

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

source=Corrective Assignment Docs#page1.tif

source=Corrective Assignment Docs#page2.tif

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

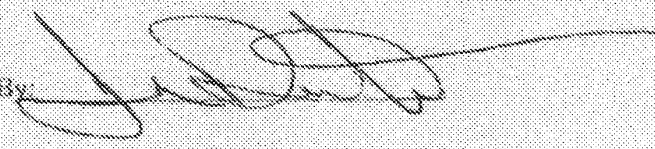
EPAS ID: PAT8272897

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	CHANGE OF NAME	
CONVEYING PARTY DATA		
Name		Execution Date
BRODTI, LLC		06/01/2020 ~~05/10/2019~~
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SIGNATURE:	/Scott M Draffin/	
DATE SIGNED:	11/13/2023	
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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

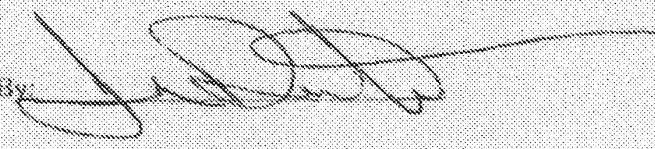
EPAS ID: PAT8281197

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
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NAME OF SUBMITTER:	SCOTT M DRAFFIN	
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DATE SIGNED:	11/16/2023	
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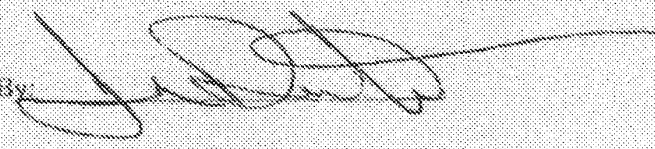
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Name: John DeTitta

Print or Type

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Print or Type



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/015,604	06/18/2019	10325290	5363.008B	8906

23405 7590 05/29/2019
HESLIN ROTHENBERG FARLEY & MESITI PC
5 COLUMBIA CIRCLE
ALBANY, NY 12203

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

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

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

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

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

John E. DeTitta, Rochester, NY;

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 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)

23405 7590 04/29/2019
HESLIN ROTHENBERG FARLEY & MESITI PC
5 COLUMBIA CIRCLE
ALBANY, NY 12203

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.
14/015,604	08/30/2013	John E. DeTitta	5363.008B	8906

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	SMALL	\$500	\$0.00	\$0.00	\$500	07/29/2019

EXAMINER	ART UNIT	CLASS-SUBCLASS
STIBLEY, MICHAEL R	3688	705-014000

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,

(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.

HESLIN ROTHENBERG FARLEY
1 & MESITI P.C.

2 _____

3 _____

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

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

(A) NAME OF ASSIGNEE

(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. 081935

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 /Rachel L. Pearlman/Date May 1, 2019Typed or printed name Rachel L. Pearlman, Esq.Registration No. 71888

Electronic Patent Application Fee Transmittal				
Application Number:		14015604		
Filing Date:		30-Aug-2013		
Title of Invention:		METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		
First Named Inventor/Applicant Name:		John E. DeTitta		
Filer:		Rachel L. Pearlman/Karen Scipio		
Attorney Docket Number:		5363.008B		
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
UTILITY APPL ISSUE FEE	2501	1	500	500

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				500

Electronic Acknowledgement Receipt	
EFS ID:	35891947
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
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:	5363.008B
Receipt Date:	01-MAY-2019
Filing Date:	30-AUG-2013
Time Stamp:	16:39:55
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 500
RAM confirmation Number	050219INTEFSW00003246081935
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)	H1458627.pdf	153682	no	1
			6486751ffa92fc9f61ddcf74cb100e325e8c6848		
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30473	no	2
			f8d6cca660d993cc4f80c44ef1ecfbac011607ed		
Warnings:					
Information:					
Total Files Size (in bytes):			184155		
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.					

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Authorized Signature /Rachel L. Pearlman/

Date May 1, 2018

Typed or printed name Rachel L. Pearlman, Esq.

Registration No. 71888

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Filer:		Rachel L. Pearlman/Karen Scipio		
Attorney Docket Number:		5363.008B		
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
UTILITY APPL ISSUE FEE	2501	1	500	500

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				500

Electronic Acknowledgement Receipt	
EFS ID:	35891779
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
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:	5363.008B
Receipt Date:	01-MAY-2019
Filing Date:	30-AUG-2013
Time Stamp:	16:34:40
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	Issue Fee Payment (PTO-85B)	H1458620.pdf	153676	no	1
			689c955d406c5a3bf2c9675efaa0d039a73e66d0		

Warnings:

Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30473	no	2
			248494cc01cdad85613d521a2300e9fd496eba7a		
Warnings:					
Information:					
Total Files Size (in bytes):			184149		
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.					

Best Available Copy
PART B - FEE(S) TRANSMITTAL

W

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)

23405 7590 04/29/2019
HESLIN ROTHENBERG FARLEY & MESITI PC
5 COLUMBIA CIRCLE
ALBANY, NY 12203



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.
14/015,604	08/30/2013	John E. DeTitta	5363.008B	8906

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	SMALL	\$500	\$0.00	\$0.00	\$500	07/29/2019

EXAMINER	ART UNIT	CLASS-SUBCLASS
STIBLEY, MICHAEL R	3688	705-014000

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,
- (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.

HESLIN ROTHENBERG FARLEY
1 & MESITI P.C.
2
3

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

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

(A) NAME OF ASSIGNEE

(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. 081935

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 /Rachel L. Pearlman/

Date May 1, 2018

Typed or printed name Rachel L. Pearlman, Esq.

Registration No. 71888

United States Patent and Trademark Office

- Sales Receipt -

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NOTICE OF ALLOWANCE AND FEE(S) DUE

23405 7590 04/29/2019
HESLIN ROTHENBERG FARLEY & MESITI PC
5 COLUMBIA CIRCLE
ALBANY, NY 12203

EXAMINER

STIBLEY, MICHAEL R

ART UNIT

PAPER NUMBER

3688

DATE MAILED: 04/29/2019

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/015,604	08/30/2013	John E. DeTitta	5363.008B	8906

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nonprovisional	SMALL	\$500	\$0.00	\$0.00	\$500	07/29/2019

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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

By mail, send to: Mail Stop ISSUE FEE
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23405 7590 04/29/2019
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(Typed or printed name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/015,604	08/30/2013	John E. DeTitta	5363.008B	8906

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

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EXAMINER	ART UNIT	CLASS-SUBCLASS
STIBLEY, MICHAEL R	3688	705-014000

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2. For printing on the patent front page, list

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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.

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3 _____

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(A) NAME OF ASSIGNEE

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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. _____

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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. _____



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UNITED STATES DEPARTMENT OF COMMERCE
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.
14/015,604	08/30/2013	John E. DeTitta	5363.008B	8906
23405 7590 04/29/2019 HESLIN ROTHENBERG FARLEY & MESITI PC 5 COLUMBIA CIRCLE ALBANY, NY 12203			EXAMINER STIBLEY, MICHAEL R	
			ART UNIT 3688	PAPER NUMBER
DATE MAILED: 04/29/2019				

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. 14/015,604	Applicant(s) DeTitta, John E.	
	Examiner MICHAEL R STIBLEY	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 2/25/2019.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3. ☒ The allowed claim(s) is/are 1-2 and 4-7. 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 areply 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. _____.	

/M.R.S/ Examiner, Art Unit 3688	/ERIC R NETZLOFF/ Primary Examiner, Art Unit 3688
------------------------------------	--

DETAILED ACTION

Request for Continued Examination

1. Receipt is acknowledged of a request for continued examination, filed on 2/25/2019, under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e) and a submission, filed on 2/25/2019. Prosecution is hereby re-opened, a detailed action follows:

CLAIM STATUS

2. Claims 1-2 and 4-7 are currently pending in the instant application.

Notice of Pre-AIA or AIA Status

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

Allowable Subject Matter

4. Claims 1-2 and 4-7 are allowed.

Examiner's Reasons for Allowance

5. Regarding Claims 1-2 and 4-7: Pursuant to 37 CFR 1.104(e), the primary reason for the allowance of claims 1-2 and 4-7 is that considering 2019 Revised Patent Subject Matter Eligibility Guidance, the claims include an additional element(s) or a combination of additional elements to apply, rely on, or use the judicial exception in a manner that imposes a meaningful limit on the judicial exception, such that the claim is more than a drafting effort designed to monopolize the exception. See MPEP 2106.05(e).

Claims 1-2 and 4-7 are novel and non-obvious in light of the closest available non-patent literature, because such references do not disclose or render the claimed invention obvious, as a whole, those references including:

Online fund-raising malls: fund raising goes high-tech; Raddatz, Dick; Fund Raising Management; Jun 2000; 31, 4; pg 12 June 2000;

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;

ZDNet donates \$1 million dollars in advertising availabilities to benefit tomorrows children's fund. (1999, Dec 22). PR Newswire

Yorgey, L.A. (1996). Fund raising meets cyberspace. Target Marketing, 19, p174(3). Retrieved from <https://dialog.proquest.com>

Slagle, G.S. (1999). Promotional products effective in fund-raising campaigns. Fund Raising Management, 30(3), 17-20. Retrieved from <https://dialog.proquest.com>

Further, Claims 1-2 and 4-7 are novel and non-obvious in light of the closest available patent literature, including: US 2002/0049816 A1 because the references do not disclose or render obvious the claimed invention, as a whole.

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

Conclusion

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL R STIBLEY whose telephone number is (571)270-3612. The examiner can normally be reached on Monday - Thursday 9 a.m. - 5 p.m..

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 an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a

Application/Control Number: 14/015,604
Art Unit: 3688

Page 5

USPTO Customer Service Representative or access to the automated information
system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

MICHAEL R. STIBLEY
Examiner
Art Unit 3688

/M.R.S/
Examiner, Art Unit 3688
/ERIC R NETZLOFF/
Primary Examiner, Art Unit 3688

<i>Notice of References Cited</i>	Application/Control No. 14/015,604	Applicant(s)/Patent Under Reexamination DeTitta, John E.	
	Examiner MICHAEL R STIBLEY	Art Unit 3688	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Code-Number-Kind Code	Country Code	Date MM-YYYY	Name	CPC Classification	US Classification
	A						
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Yorgey, L.A. (1996). Fund raising meets cyberspace. Target Marketing, 19, p174(3). Retrieved from https://dialog.proquest.com (Year: 1996)
	V	Slagle, G.S. (1999). Promotional products effective in fund-raising campaigns. Fund Raising Management, 30(3), 17-20. Retrieved from https://dialog.proquest.com (Year: 1999)
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

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

Notice of References Cited

Part of Paper No. 20190417

<i>Search Notes</i> 	Application/Control No. 14/015,604	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner MICHAEL R STIBLEY	Art Unit 3688

CPC - Searched*		
Symbol	Date	Examiner
G06Q 30/02+	January 2016	ms
G06Q 30/02+	August 2016	ms
G06Q 30/02+	03/24/2018	ms
G06Q 30/02+	08/14/2018	ms
G06Q 30/02+	04/18/2019	ms

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner
705	14+	January 2016	ms
705	14+	August 2016	ms
705	14+	03/24/2018	ms

* 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
Conducted Text Search within EAST.	January 2016	ms
Conducted Text Search. See EAST Search History.	August 2016	ms
Conducted EAST text Search; Proquest NPL Search; PLUS Search.	03/24/2018	ms
EAST Text Search;	08/14/2018	ms
EAST Text Search; Proquest NPL Search	04/18/2019	ms

	/M.S./ Examiner.Art Unit 3688
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<i>Search Notes</i> 	Application/Control No. 14/015,604	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner MICHAEL R STIBLEY	Art Unit 3688

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06Q	30/02+	04/18/2019	ms

	/M.S./ Examiner.Art Unit 3688
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Issue Classification 	Application/Control No. 14/015,604	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner MICHAEL R STIBLEY	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	Set	Ranking

/MICHAEL R STIBLEY/ Examiner, Art Unit 3688 (Assistant Examiner)	17 April 2019 (Date)	Total Claims Allowed: 6	
/ERIC R NETZLOFF/ Primary Examiner, Art Unit 3688 (Primary Examiner)	26 April 2019 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 2

Issue Classification 	Application/Control No. 14/015,604	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner MICHAEL R STIBLEY	Art Unit 3688

INTERNATIONAL CLASSIFICATION			
CLAIMED			
G06Q30/02		30	02

NON-CLAIMED			

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS

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

/MICHAEL R STIBLEY/ Examiner, Art Unit 3688 (Assistant Examiner)	17 April 2019 (Date)	Total Claims Allowed: 6	
/ERIC R NETZLOFF/ Primary Examiner, Art Unit 3688 (Primary Examiner)	26 April 2019 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 2

Issue Classification 	Application/Control No. 14/015,604	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner MICHAEL R STIBLEY	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	1														
2	2														
3	4														
4	5														
5	6														
6	7														

/MICHAEL R STIBLEY/ Examiner, Art Unit 3688 (Assistant Examiner)	17 April 2019 (Date)	Total Claims Allowed: 6	
/ERIC R NETZLOFF/ Primary Examiner, Art Unit 3688 (Primary Examiner)	26 April 2019 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 2

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	80	website and fundraising and @ad< "20041112"	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
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L3	3	impression near5 fund	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
L4	515	impression near5 website	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
L5	7	impression near5 website near10 revenue	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
L6	5	advertis\$5 near5 fund near10 websit\$5	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
L7	5	advertis\$5 near5 fund near10 webpage	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
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L10	559	fund adj3 raising and advertising	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
L11	6	revenue and advertising and fund near5 project.clm.	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
L12	400	fund adj3 raising and (impressions or click)	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
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L14	5	media adj2 production.ti. and impressions	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
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L21	6424	content and impressions and advertis\$5.clm.	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
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L24	511	view near5 advertis\$5 and free near5 content and television and radio and internet	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
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L30	1	pledgemusic	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
L31	1	funding4learning	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
L32	1	gorackup	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
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L35	69	advertis\$6 near10 financ\$5 near10 project\$3	US-PGPUB;	OR	OFF	2019/04/18 11:08

			USPAT			
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L53	7	advertising adj3 revenue and (fund or finance) adj3 project	US-PGPUB; USPAT	OR	OFF	2019/04/18 11:08
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EAST Search History

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L69	51	g06q30/02\$.cpc. and (fund or funds) near2 (raising or raised or raise) and (advertisements or ads or ad or impression or impressions) and @ad< "20041112"	US- PGPUB; USPAT	OR	OFF	2019/04/18 11:17

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
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4/18/2019 11:23:01 AM

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Doc code: RCEX

PTO/SB/30EFS (02-18)

Doc description: Request for Continued Examination (RCE)

Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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

REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL
(Submitted Only via EFS-Web)

Application Number	14015604	Filing Date	2013-08-30	Docket Number (if applicable)	5363.008B	Art Unit	3688
First Named Inventor	John E. De Titta			Examiner Name	Michael R. Stibley		

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. The Instruction Sheet for this form is located at WWW.USPTO.GOV

SUBMISSION REQUIRED UNDER 37 CFR 1.114

Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

☐ Other _____

☒ Enclosed

☒ Amendment/Reply

☐ Information Disclosure Statement (IDS)

☐ Affidavit(s)/ Declaration(s)

☐ Other _____

MISCELLANEOUS

☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of months _____
(Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

☐ Other _____

FEES

The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

☒ The Director is hereby authorized to charge any underpayment of fees, or credit any overpayments, to
Deposit Account No 081935

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

☒ Patent Practitioner Signature

Applicant Signature

Doc code: RCEX

Doc description: Request for Continued Examination (RCE)

PTO/SB/30EFS (02-18)

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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Signature of Registered U.S. Patent Practitioner			
Signature	Rachel L. Pearlman/	Date (YYYY-MM-DD)	2019-02-25
Name	Rachel L. Pearlman, Esq.	Registration Number	71888

This collection of information is required by 37 CFR 1.114. 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.

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

Privacy Act Statement

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

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: John E. De Titta Confirmation No.: 8906
Serial No.: 14/015,604 Group Art Unit: 3688
Filed: 08/30/2013 Examiner: Michael R. Stibley
Title: METHODS, SYSTEMS AND
APPARATUS FOR FINANCING
PROJECTS

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

Response to Final Office Action with Request for Continues Examination

Dear Sir:

This paper is timely filed February 25, 2018, with a three month extension of time and a Request for Continued Examination, and is responsive to the Final Office Action mailed August 23, 2018, in connection with the above-designated patent application. Because February 23, 2018, fell on a weekend, this paper is timely filed, with a three month extension of time, on the first business day. This paper is also responsive to the interview between Examiner and Applicant's undersigned representative on November 1, 2018. *Should any issue remain unresolved by this paper, Applicant respectfully requests that the Examiner telephone Applicant's undersigned representative in order to discuss the matter in the hope of facilitating prosecution of the application.* Allowance of the application is respectfully requested in view of the Amendments and Remarks below.

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

Remarks begin on page 7 of this paper.

Amendment to the Claims

Kindly amend claims 1-2, cancel claim 3, and add claims 4-7 (without prejudice), as set forth below. The changes in the amended claim are shown by strikethrough or double brackets for deleted matter and underlining for added matter.

1. (Currently Amended) 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, [[said]] 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, ~~providing~~ a webpage for [[said]] 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 ~~upon an advertiser purchasing a selected~~ 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 causing the advertiser's advertising material to be places on the at least one website one or more media properties associated with the purchased media buys;

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; [[and]]

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 advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund.

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

3. (Cancelled).

4. (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 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.

5. (New) The computer program product of claim 4, 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.

6. (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 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.

7. (New) The system of claim 6, 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.

Remarks

Favorable consideration and allowance of the application as amended are respectfully requested. Upon entry of this amendment, claims 1-2 and 4-7 are pending in the application.

Applicant thanks the Examiner for participating in an interview of November 1, 2018, during which Applicant's undersigned representative and Examiner discussed the rejection under 35 U.S.C. §101. It was Applicant's assertion that Examiner had not applied the latest Guidelines post-*Berkheimer* to the pending claims, which differ from those entered in this Response. Examiner expressed a view that differs from Applicant's undersigned representative regarding the dominance of the *Berkheimer* decision and the analysis requirements it imposes when rejecting claims under 35 U.S.C. §101. Examiner disagreed with Applicant's undersigned representative's impression of his analysis and no agreement was reached either regarding the analysis standards or the patentability of the pending claims. However, since the issuance of the Office Action, the USPTO had issued new Guidance to address discrepancies in interpretation likely such as those discussed in the interview. Additionally, in this Response, Applicant has amended the pending claims, without disclaimer or prejudice, and added additional claims that serve to clarify the inextricable link to computing, the significant improvements offered by the claims, and, more generally, the specific (as opposed to abstract) nature of the subject matter claimed. Based on these amendments and remarks below, Applicant respectfully requests reconsideration and allowance of the claims to issue.

By this paper, Applicant has amended independent claims 1 and added independent claims 4 and 6, without prejudice, to recite, more clearly and distinctly, one or more aspects of the present invention. As amended, the claims recite, *inter alia*, "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.” These amendments are supported by the specification, as filed, including by paragraphs [0022]-[0026], [0041], and FIGS. 1-2, of the printed publication.

In the Office Action, claims 1-3 were rejected under 35 U.S.C. §101 based on the Examiner’s assertion that the claimed invention is directed to a judicial exception (*i.e.*, a law of nature, a natural phenomenon, or an abstract idea) without significantly more. In January of 2019 the USPTO issued new guidance on evaluating patentability under §101 when applying the *Alice/Mayo* Test, which is the basis of this rejection in the Office Action. Since the issuance of this rejection, the USPTO has substantially revised the guidance in evaluating patentability of software and hardware under *Alice* in view of the *Berkheimer* case and decisions that followed. Applicant respectfully requests that Examiner revise this analysis in view of the revised guidelines. Thus, should Examiner wish to maintain this rejection, Applicant will have a full

opportunity to respond under the current legal standards. However, it is Applicant's view that the present claims are patentable under both prongs, being inextricably linked to computing and provided "significantly more." Although Applicant awaits Examiner's updated analysis, Applicant will discuss below why Examiner's rejection under §101 is flawed and should be reconsidered and withdrawn.

The pending claims are patentable at least because they are not abstract under the first step of the Alice/Mayo Test, according to the 2019 Guidance. The 2019 Guidance on §101 included a two-prong inquiry for whether a claim is "directed to" a judicial exception – the first step of the Alice/Mayo Test. As the first prong, the Guidance directs examiners to evaluate whether the claim recites a judicial exception and if so, proceed to the second prong. In the second prong, the Examiner must evaluate whether the claim recites additional elements that integrate the identified judicial exception into a practical application. If a claim both recites a judicial exception and fails to integrate that exception into a practical application, then the claim is "directed to" a judicial exception. In such a case, further analysis pursuant to the second step of the Alice/Mayo test is required. Applicant disputes Examiner's characterization of the claims as being directed to a judicial exception, given that they contain subject matter that is inextricably linked to computing, which Applicant has clarified through the fully-supported amendment of the independent claims. However, this issue aside, the claims certainly integrate what the Examiner characterizes as an exception into a practical application. For example, as amended, independent claim 1 recites, *inter alia*, "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; . . . 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; 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.” These aspects are “practical applications.” Thus, the claims are not directed to a judicial exception and are patentable as they are not abstract.

The pending claims are also patentable based on the second step of the Alice/Mayo Test, *i.e.*, providing significantly more than existing approaches. On April 19, 2018, the USPTO issued a Memorandum entitled “Changes in Examination Procedure Pertaining to Subject Matter Eligibility, Recent Subject Matter Eligibility Decision (*Berkheimer v. HP, Inc.*)” which the 2019 Guidance further explains as applicable to all pending applications (hereinafter “Memorandum”). Contrary to the Memorandum and the 2019 Guidance, the Office Action incorrectly combines the two steps of the analysis in *Alice*. The Examiner challenged Applicant’s representative’s assertion during the aforementioned interview that the 2018 Guidance implemented a change to the analysis of 35 U.S.C. §101 patentability across the board (the Examiner asserted that other cases which conflicted with *Berkheimer* were more relevant). With the issuance of this second Guidance, the USPTO has affirmed the central role of *Berkheimer* and subsequent cases that followed *Berkheimer* in creating a framework for analyzing claims in the computing arts under 35 U.S.C. §101.

