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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/997,434	01/15/2016	Steven A. Roberts	A12875-088356	6708
57838	7590	08/21/2019		
SHUMAKER LOOP & KENDRICK, LLP			EXAMINER	
101 E. KENNEDY			SINGH, GURKANWALJIT	
SUITE 2800				
TAMPA, FL 33602				
			ART UNIT	PAPER NUMBER
			3683	
			NOTIFICATION DATE	DELIVERY MODE
			08/21/2019	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):

kturilli@slk-law.com

patdocketing@slk-law.com

<i>Notice of Abandonment</i>	Application No.	Applicant(s)
	14/997,434	Roberts et al.
	Examiner	Art Unit
	GURKANWALJIT SINGH	3683

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

This application is abandoned in view of:

1. ☒ Applicant's failure to timely file a proper reply to the Office letter mailed on 04 February 2019.
 - (a) ☐ A reply was received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the period for reply (including a total extension of time of _____ month(s)) which expired on _____.
 - (b) ☐ A proposed reply was received on _____, but it does not constitute a proper reply under 37 CFR 1.113 to the final rejection. (A proper reply under 37 CFR 1.113 to a final rejection consists only of: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) if this is utility or plant application, a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. Note that RCEs are not permitted in design applications.)
 - (c) ☐ A reply was received on _____ but it does not constitute a proper reply, or a bona fide attempt at a proper reply, to the non-final rejection. See 37 CFR 1.85(a) and 1.111. (See explanation in box 7 below).
 - (d) ☒ No reply has been received.
2. ☐ Applicant's failure to timely pay the required issue fee and publication fee, if applicable, within the statutory period of three months from the mailing date of the Notice of Allowance (PTOL-85).
 - (a) ☐ The issue fee and publication fee, if applicable, was received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the statutory period for payment of the issue fee (and publication fee) set in the Notice of Allowance (PTOL-85).
 - (b) ☐ The submitted fee of \$ _____ is insufficient. A balance of \$ _____ is due.
The issue fee required by 37CFR 1.18 is \$ _____. The publication fee, if required by 37 CFR 1.18(d), is \$ _____.
 - (c) ☐ The issue fee and publication fee, if applicable, has not been received.
3. ☐ Applicant's failure to timely file corrected drawings as required by, and within the three-month period set in, the Notice of Allowability (PTO-37).
 - (a) ☐ Proposed corrected drawings were received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the period for reply.
 - (b) ☐ No corrected drawings have been received.
4. ☐ The letter of express abandonment which is signed by the attorney or agent of record or other party authorized under 37 CFR 1.33 (b). See 37 CFR 1.138(b).
5. ☐ The letter of express abandonment which is signed by an attorney or agent (acting in a representative capacity under 37 CFR 1.34) upon the filing of a continuing application.
6. ☐ The decision by the Board of Patent Appeals and Interference rendered on _____ and because the period for seeking court review of the decision has expired and there are no allowed claims.
7. ☐ The reason(s) below:

/GURKANWALJIT SINGH/
Primary Examiner, Art Unit 3683

Petitions to revive under 37 CFR 1.137, or requests to withdraw the holding of abandonment under 37 CFR 1.181, should be promptly filed to minimize any negative effects on patent term.



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14/997,434	01/15/2016	Steven A. Roberts	A12875-088356	6708
57838	7590	02/04/2019		
SHUMAKER LOOP & KENDRICK, LLP			EXAMINER	
101 E. KENNEDY			SINGH, GURKANWALJIT	
SUITE 2800				
TAMPA, FL 33602				
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Notice of Pre-AIA or AIA Status

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

DETAILED ACTION

The amendment filed on September 20, 2018 presenting only claims drawn to a non-elected invention is non-responsive (MPEP § 821.03). All previously claims 1-6 have been cancelled by the Applicant. The newly added Claims 7-25 are directed to inventions that are independent or distinct from the invention originally claimed for the following reasons:

As per MPEP § 821.03, [c]laims added by amendment following action by the examiner, MPEP § 818.01, MPEP § 818.02(a), to an invention other than previously claimed, should be treated as indicated by 37 CFR 1.145. As per 37 CFR 1.145, [i]f, after an office action on an application, the applicant presents claims directed to an invention distinct from and independent of the invention previously claimed, the applicant will be required to restrict the claims to the invention previously claimed if the amendment is entered, subject to reconsideration and review as provided in 37 CFR 1.143 and 1.144.

The amendment filed on September 20, 2018 replaced originally presented claims 1-6, drawn to a previously elected invention, with claims drawn to a patentably distinct and non-elected invention, and is considered to be non-responsive (MPEP § 821.03). The remaining claims are not readable on the elected invention because newly submitted claims 7-25 represent patentably distinct inventions. Originally, the scope of the claimed invention was " computer-readable storage media having computer-

Art Unit: 3683

executable instructions stored on the tangible, non-transitory media for use with a system including: a) at least one point of sale (POS) device used in conducting a commercial transaction, the POS being configured to record information relating to the commercial transaction between a consumer and a vendor; b) a vendor database communicatively coupled with at least one POS, the vendor database being populated with at least: i) transactional information comprising transactional sales information; ii) product information identifying products/services available for purchase by the vendor; iii) employee information regarding the identity of each employee at a facility; and iv) facility information regarding an identity of a facility; c) a survey database comprising a plurality of survey questions; d) the system including a processor connected to and accessing the vendor and survey databases, said processor configured for executing said computer executable instructions, said instructions comprising: i) instructions for presenting a consumer survey comprising a plurality of survey questions responsive to at least one of the transactional information, product information, employee information and facility information; ii) instructions for presenting an integrated, interactive display interface comprising: a facility performance interface; an employee evaluation interface; and a customer management interface," but has been changed in the newly submitted claim that is now directed towards "system for implementing transaction-specific surveys comprising: (a) a point-of-sale interface used in conducting a commercial transaction between a consumer and a vendor, the point-of-sale interface being configured to record transaction data relating to the commercial transaction, wherein the transaction data comprises at least one product/service identifier and a survey token; (b) a survey server computing device configured to receive and store the transaction data generated by the point-of-sale interface, wherein: (i) the survey server computing device comprises (A) a survey database having master survey question data, (B) a vendor database storing a plurality of product/service identifiers identifying products/services available for purchase through the vendor, and (C) a survey header having stored vendor preference data corresponding to each product/server identifier, wherein the vendor

preference data includes a CkDetail flag having a first value when the product/service is selected to be the subject of at least one Product Survey Question and having a second value when the product/service is not selected to be the subject of at least one Product Survey Question; (ii) the survey server computing device is configured to perform the operations comprising (A) receiving a survey token, (B) retrieving the transaction data having the stored survey token corresponding to the received survey token, (C) generating, based on the master survey question data, at least one Product Survey Question for each product/service identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (D) generating a Survey Module comprising software code for displaying the at least one Product Survey Question; (c) a vendor survey interface configured to perform the operations comprising: (i) transmitting the survey token to the survey server computing device; (ii) receiving from the survey server computing device the Survey Module; (iii) generating a graphical user interface on a display screen; (iv) running the Survey Module to display the at least one Product Survey Question as an integrated component within the graphical user interface; (v) generating a Respondent Header based on user-generated inputs in response to the at least one Product Survey Question; and (vi) transmitting the Respondent Header to the survey server computing device" (newly added claims 7-25). The scope of the claimed invention has been radically altered.

As per MPEP § 819, [t]he general policy of the Office is not to permit the applicant to shift to claiming another invention after an election is once made and action given on the elected subject matter. Note that the applicant cannot, as a matter of right, file a request for continued examination (RCE) to obtain continued examination on the basis of claims that are independent and distinct from the claims previously claimed and examined (i.e., applicant cannot switch inventions by way of an RCE as a matter of right). When claims are presented which the examiner holds are drawn to an invention other

Art Unit: 3683

than the one elected, he or she should treat the claims as outlined in MPEP § 821.03. Since applicant has received an action on the merits for the originally presented invention, this invention has been constructively elected by original presentation for prosecution on the merits. Accordingly, the newly added claims 7-25 (which now depict new invention/inventions) as they currently stand are withdrawn from consideration as being directed to a non-elected invention/inventions. See 37 CFR 1.142(b) and MPEP § 821.03.

Since the submission appears to be a bona fide attempt to provide a complete reply to the prior Office action, applicant is given a shortened statutory period of **TWO (2) MONTHS or SIXTY (60) DAYS** from the mailing date of this letter, whichever is longer, to submit a complete reply. This shortened statutory period for reply supersedes the time period set in the prior Office action.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to GURKANWALJIT SINGH whose telephone number is (571)270-5392. The examiner can normally be reached on M-F 8:30-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on 571-272-6724. 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->

Art Unit: 3683

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.

/GURKANWALJIT SINGH/
Primary Examiner, Art Unit 3683

***Notice of Non-Compliant
Amendment (37 CFR 1.121)***

Application No.

14/997,434

Applicant(s)

Roberts et al.

Examiner

GURKANWALJIT
SINGH

Art Unit

3683

AIA Status

Yes

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

The amendment document filed on 09/20/2018 is considered non-compliant because it has failed to meet the requirements of 37 CFR 1.121 or 1.4. In order for the amendment document to be compliant, correction of the following item(s) is required.

THE FOLLOWING MARKED (X) ITEM(S) CAUSE THE AMENDMENT DOCUMENT TO BE NON-COMPLIANT:

- ☐ 1. Amendments to the specification:
 - ☐ A. Amended paragraph(s) do not include markings.
 - ☐ B. New paragraph(s) should not be underlined.
 - ☐ C. Other _____.
- ☐ 2. Abstract:
 - ☐ A. Not presented on a separate sheet. 37 CFR 1.72.
 - ☐ B. Other _____.
- ☐ 3. Amendments to the drawings:
 - ☐ A. The drawings are not properly identified in the top margin as "Replacement Sheet", "New Sheet", or "Annotated Sheet" as required by 37 CFR 1.121(d).
 - ☐ B. The practice of submitting proposed drawing correction has been eliminated. Replacement drawings showing amended figures, without markings, in compliance with 37 CFR 1.84 are required.
 - ☐ C. Other _____.
- ☒ 4. Amendments to the claims:
 - ☒ A. A complete listing of all of the claims is not present.
 - ☒ B. The listing of claims does not include the text of all pending claims (including withdrawn claims)
 - ☐ C. Each claim has not been provided with the proper status identifier, and as such, the individual status of each claim cannot be identified. Note: the status of every claim must be indicated after its claim number by using one of the following status identifiers: (Original), (Currently amended), (Canceled), (Previously presented), (New), (Not entered), (Withdrawn) and (Withdrawn-currently amended).
 - ☐ D. The claims of this amendment paper have not been presented in ascending numerical order.
 - ☒ E. Other: See Continuation Sheet.
- ☒ 5. Other (e.g., the amendment is unsigned or not signed in accordance with 37 CFR 1.4):
See Continuation Sheet

For further explanation of the amendment format required by 37 CFR 1.121, see MPEP § 714.

TIME PERIODS FOR FILING A REPLY TO THIS NOTICE:

- 1. Applicant is given **no new time period if the non-compliant amendment is an** after-final amendment or an amendment filed after allowance. If applicant wishes to resubmit the non-compliant after-final amendment with corrections, the **entire corrected amendment** must be resubmitted.
- 2. Applicant is given **two months** from the mail date of this notice to supply the correction, if the non-compliant amendment is one of the following: a preliminary amendment, a non-final amendment (including a submission for a request for continued examination (RCE) under 37 CFR 1.114), a supplemental amendment filed within a suspension period under 37 CFR 1.103(a) or (c), and an amendment filed in response to a *Quayle* action. If any of above boxes 1. to 4. are checked, the correction required is only the **corrected section** of the non-compliant amendment in compliance with 37 CFR 1.121.

Extensions of time are available under 37 CFR 1.136(a) only if the non-compliant amendment is a non-final amendment or an amendment filed in response to a *Quayle* action.

Failure to timely respond to this notice will result in:

Abandonment of the application if the non-compliant amendment is a non-final amendment or an amendment filed in response to a *Quayle* action; or

Non-entry of the amendment if the non-compliant amendment is a preliminary amendment or supplemental amendment.

/GURKANWALJIT SINGH/
Primary Examiner, Art Unit 3683

Continuation of 4(e) Other: The new claims are directed to a new invention/inventions and are thus withdrawn pursuant to MPEP §821.03. All previous claims were canceled by the applicant.

Continuation of 5 Other: The newly added Claims 7-25 are directed to inventions that are independent or distinct from the invention originally claimed. The originally claimed invention was presented in the canceled (by Applicant) claims 1-6. Because the newly added claims have been withdrawn pursuant to MPEP §821.03 and 37 CFR 1.143 and 1.144, there are no claims left to examine.

IN THE CLAIMS:

What is claimed is:

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Cancelled)
6. (Cancelled)
7. (New) A system for implementing transaction-specific surveys comprising:
 - (a) a point-of-sale interface used in conducting a commercial transaction between a consumer and a vendor, the point-of-sale interface being configured to record transaction data relating to the commercial transaction, wherein the transaction data comprises at least one product/service identifier and a survey token;
 - (b) a survey server computing device configured to receive and store the transaction data generated by the point-of-sale interface, wherein:
 - (i) the survey server computing device comprises (A) a survey database having master survey question data, (B) a vendor database storing a plurality of

product/service identifiers identifying products/services available for purchase through the vendor, and (C) a survey header having stored vendor preference data corresponding to each product/server identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the product/service is selected to be the subject of at least one Product Survey Question and having a second value when the product/service is not selected to be the subject of at least one Product Survey Question;

(ii) the survey server computing device is configured to perform the operations comprising (A) receiving a survey token, (B) retrieving the transaction data having the stored survey token corresponding to the received survey token, (C) generating, based on the master survey question data, at least one Product Survey Question for each product/service identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (D) generating a Survey Module comprising software code for displaying the at least one Product Survey Question;

(c) a vendor survey interface configured to perform the operations comprising: (i) transmitting the survey token to the survey server computing device; (ii) receiving from the survey server computing device the Survey Module; (iii) generating a graphical user interface on a display screen; (iv) running the Survey Module to display the at least one Product Survey Question as an integrated component within the graphical user interface; (v) generating a Respondent Header based on user-generated inputs in response to the at least one Product Survey Question; and (vi) transmitting the Respondent Header to the survey server computing device.

