejection of claims 7-26 of US Serial No. 16/422,106 based on **Double Patenting** reasons set forth on pages 2-3 and
- a notice that the previously presented claims 7-26 constitute **Allowable Subject Matter** for reasons set forth on pages 4-6.

While I am appreciative of the thoughtful and very thorough examination by the examiner of previously presented claims 7-26, I want to take this opportunity to note: (1) the Double Patenting issue was resolved April 24, 2022, by Patent Office approval of a Terminal Disclaimer filed April 22, 2022; and (2) claims 7-26, now allowable for reasons noted on pages 4-6 of the Office Action dated March 8, 2022, include current amendment of claim 8, to satisfy the mandate of 35 US Code §112.

Because it is genuinely believed that the Double Patenting matter has been resolved, it is respectfully requested that a Notice of Allowance of claims 7-26 issue.

Respectfully submitted,

 (signed) 6/7/2022 (dated)

signature of

John E. DeTitta

date signed

May 25, 2022

Page 11

By Jerome Drabiak
US PTO Reg. No. 31011

Application Number * 16/422,106 *	Application/Control No. 16/422,106	Applicant(s)/Patent under Reexamination DeTitta, John E.	
	Examiner ALVAREZ, RAQUEL	Art Unit 3688	
Document Code - DISQ		Internal Document - DO NOT MAIL	

TERMINAL DISCLAIMER	☒ APPROVED	☐ DISAPPROVED
Date Filed: <u>22 April 2022</u>	This patent is subject to a Terminal Disclaimer	

Approved/Disapproved by:
/JEAN PROCTOR/ Technology Center: <u>OPLC</u> Telephone: <u>(571)272-1040</u> _____



United States Patent and Trademark Office

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Document Code:WFEE

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Sale Accounting Date:04/19/2022

Sale Item Reference Number

16422106

Effective Date

04/14/2022

Document Number

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Fee Code

3814

Fee Code Description

STATUTORY OR TERMINAL
DISCLAIMER

Amount Paid

\$170.00

Payment Method

Check



04-18-22

2

PTO/AIA/26 (04-14)

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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**TERMINAL DISCLAIMER TO OBTAIN A DOUBLE PATENTING
REJECTION OVER A "PRIOR" PATENT**

Docket Number (Optional)

In re Application of: John E. DeTitta

Application No.: 16/422/106

Filed: 5/24/2019

For: METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS

The applicant, John E. DeTitta, owner of 100 percent interest 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** No. 14/015/604 as the term of said **prior patent** is presently shortened by any terminal disclaimer. The applicant 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 applicant 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:

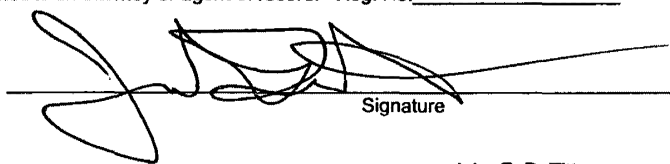
- expires for failure to pay a maintenance fee;
- is held unenforceable;
- is found invalid by a court of competent jurisdiction;
- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
- has all claims canceled by a reexamination certificate;
- is reissued; or
- is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

Check either box 1 or 2 below, if appropriate.

1. ☒ The undersigned is the applicant. If the applicant is an assignee, the undersigned is authorized to act on behalf of the assignee.

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

2. ☐ The undersigned is an attorney or agent of record. Reg. No. _____



Signature

04/14/2020

Date

John E. DeTitta

Typed or printed name

Founder

Title

5859533616

Telephone Number

- ☐ Terminal disclaimer fee under 37 CFR 1.20(d) included.

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

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

Application Number * 16/422,106 *	Application/Control No. 16/422,106	Applicant(s)/Patent under Reexamination DeTitta, John E.	
	Examiner ALVAREZ, RAQUEL	Art Unit 3688	
Document Code - DISQ		Internal Document - DO NOT MAIL	

TERMINAL DISCLAIMER	☐ APPROVED	☒ DISAPPROVED
Date Filed: <u>07 April 2022</u>	This patent is subject to a Terminal Disclaimer	

Approved/Disapproved by:
/JEAN PROCTOR/ Technology Center: <u>OPLC</u> Telephone: <u>(571)272-1040</u> <u>The disclaimer fee under 1.37 CFR 1.20(d) in the amount of \$170.00 has not been submitted, nor is there any pre authorization in the application to charge to a deposit account.</u>



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United States Patent and Trademark Office
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/422,106	05/24/2019	John E. DeTitta	5363.008C

John Eric De Titta
54 West Avenue Unit 7
Fairport, NY 14450

CONFIRMATION NO. 9506
POA ACCEPTANCE LETTER



Date Mailed: 04/11/2022

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 04/06/2022.

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.

/hteffer/



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/422,106	05/24/2019	John E. DeTitta	5363.008C

23405
HESLIN ROTHENBERG FARLEY & MESITI PC
5 COLUMBIA CIRCLE
ALBANY, NY 12203

CONFIRMATION NO. 9506
POWER OF ATTORNEY NOTICE



Date Mailed: 04/11/2022

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 04/06/2022.

- The Power of Attorney to you in this application has been revoked by the applicant. Future correspondence will be mailed to the new address of record(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.

/hteffer/



John E. DeTitta
54 West Avenue
Unit 7
Fairport, NY 14450

DM

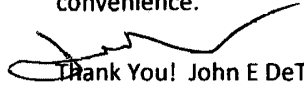
April 07, 2022

USPTO
Commissioner of Patents
PO Box 1450
Alexandria, VA 22313-1450

RE: Application 16/422/106

To Whom it May Concern,

Please find Terminal Disclaimer for Patent Application above. If you can please post at your earliest convenience.


Thank You! John E DeTitta

CENTRAL FAX CENTER

APR 07 2022

PTO/AIA/26 (04-14)

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

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**TERMINAL DISCLAIMER TO OBTAIN A DOUBLE PATENTING
REJECTION OVER A "PRIOR" PATENT**

Docket Number (Optional)

In re Application of: John E DeTitta

Application No.: 16422106

Filed: 5/24/2019

For: METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS

The applicant, John E DeTitta, owner of 100 percent interest 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** No. 14/015,604 as the term of said **prior patent** is presently shortened by any terminal disclaimer. The applicant 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 applicant 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

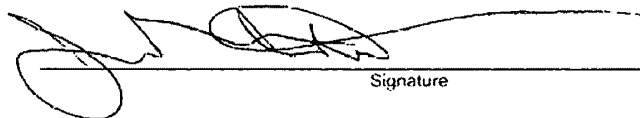
is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

Check either box 1 or 2 below, if appropriate.

1. ☒ The undersigned is the applicant. If the applicant is an assignee, the undersigned is authorized to act on behalf of the assignee.

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

2. ☐ The undersigned is an attorney or agent of record. Reg. No. _____



Signature

04/07/2022

Date

John E DeTitta

Typed or printed name

Founder

Title

5859533616

Telephone Number

- ☐ Terminal disclaimer fee under 37 CFR 1.20(d) included.

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

This collection of information is required by 37 CFR 1.321. 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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4/7/2022 6:53 PM FROM: Staples

TO: +15712738300 P. 1

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APR 07 2022

John E. DeTitta
54 West Avenue
Unit 7
Fairport, NY 14450

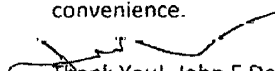
April 07, 2022

USPTO
Commissioner of Patents
PO Box 1450
Alexandria, VA 22313-1450

RE: Application 16/422/106

To Whom it May Concern,

Please find Terminal Disclaimer for Patent Application above. If you can please post at your earliest convenience.


Thank You! John E DeTitta



PTO/AIA/80 (07-17)

Approved for use through 03/31/2021. OMB 0651-0035

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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:

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
John DeTitta	

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:

OR☒Firm or individual name **John Eric De Titta**Address **54 West Avenue Unit 7**City **Fairport**State **NY**Zip **14450**Country **USA**Telephone **5859533616**Email **johnd@brodti.com**

Assignee name and address: **BrodTi Inc, 850 New Burton Road Suite 201
Dover, Delaware 19904**

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

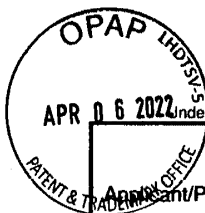
The individual whose signature and title is supplied below is authorized to act on behalf of the assignee.

Signature

Date **04/02/2022**Name **John DeTitta**Telephone **5859533616**Title **Owner/Inventor**

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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DE

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STATEMENT UNDER 37 CFR 3.73(c)

Applicant/Patent Owner: John DeTitta

Application No./Patent No.: 16/422/106 Filed/Issue Date: 01-25-2019

Titled: METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS

BrodTi Inc, a Corporation

(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 049970, Frame 0939, 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.

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STATEMENT UNDER 37 CFR 3.73(c)

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6. From: _____ To: _____

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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.

Signature

John DeTitta

Printed or Typed Name

04/03/2022

Date

Inventor

Title or Registration Number



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United States Patent and Trademark Office
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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/422,106	05/24/2019	John E. DeTitta	5363.008C	9506
23405 7590 03/08/2022 HESLIN ROTHENBERG FARLEY & MESITI PC 5 COLUMBIA CIRCLE ALBANY, NY 12203			EXAMINER ALVAREZ, RAQUEL	
			ART UNIT 3688	PAPER NUMBER
			MAIL DATE 03/08/2022	DELIVERY MODE PAPER

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 Pre-AIA or AIA Status

1. The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.
2. This office action is in response to communication filed on 5/28/2020.
3. Claims 1-6 have been cancelled. Claims 7-26 are presented for examination.

Double Patenting

4. 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.

5. Claims 7-26 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-6 of U.S. Patent No.10,325,290. Although the claims at issue are not identical, they are not patentably distinct from each other because the instant claims are broader in scope than the instant application in that the instant application does not disclose a repository for electronic revenue comprising a target fund and applying the electronic revenue for one or more advertising buying options to the target fund. It is old and well known to Target funds in order to target asset allocation over the term of the fund to meet the investment return objective, and nothing in this old well known practice excludes buying advertising option as part of the asset allocation.

Allowable Subject Matter

6. Claims 7-26 are allowed.

The present invention relates generally to media financing and more specifically it relates to such a process that allows advertisers to finance media productions through advertising media buys while eliminating the risk of normal event financing speculative investment.

The prior art of record teaches:

Costin (2002/0049816) teaches a fundraising system and method that allows users to raise money from friends and other entities over a distributed network, such as the Internet, is presented. The present invention provides online marketing applications for e-businesses by using the power of viral marketing to enable clients to attract new customers at a lower cost, and build brand loyalty. For example, the fundraising system of the present invention enables e-businesses to partner with causes, such as charitable, non-profit and community organizations, to host fundraising events online with interactive participation by all involved.

Online fund-raising malls: fund raising goes high-tech; Raddatz, Dick; Fund Raising Management; Jun 2000; 31, 4; pg 12 June 2000 teaches a fund raising mall teaches those who wish to earn money for their group can log on to an Online fund-raising mall site, select their group, and then link to different e-commerce sites to make purchases. The e-commerce sites pay affiliate fees-a sales commission on the total purchase for each user-to the site through which their site was accessed.

Kaplan, K. (2000, Aug 28) Monday business; republicans work for change with E-commerce site; web: RepublicanShopping.com takes political fund-raising into new

territory by offering goods online and getting a cut of profit.: Home edition. Los Angeles Times teaches a Republicanshopping.com which is the high-tech equivalent of selling Girl Scout Cookies. Like the Scouts, The GOP is hawking merchandise made by others and pocketing a portion of the profit, which it will use to support political candidates.

ZDNet donates \$1 million dollars in advertising availabilities to benefit tomorrows children's fund. (1999, Dec 22). PR Newswire teaches the company will donate over 15 million ZDNet advertising impressions over the next year to the Tomorrows Children's fund. The campaign will encourage ZDNet visitors to make contribution to the non-profit organization using the toll free phone number provided on all of the advertisements.

The references alone or in combination failed to teach the following limitations of claims 7, 16 and 26 "generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection; based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website; monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website; determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system; determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions; upon determining a number of valid impressions

are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner”

WO 2016/11843 A1 teaches the advertisers may allocate funds to the advertisement campaign from which a price per second or budget may be deducted from for an advertisement that may be served to a device.

Conclusion

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to RAQUEL ALVAREZ whose telephone number is (571)272-6715. The examiner can normally be reached Mondays thru Thursdays 8:30-6:30.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at <http://www.uspto.gov/interviewpractice>.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Kambiz Abdi can be reached on 571- 272-6702. 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.

/RAQUEL ALVAREZ/
Primary Examiner, Art Unit 3688

Notice of References Cited	Application/Control No. 16/422,106		Applicant(s)/Patent Under Reexamination DeTitta, John E.	
	Examiner RAQUEL ALVAREZ		Art Unit 3688	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-20020049816-A1	04-2002	Costin, William Gilmore IV	G06Q30/0601	705/26.1
	B					
	C					
	D					
	E					
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	CPC Classification
	N	WO-2016118843-A1	07-2016	WO	AALTONEN J	G06Q30/0201
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Online fund-raising malls :fund raising goes high-tech; Raddatz, Dick; Fund Raising Management ;June 2000; 31, 4;pg 12June 2000. (Year: 2000)
	V	Kaplan, K. (2000, Aug 28) Monday Business; republicans work for change with E-commerce site; web: RepublicanShopping.com takes political fund-raising into new territory by offering goods online and getting a cut of profit. : Home edition. Los Angels Times. (Year: 2000)
	W	ZDNet donates \$1 million dollars in advertising availabilities to benefit tomorrows children fund. (1999, Dec 22) PR Newswire.
	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.

U.S. Patent and Trademark Office
PTO-892 (Rev. 01-2001)

Notice of References Cited

Part of Paper No. 20220307

<i>Search Notes</i> 	Application/Control No. 16/422,106	Applicant(s)/Patent Under Reexamination DeTitta, John E.
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CPC - Searched*		
Symbol	Date	Examiner
G06Q30/0273 G06Q30/02	12/07/2021	ms
G06Q30/02-0277	03/07/2022	R.A.

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
PE2E Text SEARCH (See attached); IP.com NPL Search (See attached)	12/07/2021	ms
PE2E	03/07/2022	R.A.
IP.COM	03/07/2022	R.A.

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

/M.R.S/ Patent Examiner, Art Unit 3688	
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Main Concept Text

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ADVERTISER NEAR5 (REVENUE OR FUND OR PROFIT OR INCOME) NEAR5 (IMPRESSION OR CLICK\$3
OR AD OR ADVERTISEMENT) NEAR5 (CROWDFUND\$3 OR CROWD AJ FUND\$3 OR FUNDRAISING OR
FUND ADJ RAIS\$3)

(No Concept Modifiers)

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(No Filters)

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Options

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De-dup: None

Cut-off: None

Sort: Relevance

Content: Non-Patent Literature (23)

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IEEE Xplore Publications: IEEE Periodicals
IEEE Xplore Publications: IEEE Conferences
IEEE Xplore Publications: IEEE Standards
IEEE Xplore Publications: IEEE Early Access
IEEE Xplore Publications: SMPTE Periodicals
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Online Fund-Raising Malls: Fund Raising Goes High-Tech

By Dick Raddatz, CEO, FundRaising.Com

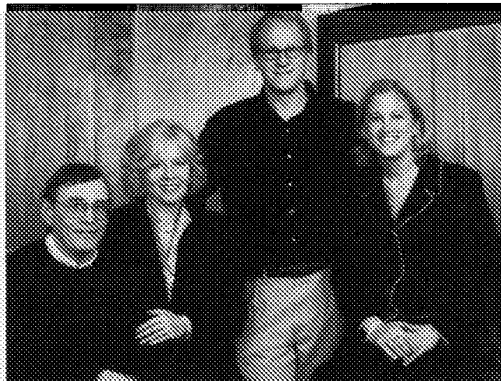
The Internet fund-raising revolution brings greater opportunity but also some new challenges in the areas of seller/buyer motivation and customer service. How can you make this new technology work for your group to improve its fund-raising profitability?

Until recently, the way that groups have raised money to meet their needs has undergone little appreciable change in at least 25 years. Operating costs have soared, school budgets have been slashed, and charities have been asked to take on ever-expanding duties. This has resulted in an immensely increased need for outside funds. Yet, children continue to raise funds with high-effort techniques such as selling to neighbors and family members, holding bake sales and raffles, and washing cars.

Now, dot-coms have entered the fund-raising industry and, with the click of a mouse, the world of schools, churches and charitable groups is forever changed.

The Internet fund-raising revolution brings greater opportunity but also some new challenges in the areas of seller/buyer motivation and customer service. How can you make this new technology work for your group to improve its fund-raising profitability?

The answer is simple: Be an educated user. There are many options out there,



Dick Raddatz, CEO; Judy Raddatz, President & COO; Rick Raddatz, Chief Technology Officer; Laurelee Raddatz, VP Sales & Marketing.

and more are sure to come. The following information should assist you in making a more informed decision on whether to use online fund raising and which fund-raising company to choose as your partner.

The Birth of the Online Fund-Raising Mall

By far, the hottest new trend in fund raising is the online fund-raising mall. The concept is simple and rapidly growing in popularity. Those who wish to earn money for their group can log on to an

online fund-raising mall site, select their group, and then link to different e-commerce sites to make purchases. The e-commerce sites pay affiliate fees—a sales commission on the total purchase for each user—to the site through which their site was accessed. These sales commissions can be as much as 30 percent of the total sale. Online fund-raising malls then funnel a portion of this commission to schools and charitable organizations.

The key to successfully using such fund-raising sites is choosing the one that will give one's group the highest percentage return. Most of

these sites give the group or charity 50 percent to 75 percent of the sales commission. Other sites rely on other revenue streams and actually give more. At FundRaising.Com, for example, we do not rely on our fund-raising mall as a revenue stream. So we donate 100 percent of all sales commissions to the group that earned them.

Another thing to consider is the ability of the shopper to choose which subgroup within a school or other organization should get the money, since not all fund-raising mall sites offer the technolo-

Getting the Most from Your Fund Raiser: Helpful Hints from FundRaising.Com

- **Choose the right product to fit your needs.** Consider products that have sold well in the past and only offer fundraising products you would buy. Poor quality will result in low sales. Higher priced items will sell if they're attractive.
- **Avoid the temptation to overbuy.** Disreputable sales people will promise the moon, but be realistic about how much each child/parent can sell. Think about where items can be sold. You'll sell more if you have a captive audience.
- **Consider timing.** Seasonal products sell well – gift-wrap at Christmas, chocolate roses at Valentine's Day, etc. Try to avoid selling at a time when you know other organizations will be selling. Rather than selling during Girl Scout cookie season, plan your fund raiser for September or January when you'll have minimal competition.
- **Set a time limit.** Many fund-raising chairpersons think that more time equals higher sales, but given too much time, participants will procrastinate. At FundRaising.Com, we recommend a maximum of two weekends or ten days—to maintain motivation and focus.
- **Incentivize participants.** Winning something can be a powerful motivating factor, especially for children. However, many groups fail to consider different incentive types and levels. Don't offer only a grand prize. The most successful child can kill the sale by making others feel they'll never catch up. Instead, offer LEVELS of prizes to get a fast start and keep it going. For example, each child selling three items by Monday is entered in a prize drawing. Everybody wins and unhealthy competition eliminated.
- **Keep meticulous records.** When something goes wrong with the sale, chances are the chairperson didn't keep track of what she gave to whom. Consider having children sign products out. "I took X, I owe X, and I'll turn it in by X." This gives you a reference and teaches children responsibility.
- **You don't have to have money to make it.** Find a fund-raising company that will let you buy on credit. This makes a huge difference to small organizations with limited capital. Also, having extra time to pay means you can collect from buyers when the product is delivered. Not having to pay up front increases the likelihood of a sale by up to 50 percent.
- **Work with a vendor who meets your needs.** Avoid slick salespeople who will try to sell you more expensive products or oversell your group. Reputable fund-raising companies will partner with you by offering you the flexibility to return unsold products (provided they are unopened and non-perishable), choose from a wide range of products, and resolve issues immediately. The company you choose for this important process should be trustworthy, helpful and able to assist you at each step.

gy to do this. If buyers can designate not only a school or church, but also earmark a sub-group, such as the school swim team or the church youth group, shoppers will be more motivated.

A final practical consideration that seems intuitive but bears stating is that a group should look at their online fund-raising mall as a long-term partnership. While a group can select a different product supplier every year and still have a great sale,

profits from online fund-raising malls take years to build. It takes so long for the simple reason that you have to change peoples' buying habits in order for your fund-raising mall to take off. You don't want to change fund-raising malls every year. With the profits so small in year one, most fund-raising managers don't realize that selecting their fund-raising mall is a legacy-making (or breaking) decision. If you think you may have selected the wrong fund-raising mall

partner, it's not too late to switch—once. Although some may want to "hedge their bets" by using several different sites, a group can raise much more money by consistently recommending a single site to their supporters.

Long-Term vs. Short-Term Fund Raising

Online fund raising is clearly the future of fund raising. But to raise a large amount of money in a short period of time, product fund raising remains the best option for the foreseeable future.

Of course, the Internet has changed that, too. The days of a sales rep with a territory are nearly at an end, and what is saved by not having to pay the salesperson 10 to 15 percent of every sale can be passed on in the form of higher returns to groups. In addition to cost savings, the Internet has changed product fund raising by offering greater access to smaller groups which no salesman would ever have called upon, and by adding a degree of flexibility for busy people. Companies such as my own, FundRaising.Com, are using the Net to make their product lines, samples and even expert advice available 24 hours a day, seven days a week to accommodate groups of all sizes and fund-raising needs.

Ignoring online fund raising is short-sighted when one considers the potential of the Internet. But depending on online fund-raising malls alone is also ill-advised because of the ramp-up time, peaks in the fund-raising cycle, and the often unexpected needs of individual groups. By far, the best option for a school or charitable organization is to partner with a fund-raising company that has the expertise and breadth to handle both its long-term and short-term needs.

Challenges

The true challenge of the fund-raising industry as we enter the 21st century lies in managing its rapid growth and potential without sacrificing a high degree of customer service or leaving anyone behind.

For this reason, forward-thinking companies offer customers the choice of

Another FundRaising.Com Success Story: Milwaukee Youth Symphony Orchestra

SITUATION

The Milwaukee Youth Symphony Orchestra (MYSO), recently selected as one of five youth orchestras to participate in the National Youth Orchestra Festival in Sarasota, Florida, this June, tours approximately every other year. A 1997 concert tour to Europe presented the need for major fund-raising opportunities for its talented musicians. MYSO paid all of the organizational and staff expenses for the 18-day trip. However, each individual student was responsible for the cost of his or her own airfare, food and lodging. The parent volunteers of the fund-raising committee assumed the task of finding safe, efficient ways for the students who needed financial assistance to raise the funds needed for their trip costs.

ACTION

The Milwaukee Youth Symphony Orchestra and its volunteer parent committee consulted with FundRaising.Com President and COO, Judy Raddatz, to decide that lollipops would both appeal to students and turn a sizeable profit. Lollipops promised a 50 percent return on sales, are non-perishable, affordable

for students, easy to sell because students love candy and safe because students can easily sell them at school. Last but not least, lollipops are fun, since FundRaising.Com offers them in many different shapes, colors, flavors and varieties.

The organization purchased the candy at 25 cents per lollipop and provided it to the students to sell at 50 cents per lollipop. Twenty-five cents from each sale was then turned back to MYSO to pay FundRaising.Com for the cost of the candy, and 25 cents was put into the student's individual tour fund. From November 1996 to May 1997, students sold lollipops in their respective high schools.

FundRaising.Com was able to accommodate storage issues by shipping lollipop boxes as needed to prevent overcrowding, as well as delivering last-minute shipping orders with minimal disruption. In addition, students could special-order flavors, such as heart-shaped lollipops to sell around Valentine's Day.

RESULTS

FundRaising.Com walked the

Milwaukee Youth Symphony Orchestra through every step of its successful fund raiser, which raised total profits of \$7,920. These sales provided significant support toward enabling all of the students to participate in the European tour. In fact, lollipop sales were so popular that students requested to extend the sale to raise extra profit.

Because FundRaising.Com is so willing to go the extra mile for its clients, the Milwaukee Youth Symphony Orchestra has turned to FundRaising.Com for its fund-raising needs for each subsequent tour. In 1999, students again sold lollipops purchased through FundRaising.Com to finance a trip to Montreal. This year, lollipop sales will again help fund MYSO's travel to Florida for the National Youth Orchestra Festival.