Applicant does not concede that the pending claims are directed to an abstract concept (quite the opposite, as discussed above Applicant asserts that the pending claims are “inextricably linked to computing” and are a practical application). However, if the claims were directed to an abstract idea, the analysis regarding whether the claims provide “something more” is separate from the abstract idea analysis. Taking Examiner’s conclusion that the claims are directed to an abstract idea (without conceding to this statement), Examiner must still analyze to claims to show that they do not offer “significantly more” or “something more.” In this analysis, Examiner has primarily analyzed claim 3, which Applicant has cancelled, without prejudice or disclaimer. No separate analysis was provided from independent claim 1. This defect alone renders the rejection under 35 U.S.C. §103 improper. The closest thing to a “significantly more” analysis in the Office Action is Examiner’s broad statement, “There is no indication that the combination of elements, the ordered combination of the elements as a whole, improves the

functioning of a computer or improves any other technology.” Office Action p. 7. The Examiner also terms the subject matter of all the claims as a “conventional computer implementation.” Of course, this conclusion is challenged by the fact that the Examiner identified no art indicating the method “conventional.” The Examiner is indicating that elements such as websites were known, but this rejection ignores the substance of the claim. Effectively, the Examiner concluded that the claims do not offer “significantly more” but only considered the Internet and a website as being able to offer the “significantly more” which is not in keeping with the Memorandum. The requirement is not a new piece of hardware. By insisting on an improvement to the functionality of a computer (and disregarding the advantages provided by aspects of the invention), the Examiner is effectively applying the “abstract idea” analysis twice, instead of separately evaluating the “significantly more” prong of the test. The Memorandum (and the *Berkheimer* decision) clarify that even if the Office Action finds that the invention is directed to an abstract idea, the non-conventional nature of the claims, alone, can render the claims patentable. Thus, the Office Action’s analysis of the second prong is duplicative of the first prong.

The “significantly more” analysis is separate from the abstract idea analysis and the fact that a claim may be directed to an abstract idea does not taint the second step analysis. For example, in *Vanda Pharmaceuticals Inc. et al. v. Roxane Laboratories, Inc.*, the Federal Circuit held that the claims were directed to an abstract idea (*i.e.*, a law of nature), but that there was “something more” because the precise test used to discover the results was not routine or conventional. In the more recent *Berkheimer v. HP*, which led to the Memorandum, the Federal Circuit reversed summary judgment of a lower court because the lower court threw out the invalidation of a patent under §101. In making this ruling, the Federal Circuit concluded that the independent claims at issue were directed to the abstract idea of parsing and comparing and that subsequent claims added the abstract concepts of storing and editing. In this case, the inventor admitted that the limitations of the independent claims were conventional, but the Federal Circuit determined that the lower court had erred in granting summary judgment because although “storing” is arguably abstract, the manner in which this “storing” was accomplished, as supported by the specification, *i.e.*, “storing a reconciled object structure in the archive without substantial redundancy,” could be unconventional and therefore, something more under the §101 analysis. Contrary to Examiner’s statement in the interview, this case cannot be skirted in the

analysis of claims – there are now two guidance memoranda that speak to the necessity of the analysis under this decision. Thus, in the present example, the Office Action’s perception of aspects of the recited claims as abstract does not render the claims unpatentable under §101. It is important to note that “storing” does not introduce an unknown piece of hardware or a previously unknown software element – the manner in which something was stored was enough. No such requirement existing in *Berkheimer* and no such requirement was carried into the Memorandum or the newest Guidelines.

Although the analysis under §102/§103 differs (as the standard for patentability under §102/§103 may be higher), as explained herein, it is telling that the pending claims were not rejected based on novelty of obviousness. The absence of this type of rejection is support for the assertion that the pending claims are not conventional and provide “significantly more.” Under the Memorandum and the 2019 Guidance, to reject elements based on being well understood, routine, or conventional, the Office Action must expressly support the rejection in writing, with one of: 1) a citation to an express statement in the specification; 2) a citation to one or more court decisions discussed in the MPEP; 3) a citation to a publication that demonstrates that the aspects are well understood, routine, or conventional; or 4) a statement that the Examiner is taking official notice (should the Examiner make this statement, Applicant would disagree and request documentary evidence of the basis for this notice). Thus, should Examiner desire to maintain the present rejection under 35 U.S.C. §101, Applicant respectfully requests that Examiner provide the required evidence. If no evidence is available, which Applicant suspects, based on the non-conventional nature of these aspects, Applicant respectfully requests that Examiner withdraw the rejection under 35 U.S.C. §101. It is Applicant’s position that at least the following aspects are novel and non-obvious and also, not conventional: “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.”

For at least the reasons stated above, the pending claims are believed patentable over the rejection under 35 U.S.C. §101 in the Office Action. Applicant respectfully requests reconsideration under the new Guidance and allowance of the pending claims to issue.

Should any issue remain unresolved, however, Applicant's undersigned representative invites the Examiner to telephone her at the time that the Examiner is considering this Response, in order to discuss the matter, in the hope of facilitating prosecution of the application.

Respectfully submitted,

/Rachel L. Pearlman/

Rachel L. Pearlman

Attorney for Applicant

Registration No.: 71,888

Dated: February 25, 2019

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Electronic Patent Application Fee Transmittal				
Application Number:		14015604		
Filing Date:		30-Aug-2013		
Title of Invention:		METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		
First Named Inventor/Applicant Name:		John E. DeTitta		
Filer:		Rachel L. Pearlman/Karen Scipio		
Attorney Docket Number:		5363.008B		
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension - 3 months with \$0 paid	2253	1	700	700
Miscellaneous:				
RCE- 2ND AND SUBSEQUENT REQUEST	2820	1	950	950
Total in USD (\$)				1650

Electronic Acknowledgement Receipt	
EFS ID:	35245933
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
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:	5363.008B
Receipt Date:	25-FEB-2019
Filing Date:	30-AUG-2013
Time Stamp:	19:02:52
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$1650
RAM confirmation Number	022619INTEFSW00023465081935
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	Request for Continued Examination (RCE)	H1407685.pdf	1349947	no	3
			dcf4954b1dadf781f0e86277b5223d93291f79d0		
Warnings:					
Information:					
2		H1407693.pdf	353633	yes	14
			917bf8574df2d67b986595b26b8341fa4b5c3322		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Amendment Submitted/Entered with Filing of CPA/RCE		1	1	
	Claims		2	6	
	Applicant Arguments/Remarks Made in an Amendment		7	14	
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	32770	no	2
			7b0ad47fd71af662a8a26a08863ae2c48d9a3113		
Warnings:					
Information:					
Total Files Size (in bytes):			1736350		

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.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 14/015,604		Filing Date 08/30/2013		☐ 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 \$40 =						
INDEPENDENT CLAIMS (37 CFR 1.16(h))		minus 3 =	*	x \$210 =						
☐ 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	02/25/2019	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)			
	Total (37 CFR 1.16(i))	* 6	Minus	** 20	= 0	x \$50 =		0		
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0	x \$230 =		0		
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
					TOTAL ADD'L FEE		0			
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.					LIE					
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".					/VENICE M WILLIAMS/					
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".										
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.										

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

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



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/015,604	08/30/2013	John E. DeTitta	5363.008B	8906
23405 7590 11/05/2018 HESLIN ROTHENBERG FARLEY & MESITI PC 5 COLUMBIA CIRCLE ALBANY, NY 12203			EXAMINER STIBLEY, MICHAEL R	
			ART UNIT 3688	PAPER NUMBER
			MAIL DATE 11/05/2018	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.

<i>Applicant-Initiated Interview Summary</i>	Application No. 14/015,604	Applicant(s) DeTitta, John E.	
	Examiner MICHAEL R STIBLEY	Art Unit 3688	AIA Status Yes

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

(1) MICHAEL R. STIBLEY. (3) ____.

(2) RACHEL L. PEARLMAN. (4) ____.

Date of Interview: 01 November 2018.

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

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

Issues Discussed ☒ 101 ☐ 112 ☐ 102 ☐ 103 ☐ Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: 1-3.

Identification of prior art discussed: none.

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

Applicant initiated interview to discuss 101 rejection in view of Berkheimer. Applicant presented views on impact of Berkheimer. Examiner acknowledged the memo of Bob Barh and discussed the scope of the decision and explained that the claims 1-3 are still directed to an abstract idea without significantly more and that the final rejection is compliant with the memo regarding Berkheimer as case law is cited concerning the additional elements of the claims. see at least OIP Applicant presented additional arguments regarding alleged problems solved by the invention and Examiner disagreed as the claims do not purport to solve a technical problem with a technical solution. A webpage is generic and the claims are directed to a fundamental economic practice. No Agreement was reached..

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

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

☐ Attachment

/M.R.S/ Examiner, Art Unit 3688	/ERIC R NETZLOFF/ Primary Examiner, Art Unit 3688
------------------------------------	--

Summary of Record of Interview Requirements

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

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

Title 37 Code of Federal Regulations (CFR) 1.133 Interviews

Paragraph (b)

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

37 CFR §1.2 Business to be transacted in writing.

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

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

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

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

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

The Form provides for recordation of the following information:

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

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

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

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

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

Examiner to Check for Accuracy

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



UNITED STATES PATENT AND TRADEMARK OFFICE

USPTO Automated Interview Request (AIR)

Oct 24 2018

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

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

Name(s) :
Rachel L. Pearlman

S-signature:
/Rachel Pearlman/

Registration Number:
71888

U.S. Application Number:
14015604

Confirmation Number:
8906

E-mail Address:
rachel.pearlman@hrfmlaw.com

Phone Number:
5184525600

Proposed Time of Interview:
11-1-2018 1:00 PM ET

Preferred Interview Type:
Telephonic

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

Topic for Discussion:



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/015,604	08/30/2013	John E. DeTitta	5363.008B	8906
23405 7590 08/23/2018 HESLIN ROTHENBERG FARLEY & MESITI PC 5 COLUMBIA CIRCLE ALBANY, NY 12203			EXAMINER STIBLEY, MICHAEL R	
			ART UNIT 3688	PAPER NUMBER
			MAIL DATE 08/23/2018	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.

Office Action Summary	Application No. 14/015,604	Applicant(s) DeTitta, John E.	
	Examiner MICHAEL R STIBLEY	Art Unit 3688	AIA Status Yes

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

Period for Reply

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

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

Status

- 1) ☒ Responsive to communication(s) filed on 7/2/2018.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on ____.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

- 5) ☒ Claim(s) 1-3 is/are pending in the application.
5a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 6) ☐ Claim(s) ____ is/are allowed.
- 7) ☒ Claim(s) 1-3 is/are rejected.
- 8) ☐ Claim(s) ____ is/are objected to.
- 9) ☐ Claim(s) ____ are subject to restriction and/or election requirement

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

Application Papers

- 10) ☐ The specification is objected to by the Examiner.
- 11) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

- a) ☐ All b) ☐ Some** c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. ____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

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

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)
Paper No(s)/Mail Date ____.
- 3) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date ____.
- 4) ☐ Other: ____.

DETAILED ACTION

1. This office action is in response to the submission filed on 7/2/2018. A detailed action follows:

CLAIM STATUS

2. Claims 1-3 are currently pending in the instant application and have been examined under the first inventor to file provisions of the AIA.

Claim Rejections - 35 USC § 101

3. 35 U.S.C. 101 reads as follows:

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

4. Claims 1-3 are rejected under 35 U.S.C. 101 because the claimed invention is directed to a judicial exception (i.e., a law of nature, a natural phenomenon, or an abstract idea) without significantly more.

Claims 1-3 are directed to a method, which are within statutory categories of invention; however, the inquiry does not end there.

Claim 3, as representative, is specifically directed to a processor adapted to perform a series of steps including:

Selecting a media production to be produced and developing a budget for production costs of the selected media production; 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; developing a set of advertising materials that are targeted toward to a corresponding one of the plurality of advertisers, the subject matter of a selected media production comprising 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; presenting 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 requires a predetermined number of impressions to be completed; if the at least one advertising buyer purchases the at least one advertising buy, producing and placing the advertising materials, for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions; and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund.

These steps collectively describe the concept of financing projects thru advertising revenue, which corresponds to concepts identified as abstract ideas by the courts, such as: offer-based price optimization (*OIP Tech*); processing an application for financing a purchase (*Credit Acceptance*); hedging (*Bilski* claims 1-3 & 9); budgeting (*Int. Ventures v. Cap One Bank* '137 patent); using advertising as an exchange or currency (*Ultramercial*). All of these concepts relate to "certain methods of organizing human activity" and "fundamental economic practices" as they involve concepts relating to agreements between people or performance of financial transactions and/or concepts relating to advertising, marketing, & sales activities or behaviors. The concept as described in the steps of claim 3 is not meaningfully different than those "certain methods of organizing human activity" and "fundamental economic practices" found by

the courts to be abstract as similar concepts are employed. As such, the description of claim 3 of financing projects thru advertising revenue considering the steps of claim 3, both individually and as a whole, is an abstract idea. There is no indication that the above steps, individually or in ordered combination with each other, as a whole, improve the functioning of the computer components themselves or improve another technology.

The steps included in the non-representative claims 1-2 including limitations that are substantially similar to: receiving a target fund amount for a project, said project being selected from the group consisting of a non-profit project, a business project, a cause-project, a real-estate project and an art project, providing a project for said project, providing a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project, upon an advertiser purchasing a selected one or more of the advertising buy options, causing the advertiser's advertising material to be placed associated with the purchased media buys; and collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund, within claim 1; wherein the media outlet is selected from a group consisting of, within claim 2; *merely further describe the judicial exception, the abstract idea, representing data gathering, extra-solution activity and mental steps in the implementation of the abstract idea involving routine and conventional computing functions including storing, transmission, receipt and manipulation of data. Further, there is no indication that the above steps, individually or in ordered combination with each other, as a whole, improve the functioning of the computer components themselves or improve another technology.*

Claim 3 does not include additional elements that are sufficient to amount to significantly more than the judicial exception because the individual elements when considered both individually and as an ordered combination do not amount to significantly more than the abstract idea. The additional elements of claim 3 include: “on a media property”, “on the media property”. They are disclosed as generic computer components performing generic computer functions which alone, do not amount to significantly more than the judicial exception. Within claim 3, they are recited at a high level of generality and are functioning and processing instructions in a conventional manner known in the industry. The courts have recognized functions such as receiving, processing and storing data and receiving or transmitting data over a network, as being well-understood, routine and conventional functions when they are claimed in a merely generic manner (See *Alice Corp.*, 134 S.Ct. at 2360; See *Ultramercial*, 772 F.3d at 716-17; *buySAFE, Inc. v. Google, Inc.*, 765 F.3d 1350, 1355 (Fed. Cir. 2014); *Cyberfone Systems, LLC v. CNN Interactive Group, Inc.*, 558 Fed Appx. 988, 993 (Fed. Cir. 2014).

Further, *OIP Techs.*, 788 F.3d at 1362-63 provides that presenting offers and gathering statistics is well-known, routine and conventional.

Courts have held computer-implemented processes not to be significantly more than an abstract idea (and thus ineligible) where the claim as a whole amounts to nothing more than generic computer functions merely used to implement an abstract idea, such as an idea that could be done by human analog (i.e. by hand or by merely thinking). This is the central issue with the claimed invention as the computer elements are merely used as a *tool* to carry out the abstract idea, and are being used in the

routine and customary manner to perform functions, such as transmitting, receiving, storing and manipulating data, which are well-understood and conventional to the industry. Thus taken alone, the additional elements do not amount to significantly more than the above identified judicial exception (the abstract idea). Looking at the limitations as an ordered combination, as a whole, adds nothing that is not already present when looking at the elements individually. There is no indication that the combination of elements, the ordered combination of the elements as a whole, improves the functioning of a computer or improves any other technology. Their collective functions merely provide conventional computer implementation as the specification dated 8/30/2013 [00024]-[00026] and [00041] indicates that the internet, and other technical environment(s) is merely used as a tool to implement an abstract business process without solving a technical problem unique to the internet.

The additional elements of claims 1-2 do not change the analysis as claims 1-2 do not include additional elements that are sufficient to amount to significantly more than the judicial exception because alone, the elements do not amount to significantly more than the abstract idea. The additional elements of claims 1-2 taken together, as an ordered combination, as a whole, also do not amount to significantly more than the abstract idea. The additional elements of claims 1-2 include: "webpage", "on one or more media properties", "website", "printed media", "radio", and "television". They are disclosed as generic computer components performing generic computer functions, and or generic technical environment(s), which alone, do not amount to significantly more than the judicial exception. Within claims 1-2, they are recited at a high level of generality and are functioning and processing instructions in a conventional manner

known in the industry. The courts have recognized functions such as receiving, processing and storing data and receiving or transmitting data over a network, as being well-understood, routine and conventional functions when they are claimed in a merely generic manner (See *Alice Corp.*, 134 S.Ct. at 2360; See *Ultramercial*, 772 F.3d at 716-17; *buySAFE, Inc. v. Google, Inc.*, 765 F.3d 1350, 1355 (Fed. Cir. 2014); *Cyberfone Systems, LLC v. CNN Interactive Group, Inc.*, 558 Fed Appx. 988, 993 (Fed. Cir. 2014).

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Courts have held computer-implemented processes not to be significantly more than an abstract idea (and thus ineligible) where the claim as a whole amounts to nothing more than generic computer functions merely used to implement an abstract idea, such as an idea that could be done by human analog (i.e. by hand or by merely thinking). This is the central issue with the claimed invention as the computer elements and technical environment(s) are merely used as a *tool* to carry out the abstract idea, and are being used in the routine and customary manner to perform functions, such as transmitting, receiving, storing and manipulating data, which are well-understood and conventional to the industry. Thus taken alone, the additional elements do not amount to significantly more than the above identified judicial exception (the abstract idea). Looking at the limitations as an ordered combination, as a whole, adds nothing that is not already present when looking at the elements individually. There is no indication that the combination of elements, the ordered combination of the elements as a whole, improves the functioning of a computer or improves any other technology. Their collective functions merely provide conventional computer implementation as the

specification dated 8/30/2013 [00024]-[00026] and [00041] indicates that the internet, and other technical environment(s), including website, printed media, radio and television, is merely used as a tool to implement an abstract business process without solving a technical problem unique to the internet or other technical environment(s), including radio, television, printed media and website.

Applicant's amendments dated 7/2/2018 are to form and do not change the analysis.

Response to Arguments

5. In response to applicant's remarks dated 7/2/2018, applicant has failed to traverse the prima facie 101 rejection presented above.

In response to Applicant's amendments and remarks dated 7/2/2018, Examiner has carefully considered the test for patent eligibility as laid out by the Supreme Court of the United States within *Alice Corp. Pty. Ltd. v. CLS Bank Int'l*, 134 S. Ct. 2347 (U.S. 2014) and *Mayo Collaborative Servs. v. Prometheus Labs., Inc.*, 566 U.S. 66 (U.S. 2012) and Examiner is not persuaded that the claims of the instant application are eligible for a patent as they are directed to an abstract idea without significantly more than the abstract idea.

Examiner has considered both case law and the applicant's specification and the fact that mere generic components are utilized by applicant as tools to implement the abstract concept and because applicant has not amended the claims to introduce a unique combination of additional elements, Examiner is not persuaded by applicant's remarks.

The Berkheimer memo regards whether additional elements are well-understood and conventional and there is no question that the “additional elements” of the current claims are well-understood and conventional as they generic. Regardless, the rejection is compliant with the Berkheimer memo, despite the memo later publishing. Further, the analysis includes analysis of all the claim elements, Examiner has considered both parts of the 101 test (abstract idea portion and whether significantly more than abstract idea is present).

Conclusion

6. THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL R STIBLEY whose telephone number is (571)270-3612. The examiner can normally be reached on Monday - Thursday 9 a.m. - 5 p.m..

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

MICHAEL R. STIBLEY
Examiner
Art Unit 3688

/M.R.S/
Examiner, Art Unit 3688

/ERIC R NETZLOFF/
Primary Examiner, Art Unit 3688

<i>Search Notes</i> 	Application/Control No. 14/015,604	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner MICHAEL R STIBLEY	Art Unit 3688

CPC - Searched*		
Symbol	Date	Examiner
G06Q 30/02+	January 2016	ms
G06Q 30/02+	August 2016	ms
G06Q 30/02+	03/24/2018	ms
G06Q 30/02+	08/14/2018	ms

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner
705	14+	January 2016	ms
705	14+	August 2016	ms
705	14+	03/24/2018	ms

* 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
Conducted Text Search within EAST.	January 2016	ms
Conducted Text Search. See EAST Search History.	August 2016	ms
Conducted EAST text Search; Proquest NPL Search; PLUS Search.	03/24/2018	ms
EAST Text Search;	08/14/2018	ms

	/M.S./ Examiner.Art Unit 3688
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<i>Search Notes</i> 	Application/Control No. 14/015,604	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner MICHAEL R STIBLEY	Art Unit 3688

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

	/M.S./ Examiner.Art Unit 3688
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EAST Search History

EAST Search History (Prior Art)

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EAST Search History

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EAST Search History (Interference)

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8/ 14/ 2018 2:45:23 AM

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	John E. De Titta	Confirmation No.:	8906
Serial No.:	14/015,604	Group Art Unit:	3688
Filed:	08/30/2013	Examiner:	Michael R. Stibley
Title:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		

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

Response to Office Action

Dear Sir:

This paper is timely filed July 2, 2018 responsive to the Office Action mailed April 2, 2018, in connection with the above-designated patent application. *Should any issue remain unresolved by this paper, Applicant respectfully requests that the Examiner telephone Applicant's undersigned representative in order to discuss the matter in the hope of facilitating prosecution of the application.* Allowance of the application is respectfully requested in view of the Amendments and Remarks below.

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

Remarks begin on page 4 of this paper.

Amendment to the Claims

Kindly amend claims 1 and 3 (without prejudice), as set forth below. The changes in the amended claim are shown by strikethrough or double brackets for deleted matter and underlining for added matter.

1. (Currently Amended) A method of raising funds for a project, said method comprising ~~the steps of:~~

receiving a target fund amount for the project, said project being selected from the group consisting of a non-profit project, a business project, a real estate project and an art project;

providing a webpage for said project;

providing a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project webpage;

upon an advertiser purchasing a selected one or more of the advertising buy options, causing the advertiser's advertising material to be placed on one or more media properties associated with the purchased media buys; and

collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund.

2. (Previously Presented) The method of claim 1, wherein the media outlet is selected from a group consisting of a website, printed media, radio and television.