8. (New) The system of claim 7, wherein: (a) the vendor survey interface is implemented as a web server computing device; (b) the graphical user interface is a host vendor webpage; (c) and the Survey Module is a webpage frame configured for display as an integrated component of the host vendor webpage.

9. (New) The system of claim 8, wherein the point-of-sale interface is implemented as a point-of-sale computing device.

10. (New) The system of claim 7, wherein vendor survey interface is implemented as a software application running on a mobile computing device, and the survey token is input by the consumer to the vendor survey interface.

11. (New) The system of claim 7, wherein the point-of-sale interface and the vendor survey interface are both implemented as a software application running on a mobile computing device.

12. (New) The system of claim 7, wherein:

(a) the transaction data further comprises at least one vendor facility identifier identifying a vendor facility where the commercial transaction occurred;

(b) the vendor database further comprises a plurality of vendor facility identifiers identifying one or more vendor facilities used to conduct commercial transactions;

(c) the survey header further comprises stored vendor preference data corresponding to each vendor facility identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the vendor facility is selected to be the subject of one or more Facility

Survey Questions and having a second value when the vendor facility is not selected to be the subject of one or more Facility Survey Questions; and wherein

(d) the survey server computing device is configured to perform the operations comprising (E) generating, based on the master survey question data, at least one Facility Survey Question for each vendor facility identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (F) incorporating within the Survey Module software code for displaying the at least one Facility Survey Question.

13. (New) The system of claim 12, wherein:

(a) the transaction data further comprises at least one internal facility location identifier identifying an internal location within a vendor facility;

(b) the vendor database further comprises a plurality of internal facility location identifiers identifying one or more internal locations within a vendor facility;

(c) the survey header further comprises stored vendor preference data corresponding to each internal facility location identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the internal location is selected to be the subject of one or more Internal Facility Survey Questions and having a second value when the internal location is not selected to be the subject of one or more Internal Facility Survey Questions; and wherein

(d) the survey server computing device is configured to perform the operations comprising (G) generating, based on the master survey question data, at least one Internal Facility Survey Question for the each internal facility location identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (H)

incorporating within the Survey Module software code for displaying the at least one Internal Facility Survey Question.

14. (New) The system of claim 13, wherein the internal facility location identifiers are table numbers.

15. (New) The system of claim 12, wherein:

(a) the transaction data further comprises at least one vendor personnel identifier identifying vendor personnel;

(b) the vendor database further comprises a plurality of vendor personnel identifiers identifying one or more vendor personnel;

(c) the survey header further comprises stored vendor preference data corresponding to each vendor personnel identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the vendor personnel is selected to be the subject of one or more Personnel Survey Questions and having a second value when the vendor personnel is not selected to be the subject of one or more Personnel Survey Questions; and wherein

(d) the survey server computing device is configured to perform the operations comprising (G) generating, based on the master survey question data, at least one Personnel Survey Question for each vendor personnel identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (H) incorporating within the Survey Module software code for displaying the at least one Personnel Survey Question.

16. (New) The system of claim 7, wherein: (a) the master survey question data includes at least one General Survey Question that is not specific to the transaction data; and (b) the survey server computing device is further configured to perform the operation of incorporating within the Survey Module software code for displaying the at least one General Survey Question.

17. (New) The system of claim 7, wherein: (a) the master survey question data comprises at least one template survey question; and (b) the survey server computing device is further configured to perform the operation of generating the at least one Product Survey Question based on the template survey question and the product/service identifier.

18. (New) The system of claim 7, wherein: (a) the master survey question data comprises at least one product specific survey question corresponding to one or more product/service identifiers; and (b) the survey server computing device is further configured to perform the operation of generating the at least one Product Survey Question based on the product specific survey question and the one or more product/service identifiers.

19. (New) The system of claim 15, wherein the vendor preference data further comprises a Max Question value setting a maximum number of survey questions included within the Survey Module.

20. (New) A computer-implemented method for providing transaction-specific surveys comprising the operations of:

(a) providing a survey server configured to receive and store transaction data generated by point-of-sale interface relating to a commercial transaction between a consumer and a vendor, wherein

(i) the transaction data comprises at least one product/service identifier and a survey token; and

(ii) the survey server comprises (A) a survey database having master survey question data, (B) a vendor database storing a plurality of product/service identifiers identifying products/services available for purchase through the vendor, and (C) a survey header having stored vendor preference data corresponding to each product/server identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the product/service is selected to be the subject of at least one Product Survey Question and having a second value when the product/service is not selected to be the subject of at least one Product Survey Question;

(b) receiving by the survey server, a survey token;

(c) retrieving by survey server, the transaction data having the stored survey token corresponding to the received survey token;

(d) generating by survey server, based on the master survey question data, at least one Product Survey Question for each product/service identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value;

(e) generating by the survey server, a Survey Module comprising software code for displaying the at least one Product Survey Question as an integrated component within a graphical user interface;

(f) transmitting by the survey server, the Survey Module to a vendor survey interface; and

(g) receiving by the survey server, a Respondent Header generated based on user-generated inputs in response to the at least one Product Survey Question.

21. (New) The method of claim 20, wherein: (a) the vendor survey interface is implemented as a web server computing device; (b) the graphical user interface is a host vendor webpage; (c) and the Survey Module is a webpage frame configured for display as an integrated component of the host vendor webpage.

22. (New) The method of claim 20, wherein:

(a) the transaction data further comprises at least one vendor facility identifier identifying a vendor facility where the commercial transaction occurred;

(b) the vendor database further comprises a plurality of vendor facility identifiers identifying one or more vendor facilities used to conduct commercial transactions;

(c) the survey header further comprises stored vendor preference data corresponding to each vendor facility identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the vendor facility is selected to be the subject of one or more Facility Survey Questions and having a second value when the vendor facility is not selected to be the subject of one or more Facility Survey Questions; and wherein

(d) the survey server is configured to perform the operations comprising (i) generating, based on the master survey question data, at least one Facility Survey Question for each vendor facility identifier in the transaction data having a corresponding vendor preference

data CkDetail flag set to the first value, and (ii) incorporating within the Survey Module software code for displaying the at least one Facility Survey Question.

23. (New) The method of claim 20, wherein:

(a) the transaction data further comprises at least one vendor personnel identifier identifying vendor personnel;

(b) the vendor database further comprises a plurality of vendor personnel identifiers identifying one or more vendor personnel;

(c) the survey header further comprises stored vendor preference data corresponding to each vendor personnel identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the vendor personnel is selected to be the subject of one or more Personnel Survey Questions and having a second value when the vendor personnel is not selected to be the subject of one or more Personnel Survey Questions; and wherein

(d) the survey server is configured to perform the operations comprising (i) generating, based on the master survey question data, at least one Personnel Survey Question for each vendor personnel identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (ii) incorporating within the Survey Module software code for displaying the at least one Personnel Survey Question.

24. (New) The system of claim 20, wherein: (a) the master survey question data includes at least one General Survey Question that is not specific to the transaction data; and (b) the survey server is further configured to perform the operation of incorporating within the Survey Module software code for displaying the at least one General Survey Question.

25. (New) The system of claim 20, wherein: (a) the master survey question data comprises at least one template survey question; and (b) the survey server is further configured to perform the operation of generating the at least one Product Survey Question based on the template survey question and the product/service identifier.

Via Electronic Transmission
Attorney Docket: A12875-088356

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s):	Steven A. Roberts	Confirmation No.:	6708
Serial No.:	14/997,434	Examiner:	Gurkanwaljit, Singh
Filed:	January 15, 2016	Group Art Unit:	2162
For:	Transaction-Specific Customer Survey System		

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

RESPONSE TO NON-FINAL OFFICE ACTION

Dear Sir or Madam:

In response to the Office Action mailed March 21, 2018, please consider the following:

Claim listing begins on page 2 of this paper.

Remarks begin on page 12 of this paper.



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/997,434	01/15/2016	Steven A. Roberts	A12875-088356

CONFIRMATION NO. 6708

POA ACCEPTANCE LETTER



57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602

Date Mailed: 09/26/2018

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 09/20/2018.

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.

/mtklemichael/

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

14/997,434

01-15-2016

(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

Number: 57838



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):

AFTERWORDS, INC.

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

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 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 Patent Application Fee Transmittal

Application Number:	14997434			
Filing Date:	15-Jan-2016			
Title of Invention:	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM			
First Named Inventor/Applicant Name:	Steven A. Roberts			
Filer:	Jeffrey Bruce Fabian/Charise Christianson			
Attorney Docket Number:	A12875-088356			
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:				
Total in USD (\$)				700

Electronic Acknowledgement Receipt

EFS ID:	33782091
Application Number:	14997434
International Application Number:	
Confirmation Number:	6708
Title of Invention:	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM
First Named Inventor/Applicant Name:	Steven A. Roberts
Customer Number:	57838
Filer:	Jeffrey Bruce Fabian/Charise Christianson
Filer Authorized By:	Jeffrey Bruce Fabian
Attorney Docket Number:	A12875-088356
Receipt Date:	20-SEP-2018
Filing Date:	15-JAN-2016
Time Stamp:	15:46:11
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 700
RAM confirmation Number	092118INTEFSW00003137505605
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	Amendment/Req. Reconsideration-After Non-Final Reject	Response_to_NonFinal_OA.pdf	245645	no	27
			5f969bc3c41623e2d06a48f189789402cea54b1b		
Warnings:					
Information:					
2	Power of Attorney	Power_of_Atty_1.pdf	314963	no	1
			928d1745da9524c97b9db2203e3397cc47bc69bd		
Warnings:					
Information:					
3	Power of Attorney	Power_of_Attorney_2.pdf	306991	no	1
			bb996cf7b17b889760b31d8c0db8ee405a324c20		
Warnings:					
Information:					
4	Fee Worksheet (SB06)	fee-info.pdf	30860	no	2
			c5298d1fe0dc7fefda279314fa84aa6312c0d0cc3		
Warnings:					
Information:					
Total Files Size (in bytes):			898459		

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

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

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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
14/997,434	01-15-2016

(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

Number: 57838

☐ 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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I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

AFTERWORDS, INC.

☐ 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

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 2 forms are submitted.

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Via Electronic Transmission
Attorney Docket: A12875-088356

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s):	Steven A. Roberts	Confirmation No.:	6708
Serial No.:	14/997,434	Examiner:	Gurkanwaljit, Singh
Filed:	January 15, 2016	Group Art Unit:	2162
For:	Transaction-Specific Customer Survey System		

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

RESPONSE TO NON-FINAL OFFICE ACTION

Dear Sir or Madam:

In response to the Office Action mailed March 21, 2018, please consider the following:

Claim listing begins on page 2 of this paper.

Remarks begin on page 12 of this paper.

IN THE CLAIMS:

What is claimed is:

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Cancelled)
6. (Cancelled)
7. (New) A system for implementing transaction-specific surveys comprising:
 - (a) a point-of-sale interface used in conducting a commercial transaction between a consumer and a vendor, the point-of-sale interface being configured to record transaction data relating to the commercial transaction, wherein the transaction data comprises at least one product/service identifier and a survey token;
 - (b) a survey server computing device configured to receive and store the transaction data generated by the point-of-sale interface, wherein:
 - (i) the survey server computing device comprises (A) a survey database having master survey question data, (B) a vendor database storing a plurality of

product/service identifiers identifying products/services available for purchase through the vendor, and (C) a survey header having stored vendor preference data corresponding to each product/server identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the product/service is selected to be the subject of at least one Product Survey Question and having a second value when the product/service is not selected to be the subject of at least one Product Survey Question;

(ii) the survey server computing device is configured to perform the operations comprising (A) receiving a survey token, (B) retrieving the transaction data having the stored survey token corresponding to the received survey token, (C) generating, based on the master survey question data, at least one Product Survey Question for each product/service identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (D) generating a Survey Module comprising software code for displaying the at least one Product Survey Question;

(c) a vendor survey interface configured to perform the operations comprising: (i) transmitting the survey token to the survey server computing device; (ii) receiving from the survey server computing device the Survey Module; (iii) generating a graphical user interface on a display screen; (iv) running the Survey Module to display the at least one Product Survey Question as an integrated component within the graphical user interface; (v) generating a Respondent Header based on user-generated inputs in response to the at least one Product Survey Question; and (vi) transmitting the Respondent Header to the survey server computing device.

8. (New) The system of claim 7, wherein: (a) the vendor survey interface is implemented as a web server computing device; (b) the graphical user interface is a host vendor webpage; (c) and the Survey Module is a webpage frame configured for display as an integrated component of the host vendor webpage.

9. (New) The system of claim 8, wherein the point-of-sale interface is implemented as a point-of-sale computing device.

10. (New) The system of claim 7, wherein vendor survey interface is implemented as a software application running on a mobile computing device, and the survey token is input by the consumer to the vendor survey interface.

11. (New) The system of claim 7, wherein the point-of-sale interface and the vendor survey interface are both implemented as a software application running on a mobile computing device.