"We have had a very successful and rewarding experience with FundRaising.Com," says parent volunteer, Sandy Ammon. "They have been extremely helpful to us at all times, always providing service with a smile. As a parent volunteer, I have recommended FundRaising.Com to other organizations with fund-raising needs."

calling an 800 number, for those who do not have access to a computer at home or are not as comfortable using technology. This is particularly important in lower income or more rural communities, where the need for fund raising is the most dire and traditional fund-raising sales representatives are scarce. The 800 number is also important for people to feel "connected" to us. Whenever a question arises, or a customer, whether it be an online fund-raising partner or a product fund-raising partner, needs advice, a trained fund-raising consultant is there to help. No matter how a customer chooses to access FundRaising.Com, help from a live human being is no more than a click or a call away.

With the turmoil we've seen on the

stock market this year, the primary challenge for those looking to raise funds is recognizing the differences between the various Internet fund-raising companies. Anyone can make a good looking website these days, so it's hard to tell which companies will be around in five years when your fund-raising mall profits takes off. Unfortunately there's no easy answer. Look for companies with both online and traditional fund-raising products, low prices, a long operating history, and great customer service. If any company has all those qualities then it will be able to thrive no matter what happens in these turbulent times.

The Future of Fund Raising

We have just scratched the surface of

the many ways that the fund-raising industry will grow and change in the near future. Since the industry is now operating to a large extent on Internet time, improvements will come quickly, with companies promising to "build a better mousetrap." The future is extremely bright and promises great rewards for those who are looking for easier, more effective ways to raise funds. However, as in any time of great progress, the more time someone takes to familiarize himself with all the options, the better his position in the long run. □

For more information on using the power of the Internet to your group's advantage or for general product fund-raising assistance, visit www.FundRaising.com or call (800) 443-5353.

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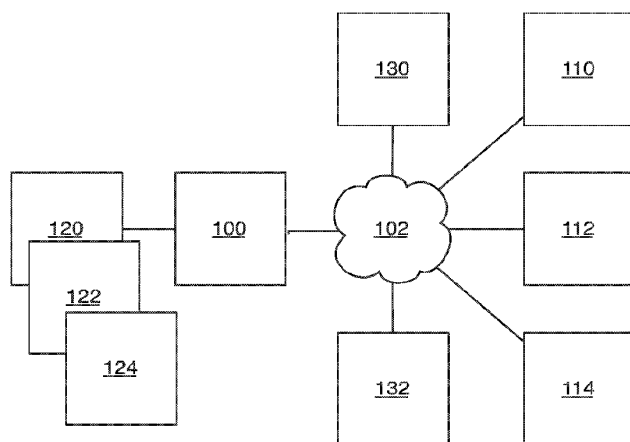


FIG. 1

(57) Abstract: Systems and/or methods for determining an effective viewing time of an advertisement displayed on a device such that a price for the advertisement may be based on the effective viewing time may be provided. For example, first movement data based on a first movement of the device may be measured or determined. A time of displaying the advertisement on the device may be measured or determined, for example. During the time of displaying the advertisement, second movement data based on a second movement of the device may be measured and/or determined. The first movement data, the second movement data, and/or the time to an advertisement service may be sent (e.g., to an advertisement service) such that the effective viewing time for the advertisement and/or the price based thereon may be calculated or determined based on the first movement data, the second movement data, and/or the time.

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SYSTEMS AND METHODS FOR ALLOCATING MOBILE ADVERTISEMENT INVENTORY

CROSS-REFERENCE TO RELATED APPLICATION

[0001] This application claims priority to U.S. provisional patent application no. 62/107,015, filed January 23, 2015, which is incorporated herein by reference in its entirety.

BACKGROUND

[0002] Today, mobile or web-based advertisements or marketing have become increasingly popular techniques to deliver advertisements or coupons to a user. Currently, advertisement revenue for advertisements or coupons placed on websites (e.g. web-based advertisements or marketing) may be based on one or more of the following different platforms: Cost per Impression (CPM), Cost per Click (CPC), and/or Cost per Action (CPA). In traditional television and radio media-based advertisements or marketing, the typical model for advertising or marketing tends to be a price per second model (e.g., that may be a function of likely audience). Unfortunately, such a price per second model may not be provided or represented properly in mobile or web-based advertisements or marketing.

SUMMARY

[0003] Systems and/or methods for determining an effective viewing time of an advertisement displayed on a device such that a price for the advertisement may be based on the effective viewing time may be provided. For example, first movement data of the device may be measured or determined. In an example, the first movement data may be based on a first movement of the device (e.g., user's interaction with the device) before the advertisement may be displayed or rendered on the device. An advertisement may be rendered. A time of displaying the advertisement on the device may be measured or determined, for example. During the time of displaying the advertisement, for example, second movement data of the device may be measured and/or determined. The second movement data may be based on a second movement of the device (e.g., a user's interaction with the device) during the display of the advertisement.

The first movement data, the second movement data, and/or the time may be sent (e.g., to an advertisement service) such that the effective viewing time for the advertisement and/or the price based thereon may be calculated or determined based on the first movement data, the second movement data, and/or the time.

[0004] The Summary is provided to introduce a selection of concepts in a simplified form that may be further described below in the Detailed Description. This Summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used to limit the scope of the claimed subject matter. Furthermore, the claimed subject matter is not limited to the examples herein that may solve one or more disadvantages noted in any part of this disclosure.

BRIEF DESCRIPTION OF THE DRAWINGS

[0005] A more detailed understanding of the embodiments disclosed herein may be had from the following description, given by way of example in conjunction with the accompanying drawings.

[0006] FIG. 1 illustrates a block diagram of an example architecture of a system that may be provided and/or used as described herein to provide mobile or web-based advertisements or coupons.

[0007] FIG. 2-4 depict block diagrams of example devices that may be provided and/or used herein to provide mobile or web-based advertisements or coupons.

[0008] FIGs. 5A-B illustrate example methods for delivering a web-based advertisement or coupon using pay or price per second as described herein.

[0009] FIG. 6A depicts a diagram of an example communications system in which one or more disclosed examples watches or devices may be implemented and/or may be used with one or more of the example watches or devices described herein.

[0010] FIG. 6B depicts a system diagram of an example radio access network and an example core network that may be used within the communications system illustrated in FIG. 6A.

[0011] FIG. 6C depicts a system diagram of another example radio access network and an example core network that may be used within the communications system illustrated in FIG. 6A.

[0012] FIG. 6D depicts a system diagram of another example radio access network and an example core network that may be used within the communications system illustrated in FIG. 6A.

DETAILED DESCRIPTION

[0013] A detailed description of illustrative embodiments may now be described with reference to the various Figures. Although this description provides a detailed example of possible implementations, it should be noted that the details are intended to be exemplary and in no way limit the scope of the examples described herein.

[0014] As described herein, total sales impact of mobile marketing may be estimated to be in the United States (USA) over USD400B according Mobile Marketing Association. Further, related communication (e.g., mobile devices or cellular devices and services associated therewith) spending in United States may be close to USD with, for example, a combined annual growth rate of 52%.

[0015] In examples, the market (e.g., for communications and devices related thereto) may be, in general, split to Mobile Media Advertisement (MMA), Mobile Direct Response Enhanced traditional (MDR) advertisement and Mobile Content and relationship marketing (Mobile CRM). Table 1 illustrates example market spending.

Table 1: Mobile Marketing Communications Spending in United States (\$Millions)

	2010	2011	2012	2013	2014	2015	CAGR 2010-2015
Mobile Marketing Investment	2,405	3,957	6,693	10,456	15,162	19,806	52%
Mobile Media Adv	991	1,743	3,060	4,871	7,078	9,207	56%
Mobile DR Enhanced Trad Adv	166	336	669	1,312	2,174	2,912	77%
Mobile CRM	1,248	1,878	2,964	4,273	5,910	7,686	44%

[0016] In examples, Mobile Media Advertisements may be sold as audience based (e.g., cost-per-thousand views or impressions) or on a performance based (e.g., pay per-click or pay per transactions). MDR may be related to integrate an advertisement campaign with an other media such as prompting consumers to opt-in to Short Message Service (SMS) alerts, to call a 1-800 number using a Quick Response (QR) code to access information or additional information. Further, according to an example, Mobile CRM may be related to promoting marketers content in web-pages such as user-generated web-pages and/or other media.

[0017] Currently, as described herein, advertisement revenue for advertisements that may be provided or placed on websites may be based on three different platforms: Cost per Impression (CPM), Cost per Click (CPC), or Cost per Action (CPA).

[0018] Additionally, for example, in traditional television and radio media, the model for advertising may be a price per second model that may be a function of a likely audience. As described herein, the price per second model may not be represented or provided via Internet or web-based advertising and/or in mobile advertisement.

[0019] According to examples (e.g., such as based on advertisement reports), mobile advertisement conversion rates may be lower than other devices such as desktop or Personal Computer (PC) advertisement rates. Table 2 illustrates examples of advertisement conversion rates for devices.

	Total		Mobile Subtotal	
	PC	Mobile	Smartphone	Tablet
Budget Share*	87%	13%	7%	6%
Click Share	82%	18%	10%	7%
Clicks yielded per budget dollar (Derived)	0.95	1.33	1.48	1.16
Cost per click	0.77	0.56	0.50	0.63
cost per weighted click (Derived)	0.811	0.420	0.341	0.544
Click thru rate (CTR)	0.022	0.04	0.051	0.032
Implied Weighted eCPM (Derived)	\$371.80	\$97.36	\$66.90	\$170.03

Table 2

[0020] Unfortunately, as described herein, the cost per click model may not be working for mobile or web-based advertisement (e.g., as shown in Table 2). As such, other models may be used for mobile or web-based advertisement. For example, an advertisement business model for Internet based on cost per second (CPS) may be used. In such a model, an advertisement format may be provided and/or used where the bidding and pricing may be based on duration of the advertisement in which is shown to the consumer.

[0021] For example, a method for web-based advertising using a cost-per-time scheme may include providing a web page to a browser, sending an advertisement to the browser for display on the web page where the browser displays the advertisement at least while an upload of data may be in progress, determining a time of an upload of data to the web server, and storing the time of the upload of data where the stored time may be associated with the advertisement such that an advertiser may be able to be charged for the display of the advertisement based on the time of the upload of data. Unfortunately, such a method may determine the advertisement display time during an upload (or even a download), but not at other times. Additionally, in such a method, the revenues may not be predictable for the advertisement system operator since the download time varies and is function of bandwidth available for the customers computing device.

[0022] Additionally, in an example, a method for providing an effective cost per second (eCPS) may be used to track and/or calculate advertising revenue (e.g., on the Internet). Such an eCPS method may be a function of user actions such as mouse roll-over, click, rewinding the ad, pausing the ad, playing the ad, entering info on the ad. Unfortunately, such a method may not verify that the advertisement is really being watched. For example, an advertisement may be

shown in a web page but the user may have left the window open and may be doing **something** else or may not even be near or around the device. **This** may lead to unfair billing towards advertisers and, thus, may destroy grounds for or may not enable implementing efficient cost per second advertisement systems.

[0023] As such, systems and/or methods described herein such as price per second or cost per second, and/or the like may be provided that may improve mobile or web-based advertising. For example, advertisements may be delivered to a user (e.g., via his or her device) as banners, in-app advertisements, popups, videos, images and/or the like. **In** an example (e.g., as soon as the advertisement may be delivered and rendered **in the** device such as **on** a display or screen thereof), **a** timer may be used and started. **The** timer may be stopped, for example, if or when the advertisement may be removed from the screen of the terminal. The measured time of the possible viewing time (e.g., that may be the time between **the** timer starting and stopping) may be a first parameter (ta). The first parameter (ta) may be a factor or parameter that may be used to determine advertisement related pricing. Further, based on examples herein, **a** device may include device or mobile terminal sensors such as accelerometer, magnetometer, gyroscope, and/or the like. The sensors may be used to measure movements (e.g., the first and/or second movement and/or the third movement) of **the** device (e.g., or mobile terminal). The movements **of the** device may be used to classify movements to categories such as the **device** may be stationary on a table, the device may be being earned by persons in hand and used, the device may be placed in a pocket of a user, **the** device may be being **observed** (e.g., watched for instance), the movements of the user (e.g., of **the** device) may correlate with a content in **the** device. The movement categories may be used to determine a weighting factor (wa). A value or range of values for **the** weighting factor (**wa**) may be assigned to or associated with the categories or classified movements. For example, a weighting factor of 0.7 **to** **1.0** could be given, for example, if the movement category (e.g., the first and/or second movement may have a movement category that) may correspond to device being observed by the user. A weighting factor of 0 to 0.3 could be given **if the** movement category (e.g., **the** first and/or second movement may have a movement **category** that) may correspond to the device being **in** a pocket (e.g., thus, indicating that **the** terminal may not be being watched). A weighting factor of 0.3 to 0.7 may be given **if the** device may be, based on the movement data (e.g., the first and/or second movement may have a movement category that may indicate that the device may be) on the table in an orientation where the display surface **is** facing up (i.e. not towards a table). As such, such sensors **in** the device may be used **to** determine a weighting factor (wa). The weighting factor (wa) may be used to weight the measured time (ta) or the first parameter **to** derive a basis (p) for

billing the actual viewing **time** of the advertisement. For example, the basis **for** billing the actual viewing time of an advertisement on a device such as a mobile device may be as follows $p = t_a \times w_a$ (i.e. t_a multiplied with or by w_a). In such an example, a pay per second business model and method of billing using such a method may be feasible as described herein.

[0024] Systems and/or methods **for** providing such a pay per second business model as described herein may be provided as follows. For example, a determination may be made for an effective viewing **time** (e.g., which may be separate **and/or in** combination with an actual viewing time as described herein) of an advertisement **in** a display **of** a device such as a mobile or smart phone. According to an example, to make such a determination, first movement data of the device may be measured, for example, using a sensor of the device. The first movement data may be measured during consuming a media such as video or web page, during use of an application, during play of a game, and/or the like, for example, to determine a reference movement data **for** the device in use. An advertisement may be rendered on or with the device (e.g., **via** a display or on a screen thereof). The rendering may **interrupt**, for example, media consumption such as watching a movie. A duration of time may be measured for or of showing the advertisement on the device (e.g., this may be performed or provided using a timer as described). Further, in an example (e.g., during the time of showing the advertisement), second movement data **of** the device may be measured, for example, using or with the sensor of the device. The second movement data may be measured during the time the advertisement may be rendered on the device (e.g., the screen). According to an example, the first movement data, the second movement data, **and/or** the duration of **the** time of showing **the** advertisement may **be** used to calculate a weighting factor that may be used (e.g., with the duration measured by a timer) to calculate the effective viewing time of the advertisement. As an example, a weighting factor (w_a) may be set to 0.7 to 1.0 if the first movement data and the second movement data may be similar (e.g., may have similar movement categories) indicating that the user may be observing the device with same level of interest during the consumption of a media, for example, and during the time the advertisement may be being rendered. Similarity between the first movement data and the second movement data may be determined using for example statistical methods such as cross **correlation** or neural network algorithms. A weighting factor of 0 to 0.3 may be used, for example, or given if the first movement data and the second movement data show little or no correlation (e.g., they may not be part of the same movement categories). As an example, the first movement data might indicate that person may holding the device in the hand in a position enabling the user **to** see the terminal and the second movement data indicates that the terminal may be placed in the table upside down. According to an additional example, a

weighting factor of 0.3 to 0.7 may be provided and/or used or given if there may be an intermediate correlation (e.g., the movement categories of the first and/or second movement data may overlap or be similar but not the same) between first movement data and the second movement data. The effective viewing time of the advertisement may be used to measure a cost of the advertisement. As an example the effective viewing time may be calculated with same or similar equation as above i.e. $p = t_a * w_a$.

[0025] FIG. 1 depicts an example architecture of an environment that may be used to provide price per second advertisement models as described herein. Advertisers 120, 122, 124 such as brand owners, merchants, service providers, application developers, and/or the like may want to advertise their products (or services) to consumers via a device such as customer device or terminals 110, 112, 114. According to an example, the advertisers 120, 122, 124 may provide related advertisement material such as images, text, videos, audio or a combination thereof to an advertisement service provider 100. For example, the advertisers 120, 122, 124 may have and/or included one or more devices, servers, databases, computers, and/or the like that may provide an advertisement (e.g., collectively that may include text, videos, audio, and/or the like that may be part of the advertisement) and/or text, video, audios, and/or the like the advertisers 120, 122, 124 may want the advertisement provider 100 to use to generate an advertisement. For example, the advertisers 120, 122, 124 via the one or more devices, servers, databases, computers, and/or the like may be in communication with the advertisement service provider 100 such that the advertisers 120, 122, 124 may send the advertisements and/or the text, video, audio, and/or the like associated therewith (e.g., that may be part of the advertisement) to the advertisement service provider 100.

[0026] The advertisement service provider 100 may include one or more devices, databases, servers, computers, and/or the like. The advertisement service provider 100 may receive the advertisements and/or the text, video, audio, and/or the like associated therewith via the one or more devices, databases, servers, computers, and/or the like and may send or publish the advertisements and/or the text, audio, video, and/or the like to users (e.g., via a connection such as a network connection 102 to a network 600 and/or the Internet) using the one or more devices, database, servers, computers, and/or the like.

[0027] In an example, the advertisers 120, 122, 124 may agree on pricing, delivery channels, delivery rules, and/or the like related to the advertisements with the advertisement service provider 100. Example of the rules may be geography, demographics, age, gender, consumer profile, delivery time and dates, allocated funds for the advertisement campaign, business rules related to billing and/or the like.

[0028] The advertisements (e.g., including the text, audio, and/or the like) may be sent to a device (e.g., a computer, mobile device, and/or the like such as 110, 112, 114) and/or may be presented on, for example, a website 130 and/or on applications 132 in a multiple formats such as banners, popups, sidebar, in-app ads, flash animations, videos, and/or the like. Based on examples, a code snippet such as Java script may be added to the code such as Hyper Text Markup Language (HTML) code of the website 130 to provide or enable display of the advertisement in the website 130 by the advertisement provider 100. For example (e.g., in an example of providing advertisements to an application such as the application 132 (e.g., an iPhone® App, an Android® App, and/or the like)), a developer may insert one or more lines of codes or function calls in the application during the development phase. In an example, as the function call or code that may be related to advertisement may be called by the application 132, the advertisement may be delivered from the advertisement service provider 100 to the application 132 used by a user.

[0029] For example, the advertisements may be rendered to consumers or users via the devices such as the consumer devices or terminals 110, 112, 114, for example, while accessing website 130 with a browser of the terminal or using an application 132. The devices 110, 112, 114 may be mobile devices, smart phones, tablets or computers in examples as described herein.

[0030] FIGs. 2-4 illustrate an example device (e.g., that may be 110, 112, 114) such as smart phone, portable computing device, table, electronic pad, and/or the like that may be used to provide advertisements using a cost per second such as a price per second model according to examples herein. As shown in FIG. 2, a device 200 may include or have a display 210 to be used for rendering visual content (e.g., the advertisement) to a user or consumer.

[0031] The display 210 may be controlled by a processor 204 such as a Central Processing Unit (CPU) that may be included in the device 200. The device 200 may further include memory 202. In examples, as described herein, software, instructions (e.g., computer executable instructions), business rules, settings, and/or the like may be stored in the memory 202 of the device 200 and executed by the processor 204 (e.g., the processor 204 may receive or fetch the software, instructions, rules, settings, and/or the like or may execute them). In an example, the processor 204 may receive the advertisement from memory 202 and may render the advertisement or provide it to the display 210. The device 200 may further include a set of sensors 208 such as an accelerometer, a magnetometer, a gyroscope, and/or the like that may be used to detect motion, tilt, and/or other properties of the device 200 (e.g., the movement data and/or the like such as the first movement data and/or the second movement data that may be used to determine or calculate an effective viewing time or actual viewing time as described

herein). In an example, the device 200 may include a communication interface 206 such that the device 200 may be configured to communicate (e.g., wirelessly or wired) via the communication interface 206 (e.g., with the advertisement service provider 100).

[0032] In examples, the processor 204 may be used to calculate the effective viewing time as described herein and/or the weighting factor using the movement data collected and/or received from the sensors 208.

[0033] As shown in FIG. 3, a device 302 (e.g., that may be 110, 112, 114) may be provided to calculate viewing time and/or display advertisements as described herein. The device 302 may include one or more components. The components may be configured to execute an application such as the application 132 and/or a web browser such as the website 130 that may provide an advertisement as described herein. The components of the device may include a processor 318, a transceiver 320, a transmit/receive element 322, a speaker/microphone 324, a keypad 326, a display/touchpad component or interface 328 (e.g., an interface for the display or screen such as the display 210), non-removable memory 330, removable memory 332, a power source 334, a global positioning system (GPS) chipset 336, and other peripherals 338 and one or more sensors 340 for measuring movement data such as an accelerometer, a magnetometer, a gyroscope, and/or the like for measuring acceleration of a terminal. It may be appreciated that the device may include any sub-combination of the foregoing elements while remaining consistent with an embodiment. Also, examples contemplate that other devices and/or servers or systems described herein, may include some or all of the elements depicted in FIG. 3 and described herein.

[0034] The processor 318 may be a general purpose processor, a special purpose processor, a conventional processor, a digital signal processor (DSP), a plurality of microprocessors, one or more microprocessors in association with a DSP core, a controller, a microcontroller, Application Specific Integrated Circuits (ASICs), Field Programmable Gate Array (FPGAs) circuits, any other type of integrated circuit (IC), a state machine, and the like. The processor 318 may perform signal coding, data processing, power control, input/output processing, and/or any other functionality that may enable the device to operate in a wireless environment. The processor 318 may be coupled to the transceiver 320, which may be coupled to the transmit/receive element 322. While FIG. 3 depicts the processor 318 and the transceiver 320 as separate components, it may be appreciated that the processor 318 and the transceiver 320 may be integrated together in an electronic package or chip. The processor 318 may execute the methods described herein (e.g., to calculate effective viewing time and/or actual viewing time) and/or to provide or display an advertisement on the device.

[0035] **The transmit/receive** element 322 may be configured **to** transmit signals to, or receive signals from, another device (*e.g.*, the user's device and/or a network component such as a base station, access point, or other component in a wireless network) over an air interface 315. For example, in one embodiment, the transmit/receive element 322 may be an antenna configured to transmit and/or receive Radio Frequency (**RF**) signals. **In** another or additional embodiment, the transmit/receive element 322 may be an emitter/detector configured to transmit and/or receive Infra Red (**IR**), Ultra Violet (**UV**), or visible light signals, for example. **In** yet another or additional embodiment, the transmit/receive element 322 may be configured to transmit and receive both RF and light signals. It may be appreciated that the transmit/receive element 322 may be configured **to** transmit **and/or** receive any combination of wireless signals (*e.g.*, Bluetooth, Wireless Local Area Network (**WiFi/WLAN**), and/or the like).

[0036] **In** addition, although the transmit/receive element 322 may be depicted in FIG. 3 as a single element, the device may include any number of transmit/receive elements 322. More specifically, the device may employ **MIMO** (multiple input, multiple output) technology. Thus, **in** one example, the device may include **two** or more transmit/receive elements 322 (*e.g.*, multiple antennas) for transmitting and receiving wireless signals over the air interface 315.

[0037] The transceiver 320 may be configured to modulate the signals that may be transmitted by the transmit/receive element 322 and **to** demodulate the signals **that** are received by the transmit/receive element 322. As noted above, the device may have multi-mode capabilities. Thus, the transceiver 320 may include multiple transceivers for enabling the device **to** communicate via multiple radio access technologies (**RATs**), such as **UTRA** and **IEEE 802.11**, for example.

[0038] **The** processor 318 of the device may be coupled **to**, and may receive user input data from, the speaker/microphone 324, the keypad or touch interface 326, and/or the display/touchpad 328 (*e.g.*, a liquid crystal display (**LCD**) display unit or organic light-emitting diode (**OLED**) display unit). The processor 318 may also output user data **to** the speaker/microphone 324, the keypad 326, and/or the display/touchpad 328. **In** addition, the processor 318 may access information from, and store data in, any **type** of suitable memory, such as the non-removable memory 330 and/or the removable memory 332. The non-removable memory 330 may include random-access memory (**RAM**), read-only memory (**ROM**), a hard disk, or any other type of memory storage device. **The** removable memory 332 may include a subscriber identity module (**SIM**) card, a memory stick, a secure digital (**SD**) memory card, and the like. **In** other embodiments, the processor 318 may access information from, and store data in, memory that may not be physically located on the device, such as on a server or a home

computer (not shown). The removable memory 330 and/or non-removable **memory** 332 may store a user profile or other information associated therewith that may be used as described herein.