3. (Currently Amended) A method of producing and financing a media production, ~~[[said]]~~ the method comprising ~~the steps of:~~

a) selecting a media production to be produced and developing a budget for the production costs of the selected media production;

b) 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;

e) developing a set of advertising materials that are targeted toward to a corresponding one of the plurality of advertisers, the subject matter of a selected media production relating 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;

ð) presenting 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 requires a predetermined number of impressions to be completed;

e) if the at least one advertising buyer purchases the at least one advertising buy, producing and placing the advertising materials on a media property;

ð) for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on the on media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions; and

g) collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund.

Remarks

Favorable consideration and allowance of the application as amended are respectfully requested. Claims 1-3 remain pending in the application.

By this paper, Applicant has amended independent claims 1 and 3, without prejudice, to recite, more clearly and distinctly, one or more aspects of the present invention. The amendments are to form, as opposed to substance, of the claims and are therefore fully supported by the specification, as filed.

In the Office Action, claims 1-3 were rejected under 35 U.S.C. §101 based on the Examiner's assertion that the claimed invention is directed to a judicial exception (*i.e.*, a law of nature, a natural phenomenon, or an abstract idea) without significantly more. Specifically, the Office Action states that pending claims 1-2 are directed to manipulating data while claim 3 is directed to organizing human activity and/or economic practices. Applicant traverses these rejections.

Since the issuance of this rejection, the USPTO has substantially revised the guidance in evaluating patentability of software and hardware under *Alice* in view of the *Berkheimer* case. Applicant respectfully requests that Examiner revise this analysis in view of the revised guidelines. Thus, should Examiner wish to maintain this rejection, Applicant will have a full opportunity to respond under the current legal standards. However, it is Applicant's view that the present claims are patentable under both prongs, being inextricably linked to computing and provided "something more." Given the change in the law after issuance of this Office Action, should Examiner maintain the rejection, Applicant respectfully requests that Examiner re-issue the rejection in a non-Final Office Action. Although Applicant awaits Examiner's updated analysis, Applicant will discuss below why Examiner's rejection under §101 is flawed and should be reconsidered and withdrawn.

The pending claims are patentable at least based on providing significantly more than existing approaches. On April 19, 2018, and thus, after the mailing date of the present Office Action, the USPTO issued a Memorandum entitled "Changes in Examination Procedure Pertaining to Subject Matter Eligibility, Recent Subject Matter Eligibility Decision (*Berkheimer*

v. HP, Inc.”) (hereinafter “Memorandum”). Given the timing of the Office Action and the release of the Memorandum, the Office Action does not include the analysis in the 35 U.S.C. §101 rejection that is now required by the USPTO. In general, the Office Action incorrectly combines the two steps of the analysis in *Alice*. Applicant does not concede that the pending claims are directed to an abstract concept (quite the opposite, Applicant asserts that the pending claims are “inextricably linked to computing”). However, if the claims were directed to an abstract idea, the analysis regarding whether the claims provide “something more” is separate from the abstract idea analysis. Taking Examiner’s conclusion that the claims are directed to an abstract idea (without conceding to this statement), Examiner must still analyze to claims to show that they do not offer “something more.” In this analysis, the Examiner concluded that the claims do not offer “something more” because, essentially, the Office Action interprets the subject matter to be well-understood, routine, or conventional. Regarding claims 1-2, the Office Action states, “Within claims 1-2 [generic computer elements] are recited at a high level of generality and are functioning and processing instructions in a conventional manner known in the industry. . . Courts have held computer-implemented processing not to be significantly more than an abstract idea (and thus ineligible) when the claim as a whole amounts to nothing more than generic computer functions merely used to implement an abstract idea.” Office Action pp. 4-5. Regarding claim 3, the Office Action states, “[T]he computer elements . . . are being used in a routine and customary manner to performs functions . . . which are well-understood and conventional to the industry. . . . There is no indication that the combination of elements . . . improved the functioning of a computer or improves any other technology.” Office Action p. 5-6. Thus, the Examiner is applying the “abstract idea” analysis twice, instead of separately evaluating the “something more” prong of the test. The Memorandum (and the *Berkheimer* decision) clarify that even if the Office Action finds that the invention is directed to an abstract idea, the non-conventional nature of the claims, alone, can render the claims patentable. Thus, the Office Action’s analysis of the second prong with the conclusion that elements are used to implement the abstract idea is duplicative of the first prong.

The “something more” analysis is separate from the abstract idea analysis and the fact that a claim may be directed to an abstract idea does not taint the second step analysis. For example, in *Vanda Pharmaceuticals Inc. et al. v. Roxane Laboratories, Inc.*, the Federal Circuit held that the claims were directed to an abstract idea (*i.e.*, a law of nature), but that there was

“something more” because the precise test used to discover the results was not routine or conventional. In the more recent *Berkheimer v. HP*, which led to the Memorandum, the Federal Circuit reversed summary judgment of a lower court because the lower court threw out the invalidation of a patent under §101. In making this ruling, the Federal Circuit concluded that the independent claims at issue were directed to the abstract idea of parsing and comparing and that subsequent claims added the abstract concepts of storing and editing. In this case, the inventor admitted that the limitations of the independent claims were conventional, but the Federal Circuit determined that the lower court had erred in granting summary judgment because although “storing” is arguably abstract, the manner in which this “storing” was accomplished, as supported by the specification, *i.e.*, “storing a reconciled object structure in the archive without substantial redundancy,” could be unconventional and therefore, something more under the §101 analysis. Thus, in the present example, the Office Action’s perception of aspects of the recited claims as abstract does not render the claims unpatentable under §101.

Although the analysis under §102/§103 differs (as the standard for patentability under §102/§103 may be higher), the absence of a rejection under these sections is further evidence that the pending claims are not conventional. Additionally, under the Memorandum, to reject elements based on being well understood, routine, or conventional, the Office Action must expressly support the rejection in writing, with one of: 1) a citation to an express statement in the specification; 2) a citation to one or more court decisions discussed in the MPEP; 3) a citation to a publication that demonstrates that the aspects are well understood, routine, or conventional; or 4) a statement that the Examiner is taking official notice (should the Examiner make this statement, Applicant would disagree and request documentary evidence of the basis for this notice). Thus, should Examiner desire to maintain the present rejection under 35 U.S.C. §101, Applicant respectfully requests that Examiner provide the required evidence. If no evidence is available, which Applicant suspects, based on the non-conventional nature of these aspects, Applicant respectfully requests that Examiner withdraw the rejection under 35 U.S.C. §101.

By this Response, Applicant has amended claims 1 and 3 (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 over the art cited in the Office Action. Applicant respectfully reserves the right to pursue claims in one or

more continuing applications, including claims capturing the subject matter encompassed by the claims prior to this amendment, and additional claims.

Should any issue remain unresolved, however, Applicant's undersigned representative invites the Examiner to telephone her at the time that the Examiner is considering this Response, in order to discuss the matter, in the hope of facilitating prosecution of the application.

Respectfully submitted,

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

Dated: July 2, 2018

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Electronic Acknowledgement Receipt	
EFS ID:	33074332
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
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
Filer Authorized By:	
Attorney Docket Number:	5363.008B
Receipt Date:	02-JUL-2018
Filing Date:	30-AUG-2013
Time Stamp:	23:43:44
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment/Req. Reconsideration-After Non-Final Reject	H1230001.pdf	149382	no	7
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Warnings:

Information:	
Total Files Size (in bytes):	149382
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.	

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 14/015,604	Filing Date 08/30/2013	☐ To be Mailed	
ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO							
APPLICATION AS FILED – PART I							
(Column 1)		(Column 2)					
FOR	NUMBER FILED	NUMBER EXTRA			RATE (\$)	FEE (\$)	
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A			N/A		
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A			N/A		
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A			N/A		
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*			X \$ =		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*			X \$ =		
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.					TOTAL		
APPLICATION AS AMENDED – PART II							
(Column 1)		(Column 2)		(Column 3)			
AMENDMENT	07/02/2018	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(i))	* 3	Minus	** 20	= 0	X \$50 =	0
	Independent (37 CFR 1.16(h))	* 2	Minus	***3	= 0	X \$230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
	TOTAL ADD'L FEE					0	
(Column 1)		(Column 2)		(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$ =	
	☐ 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. ** 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 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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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/015,604	08/30/2013	John E. DeTitta	323P003

28264
BOND, SCHOENECK & KING, PLLC
ONE LINCOLN CENTER
SYRACUSE, NY 13202-1355

CONFIRMATION NO. 8906
POWER OF ATTORNEY NOTICE



Date Mailed: 06/21/2018

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 06/18/2018.

- 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.

/ggasgedom/



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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/015,604	08/30/2013	John E. DeTitta	5363.008B

CONFIRMATION NO. 8906

POA ACCEPTANCE LETTER

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



Date Mailed: 06/21/2018

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 06/18/2018.

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.

/ggasgedom/

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	14/015,604
Filing Date	August 30, 2013
First Named Inventor	John E. De Titta
Title	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
Art Unit	3688
Examiner Name	Michael R. Stibley
Attorney Docket Number	5363.008B

SIGNATURE of Applicant or Patent Practitioner

Signature	/Rachel L. Pearlman/	Date (Optional)	June 18, 2018
Name	Rachel L. Pearlman, Esq.	Registration Number	71888
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 1 forms are submitted.

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**POWER OF ATTORNEY
OR
REVOCATION OF POWER OF ATTORNEY
WITH A NEW POWER OF ATTORNEY
AND
CHANGE OF CORRESPONDENCE ADDRESS**

Application Number	14/015,804
Filing Date	August 30, 2013
First Named Inventor	John E. DeTitta
Title	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
Art Unit	3688
Examiner Name	Michael R. Stibley
Attorney Docket Number	5363.008B

I hereby revoke all previous powers of attorney given in the above-identified application.

☐ A Power of Attorney is submitted herewith.

OR

☒ I hereby appoint Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

23405

OR

☐ I hereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

Practitioner(s) Name	Registration Number

Please recognize or change the correspondence address for the above-identified application 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/Inventor.

OR

☐ Assignee of record of the entire interest. See 37 CFR 3.71.

Statement under 37 CFR 3.73(h) (Form PTO/SB/96) submitted herewith or filed on _____

SIGNATURE of Applicant or Assignee of Record

Signature

Date

5-22-18

Name

John E. DeTitta

Telephone

585-953-3816

Title and Company

Inventor

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required. See below.

☒ *Total of 1 forms are submitted

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 be (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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Electronic Acknowledgement Receipt	
EFS ID:	32923898
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	28264
Filer:	Rachel L. Pearlman/Karen Scipio
Filer Authorized By:	Rachel L. Pearlman
Attorney Docket Number:	323P003
Receipt Date:	18-JUN-2018
Filing Date:	30-AUG-2013
Time Stamp:	14:24:15
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	H1219098.pdf	512513	no	2
			84054d7a884ca0a02e0e03650ddd36a56d4101dc		

Warnings:

Information:	
Total Files Size (in bytes):	512513
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<i>Search Notes</i> 	Application/Control No. 14/015,604	Applicant(s)/Patent Under Reexamination DeTitta, John E.
	Examiner MICHAEL R STIBLEY	Art Unit 3688

CPC - Searched*		
Symbol	Date	Examiner
G06Q 30/02+	January 2016	ms
G06Q 30/02+	August 2016	ms
G06Q 30/02+	03/24/2018	ms

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner
705	14+	January 2016	ms
705	14+	August 2016	ms
705	14+	03/24/2018	ms

* 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
Conducted Text Search within EAST.	January 2016	ms
Conducted Text Search. See EAST Search History.	August 2016	ms
Conducted EAST text Search; Proquest NPL Search; PLUS Search.	03/24/2018	ms

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

	/M.S./ Examiner.Art Unit 3688
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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	64	impression and fund.clm.	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L2	3	impression near5 fund	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L3	434	impression near5 website	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L4	5	impression near5 website near10 revenue	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L5	4	advertis\$5 near5 fund near10 websit\$5	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L6	5	advertis\$5 near5 fund near10 webpage	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L7	1	advertising.ti. and fund.ti.	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L8	541	fund adj3 raising and advertising	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L9	541	fund adj3 raising and advertising	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L10	6	revenue and advertising and fund near5 project.clm.	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L11	382	fund adj3 raising and (impressions or click)	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L12	172	media adj2 production.ti.	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L13	5	media adj2 production.ti. and impressions	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L14	28	media adj2 production.ti. and advertis\$5	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L15	10	advertis\$5 near5 fund near5 media	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L16	1	("20060026059").PN.	US-PGPUB;	OR	OFF	2018/03/24 13:48

			USPAT			
L17	1	funding near5 (content or web) near5 advertis\$5 near5 impression\$5	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L18	44	funding near5 (content or web) and advertis\$5 near5 impression\$5	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L19	11737	content and impressions and advertis\$5	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L20	6030	content and impressions and advertis\$5.clm.	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L21	1378	video.clm. and impressions and advertis\$5.clm.	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L22	847	view near5 advertis\$5 and free near5 content	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L23	493	view near5 advertis\$5 and free near5 content and television and radio and internet	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L24	183152	g06q 30/02\$.cpc.	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L25	29493	705/14\$.ccls.	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L26	1	fund adj me	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L29	9	gofundme	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L30	9	artistshare	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L31	1	pledgemusic	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L33	1	funding4learning	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L34	1	gorackup	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L35	4	advertis\$6 adj3 fund adj4 project\$3	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L36	5	advertis\$6 adj3 financ\$5 adj4 project\$3	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L37	67	advertis\$6 near10 financ\$5 near10 project\$3	US- PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L38	1	advertis\$5 adj3 revenue adj3 (funds or finances).clm.	US- PGPUB;	OR	OFF	2018/03/24 13:48

			USPAT			
L39	5	advertis\$5 adj3 revenue adj3 (funds or finances)	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L40	26	advertis\$5 adj3 revenue near10 (funds or finances)	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L41	729	advertis\$5 adj3 income	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L42	1	advertis\$5 adj3 income near10 project	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L43	26	income near10 advertis\$5 near10 impression\$2	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L44	677	advertis\$5 adj3 buy and impression	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L45	3	advertis\$5 adj3 buy adj3 options	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L46	2	advertis\$5 adj3 buy.clm. and impression.clm.	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L47	2	counting adj2 impressions and predetermined adj2 impressions	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L48	164	counting adj2 impressions	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L49	12	counting adj2 impressions.clm.	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L53	1	advertiser adj3 interests and marketing adj plan and budget	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L55	1	advertisers adj3 objectives and cost adj3 budget	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L56	15	media adj3 financing	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L58	4	financing near10 advertising adj2 revenue	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L59	4	advertising adj3 revenue and (fund or finance) adj3 media	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L60	7	advertising adj3 revenue and (fund or finance) adj3 project	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L61	1	advertising adj3 revenue and (fund or finance) adj3 work	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L62	213	revenue near3 advertis\$7 and (fund\$3 or financ\$5) near3 (work\$2 or project\$2)	US-PGPUB;	OR	OFF	2018/03/24 13:48

			USPAT			
L63	12	advertis\$5 adj2 buy and (fund\$3 or financ\$5) near3 (work\$2 or project\$2)	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L64	1	(advertis\$5 adj2 (buy or purchas\$5)) near10 ((fund\$3 or financ\$5) near3 (work\$2 or project\$2))	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L65	215	crowdfunding	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L66	12	((("20040015427") or ("20070055535") or ("20050119976") or ("20010020296") or ("20010037304") or ("20020072996") or ("20120203623") or ("20050182676") or ("6976003") or ("20020010757") or ("20020178082") or ("20020128934"))).PN.	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L67	145	advertisers and marketing adj2 plan and budget	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
L68	127	advertisers and marketing adj2 plan and budget and revenue	US-PGPUB; USPAT	OR	OFF	2018/03/24 13:48
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	Examiner MICHAEL R STIBLEY	Art Unit 3688	Page 1 of 1

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	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 Angeles Times Retrieved from https://dialog.proquest (Year: 2000)
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*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.

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Part of Paper No. 20180323



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/015,604	08/30/2013	John E. DeTitta	323P003	8906
28264 7590 04/02/2018 BOND, SCHOENECK & KING, PLLC ONE LINCOLN CENTER SYRACUSE, NEW YORK 13202-1355 UNITED STATES OF AMERICA			EXAMINER STIBLEY, MICHAEL R	
			ART UNIT 3688	PAPER NUMBER
			NOTIFICATION DATE 04/02/2018	DELIVERY MODE ELECTRONIC

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

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

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

bskpto@bsk.com
dnocilly@bsk.com
gmcguire@bsk.com

DETAILED ACTION

Request for Continued Examination

1. Receipt is acknowledged of a request for continued examination, filed on 12/12/2016, under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e) and a submission, filed on 12/12/2016. Prosecution is hereby re-opened, a detailed action follows:

CLAIM STATUS

2. Claims 1-3 are currently pending in the instant application and have been examined under the first inventor to file provisions of the AIA.

Claim Rejections - 35 USC § 101

3. 35 U.S.C. 101 reads as follows:

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

4. Claims 1-3 are rejected under 35 U.S.C. 101 because the claimed invention is directed to a judicial exception (i.e., a law of nature, a natural phenomenon, or an abstract idea) without significantly more.

Claims 1-3 are directed to a method, which are within statutory categories of invention; however, the inquiry does not end there.

Claim 3, as representative, is specifically directed to a processor adapted to perform a series of steps including:

Selecting a media production to be produced and developing a budget for production costs of the selected media production; 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; developing a set of advertising materials that are targeted toward to a corresponding one of the plurality of advertisers, the subject matter of a selected media production comprising 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; presenting 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 requires a predetermined number of impressions to be completed; if the at least one advertising buyer purchases the at least one advertising buy, producing and placing the advertising materials, for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions; and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund.

These steps collectively describe the concept of financing projects thru advertising revenue, which corresponds to concepts identified as abstract ideas by the courts, such as: offer-based price optimization (*OIP Tech*); processing an application for financing a purchase (*Credit Acceptance*); hedging (*Bilski* claims 1-3 & 9); budgeting (*Int. Ventures v. Cap One Bank '137* patent); using advertising as an exchange or currency (*Ultramercial*). All of these concepts relate to "certain methods of organizing human activity" and "fundamental economic practices" as they involve concepts relating to agreements between people or performance of financial transactions and/or concepts

relating to advertising, marketing, & sales activities or behaviors. The concept as described in the steps of claim 3 is not meaningfully different than those “certain methods of organizing human activity” and “fundamental economic practices” found by the courts to be abstract as similar concepts are employed. As such, the description of claim 3 of financing projects thru advertising revenue considering the steps of claim 3, both individually and as a whole, is an abstract idea. There is no indication that the above steps, individually or in ordered combination with each other, as a whole, improve the functioning of the computer components themselves or improve another technology.

The steps included in the non-representative claims 1-2 including limitations that are substantially similar to: receiving a target fund amount for a project, said project being selected from the group consisting of a non-profit project, a business project, a cause-project, a real-estate project and an art project, providing a project for said project, providing a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project, upon an advertiser purchasing a selected one or more of the advertising buy options, causing the advertiser's advertising material to be placed associated with the purchased media buys; and collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund, within claim 1; wherein the media outlet is selected from a group consisting of, within claim 2; *merely further describe the judicial exception, the abstract idea, representing data gathering, extra-solution activity and mental steps in the implementation of the abstract idea involving routine and conventional computing functions including storing, transmission, receipt and manipulation of data. Further, there is no indication that the*

above steps, individually or in ordered combination with each other, as a whole, improve the functioning of the computer components themselves or improve another technology.

Claim 3 does not include additional elements that are sufficient to amount to significantly more than the judicial exception because the individual elements when considered both individually and as an ordered combination do not amount to significantly more than the abstract idea. The additional elements of claim 3 include: “on a media property”, “on the media property”. They are disclosed as generic computer components performing generic computer functions which alone, do not amount to significantly more than the judicial exception. Within claim 3, they are recited at a high level of generality and are functioning and processing instructions in a conventional manner known in the industry. The courts have recognized functions such as receiving, processing and storing data and receiving or transmitting data over a network, as being well-understood, routine and conventional functions when they are claimed in a merely generic manner (See *Alice Corp.*, 134 S.Ct. at 2360; See *Ultramercial*, 772 F.3d at 716-17; *buySAFE, Inc. v. Google, Inc.*, 765 F.3d 1350, 1355 (Fed. Cir. 2014); *Cyberfone Systems, LLC v. CNN Interactive Group, Inc.*, 558 Fed Appx. 988, 993 (Fed. Cir. 2014). Courts have held computer-implemented processes not to be significantly more than an abstract idea (and thus ineligible) where the claim as a whole amounts to nothing more than generic computer functions merely used to implement an abstract idea, such as an idea that could be done by human analog (i.e. by hand or by merely thinking). This is the central issue with the claimed invention as the computer elements are merely used as a *tool* to carry out the abstract idea, and are being used in the routine and customary manner to perform functions, such as

transmitting, receiving, storing and manipulating data, which are well-understood and conventional to the industry. Thus taken alone, the additional elements do not amount to significantly more than the above identified judicial exception (the abstract idea). Looking at the limitations as an ordered combination, as a whole, adds nothing that is not already present when looking at the elements individually. There is no indication that the combination of elements, the ordered combination of the elements as a whole, improves the functioning of a computer or improves any other technology. Their collective functions merely provide conventional computer implementation as the specification dated 8/30/2013 [00024]-[00026] and [00041] indicates that the internet, and other technical environment(s) is merely used as a tool to implement an abstract business process without solving a technical problem unique to the internet.