12. (New) The system of claim 7, wherein:

(a) the transaction data further comprises at least one vendor facility identifier identifying a vendor facility where the commercial transaction occurred;

(b) the vendor database further comprises a plurality of vendor facility identifiers identifying one or more vendor facilities used to conduct commercial transactions;

(c) the survey header further comprises stored vendor preference data corresponding to each vendor facility identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the vendor facility is selected to be the subject of one or more Facility

Survey Questions and having a second value when the vendor facility is not selected to be the subject of one or more Facility Survey Questions; and wherein

(d) the survey server computing device is configured to perform the operations comprising (E) generating, based on the master survey question data, at least one Facility Survey Question for each vendor facility identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (F) incorporating within the Survey Module software code for displaying the at least one Facility Survey Question.

13. (New) The system of claim 12, wherein:

(a) the transaction data further comprises at least one internal facility location identifier identifying an internal location within a vendor facility;

(b) the vendor database further comprises a plurality of internal facility location identifiers identifying one or more internal locations within a vendor facility;

(c) the survey header further comprises stored vendor preference data corresponding to each internal facility location identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the internal location is selected to be the subject of one or more Internal Facility Survey Questions and having a second value when the internal location is not selected to be the subject of one or more Internal Facility Survey Questions; and wherein

(d) the survey server computing device is configured to perform the operations comprising (G) generating, based on the master survey question data, at least one Internal Facility Survey Question for the each internal facility location identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (H)

incorporating within the Survey Module software code for displaying the at least one Internal Facility Survey Question.

14. (New) The system of claim 13, wherein the internal facility location identifiers are table numbers.

15. (New) The system of claim 12, wherein:

(a) the transaction data further comprises at least one vendor personnel identifier identifying vendor personnel;

(b) the vendor database further comprises a plurality of vendor personnel identifiers identifying one or more vendor personnel;

(c) the survey header further comprises stored vendor preference data corresponding to each vendor personnel identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the vendor personnel is selected to be the subject of one or more Personnel Survey Questions and having a second value when the vendor personnel is not selected to be the subject of one or more Personnel Survey Questions; and wherein

(d) the survey server computing device is configured to perform the operations comprising (G) generating, based on the master survey question data, at least one Personnel Survey Question for each vendor personnel identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (H) incorporating within the Survey Module software code for displaying the at least one Personnel Survey Question.

16. (New) The system of claim 7, wherein: (a) the master survey question data includes at least one General Survey Question that is not specific to the transaction data; and (b) the survey server computing device is further configured to perform the operation of incorporating within the Survey Module software code for displaying the at least one General Survey Question.

17. (New) The system of claim 7, wherein: (a) the master survey question data comprises at least one template survey question; and (b) the survey server computing device is further configured to perform the operation of generating the at least one Product Survey Question based on the template survey question and the product/service identifier.

18. (New) The system of claim 7, wherein: (a) the master survey question data comprises at least one product specific survey question corresponding to one or more product/service identifiers; and (b) the survey server computing device is further configured to perform the operation of generating the at least one Product Survey Question based on the product specific survey question and the one or more product/service identifiers.

19. (New) The system of claim 15, wherein the vendor preference data further comprises a Max Question value setting a maximum number of survey questions included within the Survey Module.

20. (New) A computer-implemented method for providing transaction-specific surveys comprising the operations of:

(a) providing a survey server configured to receive and store transaction data generated by point-of-sale interface relating to a commercial transaction between a consumer and a vendor, wherein

(i) the transaction data comprises at least one product/service identifier and a survey token; and

(ii) the survey server comprises (A) a survey database having master survey question data, (B) a vendor database storing a plurality of product/service identifiers identifying products/services available for purchase through the vendor, and (C) a survey header having stored vendor preference data corresponding to each product/server identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the product/service is selected to be the subject of at least one Product Survey Question and having a second value when the product/service is not selected to be the subject of at least one Product Survey Question;

(b) receiving by the survey server, a survey token;

(c) retrieving by survey server, the transaction data having the stored survey token corresponding to the received survey token;

(d) generating by survey server, based on the master survey question data, at least one Product Survey Question for each product/service identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value;

(e) generating by the survey server, a Survey Module comprising software code for displaying the at least one Product Survey Question as an integrated component within a graphical user interface;

(f) transmitting by the survey server, the Survey Module to a vendor survey interface; and

(g) receiving by the survey server, a Respondent Header generated based on user-generated inputs in response to the at least one Product Survey Question.

21. (New) The method of claim 20, wherein: (a) the vendor survey interface is implemented as a web server computing device; (b) the graphical user interface is a host vendor webpage; (c) and the Survey Module is a webpage frame configured for display as an integrated component of the host vendor webpage.

22. (New) The method of claim 20, wherein:

(a) the transaction data further comprises at least one vendor facility identifier identifying a vendor facility where the commercial transaction occurred;

(b) the vendor database further comprises a plurality of vendor facility identifiers identifying one or more vendor facilities used to conduct commercial transactions;

(c) the survey header further comprises stored vendor preference data corresponding to each vendor facility identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the vendor facility is selected to be the subject of one or more Facility Survey Questions and having a second value when the vendor facility is not selected to be the subject of one or more Facility Survey Questions; and wherein

(d) the survey server is configured to perform the operations comprising (i) generating, based on the master survey question data, at least one Facility Survey Question for each vendor facility identifier in the transaction data having a corresponding vendor preference

data CkDetail flag set to the first value, and (ii) incorporating within the Survey Module software code for displaying the at least one Facility Survey Question.

23. (New) The method of claim 20, wherein:

(a) the transaction data further comprises at least one vendor personnel identifier identifying vendor personnel;

(b) the vendor database further comprises a plurality of vendor personnel identifiers identifying one or more vendor personnel;

(c) the survey header further comprises stored vendor preference data corresponding to each vendor personnel identifier, wherein the vendor preference data includes a CkDetail flag having a first value when the vendor personnel is selected to be the subject of one or more Personnel Survey Questions and having a second value when the vendor personnel is not selected to be the subject of one or more Personnel Survey Questions; and wherein

(d) the survey server is configured to perform the operations comprising (i) generating, based on the master survey question data, at least one Personnel Survey Question for each vendor personnel identifier in the transaction data having a corresponding vendor preference data CkDetail flag set to the first value, and (ii) incorporating within the Survey Module software code for displaying the at least one Personnel Survey Question.

24. (New) The system of claim 20, wherein: (a) the master survey question data includes at least one General Survey Question that is not specific to the transaction data; and (b) the survey server is further configured to perform the operation of incorporating within the Survey Module software code for displaying the at least one General Survey Question.

25. (New) The system of claim 20, wherein: (a) the master survey question data comprises at least one template survey question; and (b) the survey server is further configured to perform the operation of generating the at least one Product Survey Question based on the template survey question and the product/service identifier.

Remarks/Arguments

Claims 1-6 have been cancelled and replaced with new claims 7-25. No new matter has been added.

Claims 1-6 were rejected under 35 U.S.C. § 103 as obvious over U.S. Application No. 14/120,325 to Blumenthal (“**Blumenthal**”). Claims 1-6 were also rejected under 35 U.S.C. § 101 as directed to patent ineligible subject matter.

For the reasons stated below, Applicant submits that the new claims are nonobvious over the cited reference and directed to patent eligible subject matter under 35 U.S.C. § 101. Thus, the current rejections can be properly withdrawn, and the claims are in a form for allowance.

Claim Rejections – 35 U.S.C. § 103

Applicant respectfully maintains that the claims, as previously presented, were nonobvious over the Blumenthal reference cited in the office action. However, Applicant has added new claims 7-25 to more definitely recite some of the distinguishing features of Applicant’s invention over Blumenthal. Importantly, Blumenthal does not teach or suggest certain nonobvious features of Applicant’s invention, as claimed. Blumenthal teaches an altogether different process for generating and delivering surveys that does not achieve the advantages of Applicant’s invention.

Applicant’s claims, as amended herein, recite a system that dynamically creates transaction-specific survey questions based on transaction data generated at the point-of-sale and based on vendor preferences for selecting the specific elements of the transaction data to be the subject of survey questions. The survey questions are delivered as a module that facilitates display of the questions as a secondary element embedded within the vendor’s primary interface (e.g., a subframe within a vendor website).

The result of Applicant's process is a survey that militates against survey fatigue by extracting certain information from the transaction data generated at the point of sale so that the information does not have to be gathered through survey questions presented to a customer and by permitting a vendor to select only certain elements of the transaction data that are to be the subject of questions.¹ The survey questions are also considerably more targeted and insightful as the questions can focus on particular products or services purchased during the transaction, certain facilities or internal locations within a facility where the transaction took place, and certain vendor personnel who interfaced with the consumer during the transaction.² Furthermore, the survey is presented to a consumer as an integrated component of the vendor's branded website, thereby contributing to customer retention.³

These advantages of Applicant's invention are more clearly realized in Applicant's amended claims. For example, claim 7 recites a survey computing device that utilizes product/service identifiers in received transaction data and corresponding CkDetail flags to determine whether a particular product or service should be inquired about during a survey. This limitation finds support at least in Applicant's paragraphs [0070]-[0072] and [0128]-[0129]. As

¹ See, e.g., Applicant's ¶ [0004] (“[S]urveys are often unnecessarily cumbersome to complete. For example, a survey may ask for the product name, identifier (survey token), serial number, store purchased from, purchase price . . . and a host of other questions [A] customer looking over this type of survey often determines that too much work must be done. . . and foregoes answering any of the questions in the survey.”); ¶ [0053] (because a customer is not required to fill in details regarding the purchase such as what they ate, what item they purchased, the time and date of the transaction, etc., the customer may determine that the questionnaire will not require too much time to complete and may be more willing to complete it.”).

² See, e.g., Applicant's ¶ [0009] (“The invention includes method and system for automatically generating context-based survey questions predicated on the customers' actual purchase . . . thus eliminating for the customer the need to respond to obvious, redundant . . . questions, and providing to the merchant customer feedback directly bound to the actual purchase event and correlating data.”); ¶ [0053] (“Yet another advantage is that the purchase detail can be used to generate customized questionnaires automatically Such transaction-related questions may aid the customer in providing more accurate and relevant answers.”).

³ See *DDR Holdings, LLC v. Hotels.com, L.P.*, 773 F.3d 1245, 1257 (Fed. Cir. 2014) (“In particular, the ‘399 patent's claims address the problem of retaining website visitors that, if adhering to the routine, conventional functioning of Internet hyperlink protocol, would be instantly transported away from a host's website.”).

further recited in claims 7 and 8, the survey questions are then incorporated within a Survey Module transmitted to a vendor interface, such as a branded website, where the survey questions are displayed to a consumer as an integrated component within the vendor's graphical user interface. This limitation is disclosed at least in Applicant's paragraphs [0009] and [0097]-[0099].

Blumenthal does not teach the use of surveys created using transaction-specific data generated by a point of sale interface or the use of surveys presented as embedded within a vendor's interface. Instead, Blumenthal teaches gathering vendor/business identifying information, personnel information, or product information through short range data links or scans or by manually entering the data. The surveys are not dynamically generated by analysis of the specific transaction data generated by a point-of-sale interface.⁴ Nor are the surveys presented to consumers as embedded within a merchant's interface, but instead, the surveys are presented as part of a third party application on a consumer's mobile device where responses are sent through text messaging, email, or audio recordings transmitted a consumer's account with the third-party system.⁵

As a consequence of these distinctions, Blumenthal's system does not provide the advantages achieved by Applicant's system with regard to alleviation of customer survey fatigue, the dynamic creation of targeted surveys, or the retention of customer's within a merchant's

⁴ See, e.g., Blumenthal Fig. 2A element **108** (“[The] application receives the business identity from RFID tags.”); Fig. 12A element **208** (“The opened application receives business identity data from [a] bar code.”); ¶ [0065] (“The service person **148** can be identified . . . by a scannable code or RFID tag that can be mounted to a name tag or identification card **145** that is scanned by the user with their mobile communication device **143**.”); ¶ [0069] (“The user can optionally select (FIG. 4) the type of scan or simply scans **104** a code at the point-of-sale with the wireless mobile device.”); ¶ [0072] (“FIG 12A illustrates the process **200** of performing a review of a consumer product that has been purchased **202** by a user. The user's wireless mobile device can be used to scan the code or tag as described previously herein on the product.”).

⁵ See, e.g., ¶¶ [0056], [0058] (describing enrollment of users and merchants in a third-party system where “[t]he user can also respond [to a survey] directly by text, e-mail or by recording an audio file for transmission as review data which are automatically linked to the user's account.”).

interface. Consistent with other traditional survey systems, Blumenthal's system still requires customers to either manually enter transaction information or to manual scan a bar code or RFID tag as part of initiating the survey. The system is not configured to analyze transaction data and generate targeted survey questions about only certain elements of the transaction data, and the system does not address the issue of customer retention to a merchant's branded interface. In short, Blumenthal teaches a distinct process for generating and presenting surveys, and Blumenthal does not teach all of the elements of Applicant's invention.

The Patent Office has the burden of establishing a *prima facie* case of obviousness. See Manual of Patent Examining Procedure § 2142 (Rev. R-08.2017, Jan. 2018) (hereinafter "MPEP"). Each word and each element of a claim must be considered as part of the obviousness analysis. See MPEP § 2143.03 ("All words in a claim must be considered . . . [a]nd Examiners must consider all claim limitations when determining patentability of an invention over the prior art."). Thus, "obviousness requires a suggestion of all limitations in a claim." *CFMT, Inc. v. Yieldup Int'l Corp.*, 349 F.3d 1333, 1342 (Fed. Cir. 2003).