[0039] The processor 318 may receive power from the power source 334, and may be configured to distribute **and/or** control the power to the other components in the device. The power source 334 may be any suitable device for powering the device. For example, the power source 334 may include one or more **dry** cell batteries (*e.g.*, nickel-cadmium (NiCd), nickel-zinc (NiZn), nickel metal hydride (NiMH), lithium-ion (Li-ion), etc.), solar cells, fuel cells, and the like.

[0040] The processor 318 may also be coupled to the GPS chipset 336, which may be configured to provide location **information** (*e.g.*, longitude and latitude) regarding the current location of the device. **In** addition to, or in lieu of, the information from the GPS chipset 336, the device may receive location information over the air interface 315 from another device or network component and/or determine its location based on the timing of the signals being received from **two** or more nearby network components. It may be appreciated that the device may acquire location information by way of any suitable location-determination method while remaining consistent with an embodiment.

[0041] The processor 318 may further be coupled to other peripherals 338, which **may** include one or more software and/or hardware modules that provide additional features, functionality and/or wired or wireless connectivity. For example, the peripherals 338 **may** include **an** accelerometer, an e-compass, a satellite transceiver, a digital camera (for photographs or video), a universal serial bus (USB) port, a vibration device, a television transceiver, a hands free headset, a Bluetooth® module, a frequency modulated (FM) radio unit, a digital music player, a media player, a video game player module, an Internet browser, and the like.

[0042] The processor 318 may be further coupled to the one or more movement data sensors 340 to collect or receive measurement data (*e.g.*, the movement data such as the first, second, and/or third movement data) from the sensors 340. The collected measurement data can be processed and/or stored as it is in the non-removable memory 330 or removable memory 332 as raw data or as processed data for further usage as described herein.

[0043] As shown in FIG. 4, the device 400 (*e.g.*, which may be 110, 112, 114, 200, and/or 302 or similar thereto) may include one or more components. As described herein, the components of the device may be capable of executing a variety of computing applications 480 such as the application 132 **and/or** a web browser that may display the website 130 that may provide an advertisement as described herein. The computing applications 480 may be stored in

a storage component 475 (and/or RAM or ROM described herein). The computing application 480 may include a computing application, a computing applet, a computing program and other instruction set operative on the device 400 to perform at least one function, operation, and/or procedure as described herein. According to an example, the computing applications may include the methods and/or applications described herein. The device may be controlled primarily by computer readable instructions that may be in the form of software. The computer readable instructions may include instructions for the device for storing and accessing the computer readable instructions themselves. Such software may be executed within a processor 410 such as a central processing unit (CPU) and/or other processors such as a co-processor to cause the device to perform the processes or functions associated therewith. The processor 410 may be implemented by micro-electronic chips CPUs called microprocessors.

[0044] In operation, the processor 410 may fetch, decode, and/or execute instructions and may transfer information to and from oilier resources via an interface 405 such as a main data-transfer path or a system bus. Such an interface or system bus may connect the components in the device and may define the medium for data exchange. The device may further include memory devices coupled to the interface 405. According to an example embodiment, the memory devices may include a random access memory (RAM) 425 and read only memory (ROM) 430. The RAM 425 and ROM 430 may include circuitry that allows information to be stored and retrieved. In one embodiment, the ROM 430 may include stored data that cannot be modified. Additionally, data stored in the RAM 425 typically may be read or changed by the processor 410 or other hardware devices. Access to the RAM 425 and/or ROM 430 may be controlled by a memory controller 420. The memory controller 420 may provide an address translation function that translates virtual addresses into physical addresses as instructions are executed. In examples, the processor 410 may generate and/or calculate the effective viewing time and/or actual viewing time of an advertisement and/or provide an advertisement (e.g., to the display) according to examples herein

[0045] In addition, the device 400 may include a peripherals controller 435 that may be responsible for communicating instructions from the processor 410 to peripherals such as a printer, a keypad or keyboard, a mouse, and a storage component. The device 400 may further include a display controller 465. The display/display controller 865 may be used to display visual output generated by the device. Such visual output may include text, graphics, animated graphics, video, or the like. The display controller associated with the display (e.g., shown in combination as 465 but may be separate components) may include electronic components that generate a video signal that may be sent to the display. Further, the device may include a

network interface or controller 470 (e.g., a network adapter) that may be used to connect the device to an external communication network and/or other devices (not shown).

[0046] In addition, the device 400 may include one or more motion or movement sensors 485 such as an accelerometer, a magnetometer, a gyroscope, and/or the like for detecting the motion (e.g., movement data) of the device 400 as described herein. In examples, the data (e.g., movement or motion data including the first, second, third, and/or the like movement data) may be stored in the RAM 425 or storage 475 of the device 400. For example, the processors) 410 may be coupled (e.g., via the interface 405) to one or more motion or movement sensors 485 to collect or receive measurement data (e.g., the movement data such as the first, second, and/or third movement data) from the sensors 340. The collected measurement data can be processed and/or stored as it is in the RAM 425 or storage 475 as raw data or as processed data for further usage as described herein.

[0047] As described herein, the systems and/or methods for providing the cost per second advertisement may be implemented or provided in a device or mobile device environment (e.g., such as via an iOS or iPhone application) that may be provided on the devices (e.g., 110, 112, 114, 200, 302, and/or 400 described herein). For example, in a device (e.g., the mobile phone or device, smart phone, and/or the like such as 110, 112, 114, 200, 302, and/or 400 described herein) environment, developers may have access to data such sensor data (e.g., the first and/or second movement data). The sensor data (e.g., the first and/or second movement data) may include orientation of a device, shaking or movement of the device in one or more directions, acceleration of the device, and/or any other movement of the device. In examples, the sensor data (e.g., the first and/or second movement data) may be accessed for example, using or via one or more of the following classes: a UIDevice class that may be used to detect an orientation of the device, a UIEvent class object that may be used to detect shaking of the device, or a core motion framework that may deliver motion events directly to an application that may be requesting them, and/or any other suitable classes, frameworks, events, and/or the like that may provide sensor data. Motion events may include detecting that an accelerometer value (of an X, Y or Z axis accelerometer) reaches a predetermined value or threshold or for example detecting that the terminal may be in a particular orientation or the terminal may have been moved based on a pattern (e.g., a defined or certain pattern).

[0048] According to an example, one or more motion events (e.g., core motion events) that may be recorded, provided, or measured by the sensor (e.g., and may be included in the sensor data including the first movement and/or second movement data) may be represented by one or more (e.g., three) data objects each of which may encapsulate one or more measurements.

For example, the motion events may be represented by one or more of the following data objects (e.g., core motion software elements/objects): a **CMAccelerometerData** object that may capture acceleration along each of the (e.g., three) spatial axes, a **CMGyroData** object that may capture a rate of rotation around each of the spatial axes, a **CMDeviceMotion** object that may encapsulates one or more different measurements including attitude, rotation rate, acceleration, and/or the like. In examples, each of the information that may be included in such data objects may be included in the sensor data or the first and/or second movement data. For example, the sensor data or the first and/or second movement data may include acceleration of the device (e.g., including along one or more of the spatial axes), a rate of rotation of the device (e.g., including along one or more of the spatial axes), altitude, and/or the like.

[0049] In an example, a **CMMotionManager** class may be used to provide and/or access such sensor data and may be a central access point for the core motion (e.g., acceleration, altitude, rotation rate, orientation, movement, and/or the like of the device). A developer may create an instance of the class, may specify an update interval (e.g., a time at which or interval at which to record the motion of the device), may request that updates start, and/or may handle motion events as they may be delivered. In an example, application may create a single instance of the **CMMotionManager** class (e.g., as multiple instances of this class may affect the rate at which an app receives data from the **accelerometer** and gyroscope).

[0050] Further, data-encapsulating classes may be used to access such sensor data. For example, data-encapsulating classes of the core motion classes or software classes may be used. The data-encapsulating classes may be subclasses of a **CMLogItem**, which may define a **timestamp** such that motion data may be tagged with a time and logged to a file. In an example, an application may compare the timestamp of motion events with earlier motion events to determine an update interval between the events. In examples herein, the first movement data could be considered to include and/or may include, for example, the data, which may be being collected during use of the device or terminal to consume media without advertisements. The second movement data could be considered to include and/or may include the data, which may be being collected during use of the device or terminal while the advertisements may be being rendered. According to an example, the interval between the events or movements (e.g., use before advertisements and/or use after advertisements may be being rendered) may be the time between the movements. For example, the first and the second movement data may, for example, last 0-5 seconds (e.g., an example interval) of the movements, may, for example, last 0-10 seconds (e.g., an example interval) of the movements, or may, for example, last minute or longer (e.g., an example interval) of the movements.

[0051] According to an example (e.g., for each of the data-motion types described herem), the **CMMotionManager** class may offer one or more of the following approaches or method for obtaining motion data or sensor (e.g., that may be included in the first and/or second movement data): **pull** where an application may request that updates start and then **may** periodically sample the most recent measurement of motion **or** sensor data **that** may be or included in the first and/or second movement data, **push** where an application may specify an update **interval** and may implement a block for handling the motion or sensor data that may be or may be included the first and/or second movement data and may then request that updates start and pass core motion using an operation queue and **the** block, and/or **the** like. Core motion objects may deliver each update of the data to the block, which may execute as a task in the operation queue in an example.

[0052] Pull, according to one example, may be used or recommended for applications such as games. Pull may be generally more efficient and may use less code. In pull mode, an application may perform or take an initiative when to request motion data. For example, in **pull** mode, the application may be constantly connected **to** and/or may constantly ping the sensors, storage (e.g., **RAM** and/or any other storage component **in** the device), and/or processor (e.g., **in the device**) such that whenever a change occurs or movement may be recorded or changed, the application may be notified immediately by **the** device (e.g., the sensors **and/or** processor). This may be beneficial in a case where reference data of "normal" usage i.e. first movement data may be determined **with** sufficient accuracy. **In** such an example or case, **the** application may stop requesting the motion data. Push may be used or appropriate for data-collection apps and similar apps that may not miss a single sample measurement. In an example, in push mode, the application may periodically **ping** or connect to the sensors, storage (e.g., **RAM** and/or any other storage component in the device), and/or processor for movement data such that the application may be updated **with** the movement data when it upon such connection. Push mode may be beneficial during **the** time the advertisement may be rendered **to** enable collection of all possible data during (typically short) time of showing an advertisement. Both pull and push may have benign thread-safety effects, for example, with push, a software block may execute on the operation-queue's thread whereas **with** pull, **the** core motion may **not** interrupt threads.

[0053] Similar functionalities and structures may be found **in** other operating systems as well such as Android-based operating systems, windows-based operating systems, and/or the like (e.g., that may be used on Android and/or Windows phones). For the examples herein, **the** key functionality **that** may be used from such operating systems may include an application programming interface (**API**) or similar interface, class, framework, data object, and/or the like

that may enable recording and access of sensor data or motion data (e.g., that may be or may be included in the first and/or second movement data) using the device.

[0054] FIGs. 5A-B illustrate a flow diagram or chart of example methods for delivering a web-based advertisement or coupon using pay or price per second as described herein. As described herein, at S2.1, an advertiser (e.g., 120, 122, 124) may upload an advertisement to a system (e.g., a device that may include the components of the devices described herein such as 302 and/or 400). In an example, the advertisement may include audio, video, text, pictures, and/or the like that may be displayed on a device (e.g., 110, 112, 114, 302, 400).

[0055] In examples, the advertiser may create targeting criteria for the advertisement (e.g., uploaded or sent in S2.1). In an example, the targeting criteria may be associated with which target group (e.g., an audience) and target content (e.g., the media playing on the device, application, site, and/or the like) to which to serve the advertisement. Examples of the targeting criteria may include gender, age, geographical location, historical content usage information, time of the year, and/or the like. Further, the targeting criteria may associate the advertisements with a particular type of content (e.g., movies or particular movies, music, and/or the like) or to particular applications such as a game, social application, and/or the like. In an example, the criteria may be sent to the advertisement service at S2.2. The criteria may be stored with the advertisement uploaded or sent at S2.1 in examples.

[0056] Further, according to an example, the advertiser may define a budget for advertisements and/or may determine a price per second for the advertisement with the advertisement service. For example, the advertisers may define a budget for the advertisements and may agree on a price per second for the advertisement showing and may send such information to the advertisement service at S2.3. Additionally, at S2.3, the advertisers may allocate funds to the advertisement campaign from which a price per second or budget may be deducted from for an advertisement that may be served to a device as described herein. According to an example, S2.1-S2.3 may be repeated for plurality of advertisers each uploading one or more advertisements (and creating advertisement campaigns) as described herein.

[0057] At S.4, the advertisement service provider may send or serve the advertisement to a device or terminal (e.g., this may also be shown in S3.3 in FIG. 5B). In an example, the advertisement service provider may send or serve the advertisement to the device or terminal in response to a request for the advertisement from the device or terminal (e.g., this may be shown in S3.2 in FIG. 5B and may be started at S3.1 in an example). In examples, the served advertisement may be selected from a pool of advertisements. Further, the served advertisement

may be selected based on the criteria associated with the advertisement and/or the device or user of the device meeting the criteria.

[0058] At S.5, the device may display the advertisement (e.g., as described in S). Further, at S.5, executable code that may be installed on the device may be performed or executed. For example, the device or terminal requesting advertisement may have an executable code installed (e.g., either embedded in an application or a separate application such as Java script or software elements in the operating system) that may collect or measure the first movement data that may be based on a first movement of the terminal during normal usage and the second movement data that may be based on a second movement of the device during the time the advertisement may be rendered or displayed on the device. In an example, at S.5 the device may execute the code to collect the first movement data prior to or before rendering the advertisement and may collect the second movement data after rendering the advertisement. In additional examples, the first movement data may be collected prior to S2.5. For example, the executable code may be performed or executed prior to S2.5. Further, in examples, S2.5 may include the functions and/or actions described in S3.4-S3.10 described in FIG. 5B.

[0059] As described herein, the movement data (e.g., the first and second) may be used to determine effectiveness of the advertisement in the application. For example, based on the movement data (e.g., that may be used to calculate the weighting factor w_a) and/or a viewing time t_a (e.g., a time in which the advertisement may be displayed), it may be determined that the advertisement may not have been observed and/or may have been at least partially observed. To make such a determination, in an example, the movement data (e.g., the first and/or second) or motion data and the time or time period of the advertisement being displayed may be sent to advertisement service at S2.6 for analysis purposes (e.g., such that the advertisement service may determine the effective viewing time and/or calculate advertising rates as described herein such as to measure or determine the weighting factor and multiplying that by the measured time or time the advertisement may be displayed).

[0060] The effectiveness of the viewing may be used to determine amount of funds deducted from the advertiser, which may be performed at S2.7. In an example, if effectiveness (weighting factor) may 1.0 a full amount related to per second price may be deducted from the advertiser's funds. If effectiveness may be, for example 0.1, 10% of amount related to per second price may be deducted from the advertiser's funds.

[0061] FIG. 5B illustrates an example method related to arrangement of the pay per second advertisement delivery library function when integrated as part of an application 500 (e.g., software such as a game) that may run and/or be executed on a device (e.g., 110, 112, 114,

302, 400, and/or the like). In an example, the application 500 may be similar to **the** application 480 described in FIG. 4. The application 500 may include an engine 502 such as a game engine (i.e. the **actual** application or game and related code/binary) According to an example, the developer such as the game developer may include a set of rules therein associated **with** or indicative of when **to** call and present advertisements in the application or game. According to an example, the advertisements may be called for example before a user beings or starts interacting with or playing the application or game, between, for example, levels or pauses in the application or game, and/or the like. Additionally the application may be reading application such a **e-reader**, a video application for rendering videos, a web browser, a music application for playing music, and/or the like.

[0062] As shown, at S3.1, the engine 502 may call or send a request to a cost per second advertisement library function 504 (e.g., the CPSiibrary). **The** library function 504 may be configured to communicate with advertisement service 100 to get relevant advertisement content according to an example.

[0063] **At** S3.2 the library function 504 may request **for** an advertisement such as image to be displayed **in** the application or game such as overlay to the application or game. In an example, **at** S3.3, **the** advertisement service may return **the** image (e.g., which may be received by the device and rendered thereon) and parameters related **to** the image such as **instructions to** collect actual viewing time **information** (e.g., using a timer as described herein) while displaying the advertisement. **In** an example, the parameters may include timings (to, **ti**, *ti*, b) for measuring and collection movement data. **Alternatively** or additionally, S3.2 and S3.3 may be **performed** or done, for example, before the engine may send a request to the library function 504. In such an embodiment, the image and **instructions** may be cached in memory **of the** device.

[0064] According **to an** example, at S3.4, the **library function** 504 may send a function call using or according **to** a class call such as the **CMMotionManager** to a core motion framework 506. This may be performed or done via push (or pull **in** additional examples) such that the motions may be collected independently and time stamped. Based on examples, the motion collection task (e.g., measuring **the** first and/or second movement data) may be performed and/or may take place at, as, or during S3.5. **In** an example, during S3.5, **accelerometer** data (e.g., the first and/or second movement data) may be collected with defined frequency (e.g., motion collection may be performed or done between times to-t3, **for** example, which may be measured via a timer).

[0065] **At** S3.6, the library function 504 may configure the engine **to** render an advertisement on the device (e.g., on the display or screen of the device). The advertisement may

be configured to be shown or displayed, for example, at or in S3.7 between times t_1 - t_2 . This time may be, in an example, a first parameter.

[0066] In S3.8, the engine 502 releases the screen and the user may continue to interact with the application (e.g., may continue to play the game). In S3.9, the library function 504 may request and may receive in S3.10 motion data (e.g., the first, second and/or third movement data) that may be related to time period of t_0 - t_3 . This motion data and the time or time period may be sent to advertisement service 100 at S3.11 for analysis purposes (e.g., such that the advertisement sendee may determine the effective viewing time and/or calculate advertising rates as described herein such as to measure or determine the weighting factor and multiplying that by the measured time or time the advertisement may be displayed). According to an example, the motion data that may be used to determine interaction of the user during display of the add (e.g., the second movement data) may be in the time period of t_1 - t_2 (e.g., which may be between t_0 - t_3). According to examples herein, the time period t_1 - t_2 may be set by the parameter that may be received from the advertisement service 100 in S3.3 and/or the time period may be determined based on interaction of user with the advertisement. The period may be, for example, extended if the user elects to receive additional information on the advertisement. The period may be, for example, reduced if the user indicates not to see the advertisement fully (e.g., in case of video advertisement the user may elect to close the advertisement and resume to the application). Additionally, in an example, the motion data that may be used as normal movement or a metric of the use of the device before the advertisement may be displayed or rendered (e.g., the first movement data) may be in the time period before of t_1 - t_2 (e.g., before the time period or time or duration of time measured when the advertisement may be displayed or rendered). Additionally, in an example, the motion data that may be used as normal movement or a metric of the use of the device after the advertisement may be displayed or rendered (e.g., third movement data that may be based on a third movement) may be in the time period after t_1 - t_2 (e.g., after the time period or time or duration of time measured when the advertisement may be displayed or rendered). The motion data (e.g., first and/or second movement data) may be used to detect if the device may have been kept in hand or if it was set a side to table during the advertisement. The motion data (e.g., the first, the second and/or the third movement data measured) may provide or result in a weighting factor w_a . Table 3 illustrates example time periods that may be used herein and example data and/or the like that may be provided therein.

Table 3.

Time period	Example	Description
-------------	---------	-------------

to-ti	1 sec, 10 sec, 1 min	A time period before rendering advertisement to the user (a first time period). The motion data collected during the first time period may be the first movement data.
t1-t2	5 sec for pop up ad, 15 sec for video add, 1 min for interactive advertisement	A time period during which the advertisement may be visible or communicated (audio) to the user (a second time period). The motion data collected during the second time may be the second movement data.
t2-t3	1 sec, 10 sec, 1 min	A time period after displaying the advertisement to the user (a third time period). The motion data collected during the third time period may be the third movement data.

[0067] Based on advertisement content, **the** application 500, and/or other information (e.g., including the motion information), the advertisement that may be used may be adopted based on the analysis or during the analysis. For example, if the application may be for driving (e.g., a navigation application), the advertisement may be allowed to be displayed, for example, if or when it may be detected that there may be no motion (e.g., it is safe to take a look on the advertisement). According **to** another or additional example, if **the** application may be a game being played while holding the device (e.g., **in** hand), **the** advertisement may be displayed, for example, if or when it may be detected that the device may be held or actually **in** the hand (e.g., based on movement data or motion information).

[0068] In performing such an analysis, typical movement types of a user acting **with** the device in a normal manner may be detected (i.e. when using the device when the advertisement may not be shown to the person). As an example a movement type for the device can correlate on keeping the device **in** hand and watching it i.e. relatively **stationary** movement and stable orientation. According **to** an example, those moment types may be used for or when **determining** an effective pay per second times that may be used as basis for billing of the advertisement services as well as for revenue share of the advertisement revenues between the advertisement

sendee provider 100 and the application developer of the application 500. If the movement type during viewing the advertisement differs from the typical movement type, the system (e.g., advertisement service) may determine or conclude that the **advertisement** was not observed.

[0069] Based on **further** examples, the core motion framework 506 may be configured to collect reference data to determine **normal** movement of the terminal during execution of the application 500 (e.g., **the** first movement data and the third movement data). In an example, the reference data may be used as a base **line** to determine whether there may be change in motion behavior of the device during **the** advertisement. This may be done **or performed**, for example, by comparing the second movement data with the first movement data and/or **with** the third movement data. Additionally, in an example, the first movement data and the third movement data may be compared to see if the advertisement may have had impact on the **normal** movement of the terminal.

[0070] According an example (e.g., as described herein), the motion data (e.g., the first, the second and/or the third movement data) related to an orientation **of** the device during the advertisement may be used as parameter to determine a weighting factor w_a . For example, if in a normal operation (during at least one **of the** first or **third** time period) the device may be oriented in a landscape mode with 45 degrees tilt such that the device may be held by a user in his or her hand, but during the advertisement (during the second **time** period), the device may be tilted horizontally -45 degrees (i.e. maybe directed away from the user), the CPS billing analysis (e.g., the analysis) and/or the system described herein that may perform the analysis may determine **that** the advertisement may not have been seen by the user and w_a may be set to 0 (or a smaller or nominal value). Additionally, for example, if first and/or third movement data (e.g., may indicate normal movement such as typical movement, and/or the like) and the second movement data during the display of the advertisement **on the** device may be the same or similar w_a may be set to 1 or another suitable value (e.g., a value larger than the value determined when a user **may** not have seen the advertisement). As described herein, the cost per second (CPS) (e.g., or price per second) may be calculated **by** multiplying t_a with w_a (**$t_a \times w_a$**) (e.g., by the application service). Additionally, the time that may be measured as described herein (e.g., during the method of FIG. 5A-5B) may be performed or done using a timer.

[0071] In an example, systems and/or methods **for** providing a cost per second advertisement model using a device may be provided in a website (e.g., and may include similar actions or functionalities **with** a browser application as described in FIG. 5A-5B **with** respect to an application). For example, a device or terminal may measure when the user may be browsing a web page. **Then**, an advertisement overlay may be displayed on top of the content of the **web**

page **and/or** in a banner above the content. The advertisement overlay might be provided to the web browser, for example, as a Java script or as **HTML5** content. In an example (e.g., after displaying the advertisement), second movement data may be measured during rendering or showing the advertisement to the user. The first movement data and the second movement data may be compared to determine weighting factor for the advertisement content as described herein.

[0072] As such, as an example, a user might be browsing in a web site having video content. During video content consumption, first movement data is collected. Showing an advertisement may interrupt the video. The second movement data may be collected during showing the advertisement. Further, third movement data may be collected after the advertisement and then first, second and third movement data may be compared.