The additional elements of claims 1-2 do not change the analysis as claims 1-2 do not include additional elements that are sufficient to amount to significantly more than the judicial exception because alone, the elements do not amount to significantly more than the abstract idea. The additional elements of claims 1-2 taken together, as an ordered combination, as a whole, also do not amount to significantly more than the abstract idea. The additional elements of claims 1-2 include: "webpage", "on one or more media properties", "website", "printed media", "radio", and "television". They are disclosed as generic computer components performing generic computer functions, and or generic technical environment(s), which alone, do not amount to significantly more than the judicial exception. Within claims 1-2, they are recited at a high level of generality and are functioning and processing instructions in a conventional manner known in the industry. The courts have recognized functions such as receiving,

processing and storing data and receiving or transmitting data over a network, as being well-understood, routine and conventional functions when they are claimed in a merely generic manner (See *Alice Corp.*, 134 S.Ct. at 2360; See *Ultramercial*, 772 F.3d at 716-17; *buySAFE, Inc. v. Google, Inc.*, 765 F.3d 1350, 1355 (Fed. Cir. 2014); *Cyberfone Systems, LLC v. CNN Interactive Group, Inc.*, 558 Fed Appx. 988, 993 (Fed. Cir. 2014). Courts have held computer-implemented processes not to be significantly more than an abstract idea (and thus ineligible) where the claim as a whole amounts to nothing more than generic computer functions merely used to implement an abstract idea, such as an idea that could be done by human analog (i.e. by hand or by merely thinking). This is the central issue with the claimed invention as the computer elements and technical environment(s) are merely used as a *tool* to carry out the abstract idea, and are being used in the routine and customary manner to perform functions, such as transmitting, receiving, storing and manipulating data, which are well-understood and conventional to the industry. Thus taken alone, the additional elements do not amount to significantly more than the above identified judicial exception (the abstract idea). Looking at the limitations as an ordered combination, as a whole, adds nothing that is not already present when looking at the elements individually. There is no indication that the combination of elements, the ordered combination of the elements as a whole, improves the functioning of a computer or improves any other technology. Their collective functions merely provide conventional computer implementation as the specification dated 8/30/2013 [00024]-[00026] and [00041] indicates that the internet, and other technical environment(s), including website, printed media, radio and television, is merely used as a tool to implement an abstract business process without solving a

technical problem unique to the internet or other technical environment(s), including radio, television, printed media and website.

Response to Arguments

5. In response to Applicant's remarks dated 12/12/2016, Examiner has carefully considered the test for patent eligibility as laid out by the Supreme Court of the United States within *Alice Corp. Pty. Ltd. v. CLS Bank Int'l*, 134 S. Ct. 2347 (U.S. 2014) and *Mayo Collaborative Servs. v. Prometheus Labs., Inc.*, 566 U.S. 66 (U.S. 2012) and Examiner is not persuaded that the claims of the instant application are eligible for a patent as they are directed to an abstract idea without significantly more than the abstract idea itself.

While Applicant alleges that because §§ 102 or 103 rejections are not provided for, that somehow, §101 rejection is overcome, applicant's argument is not persuasive as §101 requires analysis of the claims for abstract ideas and whether significantly more than an abstract idea is present within the claims. After considering the test for subject matter analysis as provided for by *Alice Corp. Pty. Ltd. v. CLS Bank Int'l*, 134 S. Ct. 2347 (U.S. 2014) and *Mayo Collaborative Servs. v. Prometheus Labs., Inc.*, 566 U.S. 66 (U.S. 2012), claims 1-3 are properly rejected under §101 as claims 1-3 are directed to an abstract idea, without significantly more, as provided above.

Applicant asserts that claims 1-3 are patent eligible because claims 1-3 do not tie up the entire alleged abstract idea, a preemption concern. However, Examiner disagrees, because by applying the two-part framework for patent eligibility under §101 of the statute as described in *Mayo Collaborative Servs. v. Prometheus Labs., Inc.*, 566

U.S. 66 (U.S. 2012) and *Alice Corp. Pty. Ltd. v. CLS Bank Int'l*, 134 S. Ct. 2347 (U.S. 2014), questions of preemption are inherent in and resolved by the §101 analysis.

The Federal Circuit stated in *Synopsys, Inc. v. Mentor Graphics Corp.*, 839 F.3d 1138, 1150 (Fed. Cir. 2016): “While preemption may signal patent ineligible subject matter, the absence of complete preemption does not demonstrate patent eligibility.” (citing *Ariosa Diagnostics, Inc. v. Sequenom, Inc.*, 788 F.3d 1371, 1379 (Fed. Cir. 2015). “Where a patent’s claims are deemed only to disclose patent ineligible subject matter under the Mayo framework, as they are in this case, preemption concerns are fully addressed and made moot.” (citing *id.*).

Similarly, because claims 1-3 are directed to an abstract idea and not to an improvement in computer-related technology, and merely utilize computer-related technology as tool(s) to implement the abstract idea without presenting significantly more than the abstract idea itself, preemption concerns are fully addressed and made moot. Thus, Applicant’s arguments regarding preemption are not persuasive.

To the extent Applicant attempts to rely on *McRO, Inc. v. Bandai Namco Games Am. Inc.*, 837 F.3d 1299 (Fed. Cir. 2016), the *McRO* court found an improvement to a technological process within the claims and thus held the claims at hand were not directed to an abstract idea, however, in the instant case, claims 1-3 do not make an improvement to a technological process in a specific way as claims 1-3 are stated with a high level of generality and directed to an abstract idea without significantly more than the abstract idea itself as claims 1-3 lack an improvement to an existing technological process that incorporates claimed rules that allow for the automation of further tasks performed in fundamentally different ways than what can otherwise be considered to be

a mental process or otherwise as analysis or manipulation of data to perform an abstract business process.

Applicant asserts an achieved and improved result, however, applicant's claims are merely using known technical environments as tools to implement an abstract business process. There is no indication within applicant's specification that a technical improvement is made. See the specification dated 8/30/2013 [00024]-[00026] and [00041], where technical environments including the internet, radio, television and printed media are merely described and listed as conduits or tools to implement the abstract idea. Applicant's arguments regarding novel and non-obvious do not consider the proper test for patent eligibility and thus not persuasive.

Conclusion

6. Examiner considers the following NPL pertinent to Applicant's disclosure:

Online fund-raising malls: fund raising goes high-tech; Raddatz, Dick; Fund Raising Management; Jun 2000; 31, 4; pg 12 June 2000 (Year: 2000) Retrieved from [https://dialog.proquest.com](https://dialog.proquest.com;);

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> (Year: 2000);

ZDNet donates \$1 million dollars in advertising availabilities to benefit tomorrows children's fund. (1999, Dec 22). PR Newswire Retrieved from <https://dialog.proquest.com> (Year: 1999)

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL R STIBLEY whose telephone number is (571)270-3612. The examiner can normally be reached on Monday - Thursday 9 a.m. - 5 p.m..

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 an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a

Application/Control Number: 14/015,604
Art Unit: 3688

Page 12

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MICHAEL R. STIBLEY
Examiner
Art Unit 3688

/M.R.S/
Examiner, Art Unit 3688

/ERIC R NETZLOFF/
Primary Examiner, Art Unit 3688

PLUS Search Results for S/N 14015604, Searched Tue Mar 20 12:51:19 EDT 2018
 The Patent Linguistics Utility System (PLUS) is a USPTO automated search system for U.S. Patents from 1971 to the present PLUS is a query-by-example search system which produces a list of patents that are most closely related linguistically to the application searched. This search was prepared by the staff of the Scientific and Technical Information Center, SIRA.

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20100161441 43	7194698 42	8469813 42
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20100250323 43	7653341 42	8527352 42
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20110078718 43	7778873 42	8583753 42
20110082750 43	7797168 42	8595475 42
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20110082750 43	7925786 42	8732745 42
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20110119131 43	7944854 42	
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20110238490 43	7949562 42	
20110251889 43	7962463 42	
20110258045 43	7996264 42	
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20120016724 43	8069182 42	
20120046996 43	8082179 42	
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20120116875 43	7890971 42	
20120150633 43	7900227 42	
20130031577 43	7913275 42	
20130036007 43	7925786 42	
20130066705 43	7930211 42	

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

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 14/015,604		Filing Date 08/30/2013		☐ 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		140			
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A					
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A					
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =		*	X \$ =					
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =		*	X \$ =					
☐ 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		140			
APPLICATION AS AMENDED – PART II									
(Column 1)		(Column 2)		(Column 3)					
AMENDMENT	12/12/2016	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	* 3	Minus	** 20	= 0	X \$40 =		0	
	Independent (37 CFR 1.16(h))	* 2	Minus	***3	= 0	X \$210 =		0	
	☐ Application Size Fee (37 CFR 1.16(s))								
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))								
						TOTAL ADD'L FEE		0	
(Column 1)		(Column 2)		(Column 3)					
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$ =			
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$ =			
	☐ 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. ** 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 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 Patent Application Fee Transmittal				
Application Number:		14015604		
Filing Date:		30-Aug-2013		
Title of Invention:		METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		
First Named Inventor/Applicant Name:		John E. DeTitta		
Filer:		George McGuire/Karen Meskos		
Attorney Docket Number:		323P003		
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
RCE- 1st Request	2801	1	600	600
Total in USD (\$)				600

Electronic Acknowledgement Receipt	
EFS ID:	27767423
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	28264
Filer:	George McGuire/Karen Meskos
Filer Authorized By:	George McGuire
Attorney Docket Number:	323P003
Receipt Date:	12-DEC-2016
Filing Date:	30-AUG-2013
Time Stamp:	17:03:43
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 600
RAM confirmation Number	121316INTEFSW00004505501546
Deposit Account	501546
Authorized User	Karen Meskos
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

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	Fee Worksheet (SB06)	fee-info.pdf	30478	no	2
			6989d866052749c13d86f6046781cc3532a8fc06		

Warnings:

Information:

Total Files Size (in bytes):	30478
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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.

Doc code: RCEX

Doc description: Request for Continued Examination (RCE)

PTO/SB/30EFS (07-14)

Approved for use through 07/31/2016. OMB 0651-0031

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

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

REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL **(Submitted Only via EFS-Web)**

Application Number	14015604	Filing Date	2013-08-30	Docket Number (if applicable)	323P003	Art Unit	3688
First Named Inventor	John E. DeTitta			Examiner Name	Michael R. Stibley		

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.

Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, to any international application that does not comply with the requirements of 35 U.S.C. 371, or to any design application. The Instruction Sheet for this form is located at WWW.USPTO.GOV.

SUBMISSION REQUIRED UNDER 37 CFR 1.114

Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

☐ Other _____

☒ Enclosed

☒ Amendment/Reply

☐ Information Disclosure Statement (IDS)

☐ Affidavit(s)/ Declaration(s)

☐ Other _____

MISCELLANEOUS

☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of months _____
 (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

☐ Other _____

FEES

The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

☒ The Director is hereby authorized to charge any underpayment of fees, or credit any overpayments, to
 Deposit Account No 501546

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

☒ Patent Practitioner Signature

Applicant Signature

Doc code: RCEX

Doc description: Request for Continued Examination (RCE)

PTO/SB/30EFS (07-14)

Approved for use through 07/31/2016. OMB 0651-0031

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

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

Signature of Registered U.S. Patent Practitioner			
Signature	George R. McGuire/	Date (YYYY-MM-DD)	2016-12-12
Name	George R. McGuire	Registration Number	36603

This collection of information is required by 37 CFR 1.114. 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.

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

Privacy Act Statement

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

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

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

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

December 12, 2016

In re the application of:

John E. DeTitta

Docket No.: 323P003

Filed: 08/30/2013

Art Unit: 3688

Serial No.: 14/015,604

Examiner: Michael R. Stibley

For: Methods, Systems, and Apparatus
For Financing Projects

Confirmation No.: 8906

REQUEST FOR CONTINUED EXAMINATION (RCE)
AND SUBMISSION IN ACCORDANCE WITH 37 C.F.R. § 1.114

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

Sir:

In response to the Final Office Action dated August 12, 2016, and identified as Paper No. 20160715, please consider the following amendment and remarks:

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

Remarks/Arguments begin on page 4 of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned, and any fees required therefore are hereby authorized to be charged to our Deposit Account Number.

Amendments to the Claims

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

Listing of Claims:

1. (Previously presented) A method of raising funds for a project, said method comprising the steps of:

receiving a target fund amount for the project, said project being selected from the group consisting of a non-profit project, a business project, a cause-project, a real-estate project and an art project;

providing a project webpage for said project;

providing a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project webpage;

upon an advertiser purchasing a selected one or more of the advertising buy options, causing the advertiser's advertising material to be placed on one or more media properties associated with the purchased media buys; and

collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund.

2. (Previously presented) The method of claim 1, wherein the media outlet is selected from a group consisting of a website, printed media, radio and television.

3. (Previously presented) A method of producing and financing a media production, said method comprising the steps of:

a) selecting a media production to be produced and developing a budget for the production costs of the selected media production;

b) 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;

c) developing a set of advertising materials that are targeted toward to a corresponding one of the plurality of advertisers, the subject matter of a selected media

production comprising 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;

d) presenting 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 requires a predetermined number of impressions to be completed;

e) if the at least one advertising buyer purchases the at least one advertising buy, producing and placing the advertising materials on a media property;

f) for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on the on media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions; and

g) collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund.

Remarks/Arguments

The present amendment is made in response to the Final Office Action dated August 12, 2016 and identified as Paper No. 20160715. Claims 1-3 are pending in the present application. In the Action, the Examiner rejected claims 1-3 under 35 U.S.C. 101.

Rejection of the Claims Under 35 U.S.C. § 101

The Examiner rejects claims 1-3 under 35 U.S.C. 101 as being directed to non-statutory subject matter. Applicant respectfully asserts that the claims are not ‘directed to’ these abstract ideas, and further asserts that even assuming the claims were ‘directed to’ an abstract idea, the claims amount to significantly more than the abstract idea(s). For the sake of brevity, Applicant hereby incorporates by reference the arguments set forth in the previous Amendment, dated April 29, 2016, regarding the rejection of claims 1-3 under 35 U.S.C. 101 as being directed to non-statutory subject matter. However, Applicant supplements these arguments with additional arguments, set forth below.

1. The Claims are Novel and Non-Obvious

The Patent Office has concluded that claims 1-3 recite novel and non-obvious subject matter (see, e.g., the Final Office Action dated August 12, 2016), which strongly supports a conclusion that these claims amount to significantly more than the identified abstract ideas.

Although not solely dispositive under current case law, the fact that claims are determined to recite novel and non-obvious subject matter further emphasizes that the claims are limited to a very specific novel process for raising funds for a project and/or producing and financing a media production. Rather than pre-empt others from using other known or novel methods for raising funds for a project and/or producing and financing a media production, the claimed subject matter is just one specific method. Accordingly, by the very definition of novel and non-obvious subject matter, the claims are not directed to an abstract idea, and amount to significantly more than the identified abstract ideas.

2. The Claims Achieve an Improved Result

Applicant asserts that the claimed methods achieve an improved result in a conventional practice. For example, according to the recent Federal Circuit decision in *McRO, Inc. v. Bandai Namco Games America* (Fed. Cir. Sept. 13, 2016), a claim is not directed to an abstract idea – and is thus patent eligible – when it utilizes “limited rules in a process specifically designed to

achieve an improved technological result in conventional industry practice.” In *McRO, Inc.*, the Federal Circuit reminded the lower court that “courts must be careful to avoid oversimplifying the claims by looking at them generally and failing to account for the specific requirements of the claims.”

The patent-eligible claims in *McRO* used “a combined order of specific rules that renders information into a specific format that is then used and applied to create desired results...” and thus the claimed process was patent eligible. The Federal Circuit further held that:

“Here, the structure of the limited rules reflects a specific implementation not demonstrated as that which ‘any [animator] engaged in the search for [an automation process] would likely have utilized.’ *Myriad*, 133 S. Ct. at 2119–20 (quotation marks omitted). By incorporating the specific features of the rules as claim limitations, claim 1 is limited to a specific process for automatically animating characters using particular information and techniques and does not preempt approaches that use rules of a different structure or different techniques. *See Morse*, 56 U.S. at 113. When looked at as a whole, claim 1 is directed to a patentable, technological improvement over the existing, manual 3-D animation techniques. The claim uses the limited rules in a process specifically designed to achieve an improved technological result in conventional industry practice. *Alice*, 134 S. Ct. at 2358 (citing *Diehr*, 450 U.S. at 177). Claim 1 of the ’576 patent, therefore, is not directed to an abstract idea.”

Just as in *McRO*, the claims of the present application recite “a specific implementation not demonstrated as that which any [fundraiser or project administrator] engaged in the search for [raising funds for a project and/or producing and financing a media production] would likely have utilized.” Since the claims are limited to a very specific novel and non-obvious process for raising funds for a project and/or producing and financing a media production, the claims are directed to a patentable improvement over the existing methods for raising funds for a project and/or producing and financing a media production. Indeed, the claims use novel, limited rules in a method specifically designed to achieve an improved result in a conventional practice. *Alice*, 134 S. Ct. at 2358 (citing *Diehr*, 450 U.S. at 177).

In *McRO*, one of the major counterpoints was that the claims were unpatentable algorithms that could be performed solely with pencil and paper, and merely purport to take a preexisting process and make it faster by automating it on a general-purpose computer. However, the Federal Circuit held in *McRO* that “[w]hile the rules [of claim 1 of the patent-at-issue] are embodied in computer software that is processed by general-purpose computers, Defendants

provided no evidence that the process previously used by animators is the same as the process required by the claims.” Indeed, “[i]t is the incorporation of the claimed rules [of claim 1 of the patent-at-issue], not the use of the computer, that improved the existing technological process...” *McRO*, citing *Alice*, 134 S. Ct. at 2358. According to the Federal Circuit, the novel aspects of the computer-implemented claims at issue in *McRO* created a situation unlike that in “*Flook*, *Bilski*, and *Alice*, where the claimed computer-automated process and the prior method were carried out in the same way.” **Here, as the claimed computer-implemented method recited in the application is novel and non-obvious, all prior methods do not carry out the process in the same way.**

Accordingly, Applicant asserts that while the claims at issue are not directed to an abstract idea (they merely “embody, use, reflect, rest upon, or apply” an abstract idea as did the patent eligible claims at issue in *Diamond*), the claims also amount to significantly more than any abstract idea. Applicant respectfully requests that the rejection of claims 1-3 under 35 U.S.C. § 101 be withdrawn.

Conclusion

In view of the amendments made herein as supported by these foregoing remarks, the Examiner’s reconsideration is respectfully requested. Should the Examiner believe an interview would expedite prosecution of this application, please contact the undersigned at 315-218-8515.

Dated: December 12, 2016

Respectfully submitted,

By: /George R. McGuire/
George R. McGuire
Reg. No. 36,603

BOND, SCHOENECK & KING, PLLC
One Lincoln Center
Syracuse, New York 13202-8530
(315)218-8515

Electronic Patent Application Fee Transmittal				
Application Number:		14015604		
Filing Date:		30-Aug-2013		
Title of Invention:		METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		
First Named Inventor/Applicant Name:		John E. DeTitta		
Filer:		George McGuire/Karen Meskos		
Attorney Docket Number:		323P003		
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension - 1 month with \$0 paid	2251	1	100	100
Miscellaneous:				
Total in USD (\$)				100

Electronic Acknowledgement Receipt	
EFS ID:	27767278
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	28264
Filer:	George McGuire/Karen Meskos
Filer Authorized By:	George McGuire
Attorney Docket Number:	323P003
Receipt Date:	12-DEC-2016
Filing Date:	30-AUG-2013
Time Stamp:	16:58:37
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$100
RAM confirmation Number	121316INTEFSW00004388501546
Deposit Account	501546
Authorized User	Karen Meskos
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

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	Request for Continued Examination (RCE)	sb0030efs.pdf	1363783	no	3
			842cc61168b13bdc339746f885c1b4f8a7c6a1fd		

Warnings:

Information:

2		323P003_FOA_Responses.pdf	172524	yes	6
			06d3d2091ebadb53b87d5811fcf262d63164dca4		

Multipart Description/PDF files in .zip description

Document Description		Start	End
Amendment Submitted/Entered with Filing of CPA/RCE		1	1
Claims		2	3
Applicant Arguments/Remarks Made in an Amendment		4	6

Warnings:

Information:

3	Fee Worksheet (SB06)	fee-info.pdf	30613	no	2
			ac8330ce0a2bf6ed9ac1cff3cf812b5b9e11be7e		

Warnings:

Information:

Total Files Size (in bytes):			1566920
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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.



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/015,604	08/30/2013	John E. DeTitta	323P003	8906

28264	7590	08/12/2016
BOND, SCHOENECK & KING, PLLC		
ONE LINCOLN CENTER		
SYRACUSE, NY 13202-1355		

EXAMINER	
STIBLEY, MICHAEL R	

ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
08/12/2016	ELECTRONIC

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

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

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

bskpto@bsk.com
gmcguire@bsk.com
dnocilly@bsk.com

Office Action Summary	Application No. 14/015,604	Applicant(s) DETITTA, JOHN E.	
	Examiner MICHAEL STIBLEY	Art Unit 3688	AIA (First Inventor to File) Status Yes

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

Period for Reply

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

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

Status

- 1) ☒ Responsive to communication(s) filed on 4/29/2016.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on ____.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

- 5) ☒ Claim(s) 1-3 is/are pending in the application.
5a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 6) ☐ Claim(s) ____ is/are allowed.
- 7) ☒ Claim(s) 1-3 is/are rejected.
- 8) ☐ Claim(s) ____ is/are objected to.
- 9) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

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

Application Papers

- 10) ☐ The specification is objected to by the Examiner.
- 11) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

- a) ☐ All b) ☐ Some** c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

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

Attachment(s)

- | | |
|--|---|
| 1) ☐ Notice of References Cited (PTO-892) | 3) ☐ Interview Summary (PTO-413) |
| 2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) | Paper No(s)/Mail Date. ____ |
| Paper No(s)/Mail Date ____ | 4) ☐ Other: ____ |

DETAILED ACTION

1. This office action is in response to the submission filed on 4/29/2016. A detailed action follows:

CLAIM STATUS

2. Claims 1-3 are currently pending in the instant application and have been examined under the first inventor to file provisions of the AIA.

Claim Rejections - 35 USC § 101

3. 35 U.S.C. 101 reads as follows:

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

4. Claims **1-3** are rejected under 35 U.S.C. 101 because the claimed invention is directed to a judicial exception (i.e., a law of nature, a natural phenomenon, or an abstract idea) without significantly more.

Claims **1-3** are directed to the abstract idea of for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund. This is an abstract idea as it involves a mathematical relationship/formula as it involves counting the number of impressions until a predetermined number of impressions is reached.

At least five cases have found concepts relating to a mathematical relationship or formula abstract. *Gottschalk v. Benson*, 409 U.S. 63, 175 U.S.P.Q. 673 (1972) held that an algorithm for converting binary coded decimal to pure binary ineligible. *Parker v. Flook*, 437 U.S. 584, 19 U.S.P.Q. 193 (1978) held that a formula for computing an alarm limit was ineligible. *Mackay Radio*, 306 U.S. 86, 40 USPQ 199 (1939) held that a formula describing certain electromagnetic standing wave phenomena was ineligible. *Diamond v. Diehr*, 450 U.S. 175, 209 U.S.P.Q. 1 (1981) held the Arrhenius equation ineligible. *Bilski v. Kappos*, 561 U.S. 593 (2010) held that a mathematical formula for hedging was ineligible.