The fact that an element of the claims is not found in an applied reference is a factor that weighs substantially in favor of patentability. See, e.g., *Broadcom Corp. v. Emulex Corp.*, 732 F.3d 1325, 1334 (Fed. Cir. 2013) (holding the '150 patent was nonobvious where "[the applied reference] does not address the '150 patent's . . . data recovery function"); *Vizio, Inc. v. Int'l Trade Comm'n*, 605 F.3d 1330, 1343 (Fed. Cir. 2010) (finding an invention nonobvious because "none of the prior art references cited . . . discloses replication of the identifiers for all of the MPEG program map information required by [Applicant's] claims"). Moreover, where a reference is directed to a different process utilizing different principles of operation, there is no teaching or suggestion to modify the reference to arrive at Applicant's invention. See MPEP §

2143.01.VI (citing *In re Ratti*, 270 F.2d 810, 813 (CCPA 1959)) (“If the proposed modification or combination of the prior art would change the principle of operation of the prior art invention being modified, then the teachings of the references are not sufficient to render the claims *prima facie* obvious.”).

The distinctions between Applicant’s invention and Blumenthal are significant, and the unique elements and operation of Applicant’s invention enable capabilities and advantages that could not possibly be derived from or suggested by the teachings of Blumenthal. As a result, one of skill in the art would not have looked to modify Blumenthal or combine Blumenthal with any other reference to arrive at Applicant’s invention. Considered as a whole, Applicant’s claims are directed to a novel, nonobvious, and patentable system for generating and delivering transaction-specific surveys. *See* MPEP § 2141.02(I) (“In determining the differences between the prior art and the claims, the question under 35 U.S.C. 103 is not whether the differences themselves would have been obvious, but whether the claimed invention as a whole would have been obvious.”). For at least these reasons, Applicant respectfully requests that the obviousness objection be withdrawn.

Claim Rejections – 35 U.S.C. § 101

Applicant’s invention, as claimed, embodies a substantial development in network-based systems that enable consumer feedback as well as a substantial improvement in user-interface technology that militates against survey-fatigue and enhances consumer retention to a merchant’s user interface. Instead of being redirected to a third-party interface and being asked to respond to a series of generalized, irrelevant inquiries, survey respondents are presented with focused survey questions related to a specific transaction within a merchant’s interface system. The advantages are realized through implementation of a system that gathers transaction data directly

from a point-of-sale interface, analyzes the data to dynamically generate questions related to specific elements of the transaction, and packages the questions into a module that can be displayed as an embedded component of a merchant's user interface system.

Applicant's interface embodies an inventive concept and is novel in its ability to provide relevant, transaction-specific survey questions without redirecting a consumer from the merchant's user interface. It cannot be said that such a system is "well-understood, routine, and conventional." And importantly, Applicant's invention is precisely the sort of technology that the Federal Circuit has found to be directed to a non-abstract, patentable subject matter, as discussed in more detail below.

Applicant respectfully submits that the rejection under 35 U.S.C. § 101 should be withdrawn at least because the Office Action does not cite any authority to support the conclusion that the claim elements represent well-understood, routine, and conventional activity. Such a finding should be reserved only for cases when an examiner can "readily conclude" that an element or combination of elements is "widely prevalent" or in common use in the relevant industry." See MPEP § 2106.05(d)(I)(2) (emphasis added). Furthermore, as the recent *Berkheimer* memorandum makes clear, a finding that an element or combination of elements is well-understood, routine, and conventional must be specifically and adequately supported by citation to documentary evidence or, in rare cases, Official Notice. See Robert W. Bahr, Deputy Comm'r for Patent Examination Policy, U.S. Patent and Trademark Office, *Changes in Examination Procedure Pertaining to Subject Matter Eligibility, Recent Subject Matter Eligibility Decision (Berkheimer v. HP, Inc. (April 19, 2016) [hereinafter "Berkheimer Memo"]*.

Moreover, even if the Office Action had sufficiently supported the rejection under 35 U.S.C. § 101, the claims, as amended, would still pass muster under both steps 2A and 2B of the

Mayo analysis. The claims embody a specific technological improvement to existing survey systems and user interface designs. The claims are not drawn to a patent ineligible abstract idea, and the claims embody significantly more than any abstract idea expressed therein. Consequently, Applicant maintains that the claims are patentable, as amended.

I. Legal Standards for establishing *prima facie* case of patent ineligibility.

The Patent Office bears the initial burden of establishing a *prima facie* case of patent ineligibility. See MPEP § 2106.07 (“[T]he initial burden is on the examiner to explain why a claim or claims are ineligible for patenting clearly and specifically, so that applicant has sufficient notice and is able to effectively respond.”). A *prima facie* case of patent ineligibility must satisfy the two-part test set forth in *Mayo Collaborative Servs. v. Prometheus Labs., Inc.*, 566 U.S. 66 (2012). See MPEP § 2106(I).

First, the claims must be analyzed as a whole to determine whether they are directed to a “judicial exception” to one of the four categories of patent eligible subject matter, such as an abstract idea, law of nature, natural phenomenon, or mathematical algorithm. *Id.* “If the claims are directed to a judicial exception, the second part of the test is to determine when the claim recites additional elements that amount to significantly more than the judicial exception.” *Id.*

“The second part of the Alice/Mayo test is often referred to as a search for an inventive concept.” MPEP § 2106.05(I). “Evaluating additional elements to determine whether they amount to an inventive concept requires considering them ***both individually and in combination.***” *Id.* (emphasis added). “Because this approach considers all claim elements, the Supreme Court has noted that ‘it is consistent with the general rule that patent claims must be considered as a whole.’” MPEP § 2106.05(I) (quoting *Alice Corp. Pty. v. CLS Bank Int’l*, 134 S. Ct. 2347, 2355 n.3 (2014)).

In formulating an objection based on § 101, the Office Action should “[a]fter identifying the judicial exception in the rejection, identify any additional elements (features/limitations/steps) recited in the claim beyond the judicial exception and explain why they do not add significantly more to the exception.” *See* MPEP § 2106.07(a)(II). “The explanation should address the additional elements both individually and as a combination when determining whether the claim as whole recites eligible subject matter.” *Id.* “It is important to remember that a new combination of steps in a process may be patent eligible even though all the steps of the combination were individually well known and in common use before the combination was made.” *Id.*

“[A]n examiner should only conclude that an element (or combination of elements) is well-understood, routine, conventional activity when the examiner can readily conclude, based on their expertise in the art, that the element is widely prevalent or in common use in the relevant industry.” *See* MPEP § 2106.05(d)(I)(2). “[A]n additional element (or combination of elements) is not well-understood, routine or conventional unless the examiner finds, and expressly supports a rejection in writing with, one or more of the following:” (1) a citation to an express statement in a specification or by the applicant; (2) a citation to one or more court decisions; (3) a citation to a publication that demonstrates the well-understood nature of the elements; or (4) official notice. *See Berkheimer Memo* at 3-4. Notably, “merely finding the additional element in a single patent or published application would not be sufficient to demonstrate that the additional element is well-understood, routine, [or] conventional, unless the patent or published application demonstrates that the additional element [is] widely prevalent or in common use in the relevant field.” *Id.* at 4 ¶ 3.

II. The Office Action does not establish a *prima facie* case that the claims, as amended, are drawn to patent ineligible subject matter because the Office Action does not

adequately support the conclusion that the claim elements recite well-understood, routine, and conventional activity.

Applicant's system generates transaction-specific survey questions by first capturing—without the need for customer input—commercial transaction data generated by a point-of-sale interface, which can include, for example (i) a product/service identifier representing products or services purchased during the transaction, (ii) a vendor facility identifier that represents a facility where the transaction occurred, (iii) an internal facility location identifier indicating a specific location within a facility where the transaction occurred, or (iv) a vendor personnel identifier indicating the vendor personnel involved in the commercial transaction. The transaction data is then analyzed against vendor preference data that includes a CkDetail Flag to determine the specific elements of the transaction data that are to be the subject of survey questions.

Following analysis of the transaction data, the system dynamically generates targeted survey questions specific to the transaction data and packages the questions into a Survey Module comprising software code for displaying the targeted, transaction-specific survey questions. The Survey Module is then transmitted to a vendor interface that displays the survey questions as an integrated component of a graphical user interface.

The result is a system that obviates the need for survey respondents to answer generalized or predetermined “standard” questions about the transaction. Instead, respondents are presented with questions concerning their specific experience with a vendor, and such questions are presented within the vendor's user interface without the need to redirect the respondent to a third party interface system. The recited sequence of operations enables features never before seen in the art unique in the ability to analyze specific transactions and dynamically generate relevant survey inquiries within a particular interface environment. It cannot be said that such operations constitute conventional activity in the art.

Notwithstanding the inventiveness of Applicant's system, the Office Action concludes that Applicant's claims do not provide any material drawn to something significantly more than an abstract idea for organizing human activities that represent well-known and routine tasks in the field. *See* Office Action at 3-4. However, the Office Action does not cite any publications, case law, or other authority to support the conclusion that any of Applicant's individual claim elements represent well-understood and conventional activity.

Evidentiary support for this analysis is essential because a finding that certain elements are well-understood, routine, or conventional should only be made in rare circumstances when an Office Action can "readily conclude" that an element or combination of elements is "widely prevalent" or in common use in the relevant industry. *See* MPEP § 2106.05(d)(I)(2). Without citation to relevant documentary support, the Office Action does not establish a *prima facie* case of non-patentability, and the objection under § 101 is properly withdrawn. *See Berkheimer Memo* at 3-4.

III. The claims recite an inventive concept that is significantly more than an abstract idea.

There is a good reason why the Office Action does not cite references that demonstrate the combination of elements claimed by Applicant represents conventional activity—simply put, Applicant's claims are directed to an innovative, nongeneric, non-conventional arrangement of elements that amount to significantly more than an abstract idea and would not be found in any reference. As a result, Applicant's claims, considered as a whole, embody a patentable inventive concept.

Applicant's claims recite a specific sequence of operations that are anything but conventional and generic. The system recites use of a point-of-sale interface to gather specific data from a point-of-sale interface that is utilized by a separate server. The server utilizes a

specific data structure, the survey header, in conjunction with a CkDetail flag to ascertain which elements of the transaction data will be the subject of survey questions. Contrary to conventional systems, these steps obviate the need for survey respondents to answer generalized questions about the transaction and permit the dynamic generation of survey questions that are specific to particular elements of a particular transaction.

The survey questions are then packaged into a Survey Module that contains software code permitting the display of the survey questions as an embedded component in a vendor's user interface. Packaging and delivery of the survey questions in this fashion is likewise contrary to conventional systems that redirect users to a third-party system for responding to a survey or otherwise providing feedback.

The operations recited with particularity in Applicant's amended claims extend well beyond the mere abstract idea of obtaining, analyzing, and comparing data to produce survey questions, as asserted in the Office Action. *See* Office Action at 2. The claims do not preempt all ways of conducting a survey, and the claims are not a mere drafting effort to monopolize the abstract idea of conducting a survey. Instead, the claimed system improves upon existing survey systems by making them more dynamic and efficient leading to decreased survey fatigue. *See See Bascom Glob. Internet Servs., Inc. v. AT&T Mobility LLC*, 827 F.3d 1341, 1350 (Fed. Cir. 2016) ("By taking a prior art filter solution (one-size-fits-all filter at the ISP server) and making it more dynamic and efficient (providing individualized filtering at the ISP server), the claimed invention represents a 'software-based invention that improves the performance of the computer system itself.'").

These objectives are accomplished by reciting in the claims a combined order of specific operations that renders information into a specific format that is then used and applied to achieve

the desired results. As recognized by the Federal Circuit, such a combination of operations is without question patent eligible. See *McRO, Inc. v. Bandai Namco Games Am. Inc.*, 837 F.3d 1299, 1315 (Fed. Cir. 2016) (“The claimed process uses a combined order of specific rules that renders information into a specific format that is then used and applied to create desired results.”). “While the result may not be tangible, there is nothing that requires a method ‘be tied to a machine or transform an article’ to be patentable.” *Id.* (citing *Bilski v. Kappos*, 561 U.S. 593, 610–611 (2010)).

By finding that Applicant’s invention is directed to the mere abstract idea of obtaining, analyzing, and comparing data to produce survey questions, the Office Action does not consider Applicant’s claims as a whole, and the Office Action applies the abstract idea exception too broadly. The abstract idea exception must be “carefully construed . . . lest it swallow all of patent law’ because ‘all inventions at some level embody, use, reflect, rest upon, or apply laws of nature, natural phenomenon, or abstract ideas.’” See MPEP § 2106.04(II). “Examiners should accordingly be careful to distinguish claims that recite an exception (which require further eligibility analysis) and claims that merely involve an exception (which are eligible and do not require further eligibility analysis).” *Id.* In this case, Applicant’s claims at most involve an abstract idea, but it cannot be said that the claims as a whole are directed to an abstract idea at least for the reasons discussed above.

The Office Action’s § 101 analysis also relies on the notion that Applicant’s claims recite only well-understood and routine steps carried out by generic computing devices. But even assuming *arguendo* that the operations of Applicant’s invention are carried out by generic computing devices, the Patent Office guidelines and the case law have repeatedly stressed that the use of generic computing devices or routine operations does not foreclose patent eligibility

under § 101 where, as here, the combination of steps, analyzed as a whole, achieves an inventive concept through the nonconventional and nongeneric arrangement of steps. *See, e.g., Amdocs (Israel) Ltd. v. Openet Telecom, Inc.*, 841 F.3d 1288, 1300-01 (Fed. Cir. 2016) (“The solution requires arguably generic components However, the claim’s enhancing limitation necessarily requires that these generic components operate in an unconventional manner.”).

As one example from the Patent Office guidelines, the May 4, 2016 subject matter eligibility memorandum cautions that “even if an element does not amount to significantly more on its own (*e.g.*, because it is merely a generic computer component performing generic computer functions), it can still amount to significantly more when considered in combination with the other elements of the claim.” *See* Robert W. Bahr, Deputy Comm’r for Patent Examination Policy, U.S. Patent and Trademark Office, *Formulating a Subject Matter Eligibility Rejection and Evaluating the Applicant’s Response to a Subject Matter Eligibility Rejection* (May 4, 2016). This principle was emphasized again in the Recent Subject Matter Eligibility Decisions memorandum that noted “[t]he BASCOM court agreed that the additional elements were generic computer, network, and Internet components that did not amount to significantly more when considered individually, but explained that the district court erred by failing to recognize that when combined, an inventive concept may be found in the non-conventional and nongeneric arrangement of the additional elements.” *See* Robert W. Bahr, Deputy Comm’r for Patent Examination Policy, U.S. Patent and Trademark Office, *Recent Subject Matter Eligibility Decisions* (Nov. 2, 2016).