[0073] According to or based on an example, the web site may include a portion or snippet of code that may be used to download Javascript ®, and/or the like to an application that may be used to view the website such as a browser. An example portion or snippet of that may be used to implement an **accelerometer** reading (e.g., measure the first and/or second movement data) on an HTML page of the website may be shown below. The Java Script "readacc.js" may be called by the HTML code in an example.

```
[0074] <!DOCTYPE html>
[0075] <html>
[0076] <head>
[0077] <title> Acceleration Example</title>
[0078]
[0079] <script type="text/javascript" charset="utf-8" src="READACC.js"></script>
[0080] <script type="text/javascript" charset="utf-8">
[0081]
[0082] // Wait for Script to load
[0083] //
[0084] document.addEventListener("deviceready", onDeviceReady, false);
[0085]
[0086] // Script may be ready
[0087] //
[0088] function onDeviceReady() {
[0089]     navigator.accelerometer.getCurrentAcceleration(onSuccess, onError);
[0090] }
```

```

[0091]
[0092]     // onSuccess: Get a snapshot of the current acceleration
[0093]     //
[0094]     function onSuccess(acceleration) {
[0095]         alert('Acceleration X: ' + acceleration.x + '\n' +
[0096]             'Acceleration Y: ' + acceleration.y + '\n' +
[0097]             'Acceleration Z: ' + acceleration.z + '\n' +
[0098]             'Timestamp: ' + acceleration.timestamp + '\n');
[0099]     }
[0100]
[0101]     // onError: Failed to get the acceleration
[0102]     //
[0103]     function onErrorQ {
[0104]         alert('onError! ');
[0105]     }
[0106]
[0107]     </script>
[0108] </head>
[0109] <body>
[0110]     <h1>Example</h1>
[0111]     <p>getCurrentAcceleration</p>
[0112] </body>
[0113] </html>

```

[0114] The collected accelerometer data during showing of banner, pop-up, and/or other display area or type for the advertisement may be sent to advertisement sendee 100 via communication interface of the device and a network the device may be connected to via a communication link with the communication interface, for example, during the browsing.

[0115] According to an example, the price per second or cost per second (CPS) model that may be implemented in the systems and/or methods herein may be determined (e.g., the CPS billing price may be determined based on a timer and/or the movement data as described herein). For example, the measured time of displaying an advertisement t_a (e.g., as described herein that may be measured with a timer) may be weighted by weighting factor w_a (e.g., that may include the motion data during viewing or the first and/or second movement data). The price (e.g., for

the CPS or price per second) that may be used for the shown advertisement may be generated or calculated as follows $p = t_a \times w_a$. Such a price may be deducted from the advertisers account.

[0116] One or more use cases or implementations may be provided for the systems and/or methods for providing a price per second or CPS model for an advertisement. For example, the price per second or CPS model as described herein may be implemented or included in a platform such as Google® Adwords... For example, the platform could be updated with methods and/or systems as described herein for cost per second or price per second that may detect or determine whether the video may be actually being watched. The platform may combine pricing of related to cost per view (CPV) with actual time of watching the advertisement to form hybrid model. For example, the hybrid model may be applied to banner, popup and in-app advertisement.

[0117] FIG. 6A depicts a diagram of an example communications system 600 in which one or more disclosed embodiments such as the example devices such as the wearable devices (e.g., smartwatches and/or smartglasses), a device in an automobile, and/or the like may be implemented. The communications system 600 may be a multiple access system that provides content, such as voice, data, video, messaging, broadcast, etc., to multiple wireless users. The communications system 600 may enable multiple wireless users to access such content through the sharing of system resources, including wireless bandwidth. For example, the communications systems 600 may employ one or more channel access methods, such as code division multiple access (CDMA), time division multiple access (TDMA), frequency division multiple access (FDMA), orthogonal FDMA (OFDMA), single-carrier FDMA (SC-FDMA), and the like.

[0118] As shown in FIG. 6A, the communications system 600 may include the devices 602a, 602b, 602c, and/or 602d (which generally or collectively may be referred to as device 602) that may include the devices described herein, a wireless transmit receive unit (WTRU), and/or any other device that may be used with the system similar to the devices and/or a WTRU, a radio access network (RAN) 603/604/605, a core network 606/607/609, a public switched telephone network (PSTN) 608, the Internet 610, and other networks 612, though it will be appreciated that the disclosed embodiments contemplate any number of devices or WTRUs, base stations, networks, and/or network elements. Each of the devices 602a, 602b, 602c, and/or 602d may be any type of device configured to operate and/or communicate in a wireless environment. By way of example, the devices 602a, 602b, 602c, and/or 602d may be configured to transmit and/or receive wireless signals and may include user equipment (UE), a mobile station, a fixed or mobile subscriber unit, a pager, a cellular telephone, a personal digital assistant (PDA), a

smartphone, a laptop, a netbook, a personal computer, a wireless sensor, consumer electronics, a wearable devices such as smartglasses, and/or the like.

[0119] The communications systems 600 may also include a base station 614a and a base station 614b. Each of the base stations 614a, 614b may be any type of device configured to wirelessly interface with at least one of the devices 602a, 602b, 602c, and/or 602d and/or the wearable device to facilitate access to one or more communication networks, such as the core network 606/607/609, the Internet 610, and/or the networks 612. By way of example, the base stations 614a and/or 614b may be a base transceiver station (BTS), a Node-B, an eNode B, a Home Node B, a Home eNode B, a site controller, an access point (AP), a wireless router, and the like. While the base stations 614a, 614b are each depicted as a single element, it will be appreciated that the base stations 614a, 614b may include any number of interconnected base stations and/or network elements.

[0120] The base station 614a may be part of the RAN 603/604/605, which may also include other base stations and/or network elements (not shown), such as a base station controller (BSC), a radio network controller (RNC), relay nodes, etc. The base station 614a and/or the base station 614b may be configured to transmit and/or receive wireless signals within a particular geographic region, which may be referred to as a cell (not shown). The cell may further be divided into cell sectors. For example, the cell associated with the base station 614a may be divided into three sectors. Thus, in one embodiment, the base station 614a may include three transceivers, i.e., one for each sector of the cell. In another embodiment, the base station 614a may employ multiple-input multiple output (MIMO) technology and, therefore, may utilize multiple transceivers for each sector of the cell.

[0121] The base stations 614a and/or 614b may communicate with one or more of the devices 602a, 602b, 602c, and/or 602d and/or the wearable device over an air interface 615/616/617, which may be any suitable wireless communication link (e.g., radio frequency (RF), microwave, infrared (IR), ultraviolet (UV), visible light, etc.). The air interface 615/616/617 may be established using any suitable radio access technology (RAT).

[0122] More specifically, as noted above, the communications system 600 may be a multiple access system and may employ one or more channel access schemes, such as CDMA, TDMA, FDMA, OFDMA, SC-FDMA, and the like. For example, the base station 614a in the RAN 603/604/605 and the devices 602a, 602b, and/or 602c and/or the wearable device may implement a radio technology such as Universal Mobile Telecommunications System (UMTS) Terrestrial Radio Access (UTRA), which may establish the air interface 615/616/617 using wideband CDMA (WCDMA). WCDMA may include communication protocols such as High-

Speed Packet Access (HSPA) and/or Evolved HSPA (HSPA+). HSPA may include High-Speed Downlink Packet Access (HSDPA) and/or High-Speed Uplink Packet Access (HSUPA).

[0123] In another embodiment, the base station 614a and the devices 602a, 602b, and/or 602c and/or the wearable device may implement a radio technology such as Evolved UMTS Terrestrial Radio Access (E-UTRA), which may establish the air interface 615/616/617 using Long Term Evolution (LTE) and/or LTE-Advanced (LTE-A).

[0124] In other embodiments, the base station 614a and the devices 602a, 602b, and/or 602c and/or the wearable device may implement radio technologies such as IEEE 802.16 (i.e., Worldwide Interoperability for Microwave Access (WiMAX)), CDMA2000, CDMA2000 1X, CDMA2000 EV-DO, interim Standard 2000 (IS-2000), Interim Standard 95 (IS-95), Interim Standard 856 (IS-856), Global System for Mobile communications (GSM), Enhanced Data rates for GSM Evolution (EDGE), GSM EDGE (GERAN), and the like.

[0125] The base station 614b in FIG. 6A may be a wireless router, Home Node B, Home eNode B, or access point, for example, and may utilize any suitable RAT for facilitating wireless connectivity in a localized area, such as a place of business, a home, a vehicle, a campus, and the like. In one embodiment, the base station 614b and the devices 602c, 602d and/or the wearable device may implement a radio technology such as IEEE 802.11 to establish a wireless local area network (WLAN). In another embodiment, the base station 614b and the devices 602c, 602d may implement a radio technology such as IEEE 802.15 to establish a wireless personal area network (WPAN). In yet another embodiment, the base station 614b and the devices 602c, 602d and/or the wearable device may utilize a cellular-based RAT (e.g., WCDMA, CDMA2000, GSM, LTE, LTE-A, etc.) to establish a picocell or femtocell. As shown in FIG. 6A, the base station 614b may have a direct connection to the Internet 610. Thus, the base station 614b may not be required to access the Internet 610 via the core network 606/607/609.

[0126] The RAN 603/604/605 may be in communication with the core network 606/607/609, which may be any type of network configured to provide voice, data, applications, and/or voice over internet protocol (VoIP) services to one or more of the devices 602a, 602b, 602c, and/or 602d and/or the wearable device. For example, the core network 606/607/609 may provide call control, billing sendees, mobile location-based services, pre-paid calling, Internet connectivity, video distribution, etc., and/or perform high-level security functions, such as user authentication. Although not shown in FIG. 6A, it may be appreciated that the RAN 603/604/605 and/or the core network 606/607/609 may be in direct or indirect communication with other RANs that employ the same RAT as the RAN 603/604/605 or a different RAT. For example, in addition to being connected to the RAN 603/604/605, which may be utilizing an E-

UTRA radio technology, the core network 606/607/609 may also be in communication with another RAN (not shown) employing a GSM radio technology.

[0127] The core network 606/607/609 may also serve as a gateway for the devices 602a, 602b, 602c, and/or 602d and/or the wearable device to access the PSTN 608, the internet 610, and/or other networks 612. The PSTN 608 may include circuit-switched telephone networks that provide plain old telephone service (POTS). The Internet 610 may include a global system of interconnected computer networks and devices that use common communication protocols, such as the transmission control protocol (TCP), user datagram protocol (UDP) and the internet protocol (IP) in the TCP/IP internet protocol suite. The networks 612 may include wired or wireless communications networks owned and/or operated by other service providers. For example, the networks 612 may include another core network connected to one or more RANs, which may employ the same RAT as the RAN 603/604/605 or a different RAT.

[0128] Some or all of the devices 602a, 602b, 602c, and/or 602d and/or the wearable device in the communications system 600 may include multi-mode capabilities, i.e., the devices 602a, 602b, 602c, and/or 602d and/or the wearable device may include multiple transceivers for communicating with different wireless networks over different wireless links. For example, the device 602c shown in FIG. 6A and/or the wearable device may be configured to communicate with the base station 614a, which may employ a cellular-based radio technology, and with the base station 614b, which may employ an IEEE 802 radio technology.

[0129] FIG. 6B depicts a system diagram of the RAN 603 and the core network 606 according to an embodiment. As noted above, the RAN 603 may employ a UTRA radio technology to communicate with the devices 602a, 602b, and/or 602c and/or the wearable interface over the air interface 615. The RAN 603 may also be in communication with the core network 606. As shown in FIG. 6B, the RAN 603 may include Node-Bs 640a, 640b, and/or 640c, which may each include one or more transceivers for communicating with the devices 602a, 602b, and/or 602c and/or the wearable device over the air interface 615. The Node-Bs 640a, 640b, and/or 640c may each be associated with a particular cell (not shown) within the RAN 603. The RAN 603 may also include RNCs 642a and/or 642b. It will be appreciated that the RAN 603 may include any number of Node-Bs and RNCs while remaining consistent with an embodiment.

[0130] As shown in FIG. 6B, the Node-Bs 640a and/or 640b may be in communication with the RNC 642a. Additionally, the Node-B 640c may be in communication with the RNC 642b. The Node-Bs 640a, 640b, and/or 640c may communicate with the respective RNCs 642a, 642b via an Iub interface. The RNCs 642a, 642b may be in communication with one

another via an Iur interface. Each of the RNCs 642a, 642b may be configured to control the respective Node-Bs 640a, 640b, and/or 640c to which it is connected. In addition, each of the RNCs 642a, 642b may be configured to carry out or support other functionality, such as outer loop power control, load control, admission control, packet scheduling, handover control, macrodiversity, security functions, data encryption, and the like.

[0131] The core network 606 shown in FIG. 6B may include a media gateway (MGW) 644, a mobile switching center (MSC) 646, a serving GPRS support node (SGSN) 648, and/or a gateway GPRS support node (GGSN) 650. While each of the foregoing elements are depicted as part of the core network 606, it will be appreciated that any one of these elements may be owned and/or operated by an entity other than the core network operator.

[0132] The RNC 642a in the RAN 603 may be connected to the MSC 646 in the core network 606 via an IuCS interface. The MSC 646 may be connected to the MGW 644. The MSC 646 and the MGW 644 may provide the devices 602a, 602b, and/or 602c and/or the wearable device with access to circuit-switched networks, such as the PSTN 608, to facilitate communications between the devices 602a, 602b, and/or 602c and/or the wearable device and traditional land-line communications devices.

[0133] The RNC 642a in the RAN 603 may also be connected to the SGSN 648 in the core network 606 via an IuPS interface. The SGSN 648 may be connected to the GGSN 650. The SGSN 648 and the GGSN 650 may provide the devices 602a, 602b, and/or 602c and/or the wearable device with access to packet-switched networks, such as the Internet 610, to facilitate communications between and the devices 602a, 602b, and/or 602c and/or the wearable device and IP-enabled devices.

[0134] As noted above, the core network 606 may also be connected to the networks 612, which may include other wired or wireless networks that are owned and/or operated by other service providers.

[0135] FIG. 6C depicts a system diagram of the RAN 604 and the core network 607 according to an embodiment. As noted above, the RAN 604 may employ an E-UTRA radio technology to communicate with the devices 602a, 602b, and/or 602c and/or the wearable device over the air interface 616. The RAN 604 may also be in communication with the core network 607.

[0136] The RAN 604 may include eNode-Bs 660a, 660b, and/or 660c, though it will be appreciated that the RAN 604 may include any number of eNode-Bs while remaining consistent with an embodiment. The eNode-Bs 660a, 660b, and/or 660c may each include one or more transceivers for communicating with the devices 602a, 602b, and/or 602c and/or the wearable

device over the air interface 616. In one embodiment, the eNode-Bs 660a, 660b, and/or 660c may implement MIMO technology. Thus, the eNode-B 660a, for example, may use multiple antennas to transmit wireless signals to, and receive wireless signals from, the device 602a and/or the wearable device.

[0137] Each of the eNode-Bs 660a, 660b, and/or 660c may be associated with a particular cell (not shown) and may be configured to handle radio resource management decisions, handover decisions, scheduling of users in the uplink and/or downlink, and the like. As shown in FIG. 6C, the eNode-Bs 660a, 660b, and/or 660c may communicate with one another over an X2 interface.

[0138] The core network 607 shown in FIG. 6C may include a mobility management gateway (MME) 662, a serving gateway 664, and a packet data network (PDN) gateway 666. While each of the foregoing elements are depicted as part of the core network 607, it will be appreciated that any one of these elements may be owned and/or operated by an entity other than the core network operator.

[0139] The MME 662 may be connected to each of the eNode-Bs 660a, 660b, and/or 660c in the RAN 604 via an S1 interface and may serve as a control node. For example, the MME 662 may be responsible for authenticating users of the devices 602a, 602b, and/or 602c and/or the wearable device, bearer activation/deactivation, selecting a particular serving gateway during an initial attach of the devices 602a, 602b, and/or 602c and/or the wearable device, and/or the like. The MME 662 may also provide a control plane function for switching between the RAN 604 and other RANs (not shown) that employ other radio technologies, such as GSM or WCDMA.

[0140] The serving gateway 664 may be connected to each of the eNode-Bs 660a, 660b, and/or 660c in the RAN 604 via the S1 interface. The serving gateway 664 may generally route and forward user data packets to/from the devices 602a, 602b, and/or 602c and/or the wearable device. The serving gateway 664 may also perform other functions, such as anchoring user planes during inter-eNode B handovers, triggering paging when downlink data is available for the devices 602a, 602b, and/or 602c and/or the wearable device, managing and storing contexts of the devices 602a, 602b, and/or 602c and/or the wearable device, and/or the like.

[0141] The serving gateway 664 may also be connected to the PDN gateway 666, which may provide the devices 602a, 602b, and/or 602c and/or the wearable device with access to packet-switched networks, such as the Internet 610, to facilitate communications between the devices 602a, 602b, and/or 602c and/or the wearable device and IP-enabled devices.

[0142] The core network 607 may facilitate communications with other networks. For example, the core network 607 may provide the devices 602a, 602b, and/or 602c and/or the wearable device with access to circuit-switched networks, such as the PSTN 608, to facilitate communications between the devices 602a, 602b, and/or 602c and/or the wearable device and traditional land-line communications devices. For example, the core network 607 may include, or may communicate with, an IP gateway (e.g., an IP multimedia subsystem (IMS) server) that serves as an interface between the core network 607 and the PSTN 608. In addition, the core network 607 may provide the devices 602a, 602b, and/or 602c and/or the wearable device with access to the networks 612, which may include other wired or wireless networks that are owned and/or operated by other service providers.

[0143] FIG. 6D depicts a system diagram of the RAN 605 and the core network 609 according to an embodiment. The RAN 605 may be an access service network (ASN) that employs IEEE 802.16 radio technology to communicate with the devices 602a, 602b, and/or 602c and/or the wearable device over the air interface 617. As will be further discussed below, the communication links between the different functional entities of the devices 602a, 602b, and/or 602c and/or the wearable device, the RAN 605, and the core network 609 may be defined as reference points.

[0144] As shown in FIG. 6D, the RAN 605 may include base stations 680a, 680b, and/or 680c, and an ASN gateway 682, though it will be appreciated that the RAN 605 may include any number of base stations and ASN gateways while remaining consistent with an embodiment. The base stations 680a, 680b, and/or 680c may each be associated with a particular cell (not shown) in the RAN 605 and may each include one or more transceivers for communicating with the devices 602a, 602b, and/or 602c and/or the wearable device over the air interface 617. In one embodiment, the base stations 680a, 680b, and/or 680c may implement MIMO technology. Thus, the base station 680a, for example, may use multiple antennas to transmit wireless signals to, and receive wireless signals from, the device 602a and/or the wearable device. The base stations 680a, 680b, and/or 680c may also provide mobility management functions, such as handoff triggering, tunnel establishment, radio resource management, traffic classification, quality of service (QoS) policy enforcement, and the like. The ASN gateway 682 may serve as a traffic aggregation point and may be responsible for paging, caching of subscriber profiles, routing to the core network 609, and the like.

[0145] The air interface 617 between the devices 602a, 602b, and/or 602c and/or the wearable device and the RAN 605 may be defined as an R1 reference point that implements the IEEE 802.16 specification. In addition, each of the devices 602a, 602b, and/or 602c and/or the

wearable device may establish a logical interface (not shown) with the core network 609. The logical interface between the devices 602a, 602b, and/or 602c and/or the wearable device and the core network 609 may be defined as an R2 reference point, which may be used for authentication, authorization, IP host configuration management, and/or mobility management.

[0146] The communication link between each of the base stations 680a, 680b, and/or 680c may be defined as an R8 reference point that includes protocols for facilitating device or WTRU handovers and the transfer of data between base stations. The communication link between the base stations 680a, 680b, and/or 680c and the ASN gateway 682 may be defined as an R6 reference point. The R6 reference point may include protocols for facilitating mobility management based on mobility events associated with each of the devices 602a, 602b, and/or 602c and/or the wearable device.

[0147] As shown in FIG. 6D, the RAN 605 may be connected to the core network 609. The communication link between the RAN 605 and the core network 609 may be defined as an R3 reference point that includes protocols for facilitating data transfer and mobility management capabilities, for example. The core network 609 may include a mobile IP home agent (MIP-HA) 684, an authentication, authorization, accounting (AAA) server 686, and a gateway 688. While each of the foregoing elements are depicted as part of the core network 609, it will be appreciated that any one of these elements may be owned and/or operated by an entity other than the core network operator.

[0148] The MIP-HA may be responsible for IP address management, and may enable the devices 602a, 602b, and/or 602c and/or the wearable device to roam between different ASNs and/or different core networks. The MIP-HA 684 may provide the devices 602a, 602b, and/or 602c and/or the wearable device with access to packet-switched networks, such as the Internet 610, to facilitate communications between the devices 602a, 602b, and/or 602c and/or the wearable device and IP-enabled devices. The AAA server 686 may be responsible for user authentication and for supporting user services. The gateway 688 may facilitate interworking with other networks. For example, the gateway 688 may provide the devices 602a, 602b, and/or 602c and/or the wearable device with access to circuit-switched networks, such as the PSTN 608, to facilitate communications between the devices 602a, 602b, and/or 602c and/or the wearable device and traditional land-line communications devices. In addition, the gateway 688 may provide the devices 602a, 602b, and/or 602c and/or the wearable device with access to the networks 632, which may include other wired or wireless networks that are owned and/or operated by other service providers.

[0149] Although not shown in FIG. 6D, it should, may, and/or will be appreciated that the RAN 605 may be connected to other ASNs and the core network 609 may be connected to other core networks. The communication link between the RAN 605 the other ASNs may be defined as an **R4** reference point, which may include protocols for coordinating the mobility of the devices 602a, 602b, and/or 602c and/or the wearable device between the RAN 605 and the other ASNs. The communication link between the core network 609 and the other core networks may be defined as an R5 reference, which may include protocols for facilitating **interworking** between home core networks and visited core networks.

[0150] Although the terms device, system, terminal, and/or the like may be used herein, it may and should be understood that the use of such terms may be used interchangeably and, as such, may not be distinguishable. Further, although the terms motion data, movement data, and/or the like may be used herein, it may and should be understood that the use of such terms may be used interchangeably and, as such, may not be distinguishable. Additionally, although the terms motion, movement, and/or the like may be used herein, it may and should be understood that the use of such terms may be used interchangeably and, as such, may not be distinguishable.

[0151] Further, although features and elements are described above in particular combinations, one of ordinary skill in the art will appreciate that each feature or element can be used alone or in any combination with the other features and elements. In addition, the methods described herein may be implemented in a computer program, software, or firmware **incorporated** in a computer-readable medium for execution by a computer or processor. Examples of computer-readable media include electronic signals (transmitted over wired or wireless connections) and computer-readable storage media. Examples of computer-readable storage media include, but are not limited to, a read only **memory** (ROM), a random access **memory** (RAM), a register, cache memory, semiconductor memory- devices, magnetic media such as internal hard disks and removable disks, magneto-optical media, and optical media such as CD-ROM disks, and digital versatile disks (DVDs). A processor in association with software may be used to implement a radio frequency transceiver for use in a WTRU, UE, terminal, base station, **RNC**, or any host computer.

What is claimed:

1. A method for **determining** an effective viewing **time** of an advertisement displayed **on a device** such that a price for the advertisement may be based **on the** effective viewing time, the method comprising:
 - measuring first movement data based on a first movement of the device;
 - rendering an advertisement on the device;
 - determining a time of displaying **the** advertisement on the device;
 - measuring during the time of displaying the advertisement, second movement data based on a second movement of the device; and
 - sending **the** first movement data, **the** second movement data, and the time to an advertisement system such **that the** effective viewing time for the advertisement is configured to be calculated based on the first movement data, the second movement data, and the time.
2. **The** method of claim 1, wherein **the** first movement data and the second movement data are configured to be used to generate a weighting factor that may be multiplied with the time an advertisement is displayed to calculate the effective viewing time.
3. **The method** of claim 2, wherein the effective viewing time is associated **with** or used to determine the **price** for the advertisement.
4. **The** method of claim 1, wherein the first movement data is configured to be measured before the advertisement is rendered on **the** device.
5. The method of claim 1, further comprising measuring a click **of the** advertisement, wherein the price is based on the effective viewing time and the click of the advertisement.
6. The method of claim 1, wherein a core motion framework and cost per second library **in** the device is configured **to** measure or determine the first movement data and/or **the** second movement data.
7. The method of claim 1, **further** comprising measuring **third** movement data based on a third movement and sending the third movement data to the advertisement system for

determining change on behavior due to the advertisement by comparing the first movement data, the second movement data and the third movement data.

8. The method of claim 1, wherein the first movement data is configured to be measured during consuming content or using application to which the advertisement to be rendered is associated.

9. A device for determining an effective viewing time of an advertisement displayed such that a price for the advertisement may be based on **the** effective viewing time, the device being configured **at** least in part to:

measure first movement data based **on** a first movement **of** the device;

render an advertisement **on the** device;

determine a time of displaying the advertisement on the device;

measure during the time of displaying **the** advertisement, second movement data based on a second movement **of the** device; and

send **the** first movement data, **the** second movement data, and the time to an advertisement system such that the effective viewing time for the advertisement is configured **to** be calculated based on the first movement data, the second movement data, and the **time**.

10. The device of claim 9, wherein the first movement data and the second movement data are configured to be used to generate a weighting factor that may be multiplied with the time an advertisement is displayed to calculate the effective viewing time.