Several cases have found concepts relating to performing mathematical calculations abstract. *Bancorp Services v. Sun Life*, 687 F.3d 1266, 1278 (Fed. Cir. 2012) held that managing a stable value protected life insurance policy by performing calculations and manipulating the results ineligible. *Fuzzysharp Technologies Inc. v. Intel Corporation*, 595 Fed. Appx. 996 (Fed. Cir. 2015) held that reducing the amount of calculations in known and established computations ineligible. *In re Maucorps*, 609 F.2d 481, 203 U.S.P.Q. 812 (CCPA 1979) held an algorithm for determining the optimal number of visits by a business representative to a client ineligible. *In re Grams*, 888 F.2d 835, 12 U.S.P.Q.2d 1824 (Fed. Cir. 1989) held an algorithm for calculating parameters indicating an abnormal condition ineligible. *Federal Home Loan Mortgage Corp. aka Freddie Mac v. Graff/Ross Holdings LLP*, __Fed.Appx.__ (Fed. Cir. May 15, 2015) held that computing a price for the sale of a fixed income asset and generating a financial analysis output was ineligible. *In re Abele*, 684 F.2d 902, 214 U.S.P.Q. 682

(CCPA 1982). Held that calculating the difference between local and average data values was ineligible.

Claims **1-3** similarly relate to a mathematical relationship or formula and/or performing mathematical calculations as counting involves addition, a mathematical operation/calculation and are thus abstract.

Secondly, Claims **1-3** are directed to the abstract idea of for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund. This is an abstract idea as it involves an idea of itself.

SmartGene, Inc. v Advanced Biological Labs., 555 Fed. Appx. 950 (Fed. Cir. 2014) held that comparing new and stored information and using rules to identify options was ineligible for patent protection. *CyberSource*, 654 F.3d at 1375 held that obtaining and comparing intangible data was ineligible for patent protection. Claims **1-3** similarly compare new (counting new impressions) and stored information (until predetermined threshold is reach) and use rules to identify options (fund project once predetermined threshold of impressions is reached), i.e. present basic concepts similar to mental processes and thus are abstract as they represent an idea of itself.

Lastly, the abstract idea for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media

property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund involves certain methods of organizing human activity as several cases have found concepts relating to advertising, marketing and sales activities or behaviors abstract including but not limited to *Ultramercial Inc. v. Hulu, LLC*, 772 F.3d 709 (Fed. Cir. 2014); *In re Ferguson*, 558 F.3d 1359 (Fed. Cir. 2009); *In re Maucorps*, 609 F.2d 481, 203 U.S.P.Q. 812 (CCPA 1979); *Gametek LLC v Zynga Inc.*, 597 Fed. Appx. 644 (Fed. Cir. 2015); and *Federal Home Loan Mortgage Corp. aka Freddie Mac v. Graff/Ross Holdings LLP*, ___ Fed. Appx. ___ (Fed. Cir. May 15, 2015). Claims **1-3** similarly involve certain methods of organizing human activity as for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund pertains to advertising to customers (humans) and additionally involves the collection of revenue, which is related to sales activity, in this case of advertisements and thus are abstract as they represent a certain method of organizing human activity.

Courts have held computer-implemented processes not to be significantly more than an abstract idea (and thus ineligible) where the claim as a whole amounts to

nothing more than generic computer functions merely used to implement an abstract idea, such as an idea that could be done by a human analog (i.e. by hand or by merely thinking). Additionally, the courts have recognized the following computer functions to be well-understood, routine, and conventional functions when they are claimed in a merely generic manner: performing repetitive calculations, receiving, processing, and storing data, electronically scanning or extracting data from a physical document, electronic recordkeeping, automating mental tasks and receiving or transmitting data over a network, e.g., using the Internet to gather data.

See *Flook*, 437 U.S. at 594; *Bancorp Services v. Sun Life*, 687 F.3d 1266, 1278 (Fed. Cir. 2012) (The computer required by some of Bancorp's claims is employed only for its most basic function, the performance of repetitive calculations, and as such does not impose meaningful limits on the scope of those claims). See *Alice Corp.*, 134 S.Ct. at 2360. See *Content Extraction*, 776 F.3d at 1358 (optical character recognition). See *Alice Corp.*, 134 S.Ct. at 2359 (creating and maintaining "shadow accounts"); *Ultramercial*, 772 F.3d at 716 (updating an activity log); See *Benson*, 409 U.S. at 65-67; *Bancorp*, 687 F.3d at 1275; *CyberSource*, 654 F.3d at 1375; See *Ultramercial*, 772 F.3d at 716-17; *buySAFE, Inc. v. Google, Inc.*, 765 F.3d 1350, 1355 (Fed. Cir. 2014); *Cyberfone Systems, LLC v. CNN Interactive Group, Inc.*, 558 Fed. Appx. 988, 993 (Fed. Cir. 2014).

Claims **1-3** do not include additional elements, considered both individually and in combination, to amount to significantly more than the judicial exception, an abstract idea, whether a mathematical relationship/formula, an idea of itself, and/or a certain

method of organizing human activity, as described above, because the additional elements merely describe generic computer technology performing generic computing functions.

Examiner considers the following additional elements to be generic computing technology, including, but not limited to: webpage(s), project webpage(s), media outlets, media properties, website(s), printed media, radio, television, to perform steps as these elements are well-understood, routine or conventional involve narrowing the idea to generic computing technology as an attempt to limit the use of the abstract idea to a particular technological environment.

The additional elements involving functionality performed by the generic computing technology, as described above, include but are not limited to: providing data, selecting data, providing options/data, causing data to be placed, collecting revenue/data, applying revenue data, developing a plan/data, developing materials/data, presenting data, producing and placing data, and processing of data. These additional elements involving functionality performed by the generic computing technology are well-understood, routine or conventional computing functions, and amount to insignificant data gathering steps, insignificant pre-solution activity and an attempt to limit the use of the abstract idea to a particular technological environment.

Considered both individually and in combination, the additional elements of generic computing technology and the additional elements of generic computing functionality do **NOT** amount to significantly more than the judicial exception, an abstract idea, as the claims are drawn towards computer-implemented processes,

systems, devices, components, software, functionality, and/or computer readable storage media where the claims as a whole amount to nothing more than generic computer functions and technology merely used to implement the abstract idea of for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund, **thus Claims 1-3 are ineligible for patent protection.**

Response to Amendments and Arguments

5. In response to remarks filed 4/29/2016, Examiner responds accordingly:

Applicant asserts that the claims are not drawn towards an abstract idea, Examiner disagrees. The claims are not meaningfully different from one or more court cases which have identified claims involving certain methods of organizing human activity, ideas of themselves and performing mathematical algorithms to be abstract. As discussed within the above section 101 rejection of claims, claims 1-3 are abstract because they are drawn to an idea of itself, certain methods of organizing human activity and performing mathematical algorithms without significantly more.

Applicant's responses are not responsive to the rejection as they do not describe an inventive concept and how they overcome the cases cited and discussed within the office action. The claims are drawn to an abstract idea, whether an idea of itself,

mathematical relationship or formula or algorithm and/or performing mathematical calculations/algorithms, and/or certain methods of organizing human activity as described above and claims 1-3 do not include additional elements, considered both individually and in combination, to amount to significantly more than the judicial exception.

Applicant asserts that the claims rejected under section 101 of the statute are patent eligible under the streamlined eligibility analysis, because Applicant asserts that the claims are not directed to tying up the entire alleged abstract idea, a pre-emption concern. Examiner disagrees. By applying the two-part framework described in *Mayo Collaborative Svcs. V. Prometheus Labs.*, 566 U.S. ___, 132 S. Ct. 1289 (2012) and *Alice Corp. Pty. Ltd. v. CLS Bank Int'l*, 573 U.S. ___, 134 S.Ct. 2347 (2014), questions of preemption are inherent in and resolved by the section 101 analysis.

Conclusion

6. THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL STIBLEY whose telephone number is (571) 270-3612. The examiner can normally be reached on Mon. - Fri. 9 a.m.-5 p.m. EST. Monday and Tuesday are the best days to reach examiner. The examiner's email address is michael.stibley@uspto.gov. The examiner's fax number is (571) 270-4612. The examiner's email or fax number can be utilized to request interviews with the examiner only and is not for official filing of responses. The best way to request an interview with the examiner is to call examiner's phone number directly.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Amanda Abrahamson, can be reached on (571) 270-1376. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/M. S./
Examiner, Art Unit 3688

/AMANDA ABRAHAMSON/
Supervisory Patent Examiner, Art Unit 3688

<i>Index of Claims</i> 	Application/Control No. 14015604	Applicant(s)/Patent Under Reexamination DETITTA, JOHN E.
	Examiner MICHAEL STIBLEY	Art Unit 3688

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

☐ Claims renumbered in the same order as presented by applicant				☐ CPA				☐ T.D.				☐ R.1.47			
CLAIM		DATE													
Final	Original	01/11/2016	08/08/2016												
	1	✓	✓												
	2	✓	✓												
	3	✓	✓												

<i>Search Notes</i> 	Application/Control No. 14015604	Applicant(s)/Patent Under Reexamination DETITTA, JOHN E.
	Examiner MICHAEL STIBLEY	Art Unit 3688

CPC- SEARCHED		
Symbol	Date	Examiner
G06Q 30/02+	January 2016	ms
G06Q 30/02+	August 2016	ms

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
705	14+	January 2016	ms
705	14+	August 2016	ms

SEARCH NOTES		
Search Notes	Date	Examiner
Conducted Text Search within EAST.	January 2016	ms
Conducted Text Search. See EAST Search History.	August 2016	ms

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner

/M.S./ Examiner.Art Unit 3688	
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EAST Search History**EAST Search History (Prior Art)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	55	impression and fund.clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L2	3	impression near5 fund	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L3	352	impression near5 website	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L4	4	impression near5 website near10 revenue	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L5	3	advertis\$5 near5 fund near10 websit\$5	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L6	4	advertis\$5 near5 fund near10 webpage	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L7	1	advertising.ti. and fund.ti.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L8	498	fund adj3 raising and advertising	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L9	498	fund adj3 raising and advertising	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L10	6	revenue and advertising and fund near5 project.clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L11	333	fund adj3 raising and (impressions or click)	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L12	152	media adj2 production.ti.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L13	5	media adj2 production.ti. and impressions	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L14	26	media adj2 production.ti. and advertis\$5	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L15	10	advertis\$5 near5 fund near5 media	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L16	1	("20060026059").PN.	US-PGPUB;	OR	OFF	2016/08/07 21:07

			USPAT			
L17	1	funding near5 (content or web) near5 advertis\$5 near5 impression\$5	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L18	42	funding near5 (content or web) and advertis\$5 near5 impression\$5	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L19	9870	content and impressions and advertis\$5	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L20	5309	content and impressions and advertis\$5.clm.	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L21	1208	video.clm. and impressions and advertis\$5.clm.	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L22	785	view near5 advertis\$5 and free near5 content	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L23	463	view near5 advertis\$5 and free near5 content and television and radio and internet	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L24	142018	g06q 30/02\$.cpc.	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L25	29408	705/14\$.ccls.	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L26	1	fund adj me	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L27	4	gofundme	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L28	8	artistshare	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L29	1	pledgemusic	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L30	1	funding4learning	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L31	1	gorackup	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L32	4	advertis\$6 adj3 fund adj4 project\$3	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L33	5	advertis\$6 adj3 financ\$5 adj4 project\$3	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L34	66	advertis\$6 near10 financ\$5 near10 project\$3	US- PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L35	1	advertis\$5 adj3 revenue adj3 (funds or finances).clm.	US- PGPUB;	OR	OFF	2016/08/07 21:07

			USPAT			
L36	5	advertis\$5 adj3 revenue adj3 (funds or finances)	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L37	26	advertis\$5 adj3 revenue near10 (funds or finances)	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L38	668	advertis\$5 adj3 income	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L39	1	advertis\$5 adj3 income near10 project	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L40	26	income near10 advertis\$5 near10 impression\$2	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L41	582	advertis\$5 adj3 buy and impression	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L42	2	advertis\$5 adj3 buy adj3 options	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L43	2	advertis\$5 adj3 buy.clm. and impression.clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L44	2	counting adj2 impressions and predetermined adj2 impressions	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L45	143	counting adj2 impressions	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L46	12	counting adj2 impressions.clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L48	1	advertiser adj3 interests and marketing adj plan and budget	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L49	1	advertisers adj3 objectives and cost adj3 budget	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L50	14	media adj3 financing	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L51	4	financing near10 advertising adj2 revenue	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L52	4	advertising adj3 revenue and (fund or finance) adj3 media	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L53	7	advertising adj3 revenue and (fund or finance) adj3 project	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L54	1	advertising adj3 revenue and (fund or finance) adj3 work	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L55	192	revenue near3 advertis\$7 and (fund\$3 or financ\$5) near3 (work\$2 or project\$2)	US-PGPUB;	OR	OFF	2016/08/07 21:07

			USPAT			
L56	10	advertis\$5 adj2 buy and (fund\$3 or financ\$5) near3 (work\$2 or project\$2)	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L57	1	(advertis\$5 adj2 (buy or purchas\$5)) near10 ((fund\$3 or financ\$5) near3 (work\$2 or project\$2))	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L58	118	crowdfunding	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L59	12	((("20040015427") or ("20070055535") or ("20050119976") or ("20010020296") or ("20010037304") or ("20020072996") or ("20120203623") or ("20050182676") or ("6976003") or ("20020010757") or ("20020178082") or ("20020128934"))).PN.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L60	140	advertisers and marketing adj2 plan and budget	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L61	122	advertisers and marketing adj2 plan and budget and revenue	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L62	31	target adj2 fund.clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L63	284	target adj2 (fund or account).clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L64	4	advertis\$5 near10 target adj2 (fund or account).clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L65	138	advertis\$5 near10 (target or specif\$5) adj2 (fund or account)	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L66	187	advertis\$5 near20 (target or specif\$5) adj2 (fund or account)	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L67	73	advertis\$5 and charity adj account	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L68	1633	advertis\$5 adj2 buy or media adj2 buy	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L69	64	(advertis\$5 adj2 buy or media adj2 buy).clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L70	224	(advertis\$5 adj2 buy or media adj2 buy) and (fund or account).clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L71	106	credit\$5 adj3 (account or fund) near10 advertis\$5.clm.	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07
L72	366	charity near10 points	US-PGPUB; USPAT	OR	OFF	2016/08/07 21:07

8/7/2016 9:10:38 PM

C:\Users\mstibley\Documents\EAST\Workspaces\14015604.wsp

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

April 29, 2016

In re the application of:

John E. DeTitta

Docket No.: 323P003

Filed: 08/30/2013

Art Unit: 3688

Serial No.: 14/015,604

Examiner: Michael R. Stibley

For: Methods, Systems, and Apparatus
For Financing Projects

Confirmation No.: 8906

REPLY TO NON-FINAL OFFICE ACTION

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

Sir:

In response to the non-final Office Action dated January 29, 2016 and identified as Paper No. 20160110, please consider the following amendment and remarks:

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

Remarks/Arguments begin on page 4 of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned, and any fees required therefore are hereby authorized to be charged to our Deposit Account Number.

Amendments to the Claims

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

Listing of Claims:

1. (Currently amended) A method of raising funds for a project, said method comprising the steps of:

[[a]] ~~receiving~~ providing a webpage for said project and determining a target fund amount for the project, said project being selected from [[a]] ~~the group comprising~~ consisting of a non-profit ~~related~~ project, a business ~~related~~ project, a cause-~~related~~ project, a real-estate ~~related~~ project and an art ~~related~~ project;

providing a project webpage for said project;

[[b]] providing a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project webpage;

[[c]] upon an advertiser purchasing a selected one or more of the advertising media buy options, causing the advertiser's advertising material to be placed on one or more [[the]] media properties associated with the purchased media buys; and

[[d]] collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund.

2. (Currently amended) The method of claim 1, wherein the media outlet is selected from a group ~~comprising~~ consisting of a website, printed media, radio and television.

3. (Currently amended) A method of producing and financing a media production, said method comprising the steps of:

a) selecting a media production to be produced and developing a budget for the production costs of the selected media production;

b) 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;

c) developing a set of advertising materials that are targeted toward to a corresponding one of the plurality of advertisers, the subject matter of a selected media production ~~relating to~~ comprising 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;

d) presenting 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 requires a predetermined number of impressions to be completed;

e) if the at least one advertising buyer purchases the at least one advertising buy, producing and placing the advertising materials on a media property;

f) for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on the on media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions; and

g) collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund.

Remarks/Arguments

The present amendment is made in response to the Office Action dated January 29, 2016 and identified as Paper No. 20160110. Claims 1-3 are pending in the present application. In the Action, the Examiner rejected claims 1-3 under 35 U.S.C. 101. Claims 1-3 were rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite. Claims 1-3 were rejected under 35 U.S.C. 102(a)(2) as being anticipated by William Gilmore Costin IV et al, Costin (U.S. Pub. No. 2002/0049816 A1) ("*Costin*").

In this Amendment, Applicant has amended and/or cancelled one or more of the claims in order to facilitate expeditious prosecution of this application. Applicant is not conceding that the subject matter encompassed by the claims prior to this Amendment is unpatentable over the art cited by the Examiner. Applicant respectfully reserves the right to pursue claims in one or more continuing applications, including claims capturing the subject matter encompassed by the amended and/or cancelled claims prior to this Amendment, and additional claims.

Rejection of the Claims Under 35 U.S.C. § 101

The Examiner rejects claims 103 under 35 U.S.C. 101 as being directed to non-statutory subject matter. The Examiner identifies several allegedly abstract ideas, including the use of a mathematical relationship or formula, and/or involving an idea of itself. For example, the Examiner identifies the step of "for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on the on media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions" and "collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund" as being abstract ideas. Applicant respectfully asserts that the claims are not 'directed to' these abstract ideas, and further asserts that even assuming the claims were 'directed to' an abstract idea, the claims amount to significantly more than the abstract idea(s).

A. The claims are not directed to an abstract idea

"[A]n invention is not rendered ineligible for patent simply because it involves an abstract concept." *Diamond v. Diehr*, 450 U.S. 175, 187 (1981) (holding the claims at issue patent eligible because they "were not directed to a mathematical algorithm or an improved method of calculation but rather recited an improved process for molding rubber articles.").

Indeed, “[a]t some level, ‘all inventions...embody, use, reflect, rest upon, or apply laws of nature, natural phenomena, or abstract ideas.’” *Alice Corp. Pty. Ltd. v. CLS Bank Int’l*, 134 S. Ct. 2347, 2354 (2014) (citing *Mayo Collaborative Services v. Prometheus Labs, Inc.*, 566 U.S. ____ (slip op., at 2)). See also, *USPTO’s Preliminary Examination Instructions in view of the Supreme court Decision in Alice Corp. Pt. Ltd. v. CLS Bank Int’l*, et al., pg. 2. Thus., the mere fact that a claimed invention uses an abstract idea does not render the invention patent ineligible. Instead, the claim must be “**directed to** an abstract idea.” *USPTO’s Preliminary Examination Instructions*, pg. 2 (emphasis added). The fundamental question, therefore, is whether a claim is ‘directed to’ an abstract idea (as in *Alice*), or whether the claim merely embodies, uses, reflects, rests upon, or applies the abstract idea (as in *Diamond*).

In *Diamond v. Diehr*, for example, the Supreme Court distinguished the patent-eligible claims at issue in that case over the patent-ineligible claims in *Parker v. Flook* (which were directed to formula for calculating a number):

“...the respondents here do not seek to patent a mathematical formula. Instead, they seek patent protection for a process of curing synthetic rubber. Their process admittedly employs a well-known mathematical equation, but they do not seek to pre-empt the use of that equation. Rather, they seek only to foreclose from others the use of that equation in conjunction with all of the other steps in their claimed process. These include installing rubber in a press, closing the mold, constantly determining the temperature of the mold, constantly recalculating the appropriate cure time through the use of the formula and a digital computer, and automatically opening the press at the proper time. Obviously, one does not need a ‘computer’ to cure natural or synthetic rubber, but if the computer use incorporated in the process patent significantly lessens the possibility of ‘overcuring’ or ‘undercuring,’ the process as a whole does not thereby become unpatentable subject matter.”

Diamond v. Diehr, 450 U.S., at 187. Here, rather than seek to patent a mathematical formula or an abstract idea, applicants seek patent protection for a process of financing a media production using a media production website and advertising. The process admittedly employs an abstract idea – ‘raising money using advertising’ – but the applicants do not seek to pre-empt the use of that abstract idea. Rather, they seek only to foreclose from others from the use of that abstract idea in conjunction with all the other steps in their claimed process, including at least:

1. Providing a specialized project webpage;
2. Determining a target fund amount for the project;

3. Providing advertising buy options to advertisers accessing the project webpage;
4. Placing the advertiser's advertising material on media properties associated with the buy options selected by the advertiser;
5. Collecting revenue from the advertising buy; and
6. Applying the collected revenue to the target fund.

Thus, the claimed method does not pre-empt the abstract idea of raising money using advertising, using a mathematical relationship or formula, or any other abstract idea. Indeed, there are still an unlimited number of methods for raising money for advertising.

As noted in *Alice v. CLS*, “[t]he abstract ideas category embodies the longstanding rule that an idea of itself is not patentable.” *Alice Corp. Pty. Ltd. v. CLS Bank Int’l*, 134 S. Ct. 2347, 2355 (2014). Here, the claims at issue do not seek to patent “an idea of itself.” Rather, the claims at issue seek to patent a process for financing a media production using a media production website and advertising that involves no fewer than 6 different steps. Thus, while the claims may “embody, use, reflect, rest upon, or apply” an abstract idea as in *Diamond*, they are not “directed to” an abstract idea.

B. The claims amount to significantly more than an abstract idea

The Applicant reiterates once again that the claims at issue here are not directed to an abstract idea, and they do not pre-empt any abstract idea even in view of a broadest possible interpretation. At best, the claims “embody, use, reflect, rest upon, or apply” an abstract idea as did the patent eligible claims at issue in *Diamond*.