In short, Applicant’s claims recite with particularity a nonconventional, nongeneric sequence of operations that represent far more than a mere abstract idea. Considered as a whole,

the claims embody an inventive concept. Applicant respectfully submits that the claims are directed to patent eligible subject matter under 35 U.S.C. § 101.

IV. The claims are not drawn to an abstract idea.

Applicant's invention represents the sort of improvement that the Federal Circuit has deemed not to constitute an abstract idea, and the claims are, therefore, patent eligible at Step 2A of the *Mayo* analysis. The system, as claimed, incorporates specific technical components, including a point-of-sale interface, a survey server, a survey database, a vendor database, a survey header, a Survey Module, and a vendor survey interface. The components work together to perform specific operations that enable user interface capabilities not previously available in the field, and the invention represents a substantial improvement over existing survey systems. The Federal Circuit has repeatedly found that such improvements to computer interfaces that enable new functions do not constitute an abstract idea.

With regard to delivery of the survey, Applicant's claims recite the creation of a Survey Module with software code that permits the survey questions to be displayed as an integrated component of a vendor's webpage. This is precisely the sort of non-abstract, patentable advancement that the Federal Circuit considered in *DDR Holdings, LLC v. Hotels.com, L.P.*, 773 F.3d 1245, 1250 (Fed. Cir. 2014). There, the patent claims at issue were directed to the generation of a "hybrid" webpage that incorporated third-party content within a host webpage while maintaining the "look and feel" of the host website. *Id.* at 1257-58. The Federal Circuit noted that the patent claims at issue "address the problem of retaining website visitors that, if adhering to the routine, conventional functioning of Internet hyperlink protocol, would be instantly transported away from a host's website after 'clicking' on an advertisement and activating a hyperlink." *Id.* at 1257. Applicant's claims utilize a novel solution to address a

similar problem with respect to conventional survey systems and thus represents a patentable improvement in the field.

As another example, the claims at issue in *Core Wireless Licensing S.A.R.L. v. LG Elecs., Inc.*, were directed to an improved user interface that allowed a user to more quickly access data through an application summary window. *See Core Wireless Licensing S.A.R.L. v. LG Elecs., Inc.*, 880 F.3d 1356, 1359 (Fed. Cir. 2018). The Federal Circuit recognized that the “generic idea of summarizing information certainly existed prior to the invention.” *Id.* at 1362. Nevertheless, the Federal Circuit found that “[t]he asserted claims in this case are directed to an improved user interface for computing devices, not to the abstract idea of an index.” *Id.* The “claims recite[d] a specific improvement over prior systems, resulting in an improved user interface for electronic devices.” *Id.* at 1363.

Similarly, in *Trading Techs. Int’l, Inc. v. CQG, INC.* the Federal Circuit found that method claims directed to an improved interface did not represent a mere abstract idea. *See Trading Techs. Int’l, Inc. v. CQG, INC.*, 675 F. App’x 1001 (Fed. Cir. 2017). The method recited an improved user interface and included the step of: “in response to a selection of a particular location of the order entry region by a single action of a user input device, setting a plurality of parameters for a trade order.” *Id.* at 1003. In finding that the invention qualified as patent eligible subject matter, the Federal Circuit noted that the “interface system of these two patents is not an idea that has long existed, the threshold criterion of an abstract idea and ineligible concept.” *Id.* at 1004.

In this case, Applicant’s claims are directed to a survey system that is more efficient to use for consumers, thereby reducing consumer survey fatigue, and that also permits vendors to improve consumer retention on their own interface systems. Far from being abstract,

Applicant's system represents a real advancement over existing systems and produces real results. As a result, the claims, as amended, satisfy the *Mayo* test and represent patent eligible subject matter under 35 U.S.C. § 101.

Conclusion

Applicant submits that claims 1-25 are directed to patent eligible subject matter, and the claims are in a form for allowance. Independent claims 7 and 20 are nonobvious over the cited reference, and the dependent claims are allowable in light of their dependency on claims 7 and 20. *See* MPEP § 2143.03 ("If an independent claim is nonobvious under 35 U.S.C. 103, then any claim depending therefrom is nonobvious.") (citing *In re Fine*, 837 F.2d 1071 (Fed. Cir. 1988)). Applicant respectfully submits that the claims, as amended, are in a form for allowance.

The Director is authorized to charge any fees required with this Amendment, and this application in general, to Deposit Account No. 50-5605. Any refunds should be likewise be credited to Deposit Account No. 50-5605.

Dated: September 20, 2018

Respectfully submitted,

/Jeffrey B. Fabian/

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 14/997,434		Filing Date 01/15/2016		☐ 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 \$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	09/20/2018	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	* 19	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 \$0 =				
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =				
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE				
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.						SLIE				
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".						nichele D peterson				
*** 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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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	26	(US-20100070376-\$ or US-20110196754-\$ or US-20030018550-\$ or US-20070100728-\$ or US-20100076813-\$ or US-20090006151-\$ or US-20070050229-\$ or US-20060151598-\$ or US-20020026348-\$ or US-20070055597-\$ or US-20030216981-\$ or US-20100010905-\$ or US-20110087519-\$ or US-20100280881-\$ or US-20120109709-\$).did. or (US-8328094-\$ or US-8417561-\$ or US-7937286-\$ or US-8027891-\$ or US-8255268-\$ or US-7792697-\$ or US-7328169-\$ or US-6839682-\$ or US-6078891-\$ or US-5832458-\$ or US-9208481-\$).did.	US-PGPUB; USPAT	OR	OFF	2018/03/18 18:44
L2	969	((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and survey	US-PGPUB; USPAT; USOCR	OR	ON	2018/03/18 18:44
L3	1	L1 and L2	US-PGPUB; USPAT; USOCR	OR	ON	2018/03/18 18:45
L4	7	((transaction near5 (pattern)) same (marketing)) and ((merchant or shop or retail or store or seller) near10 location) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal)) and (transaction with (path or route))	US-PGPUB; USPAT; USOCR	OR	ON	2018/03/18 18:51
L5	2032	(transaction near5 (customer or buyer or shopper)) and ((merchant or shop or retail or store or facility or facilities or seller) near10 location) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal)) and (transaction with (path or route))	US-PGPUB; USPAT; USOCR	OR	ON	2018/03/18 18:54
L6	2087	(transaction near5 (customer or buyer or shopper)) and ((merchant or shop or retail or store or facility or facilities or seller) near10 location) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal)) and ((employee or staff) with (data or information or profile))	US-PGPUB; USPAT; USOCR	OR	ON	2018/03/18 19:08
L7	92	(transaction near5 (customer or buyer or shopper)) and ((merchant or shop or retail or store or facility or facilities or seller) near10 location) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal)) and ((employee or staff) with (data or information or profile))	US-PGPUB; USPAT; USOCR	OR	ON	2018/03/18 19:09

		with identity)				
L8	15	((transaction near5 (customer or buyer or shopper)) and ((merchant or shop or retail or store or facility or facilities or seller) near10 location) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal)) and ((employee or staff) with (data or information or profile) with identity) and ((customer or buyer or shopper) with survey)	US-PGPUB; USPAT; USOCR	OR	ON	2018/03/18 19:11
L9	3	((transaction near5 (customer or buyer or shopper)) and ((merchant or shop or retail or store or facility or facilities or seller) near10 location) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal)) and ((employee or staff) with (data or information or profile) with identity) and ((customer or buyer or shopper) with survey) and (survey with (transactional or transaction or product or (merchant or shop or retail or store or facility or facilities or seller) or (employee or staff)))	US-PGPUB; USPAT; USOCR	OR	ON	2018/03/18 19:13
S1	939339	((point adj of adj sale) or POS or point-of-sale)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:31
S2	7132	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:33
S3	7132	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and ((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:34
S4	7132	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:35
S5	155	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:35
S6	112	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:36

		with aggregat\$5) and (time near5 (transact\$5 or sale))				
S7	93	((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (time near5 (transact\$5 or sale)) and ((transaction or sale) with time with (amount or pric\$5 or payment))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:39
S8	37	((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (time near5 (transact\$5 or sale)) and ((transaction or sale) with time with (amount or pric\$5 or payment)) and (trend\$5)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:40
S9	36	((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (time near5 (transact\$5 or sale)) and ((transaction or sale) with time with (amount or pric\$5 or payment)) and (trend\$5) and (report\$5) and ((creat\$5 or generat\$5 or produc\$5) near5 report\$5)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:41
S10	15	((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (time near5 (transact\$5 or sale)) and ((transaction or sale) with time with (amount or pric\$5 or payment)) and (trend\$5) and (report\$5) and ((creat\$5 or generat\$5 or produc\$5) near5 report\$5) and (report\$5 with (graph or graphical or graph\$5))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:42
S11	15	((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (time near5 (transact\$5 or sale)) and ((transaction or sale) with time with (amount or pric\$5 or payment)) and (trend\$5) and (report\$5) and	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:42

		((creat\$5 or generat\$5 or produc\$5) near5 report\$5) and (report\$5 with (graph or graphical or graph\$5)) and (report\$5 with (graph or graphical or graph\$5) with trend\$5)				
S12	15	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (time near5 (transact\$5 or sale)) and ((transaction or sale) with time with (amount or pric\$5 or payment)) and (trend\$5) and (report\$5) and ((creat\$5 or generat\$5 or produc\$5) near5 report\$5) and (report\$5 with (graph or graphical or graph\$5)) and (report\$5 with (graph or graphical or graph\$5) with trend\$5) and (((payment or pay\$5) near5 type) or cash or credit or (credit near3 card)))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:44
S13	15	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (time near5 (transact\$5 or sale)) and ((transaction or sale) with time with (amount or pric\$5 or payment)) and (trend\$5) and (report\$5) and ((creat\$5 or generat\$5 or produc\$5) near5 report\$5) and (report\$5 with (graph or graphical or graph\$5)) and (report\$5 with (graph or graphical or graph\$5) with trend\$5) and ((payment or pay\$5) near5 (type or cash or credit or (credit near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/14 21:45
S14	9	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (market with trend with (payment near5 type)))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 18:51
S15	9	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (market with trend with ((payment or pay\$5) near5 (type or cash or credit or (credit near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 18:52
S17	12	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with	US-PGPUB;	OR	ON	2014/02/20 18:54

		(collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units)) and (market with trend with ((payment or pay\$5 or transaction) near5 (type or cash or credit or (credit near3 card))))	USPAT; USOCR			
S18	66	("20010016825" "20010037250" "20020049656" "20020087384" "20020087522" "20020178451" "20030023456" "20030046701" "20030093323" "20030093798" "20030172090" "20030191698" "20030220841" "20030229897" "20040210450" "20050132407" "20070050279" "20070112673" "20070198432" "20080132212" "20090132813" "20090172035" "20100057534" "20100064327" "20100189089" "20110055915" "20110196754" "20110313826" "20110314487" "20110314488" "20110314489" "20110314490" "20110314507" "5367452" "5412193" "5873069" "5973619" "6003008" "6014090" "6060993" "6133853" "6151582" "6177887" "6188991" "6343317" "6390366" "6460020" "6609107" "6754636" "6873260" "6882290" "6920319" "6988078" "7103008" "7171369" "7177826" "7206757" "7298327" "7535367" "7599691" "7681790" "7685953" "7747704" "7783507" "7797204" "7853272").PN. OR ("8328094").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2014/02/20 18:57
S19	1	("2010/0070376").URPN.	USPAT	OR	OFF	2014/02/20 18:57
S20	14	((point adj of adj sale) or POS or point-of-sale) and (market with trend with ((payment or pay\$5) near5 (type or cash or credit or (credit near3 card))))	US- PGPUB; USPAT; USOCR	OR	ON	2014/02/20 18:57
S21	15	((point adj of adj sale) or POS or point-of-sale) and (market with trend with ((payment or pay\$5) near5 (type or method or cash or credit or (credit near3 card))))	US- PGPUB; USPAT; USOCR	OR	ON	2014/02/20 18:58
S22	9	((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units)) and (market with trend with ((payment or pay\$5) near5 (type or method or cash or credit or (credit near3 card))))	US- PGPUB; USPAT; USOCR	OR	ON	2014/02/20 18:59
S23	12	((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction near3 information) or information)) and (((point adj of adj sale) or POS or point-of-	US- PGPUB; USPAT; USOCR	OR	ON	2014/02/20 19:00

		sale) with (terminals or systems or units)) and (market with trend with ((payment or pay\$5 or transaction) near5 (type or method or cash or credit or (credit near3 card))))				
S24	12	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units)) and (market with trend with ((payment or pay\$5 or transaction) near5 (type or method or cash or credit or ((credit or debit) near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 19:00
S25	11	("20030061132" "20040088190" "20050055275" "20060080631" "20080109375" "20080140503" "20080208760" "20090299896" "20100076812" "20100241462" "6070147").PN. OR ("8417561").URPN.	US-PGPUB; USPAT; USOCR	OR	OFF	2014/02/20 19:02
S26	116	((point adj of adj sale) or POS or point-of-sale) and (trend\$4 with ((payment or pay\$5) near5 (type or method or cash or credit or (credit near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 19:03
S27	23	((point adj of adj sale) or POS or point-of-sale) and (trend\$4 with ((payment or pay\$5) near5 (type or method or cash or credit or (credit near3 card)))) and (market near3 trend)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 19:04
S28	15	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (market with (trend\$4 or data or information or course or direction) with ((payment or pay\$5) near5 (type or method or cash or credit or (credit near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 19:06
S29	15	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and (market with (trend\$4 or data or information or course or direction) with ((payment or pay\$5) near5 (type or method or cash or credit or ((credit or debt or debit) near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 19:07
S30	16	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and ((market or business	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 19:08

		or retail) with (trend\$4 or data or information or course or direction) with ((payment or pay\$5) near5 (type or method or cash or credit or ((credit or debt or debit) near3 card))))				
S31	77	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and ((trend\$4 or data or information or course or direction) with ((payment or pay\$5) near5 (type or method or cash or credit or ((credit or debt or debit) near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 19:09
S32	20	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5) and ((trend\$4) with ((payment or pay\$5) near5 (type or method or cash or credit or ((credit or debt or debit) near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 19:11
S35	87085	(G06Q\$/\$\$)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:47
S36	9	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units)) and (market with trend with ((payment or pay\$5) near5 (type or cash or credit or (credit near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:48
S37	6	S36 AND ((G06Q30/0201).CPC.)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:49
S38	223991	(G06Q\$/\$\$).cpc.	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:49
S39	7150	((((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:52
S40	4761	S38 and S39	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:52