11. **The** device of claim 10, wherein the effective **viewing** time is associated with or used **to determine** the price for the advertisement.

12. The device of claim 9, wherein **the** first movement data is configured to be measured before the advertisement is rendered on the device.

13. **The** device of claim 9, wherein the device is further configured to measure a click of the advertisement, wherein the price is based on the effective viewing time and the click of the advertisement.

14. **The** device of claim 9, wherein a core motion framework and cost per second library ~~in~~ the device is configured to measure or determine the first movement data and/or ~~the~~ second movement data.

15. The device of claim 9, wherein the device is further configured to measure third movement data based on a third movement and send the third movement data to the advertisement system for determining change on behavior due to the advertisement by comparing the first movement data, the second movement data and the third movement data.

16. **The** device of claim 9, wherein the first movement data is configured **to be** measured during consuming content or using application to which the advertisement to be rendered is associated.

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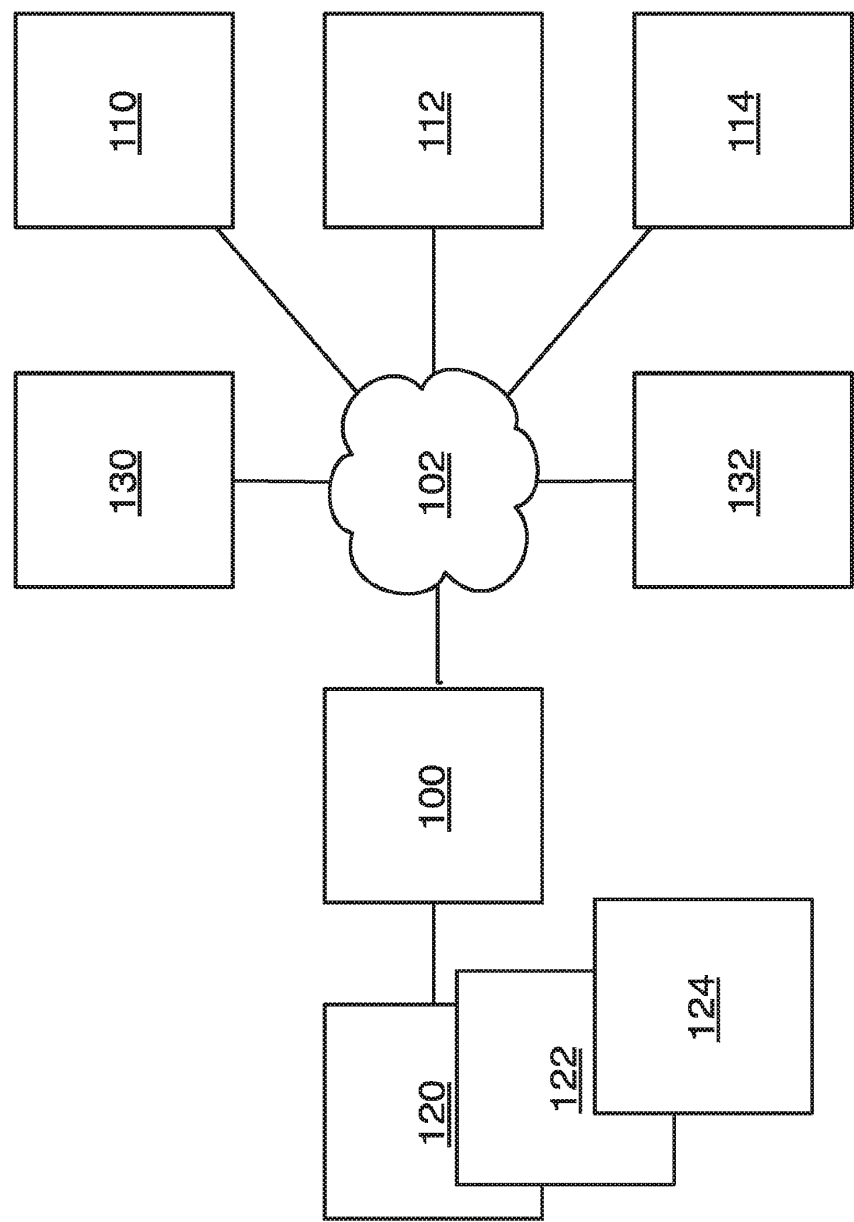


FIG. 1

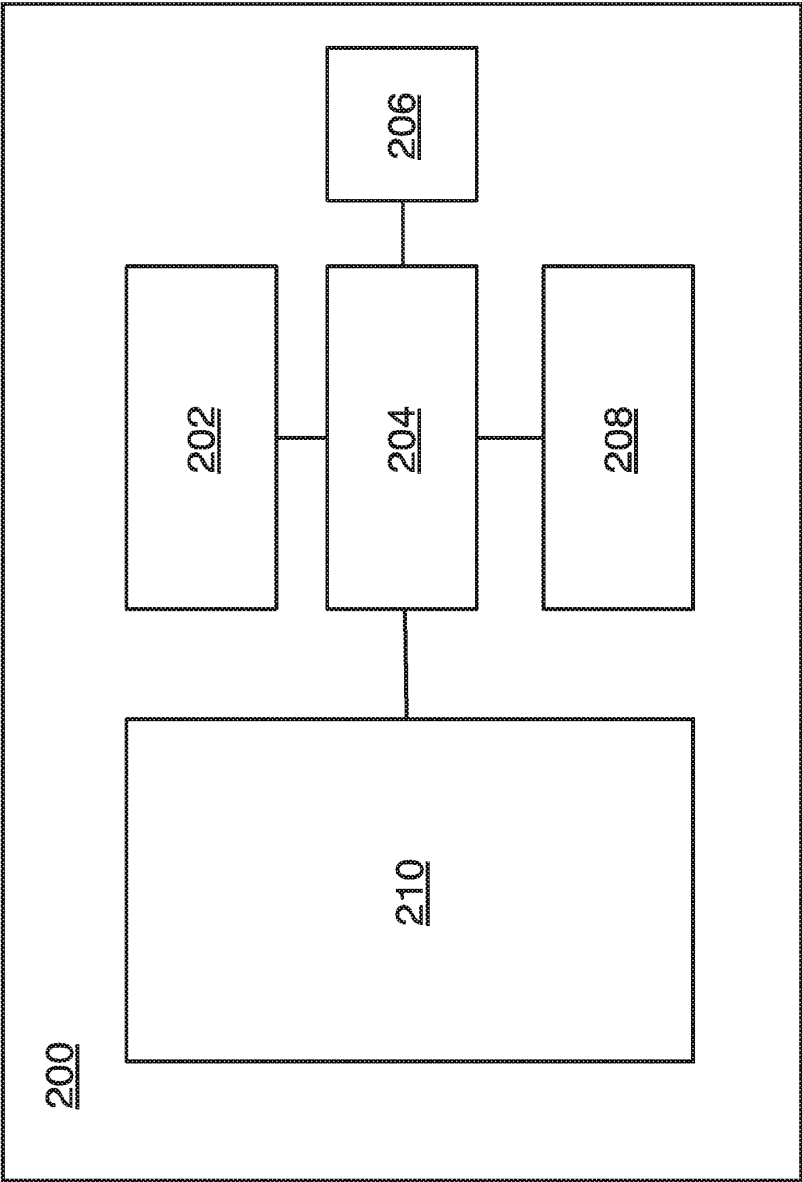
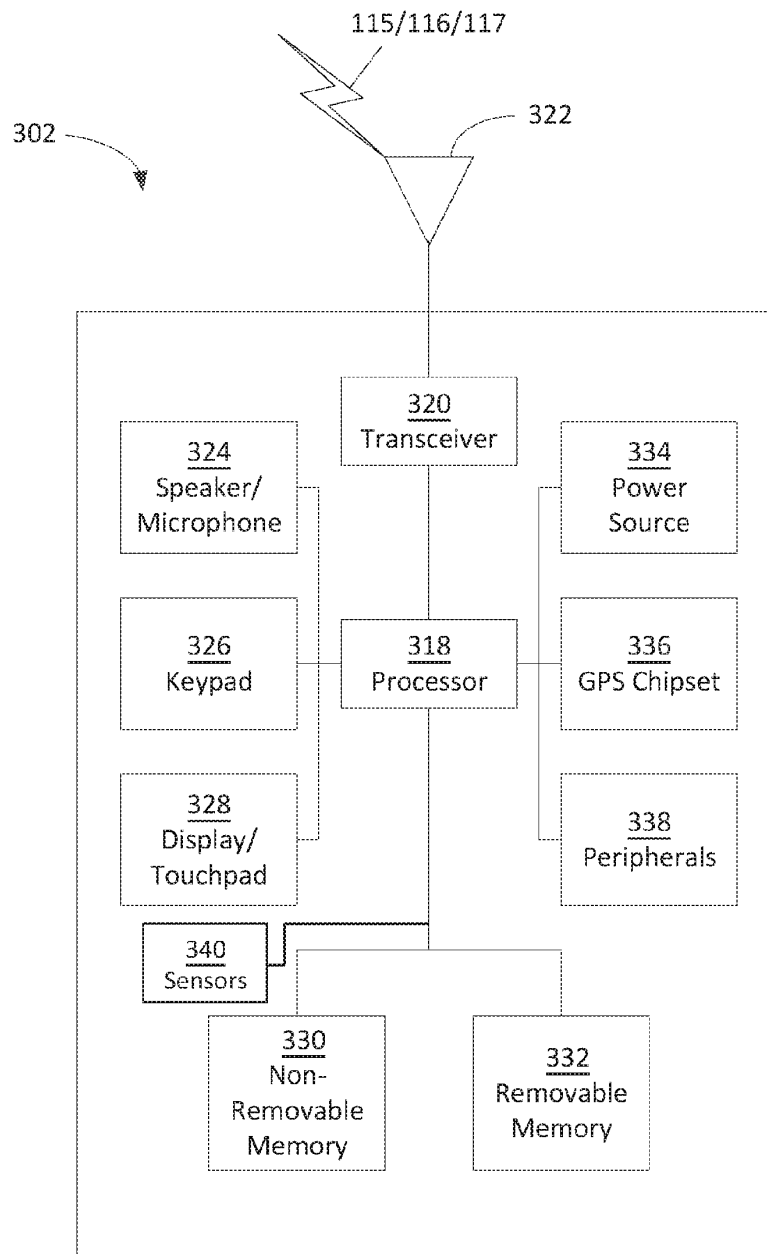


FIG. 2

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**FIG. 3**

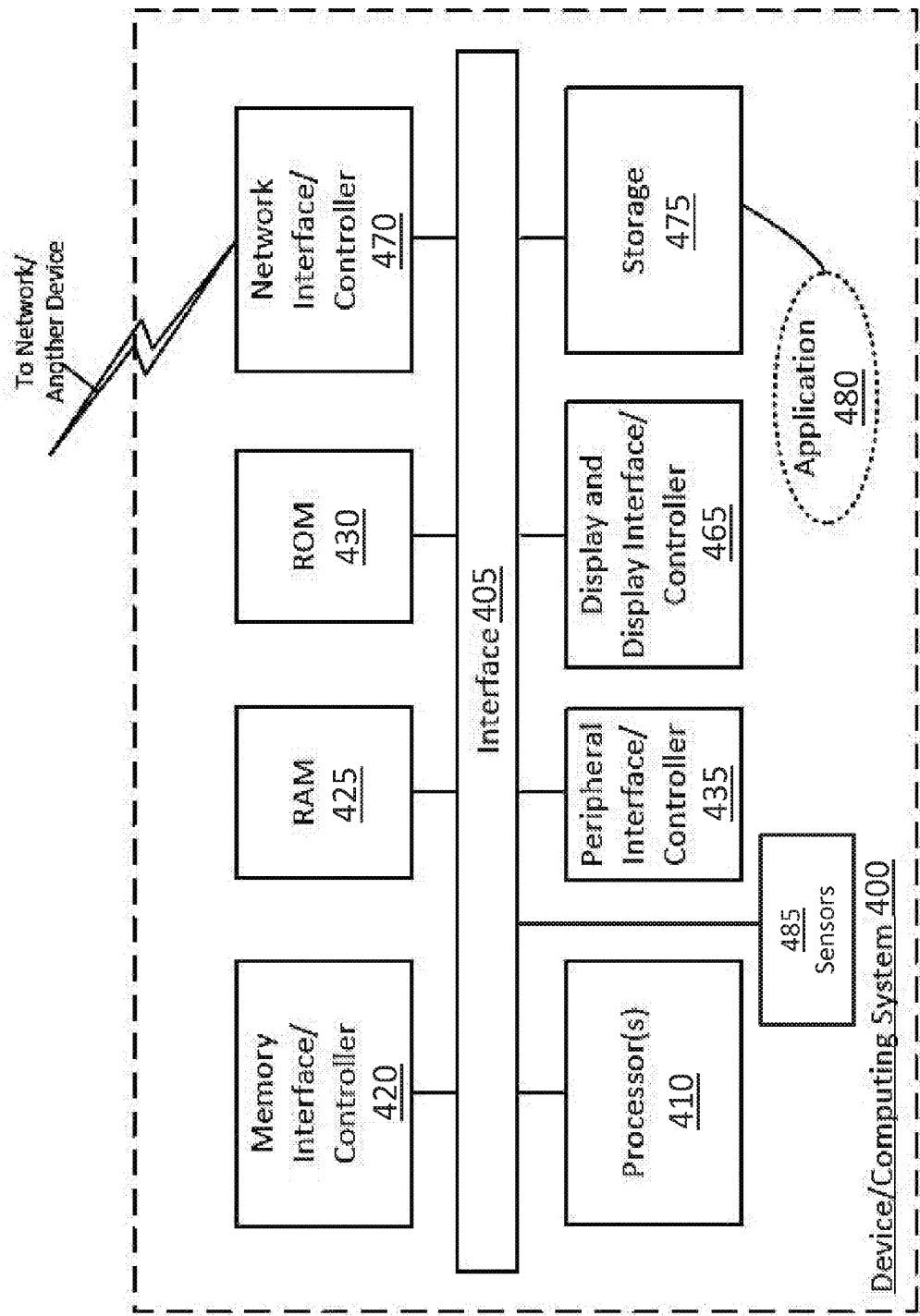


FIG. 4

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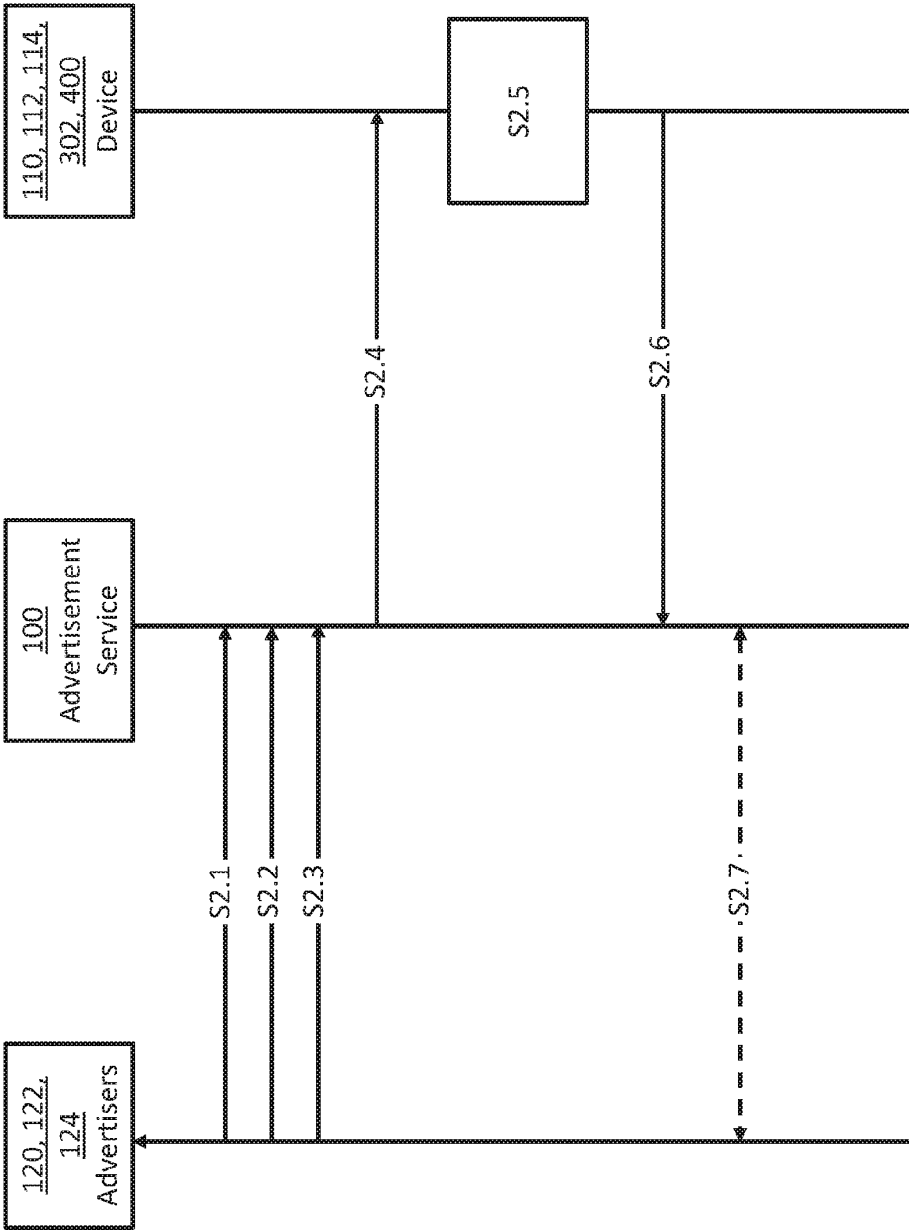


FIG. 5A

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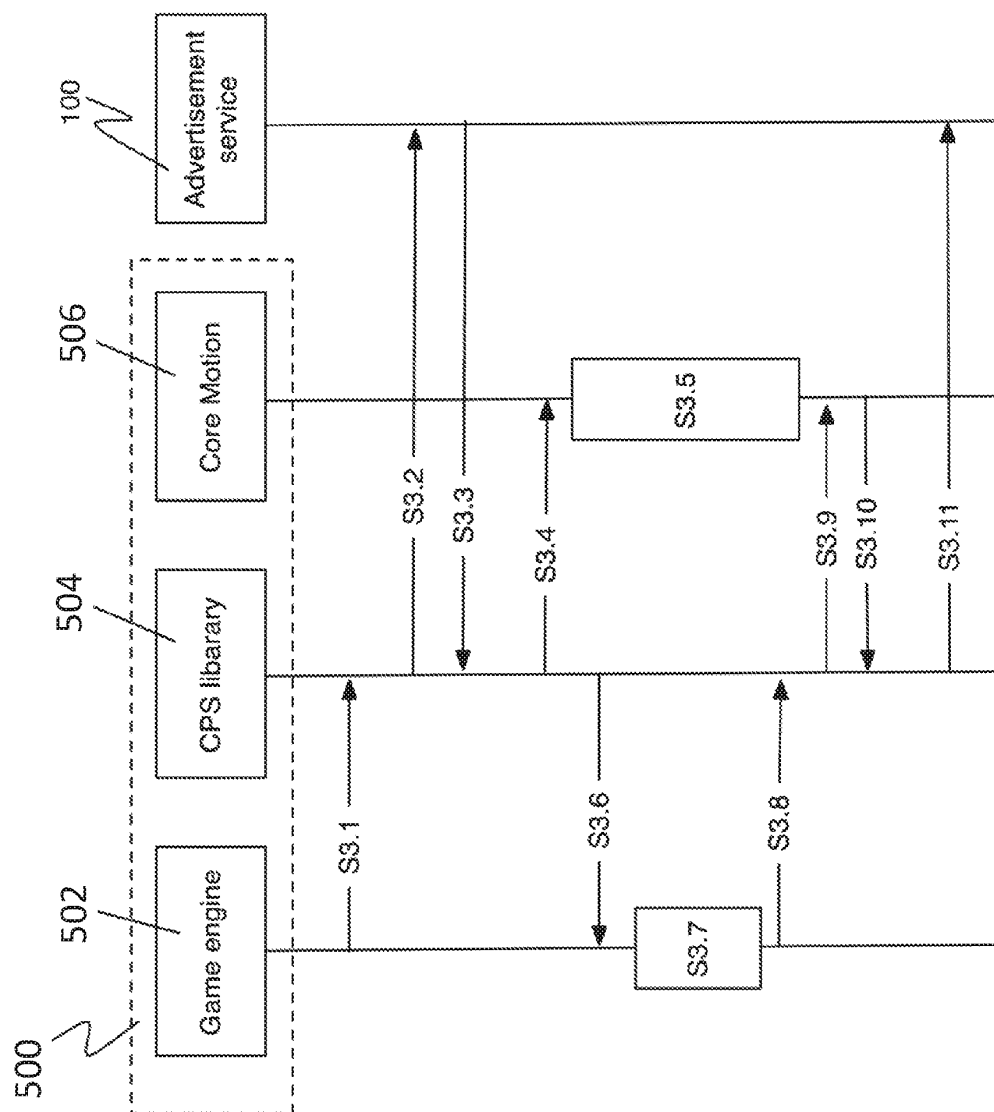