However, merely for the sake of supplying a comprehensive response to the Examiner's rejection, Applicant will reluctantly assume for the sake of argument that the claims are directed to an abstract idea and thus that the analysis must proceed to Part 2 as set forth in *Alice* and the *USPTO Examination Instructions*. Pursuant to Part 2 is a determination of whether all elements of the claim – individually or as an ordered combination – amount to significantly more than the abstract idea itself. In other words, the claim must add “substance to the underlying abstract idea.” *Alice*, 134 S. Ct. at 2360. Simply saying “apply it” or requiring a computer to perform the abstract idea are not enough to qualify as ‘significantly more.’

Here, the Examiner asserts (and Applicant refutes) that the claims are directed to the use of a mathematical relationship or formula, and/or the allegedly abstract ideas of “for at least one of the plurality of advertising buys, counting the number of impressions to which at least one

user is exposed on the on media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions” and “collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund.” Therefore, to be patent eligible under Part 2 of the test, the claims at issue must add ‘significantly more’ to these abstract ideas.

Applicant asserts that the claims do indeed add ‘significantly more’ to the alleged abstract ideas. For example, the claims recite an ordered combination of no fewer than 6 additional steps that must be completed as part of the method for funding a media production using advertising:

1. Providing a specialized project webpage;
2. Determining a target fund amount for the project;
3. Providing advertising buy options to advertisers accessing the project webpage;
4. Placing the advertiser’s advertising material on media properties associated with the buy options selected by the advertiser;
5. Collecting revenue from the advertising buy; and
6. Applying the collected revenue to the target fund.

Thus, the claimed method does not pre-empt the abstract idea of raising money using advertising, using a mathematical relationship or formula, or any other abstract idea. Indeed, there are still an unlimited number of methods for raising money for advertising.

These elements are meaningful limitations that do more than just “generally link[] the use of an abstract idea to a particular technological environment.” They do not simply say “apply” the abstract idea, and do not simply require a computer to perform conventional or routine activities. Indeed, instead of simply giving directions to apply the allegedly abstract ideas, and rather than simply requiring a computer to perform conventional or routine activities, the claimed method provides a specific project website to raise funds to produce media content relating to a particular project, receives and processes advertising buys, and funds a media production fund. Indeed, although the claims require a computer and/or a server, the claims add much more than just the computer and/or server to any alleged abstract idea. Instead of just adding a generic computer and/or server, there is at least a media production funding website, an advertising buy, a webpage request, several communications, a varying impression count, revenue, and a media production fund, just to name a few of the additional limitations. At each of these steps,

the claimed method recites a specific and detailed process that involves one or more of these limitations.

Accordingly, Applicant asserts that while the claims at issue are not directed to an abstract idea (they merely “embody, use, reflect, rest upon, or apply” an abstract idea as did the patent eligible claims at issue in *Diamond*), the claims also amount to significantly more than any abstract idea. Applicant respectfully requests that the rejection of claims 1-3 under 35 U.S.C. § 101 be withdrawn.

Double Patenting Rejection

The Examiner provisionally rejected claims 1-3 on the ground of nonstatutory double patenting as being unpatentable over claims 7-26 of copending Application No. 11/274,706, and over claims 1-2 of copending Application No. 14/015,567. Applicant reserves the right to file a terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) upon the indication of allowable subject matter. Applicant respectfully notes that “the filing of a terminal disclaimer to obviate a rejection based on nonstatutory double patenting is not an admission of the propriety of the rejection.” MPEP §804.02 (citing *Quad Environmental Technologies Corp. v. Union Sanitary District*, 946 F.2d 870, 20 USPQ2d 1392 (Fed. Cir. 1991) (concluding that “filing of a terminal disclaimer simply serves the statutory function of removing the rejection of double patenting, and raises neither a presumption nor estoppel on the merits of the rejection”). Accordingly, by filing a terminal disclaimer Applicant makes no admission regarding the merit of the Examiner’s rejection on the ground of nonstatutory double patenting.

Rejection of the Claims Under 35 U.S.C. § 112

The Examiner rejected claims 1-3 under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the applicant regards as the invention. Specifically, the Examiner asserts that the terms “related” and “relating” are indefinite, and it would be unclear as to what is a “related concept” versus a “non-related concept” or a “relating concept” versus a “non-relating concept.”

Although Applicant respectfully asserts that one of skill in the art would understand, when reading the claims in light of the specification, what the terms “related” and “relating”

meant, Applicant has amended the claims solely to facilitate expeditious prosecution of the application. Accordingly, Applicant respectfully requests favorable reconsideration and withdrawal of the rejection of the claims under the second paragraph of 35 U.S.C. § 112.

Rejection of the Claims Under 35 U.S.C. § 102

The Examiner rejected claims 1-3 under 35 U.S.C. 102(a)(2) as being anticipated by William Gilmore Costin IV et al, Costin (U.S. Pub. No. 2002/0049816 A1) ("*Costin*"). These rejections are respectfully traversed.

Costin fails to suggest or render obvious, for example, receiving a target fund amount for the project (selected from a non-profit project, a business project, a cause project, a real-estate project and an art project), and providing a project webpage for the project. There is no teaching or suggestion in *Costin* of a specialized project webpage for the project, where the an advertiser accessing the specialized project webpage is provided with a plurality of advertising buy options having respective media outlets available for purchase.

Additionally, *Costin* fails to suggest or render obvious, for example, "upon an advertiser purchasing a selected one or more of the advertising buy options, causing the advertiser's advertising material to be placed on one or more media properties associated with the purchased media buys." There is no teaching or suggestion in *Costin* to an advertising server or an advertising buy, and especially no teaching or suggestion to an advertising buy that specifies a predetermined number of impressions at a particular cost to the advertiser. Further, it would not have been obvious to one of skill in the art to modify *Costin* to add an advertising server or process advertising buys, particularly not the specific advertising buys described.

Accordingly, Applicant respectfully requests that the rejection of the claims under 35 U.S.C. §102 be withdrawn.

Conclusion

In view of the amendments made herein as supported by these foregoing remarks, the Examiner's reconsideration is respectfully requested. Should the Examiner believe an interview would expedite prosecution of this application, please contact the undersigned at 315-218-8515.

Reply to Non-Final Office Action dated January 29, 2016
Application Serial No. 14/015,604
Amendment dated April 29, 2016

Dated: April 29, 2016

Respectfully submitted,

By: /George R. McGuire/
George R. McGuire
Reg. No. 36,603

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Electronic Acknowledgement Receipt	
EFS ID:	25642317
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	28264
Filer:	George McGuire/Cara Alfieri
Filer Authorized By:	George McGuire
Attorney Docket Number:	323P003
Receipt Date:	29-APR-2016
Filing Date:	30-AUG-2013
Time Stamp:	16:22:29
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		323P003_NFOA_Response.pdf	182725 7512978a4b0e5556176ebbcac9407a9444558e2f	yes	10

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	3
	Applicant Arguments/Remarks Made in an Amendment	4	10
Warnings:			
Information:			
Total Files Size (in bytes):		182725	
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.			

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

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 14/015,604		Filing Date 08/30/2013		☐ To be Mailed						
ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO														
APPLICATION AS FILED – PART I														
(Column 1)		(Column 2)												
FOR		NUMBER FILED		NUMBER EXTRA		RATE (\$)		FEE (\$)						
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))		N/A		N/A		N/A								
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))		N/A		N/A		N/A								
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))		N/A		N/A		N/A								
TOTAL CLAIMS (37 CFR 1.16(i))		minus 20 =		*		X \$ =								
INDEPENDENT CLAIMS (37 CFR 1.16(h))		minus 3 =		*		X \$ =								
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))		If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).												
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))														
* If the difference in column 1 is less than zero, enter "0" in column 2.						TOTAL								
APPLICATION AS AMENDED – PART II														
(Column 1)		(Column 2)		(Column 3)										
AMENDMENT	04/29/2016		CLAIMS REMAINING AFTER AMENDMENT				HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA		RATE (\$)		ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))		* 3		Minus		** 20		= 0		X \$40 =		0	
	Independent (37 CFR 1.16(h))		* 2		Minus		*** 3		= 0		X \$210 =		0	
	☐ Application Size Fee (37 CFR 1.16(s))													
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))													
						TOTAL ADD'L FEE		0						
(Column 1)		(Column 2)		(Column 3)										
AMENDMENT			CLAIMS REMAINING AFTER AMENDMENT				HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA		RATE (\$)		ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))		*		Minus		**		=		X \$ =			
	Independent (37 CFR 1.16(h))		*		Minus		***		=		X \$ =			
	☐ 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. ** 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 number found in the appropriate box in column 1.										LIE /GINA GARY/				

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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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/015,604	08/30/2013	John E. DeTitta	323P003	8906

28264	7590	01/29/2016
BOND, SCHOENECK & KING, PLLC		
ONE LINCOLN CENTER		
SYRACUSE, NY 13202-1355		

EXAMINER	
STIBLEY, MICHAEL R	

ART UNIT	PAPER NUMBER
3688	

NOTIFICATION DATE	DELIVERY MODE
01/29/2016	ELECTRONIC

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

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

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

bskpto@bsk.com
gmcguire@bsk.com
dnocilly@bsk.com

Office Action Summary	Application No. 14/015,604	Applicant(s) DETITTA, JOHN E.	
	Examiner MICHAEL STIBLEY	Art Unit 3688	AIA (First Inventor to File) Status Yes

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

Period for Reply

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

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

Status

- 1) ☒ Responsive to communication(s) filed on 8/30/2013.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

- 5) ☒ Claim(s) 1-3 is/are pending in the application.
5a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 6) ☐ Claim(s) ____ is/are allowed.
- 7) ☒ Claim(s) 1-3 is/are rejected.
- 8) ☐ Claim(s) ____ is/are objected to.
- 9) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

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

Application Papers

- 10) ☐ The specification is objected to by the Examiner.
- 11) ☒ The drawing(s) filed on 8/30/2013 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

- a) ☐ All b) ☐ Some** c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

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

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☒ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)
Paper No(s)/Mail Date 12/4/2013.
- 3) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____.
- 4) ☐ Other: ____.

DETAILED ACTION

1. This office action is in response to the submission filed on 8/30/2013. A detailed action follows:

CLAIM STATUS

2. Claims 1-3 are currently pending in the instant application and have been examined under the first inventor to file provisions of the AIA.

Claim Rejections - 35 USC § 101

3. 35 U.S.C. 101 reads as follows:

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

4. Claims **1-3** are rejected under 35 U.S.C. 101 because the claimed invention is directed to a judicial exception (i.e., a law of nature, a natural phenomenon, or an abstract idea) without significantly more.

Claims **1-3** are directed to the abstract idea of for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund. This is an abstract idea as it involves a mathematical relationship/formula as it involves counting the number of impressions until a predetermined number of impressions is reached.

At least five cases have found concepts relating to a mathematical relationship or formula abstract. *Gottschalk v. Benson*, 409 U.S. 63, 175 U.S.P.Q. 673 (1972) held that an algorithm for converting binary coded decimal to pure binary ineligible. *Parker v. Flook*, 437 U.S. 584, 19 U.S.P.Q. 193 (1978) held that a formula for computing an alarm limit was ineligible. *Mackay Radio*, 306 U.S. 86, 40 USPQ 199 (1939) held that a formula describing certain electromagnetic standing wave phenomena was ineligible. *Diamond v. Diehr*, 450 U.S. 175, 209 U.S.P.Q. 1 (1981) held the Arrhenius equation ineligible. *Bilski v. Kappos*, 561 U.S. 593 (2010) held that a mathematical formula for hedging was ineligible.

Several cases have found concepts relating to performing mathematical calculations abstract. *Bancorp Services v. Sun Life*, 687 F.3d 1266, 1278 (Fed. Cir. 2012) held that managing a stable value protected life insurance policy by performing calculations and manipulating the results ineligible. *Fuzzysharp Technologies Inc. v. Intel Corporation*, 595 Fed. Appx. 996 (Fed. Cir. 2015) held that reducing the amount of calculations in known and established computations ineligible. *In re Maucorps*, 609 F.2d 481, 203 U.S.P.Q. 812 (CCPA 1979) held an algorithm for determining the optimal number of visits by a business representative to a client ineligible. *In re Grams*, 888 F.2d 835, 12 U.S.P.Q.2d 1824 (Fed. Cir. 1989) held an algorithm for calculating parameters indicating an abnormal condition ineligible. *Federal Home Loan Mortgage Corp. aka Freddie Mac v. Graff/Ross Holdings LLP*, __Fed.Appx.__ (Fed. Cir. May 15, 2015) held that computing a price for the sale of a fixed income asset and generating a financial analysis output was ineligible. *In re Abele*, 684 F.2d 902, 214 U.S.P.Q. 682

(CCPA 1982). Held that calculating the difference between local and average data values was ineligible.

Claims **1-3** similarly relate to a mathematical relationship or formula and/or performing mathematical calculations as counting involves addition, a mathematical operation/calculation and are thus abstract.

Secondly, Claims **1-3** are directed to the abstract idea of for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund. This is an abstract idea as it involves an idea of itself.

SmartGene, Inc. v Advanced Biological Labs., 555 Fed. Appx. 950 (Fed. Cir. 2014) held that comparing new and stored information and using rules to identify options was ineligible for patent protection. *CyberSource*, 654 F.3d at 1375 held that obtaining and comparing intangible data was ineligible for patent protection. Claims **1-3** similarly compare new (counting new impressions) and stored information (until predetermined threshold is reach) and use rules to identify options (fund project once predetermined threshold of impressions is reached), i.e. present basic concepts similar to mental processes and thus are abstract as they represent an idea of itself.

Lastly, the abstract idea for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media

property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund involves certain methods of organizing human activity as several cases have found concepts relating to advertising, marketing and sales activities or behaviors abstract including but not limited to *Ultramercial Inc. v. Hulu, LLC*, 772 F.3d 709 (Fed. Cir. 2014); *In re Ferguson*, 558 F.3d 1359 (Fed. Cir. 2009); *In re Maucorps*, 609 F.2d 481, 203 U.S.P.Q. 812 (CCPA 1979); *Gametek LLC v Zynga Inc.*, 597 Fed. Appx. 644 (Fed. Cir. 2015); and *Federal Home Loan Mortgage Corp. aka Freddie Mac v. Graff/Ross Holdings LLP*, ___ Fed. Appx. ___ (Fed. Cir. May 15, 2015). Claims **1-3** similarly involve certain methods of organizing human activity as for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund pertains to advertising to customers (humans) and additionally involves the collection of revenue, which is related to sales activity, in this case of advertisements and thus are abstract as they represent a certain method of organizing human activity.

Courts have held computer-implemented processes not to be significantly more than an abstract idea (and thus ineligible) where the claim as a whole amounts to

nothing more than generic computer functions merely used to implement an abstract idea, such as an idea that could be done by a human analog (i.e. by hand or by merely thinking). Additionally, the courts have recognized the following computer functions to be well-understood, routine, and conventional functions when they are claimed in a merely generic manner: performing repetitive calculations, receiving, processing, and storing data, electronically scanning or extracting data from a physical document, electronic recordkeeping, automating mental tasks and receiving or transmitting data over a network, e.g., using the Internet to gather data.

See *Flook*, 437 U.S. at 594; *Bancorp Services v. Sun Life*, 687 F.3d 1266, 1278 (Fed. Cir. 2012) (The computer required by some of Bancorp's claims is employed only for its most basic function, the performance of repetitive calculations, and as such does not impose meaningful limits on the scope of those claims). See *Alice Corp.*, 134 S.Ct. at 2360. See *Content Extraction*, 776 F.3d at 1358 (optical character recognition). See *Alice Corp.*, 134 S.Ct. at 2359 (creating and maintaining "shadow accounts"); *Ultramercial*, 772 F.3d at 716 (updating an activity log); See *Benson*, 409 U.S. at 65-67; *Bancorp*, 687 F.3d at 1275; *CyberSource*, 654 F.3d at 1375; See *Ultramercial*, 772 F.3d at 716-17; *buySAFE, Inc. v. Google, Inc.*, 765 F.3d 1350, 1355 (Fed. Cir. 2014); *Cyberfone Systems, LLC v. CNN Interactive Group, Inc.*, 558 Fed. Appx. 988, 993 (Fed. Cir. 2014).

Claims **1-3** do not include additional elements, considered both individually and in combination, to amount to significantly more than the judicial exception, an abstract idea, whether a mathematical relationship/formula, an idea of itself, and/or a certain

method of organizing human activity, as described above, because the additional elements merely describe generic computer technology performing generic computing functions.

Examiner considers the following additional elements to be generic computing technology, including, but not limited to: webpage(s), media outlets, media properties, website(s), printed media, radio, television, to perform steps as these elements are well-understood, routine or conventional involve narrowing the idea to generic computing technology as an attempt to limit the use of the abstract idea to a particular technological environment.

The additional elements involving functionality performed by the generic computing technology, as described above, include but are not limited to: providing data, selecting data, providing options/data, causing data to be placed, collecting revenue/data, applying revenue data, developing a plan/data, developing materials/data, presenting data, producing and placing data, and processing of data. These additional elements involving functionality performed by the generic computing technology are well-understood, routine or conventional computing functions, and amount to insignificant data gathering steps, insignificant pre-solution activity and an attempt to limit the use of the abstract idea to a particular technological environment.

Considered both individually and in combination, the additional elements of generic computing technology and the additional elements of generic computing functionality do **NOT** amount to significantly more than the judicial exception, an abstract idea, as the claims are drawn towards computer-implemented processes,

systems, devices, components, software, functionality, and/or computer readable storage media where the claims as a whole amount to nothing more than generic computer functions and technology merely used to implement the abstract idea of for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on a media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions and collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund, **thus Claims 1-3 are ineligible for patent protection.**

Double Patenting

5. 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 time wise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory obviousness-type 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); and *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 a nonstatutory double patenting ground provided the conflicting application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement.

Effective January 1, 1994, a registered attorney or agent of record may sign a terminal disclaimer. A terminal disclaimer signed by the assignee must fully comply with 37 CFR 3.73(b).

Claims 1-3 are provisionally rejected on the ground of nonstatutory obvious-type double patenting as being unpatentable over claims 7-26 of copending application 11/274,706. Although the conflicting claims are not identical, they are not patentably distinct from each other because at least the independent claims are obvious variations of each other.

A person having ordinary skill in the art at the time of the invention would have considered the claims of the application to be obvious variations of the copending application as they are both drawn to a method/system/computer readable medium/apparatus for financing and raising funds for media or other types of projects via advertising.

Claims 1-3 are provisionally rejected on the ground of nonstatutory obvious-type double patenting as being unpatentable over claims 1-2 of copending application 14/015,567.

Although the conflicting claims are not identical, they are not patentably distinct from each other because at least the independent claims are obvious variations of each other.

A person having ordinary skill in the art at the time of the invention would have considered the claims of the application to be obvious variations of the copending application as they are both drawn to a method/system/computer readable medium/apparatus for financing and raising funds for media or other types of projects via advertising.

Claim Rejections - 35 USC § 112

6. The following is a quotation of 35 U.S.C. 112(b):

(b) CONCLUSION.—The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the inventor or a joint inventor regards as the invention.

7. Claims 1-3 are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention.

Examiner finds the terms related and relating as indefinite and not reasonably certain as a person of ordinary skill in the art is not certain what distinguishes a related

or a relating concept from a non-related and non-relating concept. The specification as originally filed does not provide guidance as to determine whether concepts are related or relating or for that matter not related and not related and thus a person of ordinary skill in the art is not reasonably certain as to the scope of the claims and the claims are indefinite.

Claim Rejections - 35 USC § 102

8. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(a)(2) the claimed invention was described in a patent issued under section 151, or in an application for patent published or deemed published under section 122(b), in which the patent or application, as the case may be, names another inventor and was effectively filed before the effective filing date of the claimed invention.

9. Claims 1-3 are rejected under 35 U.S.C. 102(a)(2) as being anticipated by William Gilmore Costin IV et al (COSTIN)(US 2002/0049816 A1).

Regarding Claim 1, **COSTIN** discloses: A method of raising funds for a project, said method comprising the steps of: [0010] (where any “cause” is interpreted to be a “project”)

a) providing a webpage for said project and determining a target fund amount for the project, said project being selected from a group comprising a non-profit related project, a business related project, a cause-related project, a real-estate related project and an art related project; [0082] (goals include dollar amount by stages of fundraising

campaign... where they type of campaign is intended use and the descriptive terms of the campaign are non-functional, descriptive material, in other words labels)

b) providing a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project webpage; [0080] (an interested sponsor/business may be provided with access to information concerning causes of interest to users and use such information in forming a relationship to establish a fundraising campaign) [0082] (a particular donation or fee may be associated with permitting a sponsor to host a given fundraising campaign on behalf of a particular cause or charity)

c) upon an advertiser purchasing a selected one or more media buy, causing the advertisers advertising material to be placed on the media properties associated with the purchased media buys; and [0066] (the user is exposed to logos, advertising, content and links of the host sponsor throughout the fundraising campaign content)[0082](particular donation or fee may be associated with permitting a sponsor to host a given fundraising campaign on behalf of a particular cause or charity)

d) collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund. [0073] (payment module for accepting, verifying and completing a secured donation transaction) [0029]-[0036] (revenues may be generated by...email advertising fees based on impressions)

Regarding Claim 2, **COSTIN** discloses: The method of claim 1, wherein the media outlet is selected from a group comprising a website, printed media, radio and television.

[0080] web site (media outlets are intended use/field of use limitations)

Regarding Claim 3, **COSTIN** discloses: A method of producing and financing a media production, said method comprising the steps of: : [0010] (where any “cause” is interpreted to be a “project”, ie intended use/field of use)

a) selecting a media production to be produced and developing a budget for the production costs of the selected media production; [0082] (goals include dollar amount by stages of fundraising campaign...where media production is interpreted to be the cause, intended use/field of use and goals include dollar amount is interpreted to be budget as it represents an amount of money)

b) 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; [0066] (the user is exposed to logos, advertising, content and links of the host sponsor throughout the fundraising campaign content)[0082](particular donation or fee may be associated with permitting a sponsor to host a given fundraising campaign on behalf of a particular cause or charity)(where any advertisement is interpreted to be a marketing plan... reference teaches plurality of advertisements)

c) developing a set of advertising materials that are targeted toward to a corresponding one of the plurality of advertisers, the subject matter of a selected media production relating 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 (nonfunctional descriptive material); [0066] (the user is exposed to logos, advertising, content and links of the host sponsor throughout the fundraising campaign content)[0082](particular donation or fee may be associated with permitting a sponsor to host a given fundraising campaign on behalf of a particular cause or charity...where the advertisement posted on the website is targeted to a reader of the website) [0073] (payment module for accepting, verifying and completing a secured donation transaction) [0029]-[0036] (revenues may be generated by...email advertising fees based on impressions)

d) presenting 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 requires a predetermined number of impressions to be completed; [0082] (a particular donation or fee may be associated with permitting a sponsor to host a given fundraising campaign on behalf of a particular cause or charity)

e) if the at least one advertising buyer purchases the at least one advertising buy, producing and placing the advertising materials on a media property; [0066] (the user is exposed to logos, advertising, content and links of the host sponsor throughout the fundraising campaign content)[0082](particular donation or fee may be associated with permitting a sponsor to host a given fundraising campaign on behalf of a particular cause or charity)

f) for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on the media property, thereby completing the one advertising buy when the counted number of impressions equals its

buy's predetermined number of impressions; and [0073] (payment module for accepting, verifying and completing a secured donation transaction) [0029]-[0036] (revenues may be generated by...email advertising fees based on impressions)

g) collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund. .