S41	157	((point adj of adj sale) or POS or point-of-sale) with (terminal or system or unit) with (collect\$5 or record\$5 or transmit\$5 or send\$5) with (data or ((sale or transaction) near3 information) or information)) and (((point adj of adj sale) or POS or point-of-sale) with (terminals or systems or units) with aggregat\$5)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:52
S42	137	S38 and S41	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:52
S43	46555	("705").CLAS.	USPAT; USOCR	OR	OFF	2014/02/20 23:57
S44	26	S43 and S41	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:57
S45	157	S39 and S41	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:57
S46	9	S36 and S41	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/20 23:57
S47	116	((point adj of adj sale) or POS or point-of-sale) and (trend\$4 with ((payment or pay\$5) near5 (type or method or cash or credit or (credit near3 card))))	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/21 00:02
S48	14	S43 and S47	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/21 00:02
S49	6219	(705/7.\$\$.CCLS.	USPAT; USOCR	OR	OFF	2014/02/21 00:03
S50	4965	(705/14.\$\$.CCLS.	USPAT; USOCR	OR	OFF	2014/02/21 00:03
S51	6	S49 and S47	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/21 00:03
S52	0	S50 and S47	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/21 00:03
S53	113	S38 and S47	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/21 00:14
S54	75	S53 AND ((G06Q30/02 OR G06Q20/20 OR H04L2209/20 OR H04L2209/56 OR H04L2209/805 OR H04L9/3247 OR H04L63/08 OR H04L63/0823 OR H04L63/14 OR H04L63/168 OR H04L67/02 OR G06F21/60 OR G06F21/6218 OR G06F17/30716).CPC.)	US-PGPUB; USPAT; USOCR	OR	ON	2014/02/21 00:21
S55	33	("20020116252" "20100287029" "20110251870" "7792897"	US-PGPUB;	OR	ON	2014/02/21 00:26

		"20040230472" "20080033587" "20110087546" "6151582" "6633851" "20110035278" "20110087547" "5500513" "7328169" "7890367" "20010016819" "20050090911" "20110093327" "20110093335" "7451134" "8195500" "20070083430" "20080262900" "20080270363" "20090299536" "20110035280" "20110251907" "6839682" "8306846" "20040225556" "20110087519" "20110087550" "7937286" "8224687").PN.	USPAT; USOCR			
S56	15	("20020026348" "20020082920" "20040088221" "20060143072" "20070055597" "20070100728" "20090048884" "20090276293" "20090327045" "6839682" "7328169" "7451134" "7792697" "7853469" "7890367").PN.	US- PGPUB; USPAT; USOCR	OR	ON	2014/02/21 00:31
S57	5	("20060151598" "20070179836" "7937286" "8027891" "8255268").PN.	US- PGPUB; USPAT; USOCR	OR	ON	2014/02/21 00:31
S58	30	("20010037206" "20020052776" "20020072974" "20020107719" "20020123957" "20020174013" "20030027635" "20030088436" "20030093414" "20030149623" "20030204436" "20040059634" "4331973" "4355372" "4603232" "5822744" "5893098" "5913204" "6233564" "6236975" "6256663" "6334110" "6456981" "6505168" "6594638" "6778807" "6826540" "6836773" "7181696" "RE31951").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2014/02/21 00:32
S59	1	("6078891").PN.	USPAT; USOCR	OR	OFF	2014/02/21 00:52
S60	31	("3956615" "4319336" "4340810" "4355372" "4438824" "4799156" "4943963" "4951196" "4972504" "5103392" "5202977" "5253345" "5315093" "5331544" "5490060" "5490252" "5491473" "5499385" "5513102" "5521363" "5557518" "5557780" "5590196" "5590197" "5592378" "5592560" "5604804" "5608874" "5684965" "5687322" "5832460").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2014/02/21 00:52
S61	1	("5832458").PN.	USPAT; USOCR	OR	OFF	2014/02/21 00:53
S62	0	("20030316981").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2014/02/21 01:01
S63	1	("20030216981").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2014/02/21 01:01
S80	22745	transaction near5 (pattern)	US- PGPUB;	OR	ON	2018/01/19 14:52

			USPAT; USOCR			
S81	215	((transaction near5 (pattern)) same (marketing))	US- PGPUB; USPAT; USOCR	OR	ON	2018/01/19 14:53
S82	46	((transaction near5 (pattern)) same (marketing)) and merchant and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system))	US- PGPUB; USPAT; USOCR	OR	ON	2018/01/19 14:53
S83	47	((transaction near5 (pattern)) same (marketing)) and merchant and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal))	US- PGPUB; USPAT; USOCR	OR	ON	2018/01/19 14:53
S84	64	((transaction near5 (pattern)) same (marketing)) and (merchant or shop or retail or store or seller) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal))	US- PGPUB; USPAT; USOCR	OR	ON	2018/01/19 14:53
S85	39	((transaction near5 (pattern)) same (marketing)) and ((merchant or shop or retail or store or seller) near10 location) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal))	US- PGPUB; USPAT; USOCR	OR	ON	2018/01/19 14:53
S86	7	((transaction near5 (pattern)) same (marketing)) and ((merchant or shop or retail or store or seller) near10 location) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal)) and (transaction with (path or route))	US- PGPUB; USPAT; USOCR	OR	ON	2018/01/19 14:53
S87	9	((transaction near5 (pattern or trend)) same (marketing)) and ((merchant or shop or retail or store or seller) near10 location) and ((POS or point-of-sale or (point near3 of near3 sale)) near8 (device or system or terminal)) and (transaction with (path or route))	US- PGPUB; USPAT; USOCR	OR	ON	2018/01/19 14:54
S88	22	("20020161721" "20030055727" "20030088460" "20030115135" "20030158819" "20040039876" "20040064373" "20050021480" "20050165651" "20070050258" "20070069013" "20080201213" "20100114677" "20120253940" "20140100932" "20140122272" "5448044" "6240394" "6636908" "8170936" "8548859" "8626593").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2018/01/19 14:55
S89	0	("9208481").URPN.	USPAT	OR	OFF	2018/01/19 14:55
S90	81	("2011/0087519").URPN.	USPAT	OR	OFF	2018/01/19 14:55

3/ 18/ 2018 8:05:19 PM
C:\Users\gsingh\ Documents\ EAST\ Workspaces\ 14997434 transaction specific customer survey system.wsp

<i>Search Notes</i> 	Application/Control No. 14/997,434	Applicant(s)/Patent Under Reexamination Roberts et al.
	Examiner GURKANWALJIT SINGH	Art Unit 3623

CPC - Searched*		
Symbol	Date	Examiner

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
East Search	03/16/2018	GS

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

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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/997,434	01/15/2016	Steven A. Roberts	A12875-088356	6708
57838 7590 03/21/2018 SHUMAKER LOOP & KENDRICK, LLP 101 E. KENNEDY SUITE 2800 TAMPA, FLORIDA 33602 UNITED STATES OF AMERICA			EXAMINER SINGH, GURKANWALJIT	
			ART UNIT 3683	PAPER NUMBER
			NOTIFICATION DATE 03/21/2018	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):

kturilli@slk-law.com
patdocketing@slk-law.com

Office Action Summary**Application No.**

14/997,434

Applicant(s)

Roberts et al.

Examiner

GURKANWALJIT SINGH

Art Unit

3623

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 01/15/2016.
☐ 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) 1-6 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) 1-6 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 01/15/2016 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: ____.

Notice of Pre-AIA or AIA Status

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

DETAILED ACTION

1. This non-final Office action is in response to applicant's communication received on January 15, 2016, wherein **claims 1-6** are currently pending.

Claim Rejections - 35 USC § 101

2. 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.

3. Claims **1-6** are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

Based upon consideration of all of the relevant factors with respect to **claims 1-6** as a whole 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. Claim(s) 1-6 are directed to the abstract idea of obtaining/gathering data (eg. Recording data, collecting data from databases), data analysis and manipulation to determine more data, comparing data and producing survey questions from the data. These claims are directed towards gathering/collecting data, using the data for analysis, and manipulating/refining/etc the data to generate more data. The first step in the analysis is to "determine

whether the claims at issue are directed to one of those patent ineligible concepts.” If they are directed to a patent-ineligible concept, the second step in the analysis is to consider the elements of the claims “individually and ‘as an ordered combination’” to determine whether there are additional elements that “‘transform the nature of the claim’ into a patent-eligible application.” (quoting Mayo, 132 S. Ct. at 1297). In other words, the second step is to “search for an ‘inventive concept’ — i.e., an element or combination of elements that is ‘sufficient to ensure that the patent in practice amounts to significantly more than a patent upon the [ineligible concept] itself.’” Id. (brackets in original) (quoting Mayo, 132 S. Ct. at 1294). This represents the abstract idea of collecting information and comparing new and stored information and using rules to identify options. The idea of gathering information, using such data for further record[ing], populat[ing], present[ing], etc. (including limitations in the dependent claims), is an abstract concept the abstraction further similar to Versata Development Group, Inc. v. SAP America, Inc., 793 F.3d 1306, 115 U.S.P.Q.2d 1681 (Fed. Cir. 2015), TLI Communications LLC v. AV Automotive LLC, (Fed Cir. May 17, 2016), OIP Technologies, Inc. v. Amazon.com, Inc., 788 F.3d 1359, 115 U.S.P.Q.2d 1090 (Fed. Cir. 2015), Content Extraction and Transmission LLC v. Wells Fargo Bank, N.A., 776 F.3d 1343, 113 U.S.P.Q.2d 1354 (Fed. Cir. 2014), and Digitech Image Techs., LLC v. Electronics for Imaging, Inc., 758 F.3d 1344, 111 U.S.P.Q.2d 1717 (Fed. Cir. 2014) all of whose claims were held ineligible. The steps recited in the claims further merely employ algorithmic relationships to manipulate existing information to generate additional information. (Please refer to “July 2015 Update: Interim Eligibility Guidance Quick Reference Sheet” and “July 2015 Update: Subject Matter Eligibility”).

Here, the recitations of the core inventive steps amount to little more than reciting that the computer system applies the abstract idea. These activities are all well-known and routine tasks in the field of art. As stated in the most recent guidelines provided by the office, “Simply appending well-understood routines and conventional activities previously known to the industry, specifies a high level of generality...” (Federal register/Vol. 79, No 241 issued on December 16, 2014, page 74624, column 3).

The elements in combination (or alone) do not provide any material drawn to something *significantly more* than the claimed method of organizing these known activities. The claims can then be analyzed under the second part of the analysis and the claims require no more than a generic computer to perform generic computer functions. Additionally, the claims simply gather data and describe the data by reciting, very generally, steps or organizing information through mathematical relationships. The steps further merely employ mathematical relationships to manipulate existing information to generate additional information. Applicant's claimed steps represent activities *that could be performed by a human* but are simply performed on a general purpose computer instead. The elements included in the claimed invention could, under broadest reasonable interpretation, be performed without a machine. Applicant is directed to the following references: (1) Federal register/Vol. 79, No 241 issued on December 16, 2014, page 74631, column 1, *Digitech Image., LLC v. Electronics for Imaging, Inc.* (U.S. Patent No. 6,128,415); and (2) Federal register/Vol. 79, No 241 issued on December 16, 2014, page 74629, column 2, *Gottschalk v. Benson*. Abstract ideas are excluded from patent eligibility based on a concern that monopolization of the basic tools of scientific and technological work might impede innovation more than it would promote it. The claim(s) does/do not include additional elements that are sufficient to amount to significantly more than the judicial exception. It should be noted the limitations of the current claims are performed by the generically recited computers. The elements included in the claimed invention could, under broadest reasonable interpretation, be performed without a machine. Applicant is directed to the following references: (1) Federal register/Vol. 79, No 241 issued on December 16, 2014, page 74631, column 1, *Digitech Image., LLC v. Electronics for Imaging, Inc.* (U.S. Patent No. 6,128,415); and (2) Federal register/Vol. 79, No 241 issued on December 16, 2014, page 74629, column 2, *Gottschalk v. Benson*.