FIG. 5B

100

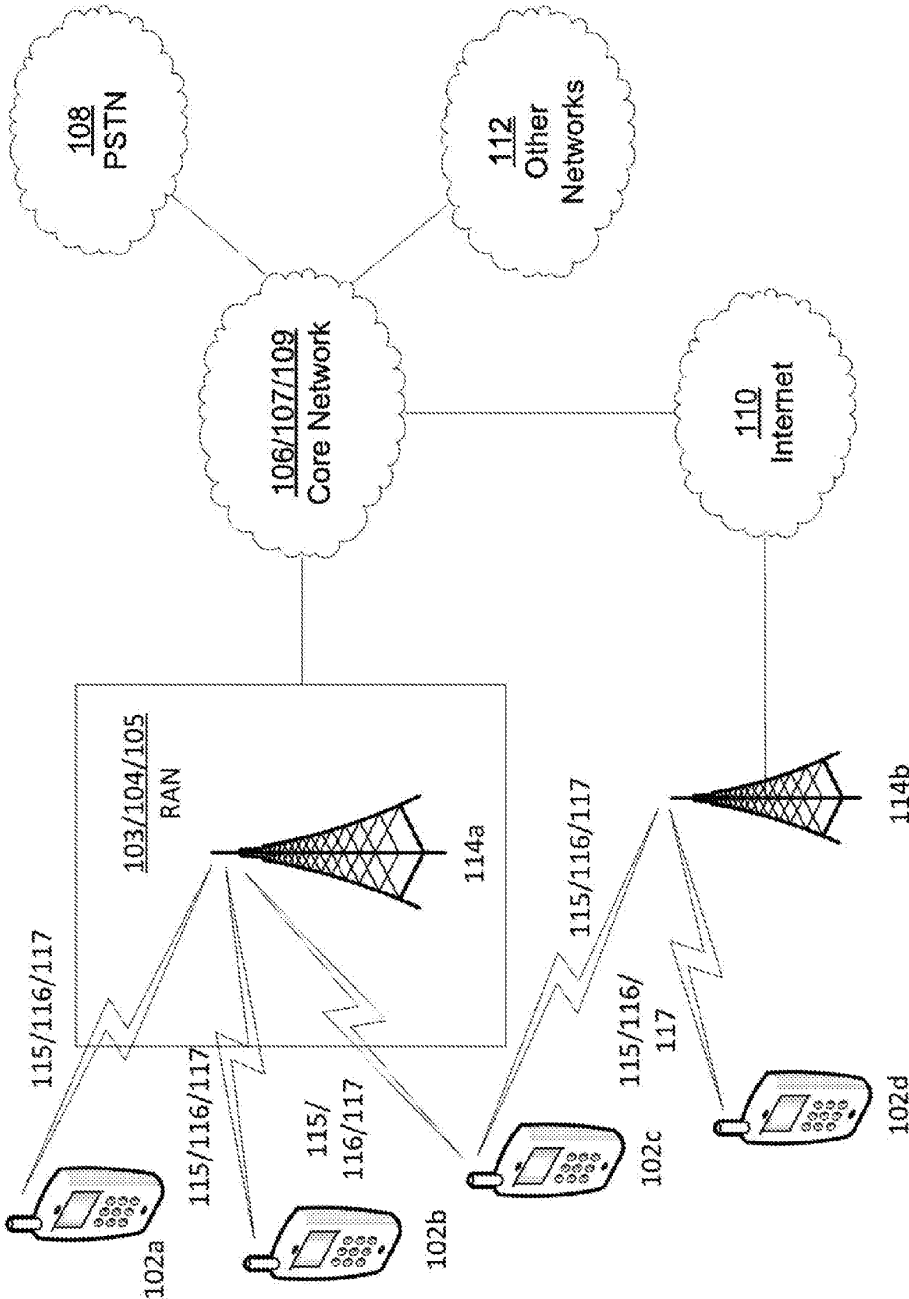


FIG. 6A

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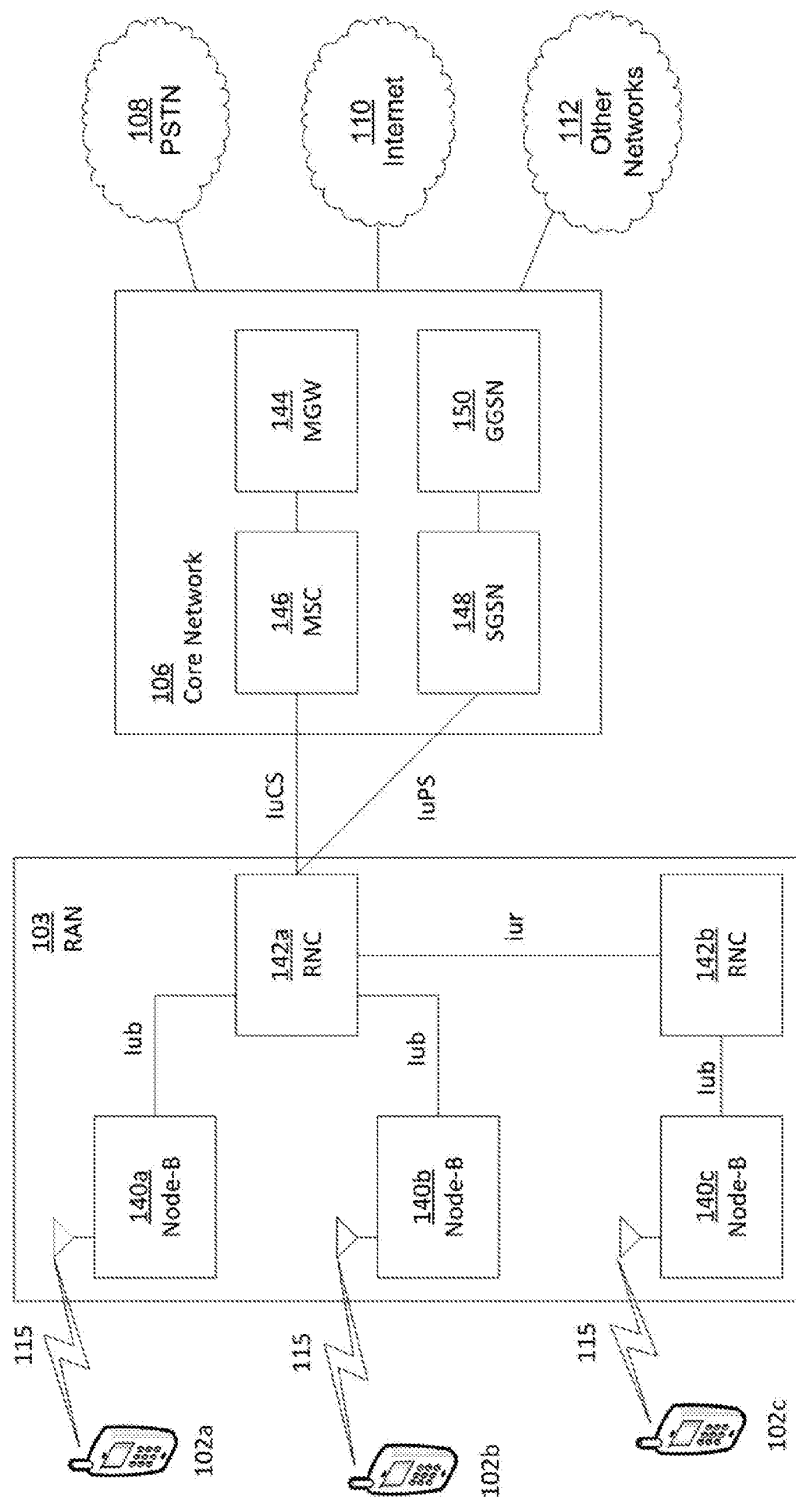


FIG. 6B

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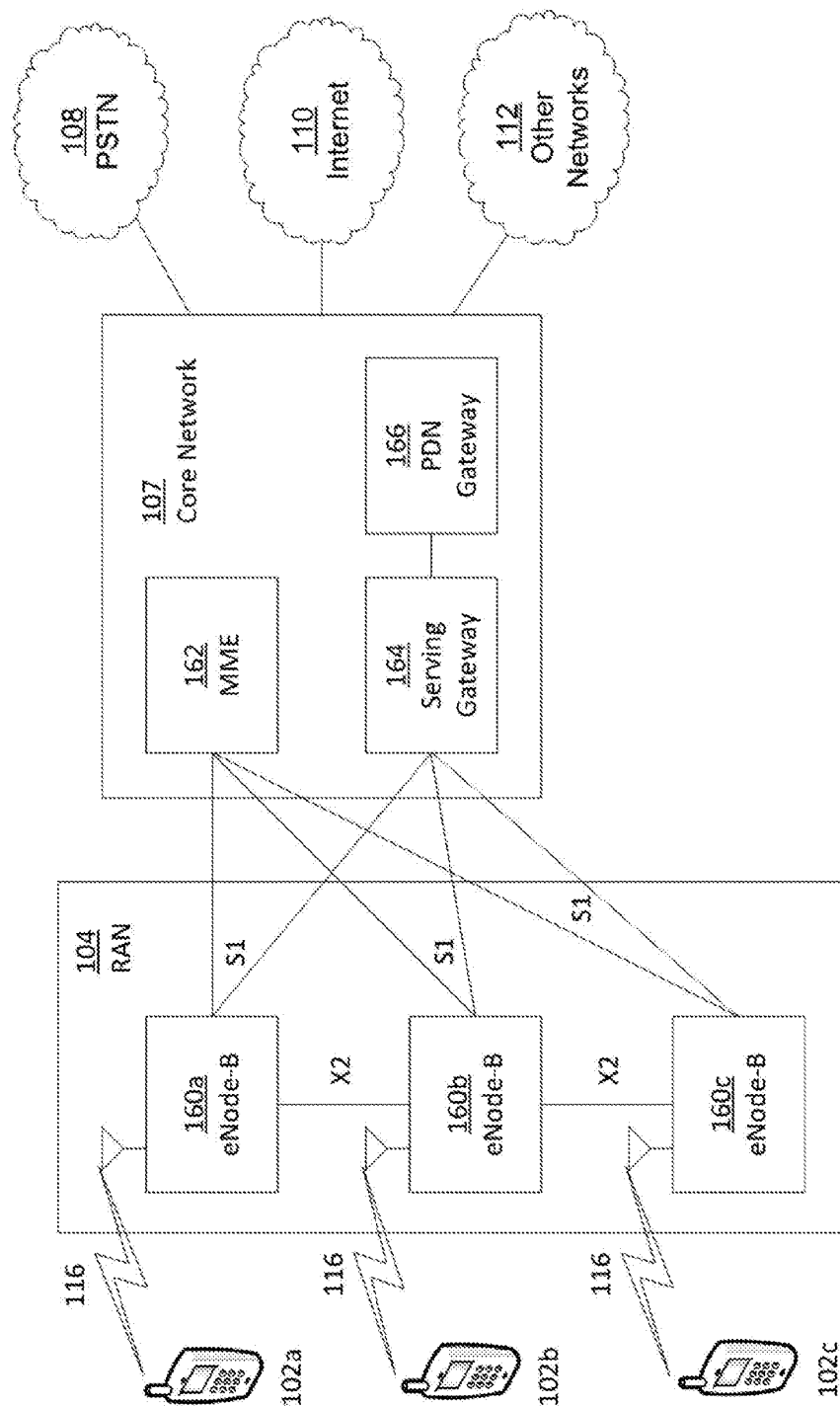


FIG. 6C

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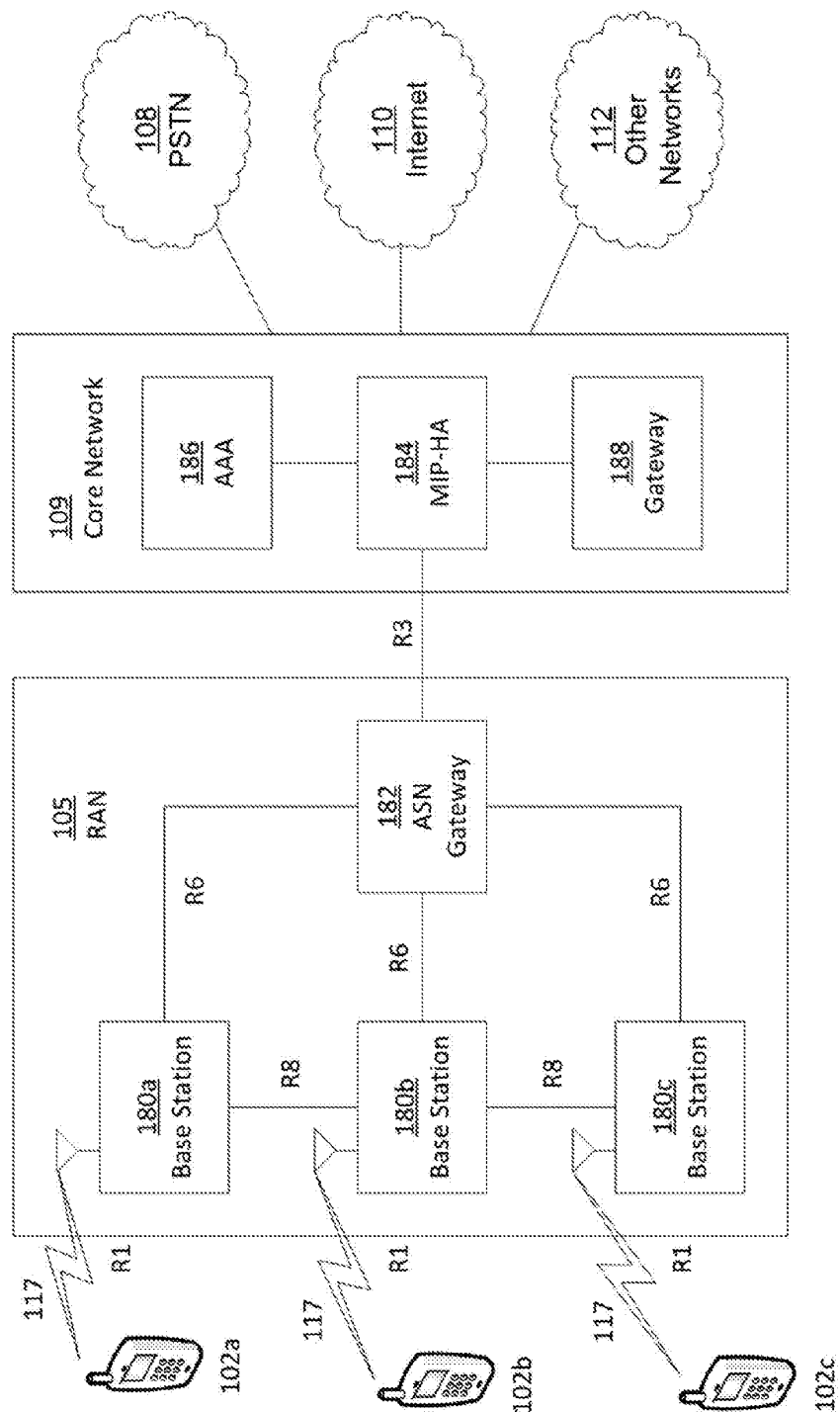


FIG. 6D

INTERNATIONAL SEARCH REPORT

International application No

PCT/US2016/014495

A. CLASSIFICATION OF SUBJECT MATTER INV. G06Q30/02 ADD.		
According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) G06Q		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) EPO-Internal , WPI Data		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	us 2012/158520 AI (MOMEYER BRIAN [US] ET AL) 21 June 2012 (2012-06-21) the whole document -----	1-16
X	us 2013/211923 AI (YUI LL CAMERON [US] ET AL) 15 August 2013 (2013-08-15) the whole document -----	1-16
X	us 2010/057558 AI (YANO HI RONO RI [JP]) 4 March 2010 (2010-03-04) the whole document -----	1-16
X	us 2008/052157 AI (KADAMBI JAYANT [US] ET AL) 28 February 2008 (2008-02-28) the whole document -----	1-16
X	us 2008/028064 AI (GOYAL PRABHAKAR [US] ET AL) 31 January 2008 (2008-01-31) the whole document -----	1-16
☐ Further documents are listed in the continuation of Box C. ☒ See patent family annex.		
* Special categories of cited documents : "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "C" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application, but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family		
Date of the actual completion of the international search 8 April 2016		Date of mailing of the international search report 18/04/2016
Name and mailing address of the ISA/ European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Fax: (+31-70) 340-3016		Authorized officer Multhal er, Evelyn

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/US2016/014495

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2012158520	AI	21-06 -2012	CN 103229204 A 31-07 -2013
			EP 2652689 AI 23-10 -2013
			JP 5769815 B2 26-08 -2015
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			WO 2012082170 AI 21-06 -2012

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us 2010057558	AI	04-03 -2010	JP 2010061218 A 18-03 -2010
			US 2010057558 AI 04-03 -2010

us 2008052157	AI	28-02 -2008	NONE

us 2008028064	AI	31-01 -2008	NONE

Monday Business; Republicans Work for Change With E-Commerce Site; Web: RepublicanShopping.com takes political fund-raising into new territory by offering goods online and getting a cut of profit.: [Home Edition]

Author: Kaplan, Karen

Publication info: Los Angeles Times [Los Angeles, Calif] 28 Aug 2000: 1.

ProQuest document link

Abstract (summary): GOP honcho [John McGraw] was introduced to Ebates.com by Deepak Kamra, a Silicon Valley venture capitalist and friend who sits on Ebates.com's board. They immediately realized they could create a Republican version of Ebates.com and route the commissions to the California GOP instead of to shoppers.

Ebates.com essentially duplicated its online mall for the Republicans. The company included the same list of merchants and used its core technology to set up RepublicanShopping.com, at <http://www.republicanshopping.com>. Financial terms of the arrangement were not disclosed, but advertising and marketing considerations factored heavily in the deal, [Alessandro Isolani] said.

In the nearly three weeks since the site launched, the average visitor to RepublicanShopping.com is spending about 50% more per visit than the average Ebates.com shopper, Isolani said. The company has not tallied how much money has been raised for the state GOP so far. Ebates will cut checks to the California Republican Party once a month.

Links: USPTO Full Text Access

Full text: Forget "Prosperity With a Purpose." On the Internet, the Republican Party's motto is becoming "Purchasing With a Purpose."

At RepublicanShopping.com, the purchase of a \$225 bottle of Dom Perignon champagne nets \$18 for the California Republican Party. Spend \$899.99 on a set of Callaway Golf irons, and the state GOP receives \$89.99. Splurge on a \$2,415 diamond tennis bracelet, and a check for \$289.80 is sent to state party coffers. Several political Web sites, supporting both Republicans and Democrats, have long included links to online stores where partisans can buy campaign T-shirts, bumper stickers and even T-bone steaks. But RepublicanShopping.com breaks new ground in politics by harnessing those purchases for fund-raising purposes. And it may become a model of Internet marketing for other nonprofit organizations looking for new ways to tap supporters.

RepublicanShopping.com is the high-tech equivalent of selling Girl Scout cookies. Like the Scouts, the GOP is hawking merchandise made by others and pocketing a portion of the profit, which it will use to support its political candidates.

"There's a high brand loyalty when it comes to voting Republican," said Stuart DeVeaux, the California Republican Party's communications director, who came up with the idea for RepublicanShopping.com with state party Chairman John McGraw. "We believe we can extend that to high brand purchasing loyalty."

The attraction for rank-and-file Republicans plays on the same feelings of community identity that drive the popularity of "affinity" credit cards, which send a percentage of a cardholder's purchases to an earmarked charity. If you're going to shop, you might as well help your favorite cause in the process.

So far, the nearly 3-week-old Web site is set up to collect money only for Republican candidates running for statewide office in California. But the state GOP plans to extend the fund-raising mechanism to include options for supporting Republican candidates in at least 15 other states before election day and, ultimately, the national party.

Though the e-commerce initiative offers a tantalizing combination of money, politics and technology, some observers are skeptical that it will generate a significant amount of funding for Republicans. After all, the

Republican National Committee already has raised more than \$308 million for the current election cycle, with presidential candidate George W. Bush raising a record \$90 million for his campaign alone.

"I don't know that it will be a roaring success," said Kenneth Gross, an election law expert in Washington, of the site.

But such online fund-raising could become a helpful source of money for state parties, individual candidates and voter initiatives, according to Republicans. It also has the potential to broaden the traditional base of GOP donors to include more party faithful and could reduce the need for more expensive fund-raising activities such as direct mailings, phone solicitations and elaborate events for big donors, DeVeaux said.

"This is going to help us create a self-sustaining party," DeVeaux said. "It's 100% within the Republican ideology of creating self-sufficiency and long-term fiscal planning."

It turns out that the Republicans' idea has much in common with a San Francisco firm called Ebates.com. For 15 months, Ebates.com has been running a Web site that lets shoppers buy goods from more than 400 online merchants, such as Barnesandnoble.com and Pets.com, and collect rebates from their purchases.

Ebates.com takes advantage of a widespread Web marketing technique in which online merchants offer commissions to Web sites that send shoppers their way. Under such "affiliate marketing" arrangements, if a hypothetical Web site called FancyCooking.com sends Julia Child to an online kitchen goods store called GourmetSupplies.com and Child spends \$100 on the site, GourmetSupplies.com would pay FancyCooking.com about \$5 or \$10 for the referral.

Ebates.com has set up hundreds of affiliated marketing agreements, but instead of keeping the 2%-to-40% commissions for itself, it passes the rebates (which typically fall in the 10%-to- 12% range) along to shoppers who visit <http://www.ebates.com>. That helps Ebates.com generate traffic for its site, which in turn can lead to lucrative advertising and marketing deals, said co-founder Alessandro Isolani.

GOP honcho McGraw was introduced to Ebates.com by Deepak Kamra, a Silicon Valley venture capitalist and friend who sits on Ebates.com's board. They immediately realized they could create a Republican version of Ebates.com and route the commissions to the California GOP instead of to shoppers.

Ebates.com essentially duplicated its online mall for the Republicans. The company included the same list of merchants and used its core technology to set up RepublicanShopping.com, at [http://](http://www.republicanshopping.com)

www.republicanshopping.com. Financial terms of the arrangement were not disclosed, but advertising and marketing considerations factored heavily in the deal, Isolani said.

Some of the online merchants that do business with Ebates.com were surprised to learn that their sites had become affiliated with a Republican cause. But because they aren't making any direct contributions, they don't seem to mind.

"I don't think it's showing that we're supporting the Republicans," said Leasa Ireland, a spokeswoman for Santa Monica-based EHobbies.com Inc., which operates an online hobby shop. "We want to be available to as many people in as many places as possible."

In the nearly three weeks since the site launched, the average visitor to RepublicanShopping.com is spending about 50% more per visit than the average Ebates.com shopper, Isolani said. The company has not tallied how much money has been raised for the state GOP so far. Ebates will cut checks to the California Republican Party once a month.

A site like RepublicanShopping.com is fair game in California and about 15 other states where there are no restrictions on who can donate to political causes. Federal election laws prohibit corporations from contributing to candidates running for Congress or the presidency, and many states have adopted the same rules for state and local office seekers.

Ebates.com will sign the checks that are sent to the Republicans, but the money is being donated by individuals, DeVeaux said. Therefore, political candidates and ballot initiatives throughout the country should be able to accept contributions from RepublicanShopping.com without violating campaign finance rules, he said.

Just to be safe, the California Republican Party plans to ask the Federal Election Commission for an advisory opinion on the matter.

In 1979, the FEC scuttled an affinity credit card program that would have funneled commissions to the Republican National Committee. The FEC objected to the program because the bank's support of the credit card would have amounted to a corporate contribution to Republican candidates, said election law expert Gross, who served as head of enforcement for the FEC.

But the commission has kept an open mind about the Internet, and with the right conditions in place to protect donors, Gross predicts there's a "better than 50% chance" that the FEC will approve RepublicanShopping.com for nationwide use.

Neither the Democratic National Committee nor Al Gore's presidential campaign had any comment on RepublicanShopping.com. The DNC has established a Web site called FreeDem.com with Waltham, Mass.-based IBelong.com Inc. that includes links to online merchants such as Buy.com and ENutrition.com. But the money raised from those purchases is used to offset the cost of offering free Internet access and e-mail accounts, said DNC spokesman Rick Hess.

But Ebates.com has contacted the vice president's party, and Isolani said the company is eager to work with anyone who wants to use its technology to raise money.

"This is the democratization of campaign contributions," he said.

*

Times staff writer Karen Kaplan can be reached at karen.kaplan@latimes.com.

References

Message No: ..ACCN: 00080718

Illustration

Caption: PHOTO: (2 photos) California Republican Party Chairman John McGraw, left, and Stuart DeVeaux, communications director, came up with Web site idea.; PHOTOGRAPHER: IRIS SCHNEIDER / Los Angeles Times

Credit: TIMES STAFF WRITER

Subject: Web sites;Fund raising;Electronic commerce

Company / organization: Company / organization Name: Republican Party; NAICS: 813940;

Subtitle: [Home Edition]

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Bibliography

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Kaplan, K. (2000, Aug 28). Monday business; republicans work for change with E-commerce site; web: RepublicanShopping.com takes political fund-raising into new territory by offering goods online and getting a cut of profit.: Home edition]. Los Angeles Times Retrieved from <https://dialog.proquest.com/professional/docview/421565551?accountid=161862>

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 16/422,106		Filing Date 05/24/2019		☐ 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), (l), 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(j))		minus 20 =	*	x \$100 =						
INDEPENDENT CLAIMS (37 CFR 1.16(h))		minus 3 =	*	x \$460 =						
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))		If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).								
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))										
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL						
APPLICATION AS AMENDED - PART II										
		(Column 1)	(Column 2)	(Column 3)						
AMENDMENT	05/28/2020	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)			
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	x \$100 =		0		
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0	x \$460 =		0		
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE		0		
AMENDMENT		(Column 1)	(Column 2)	(Column 3)						
		CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)			
	Total (37 CFR 1.16(i))	*	Minus	**	=	x \$0 =				
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =				
	☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))										
						TOTAL ADD'L FEE				
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.						LDRC				
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".						/EVA V GILLIS/				
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".										
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.										

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

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: John E. DeTitta

Confirmation No.: 9506

Serial No.: 16/422,106

Group Art Unit: 3638

Filed: 05/24/2019

Examiner: Unassigned

Title: METHODS, SYSTEMS, AND APPARATUS FOR
FINANCING PROJECTS

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

Preliminary Amendment

Dear Sir:

Prior to examination, please amend the above-identified patent application as follows.

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

Remarks begin on page 9.

Electronic Acknowledgement Receipt	
EFS ID:	39557346
Application Number:	16422106
International Application Number:	
Confirmation Number:	9506
Title of Invention:	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	23405
Filer:	Rachel L. Pearlman/Karen Scipio
Filer Authorized By:	Rachel L. Pearlman
Attorney Docket Number:	5363.008C
Receipt Date:	28-MAY-2020
Filing Date:	24-MAY-2019
Time Stamp:	08:35:21
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		H1756474.pdf	111373	yes	9
			1b6d2d0a47f68a4b5ccaa5f11bd54dd4ed9d5407		

Multipart Description/PDF files in .zip description			
Document Description		Start	End
Applicant Arguments/Remarks Made in an Amendment		9	9
Claims		2	8
Preliminary Amendment		1	1

Warnings:

Information:

Total Files Size (in bytes):	111373
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

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

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

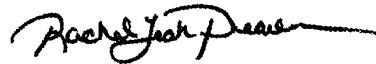
Remarks

By this paper, Applicant has canceled claims 1-6, without prejudice, and entered new claims 7-26, also without prejudice. The new claims are supported by the specification, as filed. Applicant respectfully requests that the Examiner enter the new claims included in this Preliminary Amendment and that the USPTO please include these claims in the present application.