[0073] (payment module for accepting, verifying and completing a secured donation transaction) [0029]-[0036] (revenues may be generated by...email advertising fees based on impressions)

Conclusion

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL STIBLEY whose telephone number is (571) 270-3612. The examiner can normally be reached on Mon. - Fri. 9 a.m.-5 p.m. EST. Monday and Tuesday are the best days to reach examiner. The examiner's email address is michael.stibley@uspto.gov. The examiner's fax number is (571) 270-4612. The examiner's email or fax number can be utilized to request interviews with the examiner only and is not for official filing of responses. The best way to request an interview with the examiner is to call examiner's phone number directly.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Amanda Abrahamson, can be reached on (571) 270-1376. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/M. S./
Examiner, Art Unit 3688

/AMANDA ABRAHAMSON/
Supervisory Patent Examiner, Art Unit
3688

Notice of References Cited	Application/Control No. 14/015,604		Applicant(s)/Patent Under Reexamination DETITTA, JOHN E.	
	Examiner MICHAEL STIBLEY		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-2002/0049816 A1	04-2002	Costin, William Gilmore IV	G06Q30/0279	709/206
	B	US-				
	C	US-				
	D	US-				
	E	US-				
	F	US-				
	G	US-				
	H	US-				
	I	US-				
	J	US-				
	K	US-				
	L	US-				
	M	US-				

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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



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BIB DATA SHEET

CONFIRMATION NO. 8906

SERIAL NUMBER 14/015,604	FILING or 371(c) DATE 08/30/2013 RULE	CLASS 705	GROUP ART UNIT 3688	ATTORNEY DOCKET NO. 323P003		
APPLICANTS INVENTORS John E. DeTitta, Rochester, NY; ** CONTINUING DATA ***** This application is a CIP of 11/274,706 11/14/2005 which claims benefit of 60/626,933 11/12/2004 ** FOREIGN APPLICATIONS ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** ** SMALL ENTITY ** 09/17/2013						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and /MICHAEL R STIBLEY/ Acknowledged Examiner's Signature		☐ Met after Allowance Initials	STATE OR COUNTRY NY	SHEETS DRAWINGS 2	TOTAL CLAIMS 3	INDEPENDENT CLAIMS 2
ADDRESS BOND, SCHOENECK & KING, PLLC ONE LINCOLN CENTER SYRACUSE, NY 13202-1355 UNITED STATES						
TITLE METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS						
FILING FEE RECEIVED 730	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		

EAST Search History**EAST Search History (Prior Art)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	53	impression and fund.clm.	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L2	3	impression near5 fund	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L3	321	impression near5 website	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L4	4	impression near5 website near10 revenue	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L5	3	advertis\$5 near5 fund near10 websit\$5	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L6	4	advertis\$5 near5 fund near10 webpage	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L7	1	advertising.ti. and fund.ti.	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L8	478	fund adj3 raising and advertising	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L9	478	fund adj3 raising and advertising	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L10	5	revenue and advertising and fund near5 project.clm.	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L11	315	fund adj3 raising and (impressions or click)	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L12	150	media adj2 production.ti.	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L13	5	media adj2 production.ti. and impressions	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L14	26	media adj2 production.ti. and advertis\$5	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L15	10	advertis\$5 near5 fund near5 media	US-PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L16	1	("20060026059").PN.	US-PGPUB;	OR	OFF	2016/01/11 21:07

EAST Search History

			USPAT			
L17	1	funding near5 (content or web) near5 advertis\$5 near5 impression\$5	US- PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L18	42	funding near5 (content or web) and advertis\$5 near5 impression\$5	US- PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L19	9213	content and impressions and advertis\$5	US- PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L20	5027	content and impressions and advertis\$5.clm.	US- PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L21	1156	video.clm. and impressions and advertis\$5.clm.	US- PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L22	734	view near5 advertis\$5 and free near5 content	US- PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L23	437	view near5 advertis\$5 and free near5 content and television and radio and internet	US- PGPUB; USPAT	OR	OFF	2016/01/11 21:07
L25	128951	g06q 30/02\$.cpc.	US- PGPUB; USPAT	OR	OFF	2016/01/11 21:09
L26	28270	705/14\$.ccls.	US- PGPUB; USPAT	OR	OFF	2016/01/11 21:10

EAST Search History (Interference)

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1/ 11/ 2016 9:12:06 PM**C:\ Users\ mstibley\ Documents\ EAST\ Workspaces\ 14015604.wsp**

Receipt date: 12/04/2013

14015604 - GAU: 3688

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Filed

Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

/M.R.S/

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		14015604	
	Filing Date		2013-08-30	
	First Named Inventor	John E. DeTitta		
	Art Unit		3688	
	Examiner Name	STIBLEY, Michael R.		
	Attorney Docket Number		219333-30003	

U.S.PATENTS						
Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
/M.R.S/1		6084590		2000-07-04	ROBOTHAM et al.	Entire Document
/M.R.S/2		6789109	B2	2004-09-07	SAMRA et al.	Entire Document
/M.R.S/3		6792411	B1	2004-09-14	MASSEY, Jr.	Entire Document
/M.R.S/4		7263504	B2	2007-08-28	GALAI et al.	Entire Document
/M.R.S/5		7308413	B1	2007-12-11	TOTA et al.	Entire Document
/M.R.S/6		7315983	B2	2008-01-01	EVANS et al.	Entire Document
If you wish to add additional U.S. Patent citation information please click the Add button.						
U.S.PATENT APPLICATION PUBLICATIONS						
Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear

Receipt date: 12/04/2013

14015604 - GAU: 3688

/M.R.S/
**INFORMATION DISCLOSURE
 STATEMENT BY APPLICANT**
 (Not for submission under 37 CFR 1.99)

Application Number	14015604
Filing Date	2013-08-30
First Named Inventor	John E. DeTitta
Art Unit	3688
Examiner Name	STIBLEY, Michael R.
Attorney Docket Number	219333-30003

/M.R.S/1	20020099577	A1	2002-07-25	BLACK	Entire Document
/M.R.S/2	20020144262	A1	2002-10-03	PLOTNICK et al.	Entire Document
/M.R.S/3	20030005052	A1	2003-01-02	FEUER et al.	Entire Document
/M.R.S/4	20030229536	A1	2003-12-11	HOUSE et al.	Entire Document
/M.R.S/5	20040015427	A1	2004-01-22	CAMELIO	Entire Document
/M.R.S/6	20040199867	A1	2004-10-07	BRANDENBORG	Entire Document
/M.R.S/7	20070156594	A1	2007-07-05	MCGUCKEN	Entire Document
/M.R.S/8	20070198418	A1	2007-08-23	MACDONALD et al.	Entire Document
/M.R.S/9	20090138349	A1	2009-05-28	DRUCKER et al.	Entire Document
/M.R.S/10	20090167766	A1	2009-07-02	PORTER et al.	Entire Document
/M.R.S/11	20100042742	A1	2010-02-18	CHRISTIANSON et al.	Entire Document

Receipt date: 12/04/2013

14015604 - GAU: 3688

/M.R.S/ INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		14015604	
	Filing Date		2013-08-30	
	First Named Inventor	John E. DeTitta		
	Art Unit	3688		
	Examiner Name	STIBLEY, Michael R.		
	Attorney Docket Number	219333-30003		

/M.R.S./	12	20100250424	A1	2010-09-30	TORRES et al.	Entire Document
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FOREIGN PATENT DOCUMENTS

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

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T ⁵
/M.R.S./	1	"Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines", September 2004, pages 1-20, Version 6.0b, United States Version	☐

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EXAMINER SIGNATURE

Examiner Signature	/MICHAEL R STIBLEY/	Date Considered	01/10/2016
--------------------	---------------------	-----------------	------------

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

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

Receipt date: 12/04/2013

14015604 - GAU: 3688

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	14015604
	Filing Date	2013-08-30
	First Named Inventor	John E. DeTitta
	Art Unit	3688
	Examiner Name	STIBLEY, Michael R.
	Attorney Docket Number	219333-30003

CERTIFICATION STATEMENT

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

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

OR

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

☐ See attached certification statement.

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

☒ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Christopher M. Swickhamer/	Date (YYYY-MM-DD)	2013-12-04
Name/Print	Christopher M. Swickhamer	Registration Number	59853

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

/M.R.S/

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.

<i>Index of Claims</i> 	Application/Control No. 14015604	Applicant(s)/Patent Under Reexamination DETITTA, JOHN E.
	Examiner MICHAEL STIBLEY	Art Unit 3688

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

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47										
CLAIM		DATE								
Final	Original	01/11/2016								
	1	✓								
	2	✓								
	3	✓								

Search Notes 	Application/Control No. 14015604	Applicant(s)/Patent Under Reexamination DETITTA, JOHN E.
	Examiner MICHAEL STIBLEY	Art Unit 3688

CPC- SEARCHED		
Symbol	Date	Examiner
G06Q 30/02+	January 2016	ms

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
705	14+	January 2016	ms

SEARCH NOTES		
Search Notes	Date	Examiner
Conducted Text Search within EAST.	January 2016	ms

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner

/M.S./ Examiner.Art Unit 3688	
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www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/015,604	08/30/2013	John E. DeTitta	219333-30003

CONFIRMATION NO. 8906

28264
BOND, SCHOENECK & KING, PLLC
ONE LINCOLN CENTER
SYRACUSE, NY 13202-1355

POA ACCEPTANCE LETTER



Date Mailed: 06/24/2014

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 06/17/2014.

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.

/fstephanos/

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



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/015,604	08/30/2013	John E. DeTitta	219333-30003

CONFIRMATION NO. 8906

POWER OF ATTORNEY NOTICE



69139
LOEB & LOEB, LLP
321 NORTH CLARK
SUITE 2300
CHICAGO, IL 60654-4746

Date Mailed: 06/24/2014

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 06/17/2014.

- 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).

/fstephanos/

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

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/AIA82B identifies the application to which the Power of Attorney is directed, the Power of Attorney will not be recognized in the application.

Application Number	14/015, 604
Filing Date	August 30, 2013
First Named Inventor	John E. DeTitta
Title	Methods, Systems and Apparatus for Financing Projects
Art Unit	3688
Examiner Name	Michael R. Stibley
Attorney Docket Number	323P003

SIGNATURE of Applicant or Patent Practitioner

Signature		Date (Optional)	4/17/14
Name	George R. McGuire, Esq.	Registration Number	36,603
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 <u>1</u> 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:
- OR
- ☐ I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

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- ☐ The address associated with Customer Number:
- OR

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Country					
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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				

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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Electronic Acknowledgement Receipt	
EFS ID:	19325288
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	69139
Filer:	George McGuire/Michelle Rohring
Filer Authorized By:	George McGuire
Attorney Docket Number:	219333-30003
Receipt Date:	17-JUN-2014
Filing Date:	30-AUG-2013
Time Stamp:	12:36:27
Application Type:	Utility under 35 USC 111(a)

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	POA-14015604.pdf	202160 7afe110814f39bf9acd7c623a5fca83a86cfd76a	no	2

Warnings:

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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

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

New International Application Filed with the USPTO as a Receiving Office

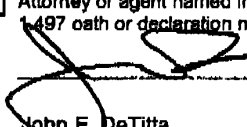
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will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

PTO/85/67 (07-09)

Approved for use through 07/31/2012. OMB 0851-0031

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POWER TO INSPECT/COPY		Docket Number (Optional)
In re Application of John E. DeTitta		
Application Number 14/015,604		Filed 30-August-2013
Art Unit 3688	Examiner Stibley, Michael R.	
Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450		Paper No. _____
Please permit the following person(s) to inspect and make copies of the above identified application:		
Customer Name(s): Katherine H. McGuire		
Badge Number(s): 33,537		
Company Name (if any): Woods Oviatt Gilman LLP		
Telephone Number: 585-987-2800		
Fax Number: 585-454-3968		
I am an:		
☒ Applicant.		
☐ Authorized official of the assignee of record. The assignment was recorded in the United States Patent and Trademark Office at Reel _____ Frame _____ or for which a copy thereof is attached.		
☐ Attorney or agent of record. Registration No. _____		
☐ Attorney or agent named in the application papers filed under 37 CFR 1.53, 1.494, or 1.495 (37 CFR 1.63 or 1.497 oath or declaration not filed). Registration No. _____		
Signature  John E. DeTitta		Date May 31, 2014
Typed or printed name		
Title (Officer of company or corporate assignee)		
Name of Assignee, if any (e.g., company name)		
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Electronic Acknowledgement Receipt	
EFS ID:	19185123
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	69139
Filer:	Katherine H. McGuire/Donna Florack
Filer Authorized By:	Katherine H. McGuire
Attorney Docket Number:	219333-30003
Receipt Date:	02-JUN-2014
Filing Date:	30-AUG-2013
Time Stamp:	15:32:40
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power to Make Copies and/or Inspect	powertoinspect.pdf	54131 32b560192913441a68a74faa5892f591a8196acc	no	1

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/015,604	08/30/2013	John E. DeTitta	219333-30003

CONFIRMATION NO. 8906

69139

LOEB & LOEB, LLP

321 NORTH CLARK

SUITE 2300

CHICAGO, IL 60654-4746

PUBLICATION NOTICE



OC000000066625505

Title:METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS

Publication No.US-2014-0046719-A1

Publication Date:02/13/2014

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 Office of Public Records. The Office of Public Records can be reached by telephone at (703) 308-9726 or (800) 972-6382, by facsimile at (703) 305-8759, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, 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 <http://pair.uspto.gov/>. 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

Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)

Approved for use through 07/31/2012. OMB 0651-0031

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

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		14015604	
	Filing Date		2013-08-30	
	First Named Inventor	John E. DeTitta		
	Art Unit	3688		
	Examiner Name	STIBLEY, Michael R.		
	Attorney Docket Number	219333-30003		

U.S.PATENTS						
Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6084590		2000-07-04	ROBOTHAM et al.	Entire Document
	2	6789109	B2	2004-09-07	SAMRA et al.	Entire Document
	3	6792411	B1	2004-09-14	MASSEY, Jr.	Entire Document
	4	7263504	B2	2007-08-28	GALAI et al.	Entire Document
	5	7308413	B1	2007-12-11	TOTA et al.	Entire Document
	6	7315983	B2	2008-01-01	EVANS et al.	Entire Document

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

U.S.PATENT APPLICATION PUBLICATIONS						
Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	14015604
	Filing Date	2013-08-30
	First Named Inventor	John E. DeTitta
	Art Unit	3688
	Examiner Name	STIBLEY, Michael R.
	Attorney Docket Number	219333-30003

	1	20020099577	A1	2002-07-25	BLACK	Entire Document
	2	20020144262	A1	2002-10-03	PLOTNICK et al.	Entire Document
	3	20030005052	A1	2003-01-02	FEUER et al.	Entire Document
	4	20030229536	A1	2003-12-11	HOUSE et al.	Entire Document
	5	20040015427	A1	2004-01-22	CAMELIO	Entire Document
	6	20040199867	A1	2004-10-07	BRANDENBORG	Entire Document
	7	20070156594	A1	2007-07-05	MCGUCKEN	Entire Document
	8	20070198418	A1	2007-08-23	MACDONALD et al.	Entire Document
	9	20090138349	A1	2009-05-28	DRUCKER et al.	Entire Document
	10	20090167766	A1	2009-07-02	PORTER et al.	Entire Document
	11	20100042742	A1	2010-02-18	CHRISTIANSON et al.	Entire Document

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	14015604
	Filing Date	2013-08-30
	First Named Inventor	John E. DeTitta
	Art Unit	3688
	Examiner Name	STIBLEY, Michael R.
	Attorney Docket Number	219333-30003

	12	20100250424	A1	2010-09-30	TORRES et al.	Entire Document
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If you wish to add additional U.S. Published Application citation information please click the Add button.

FOREIGN PATENT DOCUMENTS

Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
	1							☐

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

NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T ⁵
	1	"Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines", September 2004, pages 1-20, Version 6.0b, United States Version	☐

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

EXAMINER SIGNATURE

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

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

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	14015604
	Filing Date	2013-08-30
	First Named Inventor	John E. DeTitta
	Art Unit	3688
	Examiner Name	STIBLEY, Michael R.
	Attorney Docket Number	219333-30003

CERTIFICATION STATEMENT

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

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

OR

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

☐ See attached certification statement.

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

☒ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Christopher M. Swickhamer/	Date (YYYY-MM-DD)	2013-12-04
Name/Print	Christopher M. Swickhamer	Registration Number	59853

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

Privacy Act Statement

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

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

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

Electronic Acknowledgement Receipt	
EFS ID:	17565589
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	69139
Filer:	Christopher Merle Swickhamer/Leslie Pellot
Filer Authorized By:	Christopher Merle Swickhamer
Attorney Docket Number:	219333-30003
Receipt Date:	04-DEC-2013
Filing Date:	30-AUG-2013
Time Stamp:	15:30:29
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	IDS_30003.pdf	39546 63163f22dd74c5ea26a671d54d571744dd660dc5	no	5

Warnings:

Information:

This is not an USPTO supplied IDS fillable form

2	Non Patent Literature	NPL.pdf	568074	no	20
			4c90d6573b9c232722279e2ba2d33591861da10		

Warnings:

Information:

Total Files Size (in bytes):	607620
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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.



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United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/015,604	08/30/2013	John E. DeTitta	DE362.87469CIP

CONFIRMATION NO. 8906

POA ACCEPTANCE LETTER

69139
LOEB & LOEB, LLP
321 NORTH CLARK
SUITE 2300
CHICAGO, IL 60654-4746



Date Mailed: 11/20/2013

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 11/14/2013.

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.

/ddinh/

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



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/015,604	08/30/2013	John E. DeTitta	DE362.87469CIP

CONFIRMATION NO. 8906

POWER OF ATTORNEY NOTICE



81360
Woods Oviatt Gilman LLP
700 Crossroads Bldg
2 State St.
Rochester, NY 14614

Date Mailed: 11/20/2013

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 11/14/2013.

- 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).

/ddinh/

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

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
14/015,604	2013-08-30

(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: 69139
- 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. DeTella	
Title		

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 _____ 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 maintain 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 the 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:	17407313
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	81360
Filer:	Christopher Merle Swickhamer/Leslie Pellot
Filer Authorized By:	Christopher Merle Swickhamer
Attorney Docket Number:	DE362.87469CIP
Receipt Date:	14-NOV-2013
Filing Date:	30-AUG-2013
Time Stamp:	17:35:19
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	POA_30003.pdf	332510 1096f9ac2b91f02b149aad101c17ab26fd417c65	no	1

Warnings:

Information:

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.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 14/015,604	
APPLICATION AS FILED - PART I							
(Column 1)		(Column 2)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	70		N/A	
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	300		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	360		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	3	minus 20 = *	x 40 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	2	minus 3 = *	x 210 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
			TOTAL	730		TOTAL	
* If the difference in column 1 is less than zero, enter "0" in column 2.							
APPLICATION AS AMENDED - PART II							
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		OTHER THAN SMALL ENTITY
	Total (37 CFR 1.16(i))	*	Minus **	=	x =		RATE(\$)
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =		ADDITIONAL FEE(\$)
	Application Size Fee (37 CFR 1.16(s))						
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
			TOTAL ADD'L FEE			OR	TOTAL ADD'L FEE
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		OTHER THAN SMALL ENTITY
	Total (37 CFR 1.16(i))	*	Minus **	=	x =		RATE(\$)
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =		ADDITIONAL FEE(\$)
	Application Size Fee (37 CFR 1.16(s))						
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
			TOTAL ADD'L FEE			OR	TOTAL ADD'L FEE
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.							



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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO.	TOT CLAIMS	IND CLAIMS
14/015,604	08/30/2013	3623	730	DE362.87469CIP	3	2

CONFIRMATION NO. 8906

UPDATED FILING RECEIPT



OC000000064777664

81360
Woods Oviatt Gilman LLP
700 Crossroads Bldg
2 State St.
Rochester, NY 14614

Date Mailed: 11/08/2013

Receipt is acknowledged of this non-provisional 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 APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

John E. DeTitta, Rochester, NY;

Applicant(s)

John E. DeTitta, Rochester, NY;

Power of Attorney: The patent practitioners associated with Customer Number 81360

Domestic Priority data as claimed by applicant

This application is a CIP of 11/274,706 11/14/2005
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.

If Required, Foreign Filing License Granted: 09/17/2013

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/015,604**

Projected Publication Date: 02/13/2014

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS

Preliminary Class

705

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

LICENSE FOR FOREIGN FILING UNDER
Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

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

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

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

NOT GRANTED

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

SelectUSA

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

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant(s):	John E. DeTitta	) Examiner:	Unknown
Serial No.:	14/015,604	) Art Unit:	3623
Filed:	August 30, 2013	) Confirmation No.	8906
For:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS	)	

RESPONSE TO NOTICE TO FILE CORRECTED APPLICATION PAPERS

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

This submission is in response to the Notice to File Corrected Application Papers ("Notice") mailed on September 20, 2013, wherein the abstract was objected to because the abstract exceeded 150 words in length. Applicant hereby submits a replacement abstract sheet.

Applicant does not believe any fees are due at this time. However, the Commissioner is hereby authorized to any fee that may have been overlooked, to Deposit Account No. 50-4635.

Respectfully submitted,

Dated: October 31, 2013


Katherine H. McGuire, Esq.
Reg. No. 33,537

WOODS OVIATT GILMAN LLP
700 Crossroads Building
2 State Street
Rochester, New York 14614
Tel: 585.987.2800
Fax: 585.454.3968

ABSTRACT

A method of raising funds for a project, the method comprising the steps of providing a webpage for the project and determining a target fund amount for the project, the project being selected from a group comprising a non-profit related project, a business related project, a cause-related project, a real-estate related project and an art related project, providing a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project webpage, upon an advertiser purchasing a selected one or more media buy, causing the advertisers advertising material to be placed on the media properties associated with the purchased media buys, and collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to the target fund.