The claims do not recite an improvement to another technology or technical field, an improvement to the functioning of the computer itself, or meaningful limitations beyond generally

linking the use of an abstract idea to a particular technological environment. The claims recite using known and/or generic computing devices and software. For the role of a computer in a computer implemented invention to be deemed meaningful in the context of this analysis, it must involve more than performance of "well-understood, routine, [and] conventional activities previously known to the industry." *Id.* at 2359 (quoting *Mayo*, 132 S. Ct. at 1294 (internal quotation marks and brackets omitted)). Further, "the mere recitation of a generic computer cannot transform a patent ineligible abstract idea into a patent-eligible invention." *Id.* at 2358. None of the hardware offers a meaningful limitation beyond generally linking the system to a particular technological environment, that is, implementation via computers. Viewed as a whole, the claims do not purport to improve the functioning of the computer itself, or to improve any other technology or technical field. Use of an unspecified, generic computer does not transform an abstract idea into a patent-eligible invention. Thus, the claim does not amount to significantly more than the abstract idea itself. See *Alice Corp. v. CLS Bank Int'l*, 110 USPQ2d 1976 (U.S. 2014).

The dependent claims further define the independent claims and merely narrow the described abstract idea, but not adding significantly more than the abstract idea.

Claim Rejections - 35 USC § 103

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

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

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. **Claims 1-6** are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Blumenthal (US 2014/0372184).

As per **claim 1**, Blumenthal discloses one or more computer-readable storage media having computer-executable instructions stored on the tangible, non-transitory media for use with a system including:

a) at least one point of sale (POS) device used in conducting a commercial transaction, the POS being configured to record information relating to the commercial transaction between a consumer and a vendor; b) a vendor database communicatively coupled with at least one POS, the vendor database being populated with at least: i) transactional information comprising transactional sales information; ii) product information identifying products/services available for purchase by the vendor; iii) employee information regarding the identity of each employee at a facility; and iv) facility information regarding an identity of a facility (¶¶ 0009-0015 [“involve a product or service that is acquired at a specific geographic location or “point-of-sale” (POS). Examples of a POS acquisition undergoing customer review can include retail stores, restaurants, banks, hotels or other product or service providers associated with a specific geographic location, where a user employs a mobile wireless device to identify the POS location, the product or service, the business offering the product or service and for entry of the review data by the user”], 0050-0060);

c) a survey database comprising a plurality of survey questions (¶¶ 0003-0008);

d) the system including a processor connected to and accessing the vendor and survey databases, said processor configured for executing said computer executable instructions, said instructions comprising: i) instructions for presenting a consumer survey comprising a plurality of survey

questions responsive to at least one of the transactional information, product information, employee information and facility information; ii) instructions for presenting an integrated, interactive display interface comprising: a facility performance interface; an employee evaluation interface; and a customer management interface (¶¶ 0005-0015, 0054-0065 [“includes a plurality of modules including a point-of-sale (POS) application interface protocol (API) using standard metadata/XML formats compatible with retailer POS systems. The system 75 can utilize a compensation engine 84 that attributes cash, points, rewards or other compensation or communication features to specific user accounts for survey responses or “reviews.” A survey engine 91 is included that selects from a plurality of survey or review formats. Survey or review data are tagged or labeled with a unique identifier so that they are associated with the correct business and user. The software system further includes an introductory video 90 to users that explains how the system operates. This video can also be accessed through the system website 70. An account management engine 85 can be used to enroll businesses and that add (or subtract) retail locations; a report builder engine 86 enables enrolled businesses to construct customized reports; an electronic learning (e-learning) engine 87 provides on-line training for enrolled businesses and their employees; and an identification tagging engine 92 that serves to identify retail locations and transactions by a machine readable code...point-of-sale where the user accesses the phone or mobile device application. The phone application can trigger the GPS identification of the business. The application asks for manual input of point-of-sales number from a printed bill identifying the business, and optionally, the specific transaction bill, and produces survey data via customer preference using either a texting survey interface, or a voice survey interface”], 0068-0073, 0078-0083).

As per **claim 2**, Blumenthal discloses the system of claim 1, wherein the transaction information includes at least one of: a) products/services sold during the commercial transaction; b) the price of the products/services sold during the commercial transaction; c) the identity of an employee conducting the

commercial transaction; d) the location of the facility at which the commercial transaction was conducted; and e) information identifying the commercial transaction (¶¶ 0009-0015, 0050-0060, 0062-0073, 0076-0080).

As per **claim 3**, Blumenthal discloses the system of claim 2, wherein the information identifying the commercial transaction is a unique token (¶¶ 0009-0015, 0050-0060, 0062-0073, 0076-0080).

As per **claim 4**, Blumenthal discloses the system of claim 1, wherein at least one of the questions in the consumer survey are specific to at least one of the products/services purchased during the commercial transaction (¶¶ 0009-0015, 0050-0060, 0062-0073, 0076-0080).

As per **claim 5**, Blumenthal discloses the system of claim 1, wherein at least one of the questions in the consumer survey are specific to the employee conducting the commercial transaction (¶¶ 0009-0015, 0050-0060, 0062-0073, 0076-0080).

As per **claim 6**, Blumenthal discloses the system of claim 1, wherein the processor connected to and accessing the vendor and survey databases is configured for executing said computer executable instructions to normalize information in the vendor database (¶¶ 0009-0015, 0050-0060, 0062-0073, 0076-0080).

Conclusion

7. The prior art made of record on the PTO-892 and not relied upon is considered pertinent to applicant's disclosure.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to GURKANWALJIT SINGH whose telephone number is (571)270-5392. The examiner can normally be reached on M-F 8:30-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on 571-272-6724. 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.

/Gurkanwaljit Singh/
Primary Examiner, Art Unit 3623

Bibliographic Data

Application No: 14997434

Foreign Priority claimed: ☐ Yes ☒ No

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

Verified and Acknowledged:

Examiner's Signature

Initials

Title:

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
01/15/2016	705	3683	A12875-088356
RULE			

APPLICANTS

INVENTORS

Steven A. Roberts, Tampa, FL, UNITED STATES

Drew Peloubet, Tampa, FL, UNITED STATES

CONTINUING DATA

This application has PRO of 62104043 01/15/2015

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

01/29/2016

STATE OR COUNTRY

UNITED STATES

ADDRESS

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TAMPA, FL 33602

UNITED STATES

FILING FEE RECEIVED

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<i>Notice of References Cited</i>	Application/Control No. 14/997,434		Applicant(s)/Patent Under Reexamination Roberts et al.	
	Examiner GURKANWALJIT SINGH		Art Unit 3623	Page 1 of 3

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
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*	B	US-8328094-B2	12-2012	Proud; Brett	G06Q20/20	235/383
*	C	US-20110196754-A1	08-2011	Proud; Brett	G06Q20/20	705/16
*	D	US-20030018550-A1	01-2003	Rotman, Frank Lewis	G06Q30/02	705/35
*	E	US-20070100728-A1	05-2007	Rotman; Frank Lewis	G06Q30/02	705/36R
*	F	US-20100076813-A1	03-2010	Ghosh; Debashis	G06Q30/02	705/7.34
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

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<i>Notice of References Cited</i>	Application/Control No. 14/997,434		Applicant(s)/Patent Under Reexamination Roberts et al.	
	Examiner GURKANWALJIT SINGH		Art Unit 3623	Page 2 of 3

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*	C	US-20020026348-A1	02-2002	Fowler, Malcolm R.	G06Q30/02	705/14.11
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	Examiner GURKANWALJIT SINGH		Art Unit 3623	Page 3 of 3

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20140372184-A1	12-2014	Blumenthal; Mark	G06Q30/0217	705/7.41
*	B	US-20160247111-A1	08-2016	Blumenthal; Marc	G06Q10/06395	1/1
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/997,434	01/15/2016	Steven A. Roberts	A12875-088356

CONFIRMATION NO. 6708

PUBLICATION NOTICE



OC000000085522346

57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602

Title: TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM

Publication No. US-2016-0253686-A1

Publication Date: 09/01/2016

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.

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

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

**Title of
Invention**

TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM

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 14/997,434

filed on January 15, 2016

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Drew Peloubet

Date (Optional) : _____

Signature: 

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

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

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**

TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM

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 14/997,434

filed on January 15, 2016

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

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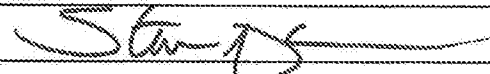
WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Steven A. Roberts

Date (Optional) : _____

Signature: 

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	26034322
Application Number:	14997434
International Application Number:	
Confirmation Number:	6708
Title of Invention:	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM
First Named Inventor/Applicant Name:	Steven A. Roberts
Customer Number:	57838
Filer:	Thomas Edward Toner/Kim Turilli
Filer Authorized By:	Thomas Edward Toner
Attorney Docket Number:	A12875-088356
Receipt Date:	10-JUN-2016
Filing Date:	15-JAN-2016
Time Stamp:	16:33:33
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
------------------------	----

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Oath or Declaration filed	DeclarationsExecuted.pdf	1064923 95e275e195dfdde774594b469b902da33c8c8b4	no	2

Warnings:

The page size in the PDF is too large. The pages should be 8.5 x 11 or A4. If this PDF is submitted, the pages will be resized upon entry into the Image File Wrapper and may affect subsequent processing

Information:

Total Files Size (in bytes):

1064923

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.



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
14/997,434	01/15/2016	3623	800	A12875-088356	6	1

CONFIRMATION NO. 6708

UPDATED FILING RECEIPT

57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602



Date Mailed: 05/25/2016

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)

Steven A. Roberts, Tampa, FL;
Drew Peloubet, Tampa, FL;

Applicant(s)

Steven A. Roberts, Tampa, FL;
Drew Peloubet, Tampa, FL;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This appln claims benefit of 62/104,043 01/15/2015

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

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

Permission to Access Application via Priority Document Exchange: No

Permission to Access Search Results: No

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 01/29/2016

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/997,434**

Projected Publication Date: 09/01/2016

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM

Preliminary Class

705

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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

GRANTED

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.



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/997,434	01/15/2016	Steven A. Roberts	A12875-088356

CONFIRMATION NO. 6708

INFORMAL NOTICE



57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602

Date Mailed: 05/25/2016

INFORMATIONAL NOTICE TO APPLICANT

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

The item(s) indicated below are also required and should be submitted with any reply to this notice to avoid further processing delays.

- A properly executed inventor's oath or declaration has not been received for the following inventor(s):
Steven A. Roberts
Drew Peloubet

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.

/nton/

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number
14/997,434

APPLICATION AS FILED - PART I

(Column 1)

(Column 2)

SMALL ENTITY

OR

OTHER THAN SMALL ENTITY

FOR	NUMBER FILED	NUMBER EXTRA
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A
TOTAL CLAIMS (37 CFR 1.16(i))	6 minus 20 =	*
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1 minus 3 =	*
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))		

RATE(\$)	FEE(\$)
N/A	70
N/A	300
N/A	360
x 40 =	0.00
x 210 =	0.00
	0.00
	0.00
TOTAL	730

RATE(\$)	FEE(\$)
N/A	
N/A	
N/A	
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

OR

OTHER THAN SMALL ENTITY

AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=
	Application Size Fee (37 CFR 1.16(s))				
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

(Column 1)

(Column 2)

(Column 3)

AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=
	Application Size Fee (37 CFR 1.16(s))				
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
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.

CORRECTED ADS FORM

Application Number	14997434
Title of Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM

Inventor Information

****If no data is shown, no data has been corrected****

	Data of Record	Updated Data
Order Number		<u>1</u>
Name		<u>Steven A Roberts</u>

Residence Information

Residency		<u>us-residency</u>
City		<u>Tampa</u>
Country of Residence		<u>US</u>

Mailing Address of Inventor

Address 1		<u>4010 W. Boy Scout Blvd</u>
Address 2		<u>Suite 3000</u>
City,State/Province, Postal Code		<u>Tampa FL 33607</u>
Country		<u>US</u>



	Data of Record	Updated Data
Order Number		<u>2</u>
Name		<u>Drew Peloubet</u>

Residence Information

Residency		<u>us-residency</u>
City		<u>Tampa</u>
Country of Residence		<u>US</u>

Mailing Address of Inventor

Address 1		<u>4010 W. Boy Scout Blvd.</u>
Address 2		<u>Suite 3000</u>
City,State/Province, Postal Code		<u>Tampa FL 33607</u>
Country		<u>US</u>

Application Information

	Data of Record	Updated Data
Title of Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM	
Attorney Docket Number	A12875-088356	
Entity Type	Small	

Domestic Benefit/National Stage Information

****If no data is shown, no data has been corrected****

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121,365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing 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(a).

		Data of Record	Updated Data
	Prior Application Status		<u>expired</u>
	Application Number		
	Continuity Type		<u>PRO</u>
	Prior Application Number		<u>62104043</u>
	Filing Date (YYYY-MM-DD)		<u>2015-01-15</u>
	Patent Number		
	Issue Date (YYYY-MM-DD)		

Foreign Priority Information

****If no data is shown, no data has been corrected****

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

		Data of Record	Updated Data
	Application Number		
	Country		
	Filing Date		
	Access Code		

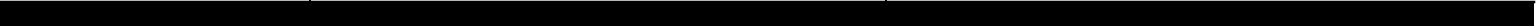
Applicant Information

****If no data is shown, no data has been corrected****

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.

	Data of Record	Updated Data
Applicant Type		

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		
Applicant is an Organization		
Name		
Organization Name		
Address 1		
Address 2		
City,State/Province,Postal Code		
Country		
Phone Number		
Fax Number		
Email Address		



Assignee Information including Non-Applicant Assignee Information

****If no data is shown, no data has been corrected****
Providing this information in the application data sheet does not substitute for compliance with any requirement of part 3 of Title 37 of the CFR to have an assignment recorded in the Office

	Data of Record	Updated Data
Order		
Applicant is an Organization		
Name		

Organization Name		
Mailing Address		
Address 1		
Address 2		
City,State/Province,Postal Code		
Country		
Phone Number		
Fax Number		
Email Address		

Signature

NOTE: This Application Data Sheet must be signed in accordance with 37 CFR 1.33(b).

This Application Data Sheet **must** be signed by a patent practitioner if one or more of the applicants is a **juristic entity** (e.g., corporation or association). If the applicant is two or more joint inventors, this form must be signed by a patent practitioner, **all** joint inventors who are the applicant, or one or more joint inventor-applicants who have been given power of attorney (e.g., see USPTO Form PTO/AIA/81) on behalf of **all** joint inventor-applicants.