By this paper, Applicant has canceled claims 1-6 (without prejudice) and added claims 7-26 (without prejudice) to facilitate expeditious prosecution of the application. Applicant is not conceding that the subject matter encompassed by the claims prior to this amendment is unpatentable. Applicant respectfully reserves the right to pursue claims in one or more continuation applications, including claims capturing the subject matter encompassed by the claims prior to this amendment and additional claims.

Should the Examiner have any questions regarding this application, please call applicant's attorney at the below listed number.

Respectfully submitted,



Rachel L. Pearlman
Attorney for Applicant
Registration No.: 71,888

Dated: May 28, 2020

HESLIN ROTHENBERG FARLEY & MESITI P.C.
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Amendments to the Claims

Kindly cancel claims 1-6 and enter new claims 7-26 (without prejudice), as noted below.

1-6. (Canceled).

7. (New) A computer-implemented method comprising:

receiving, by one or more processors, from a given client, over an Internet-based communication link from a browsing application executed on the given client processor to the one or more processors, a message comprising data, the data comprising advertising material to populate on one or more websites;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection;

based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one

website;

determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system;

determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions;

upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

8. (New) The computer-implemented of claim 7, wherein the advertising materials are selected from the group consisting of: a banner ad, a pop-up, a text advertisement, and a rich media advertisement.

9. (New) The computer-implemented method of claim 7, wherein the repository comprises a fund.

10. (New) The computer-implemented method of claim 7, wherein the electronically collecting comprises applying the electronic revenue from the selected one or more advertising buy options, to the repository.

11. (New) The computer-implemented method of claim 7, wherein the data comprises a project type.

12. (New) The computer-implemented method of claim 11, wherein the project type is selected from the group consisting of: a non-profit project, a business project, a real estate project, and an art project.

13. (New) The computer-implemented method of claim 7, further comprising:

receiving, by the one or more processors, from the given client, in the message, a target fund amount for the content.

14. (New) The computer-implemented method of claim 7, further comprising:

prior to determining that the number of impressions is equal to the predetermined number of impressions, obtaining, by the one or more processors, via an input in the graphical user interface, a request for increasing the predetermined number of impressions of the advertising material for users visiting the at least one website; and

based on the obtaining, automatically increasing the predetermined number of impressions.

15. (New) The computer-implemented method of claim 7, wherein the data comprises a pre-determined target audience, and wherein the at least one website comprises one or more websites frequented by the pre-determined target audience.

16. (New) A computer program product comprising:

a computer readable storage medium readable by one or more processors and storing instructions for execution by the processor for performing a method comprising:

receiving, by the one or more processors, from a given client, over an Internet-based communication link from a browsing application executed on the given client processor to the one or more processors, a message comprising data, the data comprising advertising material to populate on one or more websites;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection;

based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website;

determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system;

determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions;

upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

17. (New) The computer program product of claim 16, wherein the advertising materials are selected from the group consisting of: a banner ad, a pop-up, a text advertisement, and a rich media advertisement.

18. (New) The computer program product of claim 16, wherein the repository comprises a fund.

19. (New) The computer program product of claim 16, wherein the electronically collecting comprises applying the electronic revenue from the selected one or more advertising buy options, to the repository.

20. (New) The computer program product of claim 16, wherein the data comprises a project type.

21. (New) The computer program product of claim 20, wherein the project type is selected from the group consisting of: a non-profit project, a business project, a real estate project, and an art project.

22. (New) The computer program product of claim 16, the method further comprising:

receiving, by the one or more processors, from the given client, in the message, a target fund amount for the content.

23. (New) The computer program product of claim 16, further comprising:

prior to determining that the number of impressions is equal to the predetermined number of impressions, obtaining, by the one or more processors, via an input in the graphical user interface, a request for increasing the predetermined number of impressions of the advertising material for users visiting the at least one website; and

based on the obtaining, automatically increasing the predetermined number of impressions.

24. (New) The computer program product of claim 16, wherein the data comprises a pre-determined target audience, and wherein the at least one website comprises one or more websites frequented by the pre-determined target audience.

25. (New) A system comprising:

a memory;

one or more processors in communication with the memory; and

program instructions executable by the processor via the memory to perform a method, the method comprising:

receiving, by the one or more processors, from a given client, over an Internet-based communication link from a browsing application executed on the given client processor to the one or more processors, a message comprising data, the data comprising advertising material to populate on one or more websites;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection;

based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website;

determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system;

determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions;

upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

26. (New) The system of claim 25, the method further comprising:

prior to determining that the number of impressions is equal to the predetermined number of impressions, obtaining, by the one or more processors, via an input in the graphical user interface, a request for increasing the predetermined number of impressions of the advertising material for users visiting the at least one website; and

based on the obtaining, automatically increasing the predetermined number of impressions.



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/422,106	05/24/2019	John E. DeTitta	5363.008C

CONFIRMATION NO. 9506

23405

HESLIN ROTHENBERG FARLEY & MESITI PC
5 COLUMBIA CIRCLE
ALBANY, NY 12203

PUBLICATION NOTICE



Title:METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS

Publication No.US-2019-0279259-A1

Publication Date:09/12/2019

NOTICE OF PUBLICATION OF APPLICATION

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

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

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

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

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

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

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 16/422,106				
APPLICATION AS FILED - PART I										
(Column 1)		(Column 2)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY				
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)			
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	75			
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A	165			
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	190			
TOTAL CLAIMS (37 CFR 1.16(i))	6	minus 20 = *				x 25 =	0.00			
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 = *				x 115 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL		TOTAL	430			
APPLICATION AS AMENDED - PART II										
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY		
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=		x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=		x	=
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
TOTAL ADD'L FEE									TOTAL ADD'L FEE	
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=		x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=		x	=
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
TOTAL ADD'L FEE									TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.										



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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
16/422,106	05/24/2019	3638	430	5363.008C	6	3

CONFIRMATION NO. 9506

23405
HESLIN ROTHENBERG FARLEY & MESITI PC
5 COLUMBIA CIRCLE
ALBANY, NY 12203

FILING RECEIPT



0000000108632821

Date Mailed: 06/04/2019

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

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Inventor(s)

John E. DeTitta, Fairport, NY;

Applicant(s)

John E. DeTitta, Fairport, NY;

Power of Attorney: The patent practitioners associated with Customer Number 23405

Domestic Priority data as claimed by applicant

This application is a CON of 14/015,604 08/30/2013 PAT 10325290
which is a CIP of 11/274,706 11/14/2005 ABN
which claims benefit of 60/626,933 11/12/2004

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

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: 06/03/2019

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 16/422,106**

Projected Publication Date: 09/12/2019

Non-Publication Request: No

Early Publication Request: No

**** MICRO ENTITY ****

Title

METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS

Preliminary Class

040

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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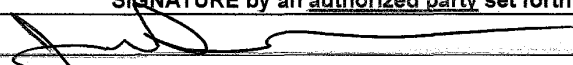
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CERTIFICATION OF MICRO ENTITY STATUS (GROSS INCOME BASIS)			
Application Number or Control Number (if applicable):		Patent Number (if applicable):	
First Named Inventor: John E. DeTitta		Title of Invention: METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS	
The applicant hereby certifies the following—			
(1) SMALL ENTITY REQUIREMENT – The applicant qualifies as a small entity as defined in 37 CFR 1.27. (2) APPLICATION FILING LIMIT – Neither the applicant nor the inventor nor a joint inventor has been named as the inventor or a joint inventor on more than four previously filed U.S. patent applications, excluding provisional applications and international applications under the Patent Cooperation Treaty (PCT) for which the basic national fee under 37 CFR 1.492(a) was not paid, and also excluding patent applications for which the applicant has assigned all ownership rights, or is obligated to assign all ownership rights, as a result of the applicant's previous employment. (3) GROSS INCOME LIMIT ON APPLICANTS AND INVENTORS – Neither the applicant nor the inventor nor a joint inventor, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986 (26 U.S.C. 61(a)), exceeding the "Maximum Qualifying Gross Income" reported on the USPTO Web site at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census. (4) GROSS INCOME LIMIT ON PARTIES WITH AN "OWNERSHIP INTEREST" – Neither the applicant nor the inventor nor a joint inventor has assigned, granted, or conveyed, nor is under an obligation by contract or law to assign, grant, or convey, a license or other ownership interest in the application concerned to an entity that, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986, exceeding the "Maximum Qualifying Gross Income" reported on the USPTO Web site at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.			
SIGNATURE by an authorized party set forth in 37 CFR 1.33(b)			
Signature			
Name		John E. DeTitta	
Date	65/24/19	Telephone	585-953-3616
Registration No.			
☐	There is more than one inventor and I am one of the inventors who are jointly identified as the applicant. The required additional certification form(s) signed by the other joint inventor(s) are included with this form.		

Electronic Patent Application Fee Transmittal				
Application Number:				
Filing Date:				
Title of Invention:		METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		
First Named Inventor/Applicant Name:		John E. DeTitta		
Filer:		Rachel L. Pearlman/Sandra Claros		
Attorney Docket Number:		5363.008C		
Filed as Micro Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
BASIC FILING FEE-UTILITY	3011	1	75	75
UTILITY SEARCH FEE	3111	1	165	165
UTILITY EXAMINATION FEE	3311	1	190	190
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				430

Electronic Acknowledgement Receipt	
EFS ID:	36110883
Application Number:	16422106
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Title of Invention:	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	23405
Filer:	Rachel L. Pearlman/Sandra Claros
Filer Authorized By:	Rachel L. Pearlman
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Payment was successfully received in RAM	\$430
RAM confirmation Number	052819INTEFSW00003104081935
Deposit Account	081935
Authorized User	Sandra Claros
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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		H1477083.pdf	206489	yes	19
			a30edef4709551365db3e53a617608bd187031f7		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Specification		1	13	
	Claims		14	18	
	Abstract		19	19	
Warnings:					
Information:					
2	Application Data Sheet	H1476193.pdf	1255829	no	8
			021f3717214b25761a175c5280214153fe2221ae		
Warnings:					
Information:					
3	Drawings-only black and white line drawings	H1476165.pdf	62163	no	2
			b98179ed6c67efa21d533791fd4ffae232e71c8d		
Warnings:					
Information:					
4	Oath or Declaration filed	H1476191.pdf	151779	no	1
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Warnings:					
Information:					
5	Power of Attorney	H1476365.pdf	331016	no	2
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Warnings:					
Information:					
6	Certification of Micro Entity (Gross Income Basis)	H1477144.pdf	95266	no	1
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Warnings:					
Information:					
7	Fee Worksheet (SB06)	fee-info.pdf	34831	no	2
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Warnings:					
Information:					
Total Files Size (in bytes):			2137373		
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METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS

CROSS-REFERENCE TO RELATED APPLICATION

[0001] This application is a continuation of U.S. Application No. 14/015,604, filed August 30, 2013, titled "Methods, Systems, and Apparatus for Financing Projects", which is incorporated by referenced herein in its entirety, which is a continuation in part of U.S. Application No. 11/274,706, filed November 14, 2005, titled "Method and Apparatus for Producing and Financing Media Productions", which is incorporated by reference herein in its entirety, and which claims the benefit of priority of U.S. Provisional Application No. 60/626,933, filed November 12, 2004, titled "AdFilmTies Film Financing Process", which is incorporated by reference herein in its entirety.

FIELD OF THE INVENTION

[0002] The present invention relates generally to media financing and more specifically it relates to such a process that allows advertisers to finance media productions through advertising media buys while eliminating the risk of normal event financing speculative investment. Besides media productions, other projects that may be financed using the present invention include non-profit related project, a business related project, a cause-related project, a real-estate related project and an art related project.

BACKGROUND OF THE INVENTION

[0003] There are many instances in today's marketplace of having to raise money to fund a desired project. Such projects may be in the form of various new business projects and ventures including, but not limited to, non-profit projects, cause-related projects, real-estate projects and projects related to the arts. Historically people needing to raise money for such projects have had to turn to using personal funds, charitable contributions of others, government grants, bank and other third party loans and investors which expect a return on their investment. Due to the limited pool of grant money, the number of prospective donors having cash available and the uncertainty of the ultimate success of many of these projects which may deter the banks and investors, fund raising is notoriously difficult.

[0004] With the continuing popularity and use of social media for business purposes, there has developed new types of fund raising mediums such as "crowd funding", for example, which allows projects to be listed on a crowd funding internet site such as "Kickstarter.com". In this methodology, anyone with an internet connection can donate their money to the project of their choice. As stated in Wikipedia (http://en.wikipedia.org/wiki/Crowd_funding#Pros_and_cons):

[0005] "Crowdfunding (alternately crowd financing, equity crowdfunding, crowd-sourced fundraising) is the collective effort of individuals who network and pool their money, usually via the Internet, to support efforts initiated by other people or organizations.[1][2] Crowdfunding is used in support of a wide variety of activities, including disaster relief, citizen journalism, support of artists by fans, political campaigns, startup company funding,[3] motion picture promotion,[4] free software development, inventions development, scientific research,[5] and civic projects.", and

[0006] "Crowdfunding can also refer to the funding of a company by selling small amounts of equity to many investors. This form of crowdfunding has recently received attention from policymakers in the United States with direct mention in the JOBS Act; legislation that allows for a wider pool of small investors with fewer restrictions.[2] While the JOBS Act awaits implementation, hybrid models, such as Mosaic Inc., are using existing securities laws to enable the public in approved states to invest directly in clean energy projects as part of a crowd.", and

[0007] "Crowdfunding has its origins in the concept of crowdsourcing, which is the broader concept of an individual reaching a goal by receiving and leveraging small contributions from many parties. Crowdfunding is the application of this concept to the collection of funds through small contributions from many parties in order to finance a particular project or venture."

[0008] Since this is such a new area of internet commerce, as noted by Wikipedia, legislation is still developing in this area in an attempt to put some controls over the process which may limit the availability of this methodology as a potential funding source for many people.

[0009] Furthermore, this methodology relies on people willing to donate their own money to the project which makes it difficult to raise money especially if the project is not emotionally appealing to a large population of potential contributors.

[0010] Due to the above described limitations of existing fund raising methodologies, there remains a need for an improved method, system and apparatus for raising funds for projects.

SUMMARY OF THE INVENTION

[0011] It is an object of the present invention to provide a project funding method, system and apparatus that will overcome the shortcomings of current methodologies, systems and systems.

[0012] It is a further object of the present invention to provide a process for raising funds for a predetermined project which utilizes an advertiser funding model which eliminates the requirement for

traditional fund raising systems which rely on charitable contributions of the consumer, expect a return on investment, are limited in availability (e.g., grants), or otherwise have inherent risk associated with the success of the project.

[0013] It is yet a further object of the invention to provide a fund raising method, system and apparatus which does not rely on charitable contributions by third parties directly into the fund, yet allows the third party to participate in the building of the desired fund by accessing the media outlets and properties attributed to an advertiser's media buy which is linked to the selected project.

[0014] Other objects and advantages of the present invention will become obvious to the reader and it is intended that these objects and advantages are within the scope of the present invention.

[0015] The media outlet may be selected from a group comprising a website, newspaper, telephone directory, radio or television, for example.

[0016] The project may be selected from a group comprising a non-profit project, a business project, a cause-related project, a real-estate project and an art related project, for example.

[0017] In yet another aspect of this invention, the project may be presented to produce added value advertising selected from the group comprising product placement, public relations, branded entertainment or other merchandising and other project related associations all or some of which may be included in the standard media buy.

[0018] In a still further aspect of this invention each of the media properties/advertising materials is selected from a group comprising an internet banner advertisement, print advertisement, radio advertisement or television advertisement.

DESCRIPTION OF THE DRAWING FIGURES

[0019] The foregoing objects and advantages of the present invention may be more readily understood by one skilled in the art with reference being had to the following detailed description of a preferred embodiment thereof, taken in conjunction with the accompanying drawings wherein like elements are designated by identical reference numerals throughout the several views, and in which:

[0020] FIG. 1 is a functional block diagram illustrating how a user's browser and a server of the website to be accessed by the user's browser are connected to and by a communication link to each other; and

[0021] FIG. 2 is a flow diagram of the process of financing a project in accordance with the teaching of the present invention.

DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT

[0022] Referring now to the drawings and in particular to FIG. 1, there is shown an embodiment of this invention which permits a browser or user, using his/her client system 10 to access a server system 18 by exchanging messages over a communication link 16. In one illustrative embodiment of this invention, it may take the form of the Internet. The client system 10 comprises of a browser 12 and its assigned client identifier, which is known as a "cookie". The client identifier is stored in a file 14. Though only a single client system 10 is illustrated in FIG. 1, it will be appreciated that there would typically be a plurality of client systems 10, which are connected by a communications link 16 to the server system 18. In one illustrative embodiment of this invention, the user initiates on the browser 12 a communications session with the server system 18 by assigning and sending over the link 16 his/her client identifier to the client system 18. From then on, the client system 10 includes its client identifier with all messages sent to the server system 18 so that the server system 18 can identify the particular client system 10 from which the message was sent.

[0023] The server system 18 comprises, as shown in FIG. 1, a web server 18a, a data base server 18b and an advertising server 18c. The server system 18 is front ended as described above, in that the user can access the system 18 by sending requests from the browser 12 via the communication link 16 to the web server 18a. The advertising server 18 is programmed to regulate the advertisements to be seen by the users. This can be done by storing the advertisement materials in the form of acceptable internet standards, i.e. banner ads, pop-ups, text ads and rich media, in corresponding databases 38, 40 and 42. The advertising server 18c is programmed to run the ads based on predetermined impressions, length of contract with the advertiser. This data is back ended, i.e. this data is input to the server system 18 via a media buy block 32.

[0024] The internet comprises a vast number of computers and computer networks that are interconnected through communication links such as the link 16 as shown in FIG. 1. The interconnected computers exchange information using various services, such as electronic mail, Gopher, and the World Wide Web ("WWW"). The WWW service allows a server computer system (i.e., Web server or Web site) to send graphical Web pages or screens of information such as the advertising materials to a remote client computer system 10. The remote client computer system 10 can then display the Web pages. Each resource (e.g., computer or Web page) of the WWW is uniquely identifiable by a Uniform Resource Locator ("URL"). To view a specific Web page in a request (e.g. a HyperText Transfer Protocol

("HTTP") request), the request is forwarded to the Web server 18a that supports that Web page 18a; when the Web server 18a receives the request, it sends that Web page to the client computer system 10. When the client computer system 10 receives that Web page, it typically displays the Web page using the browser 12. The browser 12 is a special-purpose application program that effects the requesting of Web pages and the displaying of Web pages.

[0025] Currently, Web pages are typically defined using Hyper-Text Markup Language ("HTML"). HTML provides a standard set of tags that define how a Web page is to be displayed. When a user indicates to the browser 12 to display a Web page, the browser sends a request to the server computer system an HTML document that defines the Web page. When the requested HTML Document is received by the client computer system, the browser 12 displays the Web page or screen.

[0026] The World Wide Web is especially adapted to conducting electronic commerce and advertising. In an illustrated embodiment of this invention, the primary focus is on the advertising of the internet, which is a 5 billion dollar per quarter industry.

[0027] Advertising on the internet is created by and through the media property and content on the web property. The web property is marketed to a target audience who visits the web property to view the content provided. Every time an individual visits the web property, he/she creates an impression.

[0028] Referring now to FIG. 2, there is shown a preferred embodiment of the media production financing system 50 in accordance with the teachings of this invention. FIG. 2 shows the invention flow from a creative process 51 to the finished financed production media. The financing process 50 begins with the creative process 51, wherein the producer, who is defined as the manager of the development of the media production, seeks in step 52 to identify a screenplay to produce. Upon selecting of a screenplay that the producer feels would be well received in the marketplace, the producer constructs in step 54 a screenplay development budget for producing the screenplay into a media production, which may illustratively take the form of a film. The screenplay production budget defines the costs to take the screenplay and make it into the media production.

[0029] Once a budget is completed, the producer presents the finished creative process 51 to the company. The company is the owner or a licensee of the creative process. In an illustrative embodiment of this invention, the company has internal divisions to administer the creative process. A marketing department for example evaluates in step 58 the screenplay and determines in step 60 a target audience of potential viewers. The target audience includes a demographic, which comprises the age, sex and interests of that audience that would view the finished media production. For example as set forth in our current

usage, we have included a site 130, which creates a demographic of individuals who would be interested in the movie industry and, therefore, a target audience for the advertisers within a community of targeted users. It also attracts a demographic of individuals in the 16-35 year range. Upon determining a target audience, the marketing team creates in step 62 a media property and then promotes it to attract potential targeted audience to access and view the media property. The media property comprises a description of the relevant target audience and the content carried by the media that could illustratively take the form of print, radio, television or as defined above in this financial media production process 50. When the media property is created in step 62, the marketing team begins to attract visitors to the media property creating impressions in step 64.

[0030] Ad Impression is defined by the Internet advertising bureau as the standard in internet advertising as a measurement of responses from an ad delivery system to an ad request from the user's browser 14, which is filtered from robotic activity and is recorded at a point as late as possible in the process of delivery of the advertising materials to the user's browser-therefore the closest to actual opportunity to see by the user.

[0031] In particular, an impression is a visitor to the website through access to the World Wide Web that visits a screen of the media property. These impressions create a commodity in the advertising community and are packaged by the sales team to be sold in step 66 to an advertiser.

[0032] The advertiser is an individual or company, which generally sells in step 68 a product or service, desires to market itself to the targeted audience and purchases the targeted impressions from the sales team at a predetermined media buy. A media buy defines a predetermined cost per impression, and the length of the contracts and ads to be displayed on the media property. The advertiser determines in step 72 the cost of the impressions and in step 78 creates and places the advertising materials on a screen of the media project. In the course of the financial process 50, the advertiser receives in step 71 additional added value benefits pre-determined in the media buy. These benefits result from the distribution in step 74 of the film and include movie association resulting from product placement, film interaction, branded entertainment, public relations value or other additional benefits to advertiser.

[0033] The media buy is then fulfilled by the company, as the terms of the media buy are completed. Once the media buy has been completed, the company will invoice in step 80 the advertiser for the cost of the media buy. The advertiser in step 82 now pays the invoice and the company takes the revenue generated and places it into the media production fund. The production fund in one illustrative embodiment is a bank account managed by the company. The fund then provides in step 84 the necessary

funding to the producer as specified in his/her production development budget. The producer then uses these funds to finance the development of the screenplay into a finished production media.

[0034] Two methods are used to deliver ad content to the user-server-initiated and client-initiated. Server initiated ad counting uses the site's web content server 18a for making requests, formatting and re-directing content. Client-initiated ad counting relies on the user's browser 12 to perform these activities (in this case the term "client" refers to an internet user's browser 12). The standard method is a client-initiated approach of which the reference process 50 and for the sake of this description relies upon.

[0035] A valid impression may only be counted when an ad counter receives and responds to an HTTP request for a tracking asset from a client. The count must happen after the initiation of retrieval of underlying page content. Permissible implementation techniques include (but are not limited to) HTTP request generated by , <FRAME>, or <SCRIPT SRC>. For client-side ad serving, the ad content itself could be treated as the tracking asset and the ad server itself could do the ad counting.

[0036] The response by the ad counter includes but is not limited to: Delivery of a "beacon", which may be defined as any piece of content designation as a tracking asset. Beacons commonly are in the form of 1 x 1 pixel image. Delivery of a "302" redirector or html/JavaScript (which doubles as a tracking asset) to any location, and delivery of ad content.

[0037] Measurement of any ad delivery may be accomplished by measuring the delivery of a tracking asset associated with the ad. The ad counter must employ standard header on the response, in order to minimize the potential of caching.

[0038] Each of these impressions has a value to them based on the audience and the value to the advertiser. Once a media property is created and visitors come to the media property site and there is a sufficient number of impressions to market the users to advertisers.

[0039] On the internet, the impression cost is based on guaranteeing/providing to the user on per thousand impressions or CPM. The average cost to the advertiser is 15\$ per thousand impressions. A sales team of the company then markets the impressions on the website to the advertiser for a set number of impressions and cost in a media buy. A media buy sets the terms and cost of the advertising provided by the media property to the advertiser.

[0040] The media production finance process 50 then sells sufficient advertising to advertisers on the media property to obtain enough revenue for the cost of the budget provided by the producer. If the

advertiser receives a standard media buy however, the funds generated from the media buy is placed into the media production fund that subsequently financed the media production.