{1955675: }

Electronic Acknowledgement Receipt	
EFS ID:	17283329
Application Number:	14015604
International Application Number:	
Confirmation Number:	8906
Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
Customer Number:	81360
Filer:	Katherine H. McGuire/Donna Florack
Filer Authorized By:	Katherine H. McGuire
Attorney Docket Number:	DE362.87469CIP
Receipt Date:	31-OCT-2013
Filing Date:	30-AUG-2013
Time Stamp:	16:45:42
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		response.pdf	430645 8ac9a3102990216cf3a95cbd7b7c18abb07bb85	yes	3

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Applicant Response to Pre-Exam Formalities Notice	1	2
	Abstract	3	3
Warnings:			
Information:			
Total Files Size (in bytes):		430645	
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.			



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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
14/015,604	08/30/2013	3623	730	DE362.87469CIP	3	2

CONFIRMATION NO. 8906

81360
Woods Oviatt Gilman LLP
700 Crossroads Bldg
2 State St.
Rochester, NY 14614

FILING RECEIPT



OC000000063836078

Date Mailed: 09/20/2013

Receipt is acknowledged of this non-provisional 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 APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

John E. DeTitta, Rochester, NY;

Applicant(s)

John E. DeTitta, Rochester, NY;

Power of Attorney: The patent practitioners associated with Customer Number 81360

Domestic Priority data as claimed by applicant

This application is a CIP of 11/274,706 11/14/2005
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.

If Required, Foreign Filing License Granted: 09/17/2013

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/015,604**

Projected Publication Date: To Be Determined - pending completion of Corrected Papers

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS

Preliminary Class

705

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

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Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15

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

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

NOT GRANTED

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/015,604	08/30/2013	John E. DeTitta	DE362.87469CIP

CONFIRMATION NO. 8906

FORMALITIES LETTER

81360
Woods Oviatt Gilman LLP
700 Crossroads Bldg
2 State St.
Rochester, NY 14614



Date Mailed: 09/20/2013

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

An application number and filing date have been accorded to this application. The application is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given TWO MONTHS from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

The required item(s) identified below must be timely submitted to avoid abandonment:

- A replacement abstract not exceeding 150 words in length and commencing on a separate sheet in compliance with 37 CFR 1.72(b) and 37 CFR 1.121 is required.

Applicant is cautioned that correction of the above items may cause the specification and drawings page count to exceed 100 pages. If the specification and drawings exceed 100 pages, applicant will need to submit the required application size fee.

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

Replies should be mailed to:

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

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web.

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

For more information about EFS-Web please call the USPTO Electronic Business Center at **1-866-217-9197** or visit our website at <http://www.uspto.gov/ebc>.

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

/fasrat/

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



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UNITED STATES DEPARTMENT OF COMMERCE
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/015,604	08/30/2013	John E. DeTitta	DE362.87469CIP

CONFIRMATION NO. 8906

POA ACCEPTANCE LETTER

81360
Woods Oviatt Gilman LLP
700 Crossroads Bldg
2 State St.
Rochester, NY 14614



Date Mailed: 09/20/2013

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 08/30/2013.

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.

/hnguyen/

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 14/015,604	
APPLICATION AS FILED - PART I							
(Column 1)		(Column 2)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)	OR	RATE(\$)	FEE(\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	70		N/A	
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	300		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	360		N/A	
TOTAL CLAIMS (37 CFR 1.16(j))	3	minus 20 = *	x 40 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	2	minus 3 = *	x 210 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
			TOTAL	730		TOTAL	
* If the difference in column 1 is less than zero, enter "0" in column 2.							
APPLICATION AS AMENDED - PART II							
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)	OTHER THAN SMALL ENTITY	
	Total (37 CFR 1.16(i))	*	Minus **	=	x	=	OR
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x	=	OR
	Application Size Fee (37 CFR 1.16(s))						OR
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						OR
			TOTAL ADD'L FEE			OR	TOTAL ADD'L FEE
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)	OTHER THAN SMALL ENTITY	
	Total (37 CFR 1.16(i))	*	Minus **	=	x	=	OR
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x	=	OR
	Application Size Fee (37 CFR 1.16(s))						OR
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						OR
			TOTAL ADD'L FEE			OR	TOTAL ADD'L FEE
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.							

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:

81360

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:

81360

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

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.

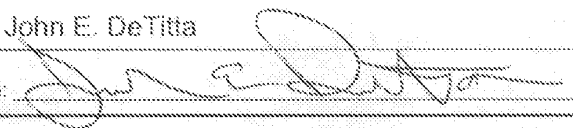


Total of 1 forms are submitted.

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 5 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 1480, Alexandria, VA 22313-1480. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 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 38 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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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:		Katherine H. McGuire/Donna Florack		
Attorney Docket Number:		DE362.87469CIP		
Filed as Small Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Utility filing Fee (Electronic filing)	4011	1	70	70
Utility Search Fee	2111	1	300	300
Utility Examination Fee	2311	1	360	360
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 (\$)				730

Electronic Acknowledgement Receipt	
EFS ID:	16737804
Application Number:	14015604
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Title of Invention:	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS
First Named Inventor/Applicant Name:	John E. DeTitta
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Filer:	Katherine H. McGuire/Donna Florack
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Payment Type	Deposit Account
Payment was successfully received in RAM	\$730
RAM confirmation Number	5495
Deposit Account	504635
Authorized User	
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File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		specification.pdf	137763	yes	23
			dc1e2c7fef167c910410f274ecea939ed74dfe51		
	Multipart Description/PDF files in .zip description				
	Document Description	Start	End		
	Specification	1	20		
	Claims	21	22		
	Abstract	23	23		
Warnings:					
Information:					
2	Drawings-only black and white line drawings	drawings.pdf	51100	no	2
			05a648a65330e264417282bb201ea8318d5c2dfa		
Warnings:					
Information:					
3		application.pdf	3502644	yes	9
			8d35f727b0388f2c6bb016663888db6677154494		
	Multipart Description/PDF files in .zip description				
	Document Description	Start	End		
	Transmittal of New Application	1	1		
	Application Data Sheet	2	6		
	Transmittal Letter	7	7		
	Power of Attorney	8	8		
	Oath or Declaration filed	9	9		
Warnings:					
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4	Fee Worksheet (SB06)	fee-info.pdf	33095 85eeb5c05f928c3aa7286933ca7ebf2fa1273d46	no	2
Warnings:					
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Total Files Size (in bytes):				3724602	
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METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS

[0001] This application is related to U.S. Patent Application Serial No. 11/274,706, entitled “Methods and Apparatus for Producing and Financing Media Productions” filed November 14, 2005, which claims priority to U.S. Provisional Application Serial No. 60/626,933 filed on November 12, 2004 and is incorporated herein by reference.

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
 5 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]
 10 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
 15 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

20 **[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
5 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.

10 **[00010]** 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

[00011] 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.

5 **[00012]** 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.

10 **[00013]** 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.

15 **[00014]** 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.

[00015] The media outlet may be selected from a group comprising a website, newspaper, telephone directory, radio or television, for example.

[00016] 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.

[00017] In yet another aspect of this invention, the project may be presented to produce
5 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.

[00018] 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
10 advertisement, radio advertisement or television advertisement.

DESCRIPTION OF THE DRAWING FIGURES

[00019] 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
15 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:

[00020] 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
20 to each other; and

[00021] 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

[00022] 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.

[00023] 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.

[00024] 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.

[00025] 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.

[00026] 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.

[00027] Advertising on the internet is created by and through the media property and
5 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.

[00028] 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
10 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
15 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.

[00029] 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
20 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
 5 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
 10 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.

[00030] 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
 15 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.

[00031] 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
 20 advertiser.

[00032] 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.

[00033] 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.

[00034] 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.

[00035] 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.

[00036] 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 1×1 pixel image. Delivery of a “302” redirector or html/JavaScript (which doubles as a tracking asset) to any location, and delivery of ad content.

[00037] 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.

[00038] 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.

[00039] 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.

[00040] 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.

[00041] 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.

[00042] 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.

[00043] 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.

[00044] 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.

[00045] 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.

[00046] 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.

[00047] 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.

[00048] 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.

[00049] 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.

[00050] 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.

[00051] 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.

[00052] 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 5 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, 10 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 15 the media property creating impressions in step 64.

[00053] 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).

20 **[00054]** 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.

5 **[00055]** 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
10 chosen media property.

[00056] 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
15 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.

[00057] 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
20 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.

[00058] 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.

[00059] 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.

[00060] 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 1×1 pixel image. Delivery of a “302” redirector or html/JavaScript (which doubles as a tracking asset) to any location, and delivery of ad content.

[00061] 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.

[00062] 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.

[00063] 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.

[00064] The media production finance process 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.

[00065] 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.

DE362.87469CIP

CLAIMS

What Is Claimed Is:

1. A method of raising funds for a project, said method comprising the steps of:
 - a) providing a webpage for said project and determining a target fund amount for the project, said project being selected from a group comprising a non-profit related project, a business related project, a cause-related project, a real-estate related project and an art related project;
 - b) providing a plurality of advertising buy options having respective media outlets available for purchase by an advertiser accessing said project webpage;
 - c) upon an advertiser purchasing a selected one or more media buy, causing the advertisers advertising material to be placed on the media properties associated with the purchased media buys; and
 - d) collecting the revenue from the completed advertising buy and applying the selected revenue produced by the completed advertising buy to said target fund.

2. The method of claim 1, wherein the media outlet is selected from a group comprising a website, printed media, radio and television.

3. A method of producing and financing a media production, said method comprising the steps of: a) selecting a media production to be produced and developing a budget for the production costs of the selected media production; b) 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; c) developing a set of advertising materials that are targeted toward to a corresponding one of the plurality of advertisers, the subject matter of a selected media production relating 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; d) presenting 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 requires a predetermined number of impressions to be completed; e) if the at least one advertising buyer purchases the at least one advertising buy, producing and placing the advertising materials on a media property; f) for at least one of the plurality of advertising buys, counting the number of impressions to which at least one user is exposed on the on media property, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions; and g) collecting the revenue from the completed advertising buy and placing the selected revenue produced by the completed advertising buy into a media production fund.

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.

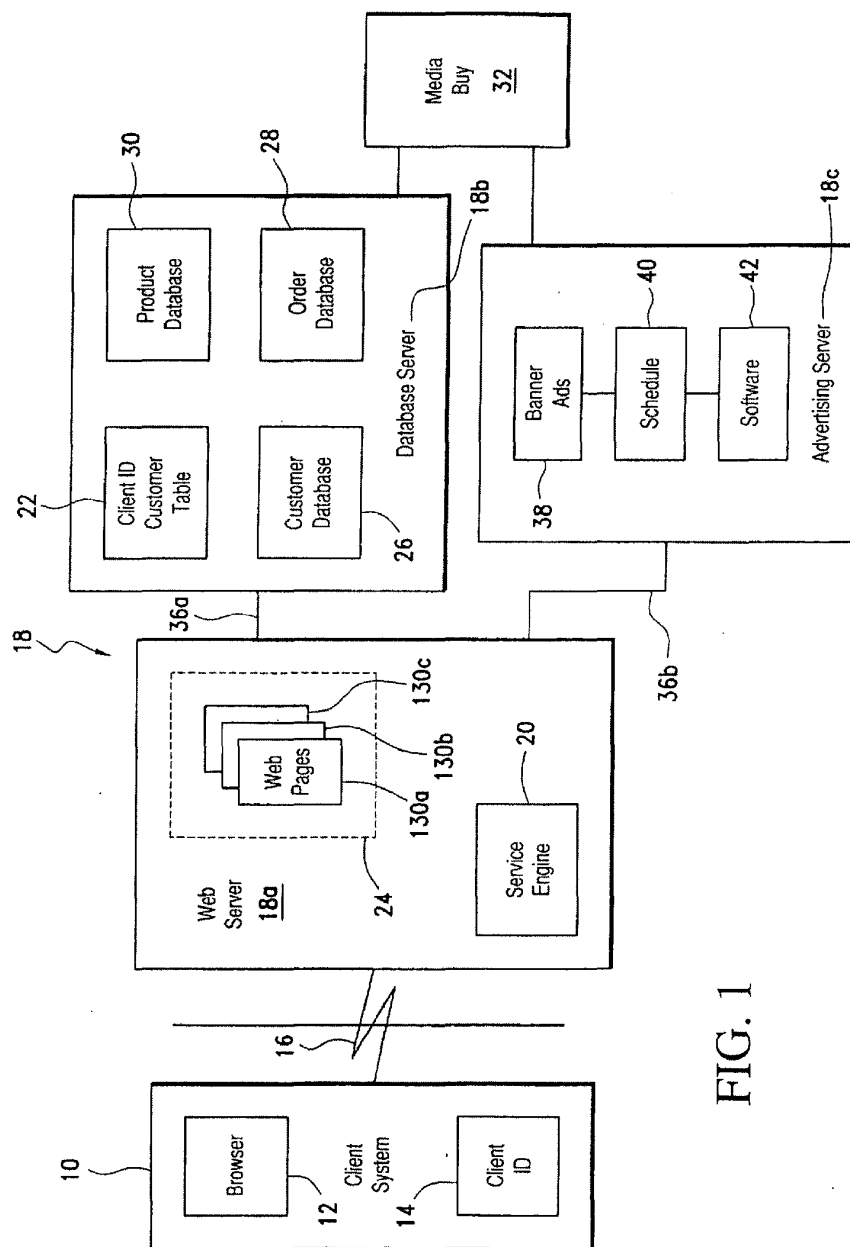


FIG. 1

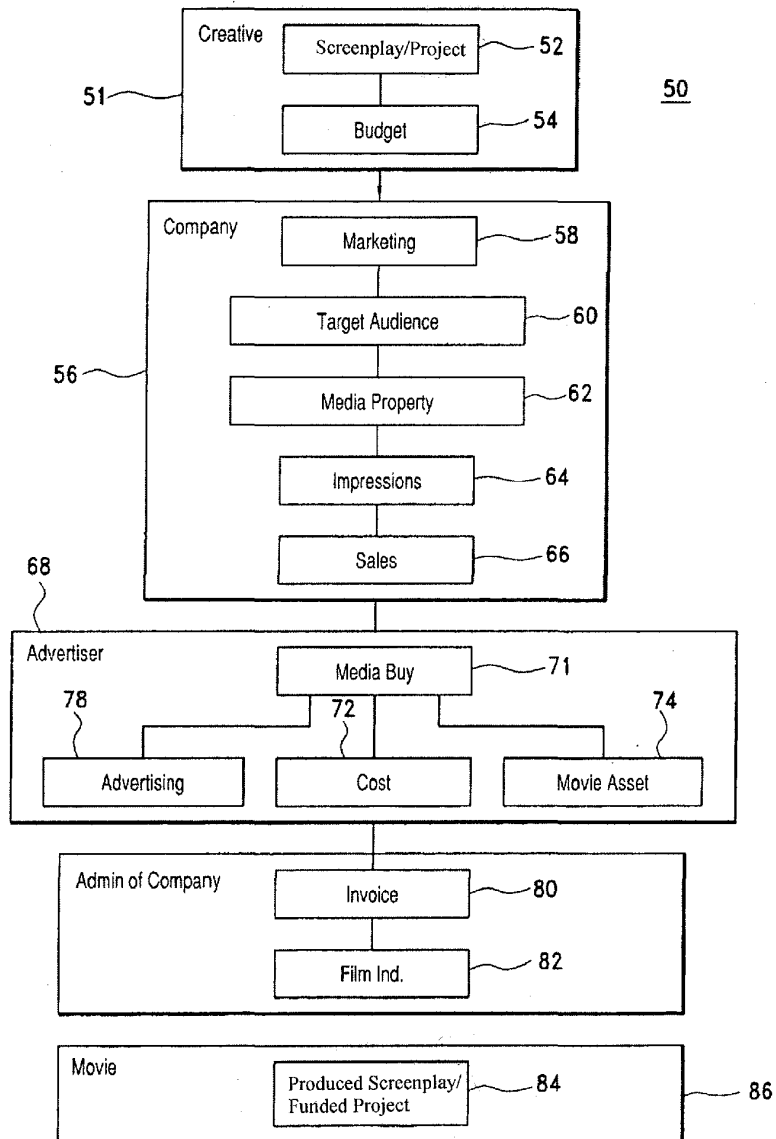


FIG. 2

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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	DE362.87469CIP
First Named Inventor	John E. DeTitta
Title	Methods, Systems and Apparatus for Financing Projects
Express Mail Label No.	

APPLICATION ELEMENTS

See MPEP chapter 800 concerning utility patent application contents.

1. ☐ Fee Transmittal Form (PTO/SB/17 or equivalent)
2. ☒ Applicant asserts small entity status. See 37 CFR 1.27
3. ☐ Applicant certifies micro entity status. See 37 CFR 1.29. Applicant must attach form PTO/SB/15A or B or equivalent.
4. ☒ Specification (Total Pages: 23) Both the claims and abstract must start on a new page. (See MPEP § 608.01(a) for information on the preferred arrangement)
5. ☒ Drawing(s) (35 U.S.C. 113) (Total Sheets: 2)
6. ☒ Inventor's Oath or Declaration (Total Pages: 1) (Including substitute statements under 37 CFR 1.64 and assignments serving as an oath or declaration under 37 CFR 1.63(e))
 - a. ☒ Newly executed (original or copy)
 - b. ☐ A copy from a prior application (37 CFR 1.63(d))
7. ☒ Application Data Sheet * See note below. See 37 CFR 1.76 (PTO/MN/14 or equivalent)
8. ☐ CD-ROM or CD-R (in duplicate, large table, or Computer Program (Appendix))
 ☐ Landscape Table on CD
9. Nucleotide and/or Amino Acid Sequence Submission (if applicable, items a. - c. are required)
 - a. ☐ Computer Readable Form (CRF)
 - b. ☐ Specification Sequence Listing on:
 - i. ☐ CD-ROM or CD-R (2 copies); or
 - ii. ☐ Paper
 - c. ☐ Statements verifying identity of above copies

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

ACCOMPANYING APPLICATION PAPERS

10. ☐ Assignment Papers (cover sheet & document(s))
Name of Assignee _____
11. ☐ 37 CFR 3.73(c) Statement (when there is an assignee) ☒ Power of Attorney
12. ☐ English Translation Document (if applicable)
13. ☐ Information Disclosure Statement (PTO/SB/08 or PTO 1448)
☐ Copies of citations attached
14. ☐ Preliminary Amendment
15. ☐ Return Receipt Postcard (MPEP § 503) (Should be specifically itemized)
16. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
17. ☐ Nonpublication Request Under 35 U.S.C. 172(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent
18. ☐ Other: _____

*Note: (1) Benefit claims under 37 CFR 1.78 and foreign priority claims under 1.55 must be included in an Application Data Sheet (ADS). (2) For applications filed under 35 U.S.C. 113, the application must contain an ADS specifying the applicant if the applicant is an assignee, person to whom the inventor is under an obligation to assign, or person who otherwise shows sufficient proprietary interest in the matter. See 37 CFR 1.40(b).

19. CORRESPONDENCE ADDRESS

☒ The address associated with Customer Number: 81300 OR ☐ Correspondence address below

Name:			
Address:			
City:	State:	Zip Code:	
Country:	Telephone:	Email:	
Signature	Date		
Name (Print/Type)	Registration No. (Attorney/Agent)		
Katherine H. McGuire, Esq.	33537		8/30/13

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which it is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 172 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 PTO OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	DE362.87469CIP
		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.)

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	Rochester	State/Province	NY	Country of Residence
				US
Mailing Address of Inventor:				
Address 1		200 Park Avenue		
Address 2				
City	Rochester	State/Province	NY	
Postal Code	14607	Country	US	
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button. Add				

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below. For further information see 37 CFR 1.33(a).			
☐ An Address is being provided for the correspondence information of this application.			
Customer Number	81360		
Email Address	patents@woodsoviatt.com	Add Email	Remove Email

Application Information:

Title of the Invention	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		
Attorney Docket Number	DE362.87469CIP	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	2	Suggested Figure for Publication (if any)	

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	DE362.87469CIP
		Application Number	
Title of Invention	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		

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	81360		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this 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.

Prior Application Status	Pending	Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	Continuation in part of	11274706	2005-11-14
Prior Application Status	Expired	Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
11274706	non provisional of	60626933	2004-11-12

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

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55(d). When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)¹ the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(h)(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).

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	DE362.87469CIP
		Application Number	
Title of Invention	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		

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

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

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

This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.

☒ NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

Authorization to Permit Access:

☐ Authorization to Permit Access to the Instant Application by the Participating Offices

If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.

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.

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	DE362.87469CIP
		Application Number	
Title of Invention	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		

Applicant 1

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

Clear

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

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

Name of the Deceased or Legally Incapacitated Inventor :

If the Applicant is an Organization check here. ☐

Prefix	Given Name	Middle Name	Family Name	Suffix
Mailing Address Information For Applicant:				
Address 1				
Address 2				
City		State/Province		
Country		Postal Code		
Phone Number		Fax Number		
Email Address				

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

Assignee Information including Non-Applicant Assignee Information:

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

Assignee 1

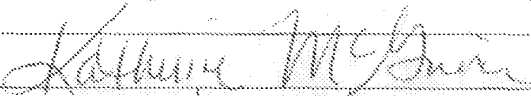
Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For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

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	DE362.87489CIP
		Application Number	
Title of Invention	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		

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

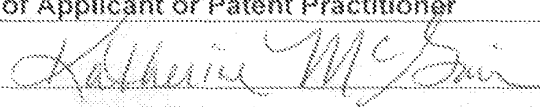
Signature:

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications.				
Signature			Date (YYYY-MM-DD)	2013-08-30
First Name	Katherine H.	Last Name	McGuire	Registration Number 33537
Additional Signature may be generated within this form by selecting the Add button.				

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.

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			
First Named Inventor	John E. DeTitta		
Title	METHODS, SYSTEMS AND APPARATUS FOR FINANCING PROJECTS		
Art Unit			
Examiner Name			
Attorney Docket Number	DE362.87469CIP		
SIGNATURE of Applicant or Patent Practitioner			
Signature		Date (Optional)	8/30/13
Name	Katherine H. McGuire, Esq.	Registration Number	33537
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 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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