[0041] It will thus be appreciated that the funding process of this invention is programmed to receive guaranteed impressions for selected media buys while having the advertiser's advertising dollars continue on to the project (e.g., media event) fund that is used to finance the desired project. A media outlet is identified that provides educational, entertaining and/or other informational content channels dealing with relevant subject matter. The media outlet is designed to generate impressions and/or consumers who are seeking information, help, education and/or entertainment with specific content. The consumers who access the media outlet produce an advertising commodity by creating impressions that may be sold to advertisers. A media outlet may include but is not limited to film, Television, Print, Internet (and a corresponding web site), Yellow Pages and other media outlets where the impressions are the circulation numbers as would be well known to those skilled in the art. The user is playing a part in the financing of what they consider a worthwhile project (e.g., the media event or other project that represents a social cause they consider important) by simply accessing (e.g., visiting and/or viewing the media outlet) and thereby getting content information. As will be explained in detail below, an impression is counted each time a user is exposed to the media content which may be (in the case of internet media outlet) a screen carrying certain advertising material. The potential impressions created by the consumer are sold as a commodity to the advertiser who is seeking targeted advertising to these consumers.

[0042] The net revenue paid by the advertiser is placed in a fund which is used to finance the selected project which may have subject matter of preference to the advertiser. Since the advertiser has received dollar for dollar advertising, there has been adequate consideration given for the money that funds the project and hence the funding model requires no dependence on the success of the project itself. As such, the risk associated with traditional investment models is eliminated. Furthermore, the pool of prospective fund contributors is greatly increased since there is no money out of pocket for the people visiting the media outlets who are incentivized to visit the media outlet simply due to their interest in the subject matter of the project.

[0043] Once the threshold number of people accessing the media outlets for a particular project has been reached, the media buy is considered complete and the money the advertiser paid for the media buy is transferred to the project fund with the advertiser having received the advertising value of their media buy purchase. For print, television and radio outlets, the media buy revenue may be collected up front, if desired, since there is guaranteed circulation associated with the media buy.

[0044] The media outlet provides content of interest to the audience (the people accessing the media outlets) which may be tied to the subject matter of the project. The media outlet is designed to attract consumers who are seeking help, education, entertainment or other information with specific content or interest to the consumer and thus also the advertisers. For example, the media outlet can be internet based, radio, television or print that has informational, educational and/or entertaining content dealing with the specific subject matter.

[0045] The user (i.e., the individual who will access the media outlet to view the content provided therein) is someone who has an interest in the subject matter of the project and hence also the media outlet which has been designed to tie-in with the subject matter of the project. The user can access the media outlet which provides an advertising commodity by creating impressions (or other quantifiable evidence of the consumer accessing the advertiser's media outlet regardless of medium) that are sold to advertisers. Thus, without spending any of their own money, the user is playing a major role in the funding of projects of interest to them by simply accessing the media outlet.

[0046] The net revenue paid by the advertiser for the media buys is placed in a fund and this fund is used to finance the project which has subject matter of preference to the advertiser. More specifically, the subject matter of the project may attract a demographic of viewers that is a target demographic of the advertiser's products and/or services. Since the advertiser has received benefit from the advertising that is equal to the value of the fees input into the fund, there is no risk involved in the financing of the project.

[0047] The creation and financing of projects in accordance with this invention may further allow the target media outlet viewers to be educated on personal and social issues. For example, the financing process of this invention may begin with a media outlet that provides the advertising materials that generates impressions from the user who is seeking information on a specific content channel within the media outlet. The impressions created by the consumer are then sold to the advertiser who is interested in targeting a particular user with products or services and the revenue that is created by the advertiser is placed into the fund that finances projects dealing with the content subject matter of interest.

[0048] A person, group or company that wants to finance a project dealing with a specific subject matter can advertise on the media outlet to the consumers who view the content and subject matter. The advertiser has purchased advertising at cost and therefore has received a value equal to the advertiser's investment. The advertiser's media buy money is then placed into the fund that finances the project and at no financial risk to the advertiser.

[0049] The method of financing a project in accordance with this invention allows an entity to finance these projects through advertising revenue. The process may begin with identifying a project in need of funding. The project administration verifies the budget required to finance the project, and provides the approved project fund amount to a marketing team. The marketing team reviews the project fund amount, the defined target audience and demographics of the defined audience.

[0050] The project may be any desired project, for example the media production financing system 50 described above with reference to FIG. 2, or other projects including, but not limited to, a non-profit related project, a business related project, a cause-related project, a real-estate related project and an art related project. Thus, the financing process 50 begins with the identification of the project 52 and the amount required to fund the project 54.

[0051] FIG. 2 shows the invention flow from a creative process 51 which identifies the project to be funded, to the finished financed production media. The financing process 50 begins with the creative process 51, wherein the project fund champion, who may be defined as the manager of the project, seeks in step 52 to identify a project to fund. Upon identification of a project that the project manager feels would be well received in the marketplace, the project manager constructs in step 54 a project development budget for producing the project. The project budget defines the costs to make the project fully funded and viable such that it may exist for its stated purpose beyond the time the fund target has been reached.

[0052] Once a budget is completed, the manager presents the finished creative process 51 to the company. The company is the owner or a licensee of the funding process. In the illustrative embodiment of this invention shown in Fig. 2, the Company evaluates in step 58 the project and determines in step 60 a target audience of potential viewers. The target audience may include a demographic, which comprises the age, sex and interests of that audience that would have an interest in the project. For example as set forth in our current usage, we have included a site 130, which creates a demographic of individuals who would be interested in the project and, therefore, a target audience for the advertisers within a community of targeted users. It may also attract a demographic of individuals in a specific age range. Upon determining a target audience, the marketing team creates in step 62 a media property and then promotes it to attract potential targeted audience to access and view the media property. The media property comprises a description of the relevant target audience and the content carried by the media that could illustratively take the form of print, radio, television or as defined above in this financial process 50. When the media property is created in step 62, the marketing team begins to attract visitors to the media property creating impressions in step 64.

[0053] In an internet media buy, the internet advertising media may be any internet advertising type (e.g., email marketing, search engine marketing, social media marketing, display advertising, and mobile advertising) using any desired internet advertising compensation model (e.g., CPM (Cost Per Mille), CPC (Cost per Click), CPA (Cost Per Action) and Fixed Cost).

[0054] For example, in display advertising, ad displays are usually called "impressions." An impression is defined by the Internet advertising bureau as the standard in internet advertising as a measurement of responses from an ad delivery system to an ad request from the user's browser 14, which is filtered from robotic activity and is recorded at a point as late as possible in the process of delivery of the advertising materials to the user's browser-therefore the closest to actual opportunity to see by the user. In the other types of media buys (print, radio, television, for example), impressions may be considered as the circulation numbers of the particular media buy outlet property type.

[0055] As an example, an impression may be a visitor to the website through access to the World Wide Web that visits a screen of the media property. These impressions create a commodity in the advertising community and are packaged by the sales team to be sold in step 66 to an advertiser. Again, in the other types of media properties (e.g., print, radio and television), circulation numbers are used to quantify and value the media buy associated with the chosen media property.

[0056] The advertiser is an individual, group or company which generally sells in step 68 a product or service, desires to market itself to the targeted audience and purchases the targeted impressions from the sales team at a predetermined media buy. In the above example, a media buy defines a predetermined cost per impression, and the length of the contracts and ads to be displayed on the media property. The advertiser determines in step 72 the cost of the impressions and in step 78 creates and places the advertising materials on a screen of the media project.

[0057] The media buy is then fulfilled by the Company, as the terms of the media buy are completed. Once the media buy has been completed (whether at the time of media buy purchase or at some later date), the advertiser may pay immediately or the Company may invoice in step 80 the advertiser for the cost of the media buy. In the invoices scenario, the advertiser in step 82 now pays the invoice and the company takes the revenue generated and places it into the project fund. The project fund in one illustrative embodiment is a bank account managed by the Company. The fund then provides in step 84 the necessary funding to the project owner as specified in his/her project development budget. The project owner then uses these funds to finance the development/production of the project.

[0058] As a further example, in the internet-based media buy, two methods may be used to deliver ad content to the user-server-initiated and client-initiated. Server initiated ad counting uses the site's web content server 18a for making requests, formatting and re-directing content. Client-initiated ad counting relies on the user's browser 12 to perform these activities (in this case the term "client" refers to an internet user's browser 12). The standard method is a client-initiated approach of which the reference process 50 and for the sake of this description relies upon.

[0059] In the above example, a valid impression may only be counted when an ad counter receives and responds to an HTTP request for a tracking asset from a client. The count must happen after the initiation of retrieval of underlying page content. Permissible implementation techniques include (but are not limited to) HTTP request generated by , <FRAME>, or <SCRIPT SRC>. For client-side ad serving, the ad content itself could be treated as the tracking asset and the ad server itself could do the ad counting.

[0060] The response by the ad counter includes but is not limited to: Delivery of a "beacon", which may be defined as any piece of content designation as a tracking asset. Beacons commonly are in the form of 1 x 1 pixel image. Delivery of a "302" redirector or html/JavaScript (which doubles as a tracking asset) to any location, and delivery of ad content.

[0061] Measurement of any ad delivery may be accomplished by measuring the delivery of a tracking asset associated with the ad. The ad counter must employ standard header on the response, in order to minimize the potential of caching.

[0062] Each of these impressions has a value to them based on the audience and the value to the advertiser. Once a media property is created and visitors come to the media property site and there is a sufficient number of impressions to market the users to advertisers.

[0063] Continuing with the CPM example, the impression cost is based on guaranteeing/providing to the user on per thousand impressions or CPM. The average cost to the advertiser is 15\$ per thousand impressions. A sales team of the company then markets the impressions on the website to the advertiser for a set number of impressions and cost in a media buy. A media buy sets the terms and cost of the advertising provided by the media property to the advertiser.

[0064] The media production finance process 50 then sells sufficient advertising to advertisers on the media property to obtain enough revenue for the cost of the project budget provided by the project owner. If the advertiser receives a standard media buy however, the funds generated from the media buy is placed into the project fund that subsequently financed the project.

[0065] Although the present invention has been described in terms of various embodiments, it is not intended that the invention be limited to these embodiments. Modification within the spirit of the invention will be apparent to those skilled in the art. The scope of the present invention is defined by the claims that follow.

CLAIMS

What is claimed is:

1. A method of raising funds for a project, said method comprising:

receiving, by one or more processors comprising a computer system, from a given client, over an Internet-based communication link from a browsing application executed on the given client to the one or more processors, a message comprising data describing the project, the data comprising an advertising material to populate on one or more websites, the advertising materials selected from the group consisting of: a banner ad, a pop-up, a text advertisement, and a rich media advertisement;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

receiving, by the one or more processors, from the given client, in the message, a target fund amount for the project, the project being selected from the group consisting of: a non-profit project, a business project, a real estate project and an art project;

generating, by the one or more processors, a webpage for the project, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website and a predetermined number of impressions of the advertising material for users visiting the least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for electronic revenue for the project, wherein the repository comprises a target fund;

based on obtaining the selection, populating, by the one or more processors, by the one or more processors, the advertising material on the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the at least one website;

determining, by the one or more processors, that the number of impressions equal the predetermined number of impressions;

based on the determining, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

electronically collecting, by the one or more processors, the electronic revenue from the completed selected one or more advertising buy options, wherein the electronically collecting comprises applying the electronic revenue from the selected one or more advertising buy options, to the target fund.

2. The method of claim 1, wherein the one or more advertising buy options additionally comprise a media outlet selected from the group consisting of a website, printed media, radio and television.

3. A computer program product comprising:

a computer readable storage medium readable by one or more processors and storing instructions for execution by the processor for performing a method comprising:

receiving, by the one or more processors comprising a computer system, from a given client, over an Internet-based communication link from a browsing application executed on the given client to the one or more processors, a message comprising data describing a project, the data comprising an advertising material to populate on one or more websites, the advertising materials selected from the group consisting of: a banner ad, a pop-up, a text advertisement, and a rich media advertisement;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

receiving, by the one or more processors, from the given client, in the message, a target fund amount for the project, the project being selected from the group consisting of: a non-profit project, a business project, a real estate project and an art project;

generating, by the one or more processors, a webpage for the project, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website and a predetermined number of impressions of the advertising material for users visiting the least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for electronic revenue for the project, wherein the repository comprises a target fund;

based on obtaining the selection, populating, by the one or more processors, by the one or more processors, the advertising material on the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the at least one website;

determining, by the one or more processors, that the number of impressions equal the predetermined number of impressions;

based on the determining, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

electronically collecting, by the one or more processors, the electronic revenue from the completed selected one or more advertising buy options, wherein the electronically collecting comprises applying the electronic revenue from the selected one or more advertising buy options, to the target fund.

4. The computer program product of claim 3, wherein the one or more advertising buy options additionally comprise a media outlet selected from the group consisting of a website, printed media, radio and television.

5. A system comprising:

a memory;

one or more processors in communication with the memory; and

program instructions executable by the processor via the memory to perform a method, the method comprising:

receiving, by the one or more processors comprising a computer system, from a given client, over an Internet-based communication link from a browsing application executed on the given client to the one or more processors, a message comprising data describing a project, the data comprising an advertising material to populate on one or more websites, the advertising materials selected from the group consisting of: a banner ad, a pop-up, a text advertisement, and a rich media advertisement;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

receiving, by the one or more processors, from the given client, in the message, a target fund amount for the project, the project being selected from the group consisting of: a non-profit project, a business project, a real estate project and an art project;

generating, by the one or more processors, a webpage for the project, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website and a predetermined number of impressions of the advertising material for users visiting the least one website;

generating, by the one or more processors, in the memory, a repository for electronic revenue for the project, wherein the repository comprises a target fund;

based on obtaining the selection, populating, by the one or more processors, by the one or more processors, the advertising material on the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the at least one website;

determining, by the one or more processors, that the number of impressions equal the predetermined number of impressions;

based on the determining, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

electronically collecting, by the one or more processors, the electronic revenue from the completed selected one or more advertising buy options, wherein the electronically collecting comprises applying the electronic revenue from the selected one or more advertising buy options, to the target fund.

6. The system of claim 5, wherein the one or more advertising buy options additionally comprise a media outlet selected from the group consisting of a website, printed media, radio and television.

ABSTRACT

A method of producing and financing a predetermined project is disclosed. In an embodiment, the method comprises the steps of selecting a project and developing a budget for the project, and developing a marketing plan which is comprised of a plurality of advertising buys, each of the plurality of advertising buys being targeted toward a corresponding one of a plurality of advertisers. Further, there is a set of advertising materials that are targeted toward a corresponding one of the plurality of advertisers. The subject matter of the selected project relates to the interests of at least one of the plurality of advertisers, the cost of developing the marketing plan and the set of advertising materials not exceeding the developed budget. The next step presents to at least one of the plurality of advertisers the cost of the budget and the advertising material of at least one of the plurality of advertising buys, each of the plurality of advertising buys may require a predetermined number of impressions to be completed. Further, if the at least one advertising buyer purchases the at least one advertising buy, the advertising materials are produced and placed on a media property. For at least one of the plurality of advertising buys, the number of impressions to which at least one user is exposed on the on media property are counted, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions. Finally, the revenue from the completed advertising buy is collected and the selected revenue produced by the completed advertising buy is placed into a media production fund.

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	5363.008C
		Application Number	
Title of Invention	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		
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.)
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Inventor Information:

Inventor	1				Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	John	E.	DeTitta			
Residence Information (Select One) • US Residency Non US Residency Active US Military Service						
City	Fairport	State/Province	NY	Country of Residence	US	
Mailing Address of Inventor:						
Address 1	80 Chadwick Manor					
Address 2						
City	Fairport	State/Province	NY			
Postal Code	14450	Country	US			
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button.						
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For further information see 37 CFR 1.33(a).			
☐ An Address is being provided for the correspondence information of this application.			
Customer Number	23405		
Email Address	hesroth@HRFMLAW.COM	Add Email	Remove Email

Application Information:

Title of the Invention	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		
Attorney Docket Number	5363.008C	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	2	Suggested Figure for Publication (if any)	

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	5363.008C
		Application Number	
Title of Invention	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		

Filing By Reference:

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

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

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

Publication Information:

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

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

Representative Information:

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

Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)
Customer Number	23405		

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	14015604	2013-08-30

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	5363.008C
		Application Number	
Title of Invention	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		
Prior Application Status	Pending	Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
14015604	Continuation in part of	11274706	2005-11-14
Prior Application Status	Abandoned	Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
11274706	Claims benefit of provisional	60626933	2004-11-12
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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)	Remove
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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	5363.008C
		Application Number	
Title of Invention	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		

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.

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☐ 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	5363.008C
		Application Number	
Title of Invention	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		

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:				
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If the Applicant is an Organization check here. ☐				
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Mailing Address Information For Applicant:				
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Address 2				
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Assignee Information including Non-Applicant Assignee Information:

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

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	5363.008C
		Application Number	
Title of Invention	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		

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.				
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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	/Rachel L. Pearlman/		Date (YYYY-MM-DD)	2019-05-23
First Name	Rachel	Last Name	Pearlman	Registration Number
				71888
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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	5363.008C
		Application Number	
Title of Invention	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS		

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.

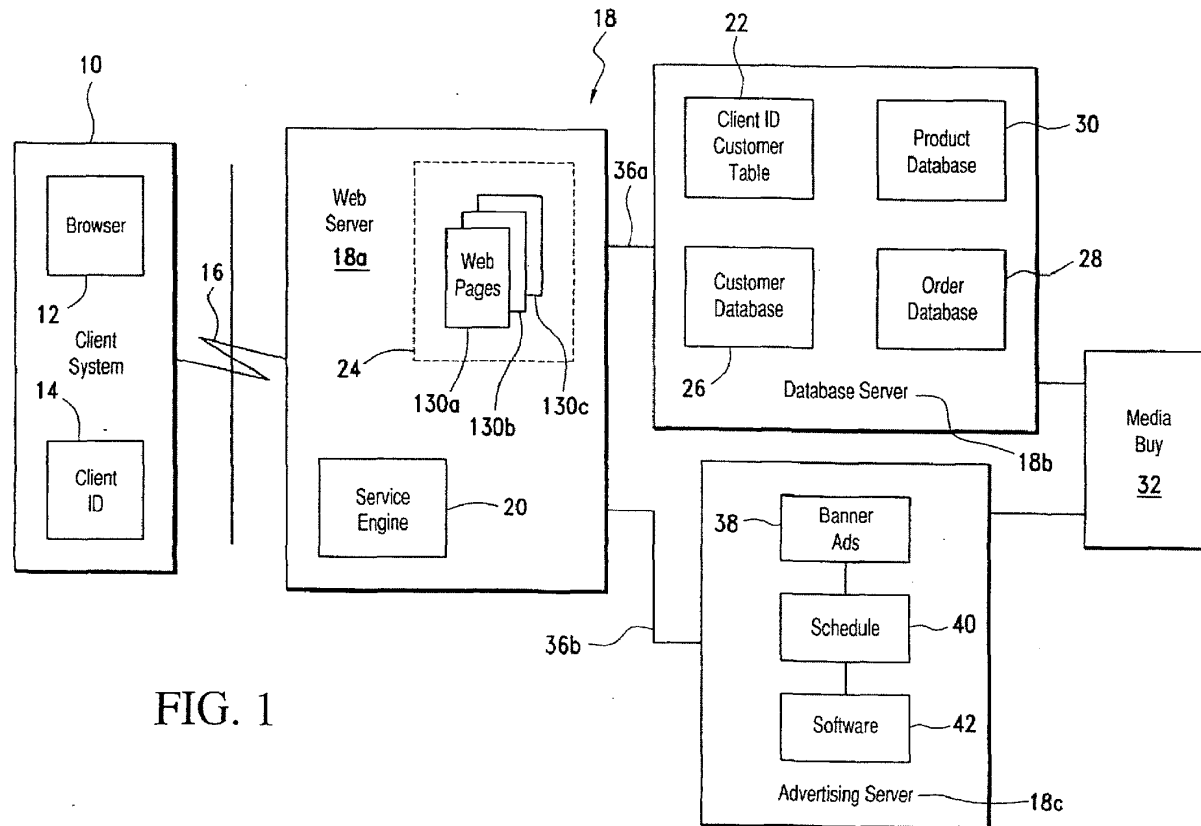


FIG. 1

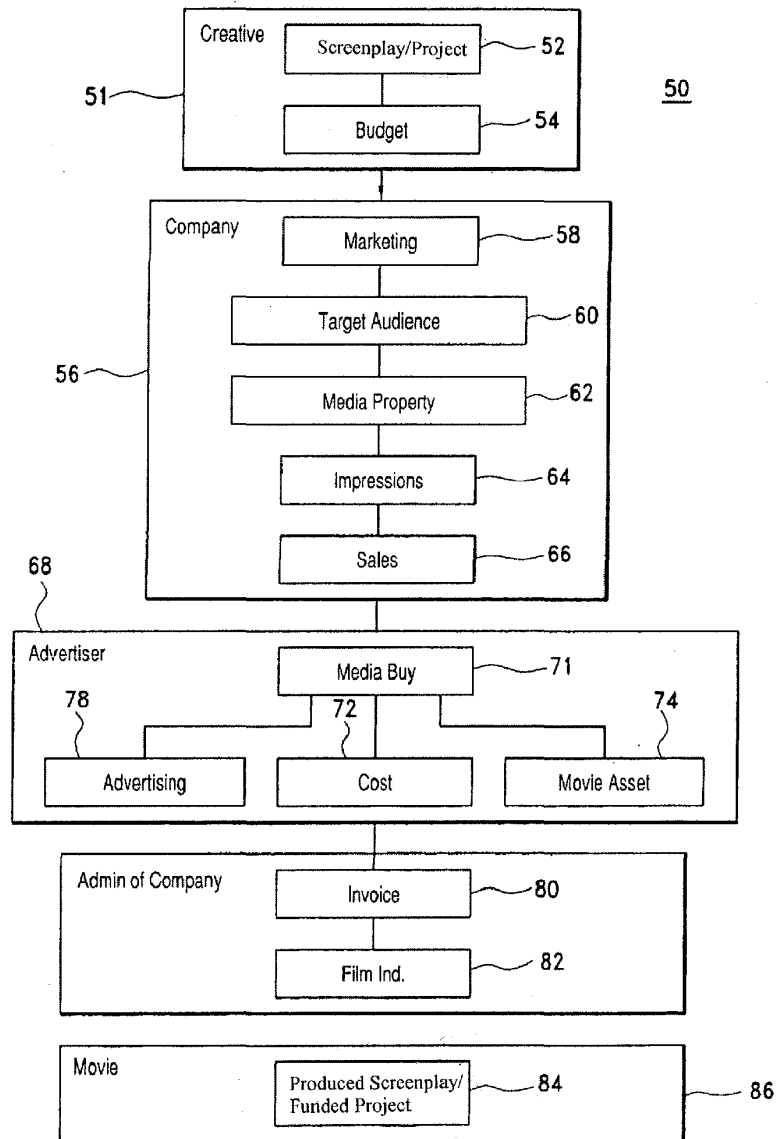
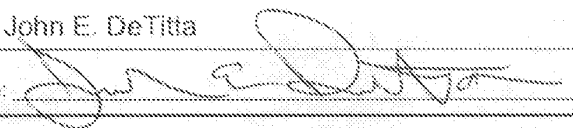


FIG. 2

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

Title of Invention	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
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 identify them. 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: John E. DeTitta	Date (Optional) August 30, 2013
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 this 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 FEE 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.

TRANSMITTAL FOR POWER OF ATTORNEY TO ONE OR MORE REGISTERED PRACTITIONERS

NOTE: This form is to be submitted with the Power of Attorney by Applicant form (PTO/AIA/82B) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5, unless the application number and filing date are identified in the Power of Attorney by Applicant form. If neither form PTO/AIA/82A nor form PTO/AIA/82B identifies the application to which the Power of Attorney is directed, the Power of Attorney will not be recognized in the application.

Application Number	
Filing Date	Herewith
First Named Inventor	John E. DeTitta
Title	METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS
Art Unit	
Examiner Name	
Attorney Docket Number	5363.008C

SIGNATURE of Applicant or Patent Practitioner

Signature	/Rachel L. Pearlman/	Date (Optional)	2019-05-23
Name	Rachel L. Pearlman	Registration Number	71,888
Title (if Applicant is a juristic entity)			
Applicant Name (if Applicant is a juristic entity)			

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. If more than one applicant, use multiple forms.



*Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

Application Number

Filing Date

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)



I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above:

23405

OR



I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

Please recognize or change the correspondence address for the application identified in the attached transmittal letter or the boxes above to:



The address associated with the above-mentioned Customer Number

OR



The address associated with Customer Number:

OR



Firm or Individual Name

Address

City

State

Zip

Country

Telephone

Email

I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):



Inventor or Joint Inventor (title not required below)



Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)



Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)



Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

The undersigned (whose title is supplied below) is authorized to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

Signature

Date (Optional)

Name

John E. DeTitta

Title

Inventor

NOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.



Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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