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

Signature	/thomas e toner/	Registration Number	57422
First Name	Thomas	Last Name	Toner

Electronic Patent Application Fee Transmittal

Application Number:	14997434			
Filing Date:	15-Jan-2016			
Title of Invention:	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM			
First Named Inventor/Applicant Name:				
Filer:	Thomas Edward Toner			
Attorney Docket Number:	A12875-088356			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
PROCESSING FEE, EXCEPT PROV. APPLS.	2830	1	70	70
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				70

Electronic Acknowledgement Receipt

EFS ID:	25663888
Application Number:	14997434
International Application Number:	
Confirmation Number:	6708
Title of Invention:	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM
First Named Inventor/Applicant Name:	
Customer Number:	57838
Filer:	Thomas Edward Toner
Filer Authorized By:	
Attorney Docket Number:	A12875-088356
Receipt Date:	02-MAY-2016
Filing Date:	15-JAN-2016
Time Stamp:	23:30:36
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$ 70
RAM confirmation Number	21655
Deposit Account	505605
Authorized User	TONER, THOMAS E.

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

Charge any Additional Fees required under 37 CFR 1.16 (National application filing, search, and examination fees)

Charge any Additional Fees required under 37 CFR 1.17 (Patent application and reexamination processing fees)

Charge any Additional Fees required under 37 CFR 1.19 (Document supply fees)

Charge any Additional Fees required under 37 CFR 1.20 (Post Issuance fees)

Charge any Additional Fees required under 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	Application Data Sheet to update/ correct info	CorrectedADS.pdf	72231	no	5
			df9eff1fc57dd4bd68e0cbde14f338e488e5f6b4		

Warnings:**Information:**

2	Fee Worksheet (SB06)	fee-info.pdf	30195	no	2
			e4fb2a4b760415e423b2db58eadca439c6b03802		

Warnings:**Information:**

Total Files Size (in bytes):			102426
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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.

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 05/18/2016

CVORACHA	ADJ #00000016	Mailroom Dt: 05/02/2016		
	Seq No: 21655	Sales Acctg Dt: 05/03/2016	505605	14997434
	01 FC : 2830	70.00 CR		

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number
14/997,434

APPLICATION AS FILED - PART I

(Column 1)

(Column 2)

SMALL ENTITY

OR

OTHER THAN SMALL ENTITY

FOR	NUMBER FILED	NUMBER EXTRA
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A
TOTAL CLAIMS (37 CFR 1.16(i))	6 minus 20 =	*
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1 minus 3 =	*
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))		

RATE(\$)	FEE(\$)
N/A	70
N/A	300
N/A	360
x 40 =	0.00
x 210 =	0.00
	0.00
	0.00
TOTAL	730

RATE(\$)	FEE(\$)
N/A	
N/A	
N/A	
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

OR

OTHER THAN SMALL ENTITY

AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=
	Application Size Fee (37 CFR 1.16(s))				
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

(Column 1)

(Column 2)

(Column 3)

AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=
	Application Size Fee (37 CFR 1.16(s))				
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
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.



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/997,434	01/15/2016		A12875-088356

57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602

CONFIRMATION NO. 6708
IMPROPER CFR REQUEST



Date Mailed: 04/25/2016

RESPONSE TO REQUEST FOR CORRECTED FILING RECEIPT

Power of Attorney, Claims, Fees, System Limitations, and Miscellaneous

In response to your request for a corrected Filing Receipt, the Office is unable to comply with your request because:

- The ADS submitted on 04/04/2016 was not properly marked up to show the desired changes. For information being changed relative to the information already of record, additions must be shown with underlining, and deletions must be shown with strike-through or brackets. See 37 CFR 1.76(c)(2)

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.

/nbekele/



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/997,434	01/15/2016		A12875-088356

CONFIRMATION NO. 6708

FORMALITIES LETTER



OC000000082397798

57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602

Date Mailed: 04/25/2016

NOTICE OF INCOMPLETE REPLY (NONPROVISIONAL)

Filing Date Granted

The U.S. Patent and Trademark Office has received your reply on 04/04/2016 to the Notice to File Missing Parts (Notice) mailed 02/02/2016 and it has been entered into the nonprovisional application. The reply, however, does not include the following items required in the Notice. A complete reply must be timely filed to prevent ABANDONMENT of the above-identified application. Replies should be mailed to: Mail Stop Missing Parts, Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450.

Applicant is given **TWO MONTHS** from the date of the Notice to File Missing Parts (Notice) mailed 02/02/2016 within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The inventor's oath or declaration or an application data sheet (ADS) naming each inventor has not been submitted. An inventor's oath or declaration in compliance with 37 CFR 1.63 or 1.64 executed by or with respect to each inventor, or a properly executed ADS in compliance with 37 CFR 1.76 identifying each inventor by his or her legal name, mailing address, and residence (if an inventor lives at a location which is different from where the inventor customarily receives mail) is required. If an ADS as set forth above is provided, the filing of the inventor's oath or declaration may be postponed until the application is otherwise in condition for allowance. See 37 CFR 1.53(f).
- The application data sheet or inventor's oath or declaration does not identify each inventor by his or her legal name.

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, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice".
<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.

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**.

/nbekele/

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	A12875-088356
		Application Number	
Title of Invention	Transaction-Specific Customer Survey System		
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		
	Steve	A	Roberts			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Tampa	State/Province	FL	Country of Residence	US	

Mailing Address of Inventor:

Address 1	4010 W. Boy Scout Blvd.					
Address 2	Suite 3000					
City	Tampa	State/Province	FL			
Postal Code	33607	Country	US			

Inventor	2				Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Drew		Peloubet			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Tampa	State/Province	FL	Country of Residence	US	

Mailing Address of Inventor:

Address 1	4010 W. Boy Scout Blvd.					
Address 2	Suite 3000					
City	Tampa	State/Province	FL			
Postal Code	33607	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).

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	Transaction-Specific Customer Survey System		

☐ An Address is being provided for the correspondence information of this application.

Customer Number	57838		
Email Address	tttoner@slk-law.com	Add Email	Remove Email
Email Address	patdocketing@slk-law.com	Add Email	Remove Email

Application Information:

Title of the Invention	Transaction-Specific Customer Survey System		
Attorney Docket Number	A12875-088356	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	9	Suggested Figure for Publication (if any)	1

Filing By Reference:

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

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

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

Publication Information:

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

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

Representative Information:

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

Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)
Customer Number	57838		

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	Transaction-Specific Customer Survey System		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.

When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Expired	Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Claims benefit of provisional	62104043	2015-01-15
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.			Add

Foreign Priority Information:

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

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	Transaction-Specific Customer Survey System		

Authorization or Opt-Out of Authorization to Permit Access:

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

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

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

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

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

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

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

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

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	Transaction-Specific Customer Survey System		

Applicant Information:

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

Applicant	1	Remove		
If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section. Clear				
Assignee	Legal Representative under 35 U.S.C. 117	Joint Inventor		
Person to whom the inventor is obligated to assign.		Person who shows sufficient proprietary interest		
If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:				
Name of the Deceased or Legally Incapacitated Inventor:				
If the Applicant is an Organization check here. ☐				
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. Add				

Assignee Information including Non-Applicant Assignee Information:

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	Transaction-Specific Customer Survey System		

Assignee	1			
Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.				
				Remove
If the Assignee or Non-Applicant Assignee is an Organization check here.				☐
Prefix	Given Name	Middle Name	Family Name	Suffix
Mailing Address Information For Assignee including Non-Applicant Assignee:				
Address 1				
Address 2				
City		State/Province		
Country ⁱ		Postal Code		
Phone Number		Fax Number		
Email Address				
Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button.				Add

Signature:

NOTE: This Application Data Sheet must be signed in accordance with 37 CFR 1.33(b). However, if this Application Data Sheet is submitted with the **INITIAL** filing of the application and either box A or B is not checked in subsection 2 of the "Authorization or Opt-Out of Authorization to Permit Access" section, then this form must also be signed in accordance with 37 CFR 1.14(c).

This Application Data Sheet **must** be signed by a patent practitioner if one or more of the applicants is a **juristic entity** (e.g., corporation or association). If the applicant is two or more joint inventors, this form must be signed by a patent practitioner, **all** joint inventors who are the applicant, or one or more joint inventor-applicants who have been given power of attorney (e.g., see USPTO Form PTO/AIA/81) on behalf of **all** joint inventor-applicants.

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

Signature	/thomas e toner/		Date (YYYY-MM-DD)	2016-04-04
First Name	Thomas	Last Name	Toner	Registration Number
				57422
Additional Signature may be generated within this form by selecting the Add button.				Add

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	Transaction-Specific Customer Survey System		

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

Privacy Act Statement

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	25395311
Application Number:	14997434
International Application Number:	
Confirmation Number:	6708
Title of Invention:	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM
First Named Inventor/Applicant Name:	
Customer Number:	57838
Filer:	Thomas Edward Toner
Filer Authorized By:	
Attorney Docket Number:	A12875-088356
Receipt Date:	04-APR-2016
Filing Date:	15-JAN-2016
Time Stamp:	20:47:27
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
------------------------	----

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Application Data Sheet	AccsysADS.pdf	1822809 5487ab93684bf923e93b459a5f8521f34f5d79bf	no	8

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.



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/997,434	01/15/2016		A12875-088356

CONFIRMATION NO. 6708

FORMALITIES LETTER



57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602

Date Mailed: 02/02/2016

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The inventor's oath or declaration or an application data sheet (ADS) naming each inventor has not been submitted. An inventor's oath or declaration in compliance with 37 CFR 1.63 or 1.64 executed by or with respect to each inventor, or a properly executed ADS in compliance with 37 CFR 1.76 identifying each inventor by his or her legal name, mailing address, and residence (if an inventor lives at a location which is different from where the inventor customarily receives mail) is required. If an ADS as set forth above is provided, the filing of the inventor's oath or declaration may be postponed until the application is otherwise in condition for allowance. See 37 CFR 1.53(f).

Items Required To Avoid Processing Delays:

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

- The ADS received on 01/15/2016 was not properly signed. Therefore, the Office will treat it only as a transmittal letter. See 37 CFR 1.76(e). Inventorship has not been set by this document and any foreign priority or domestic benefit claims contained therein are ineffective. See 37 CFR 1.55 or 37 CFR 1.78.

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, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice".
<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.

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**.

/qnguyen/



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
14/997,434	01/15/2016	3623	800	A12875-088356	6	1

CONFIRMATION NO. 6708

FILING RECEIPT



0000000080206043

57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602

Date Mailed: 02/02/2016

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)

None

Applicant(s)

Power of Attorney: None

Domestic Applications for which benefit is claimed - None.

A proper domestic benefit claim must be provided in an Application Data Sheet in order to constitute a claim for domestic benefit. See 37 CFR 1.76 and 1.78.

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

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

Permission to Access Application via Priority Document Exchange: No

Permission to Access Search Results: No

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 01/29/2016

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/997,434**

Projected Publication Date: To Be Determined - pending completion of Missing Parts

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM

Preliminary Class

705

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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

GRANTED

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.



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/997,434	01/15/2016		A12875-088356

CONFIRMATION NO. 6708

57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602



Date Mailed: 02/02/2016

**Improper Submission of Authorization to Permit
Access to Search Results under 37 CFR 1.14(h)(2)**

The Authorization to Permit Access to the Search Results from the instant application under 37 CFR 1.14(h)(2) (authorization to permit access to search results) submitted on 01/15/2016 in the above-identified application is not accepted because:

- It was not properly signed. If applicant still wishes to provide authorization to permit access to the search results under 37 CFR 1.14(h)(2), applicant must submit a properly signed authorization (e.g., PTO/SB/69).

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.

/qnghuyen/



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/997,434	01/15/2016		A12875-088356

CONFIRMATION NO. 6708

57838
SHUMAKER LOOP & KENDRICK, LLP
101 E. KENNEDY
SUITE 2800
TAMPA, FL 33602



Date Mailed: 02/02/2016

Improper Submission of Authorization to Permit Access to Application by Participating Offices under 37 CFR 1.14(h)(1) (Priority Document Exchange)

The Authorization to Permit Access to Application-As-Filed by Participating Offices under 37 CFR 1.14(h)(1) (authorization to permit access to application via priority document exchange) submitted on 01/15/2016 in the above-identified application is not accepted because:

- It was not properly signed. If applicant still wishes to provide authorization to permit access under 37 CFR 1.14(h)(1), applicant must submit a properly signed authorization (e.g., PTO/SB/39).

Any authorization should be submitted prior to filing a subsequent foreign application with a participating intellectual property office in which priority is claimed to the above-identified U.S. application to ensure that it is likely that the participating foreign intellectual property office will be successful in its attempt to retrieve a copy of the U.S. priority application from the Office.

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.

/qnguyen/

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number
14/997,434

APPLICATION AS FILED - PART I

(Column 1)

(Column 2)

SMALL ENTITY

OR

OTHER THAN SMALL ENTITY

FOR	NUMBER FILED	NUMBER EXTRA
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A
TOTAL CLAIMS (37 CFR 1.16(i))	6 minus 20 =	*
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1 minus 3 =	*
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))		

RATE(\$)	FEE(\$)
N/A	70
N/A	300
N/A	360
x 40 =	0.00
x 210 =	0.00
	0.00
	0.00
TOTAL	730

RATE(\$)	FEE(\$)
N/A	
N/A	
N/A	
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

OR

OTHER THAN SMALL ENTITY

AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=
	Application Size Fee (37 CFR 1.16(s))				
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

(Column 1)

(Column 2)

(Column 3)

AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=
	Application Size Fee (37 CFR 1.16(s))				
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
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.

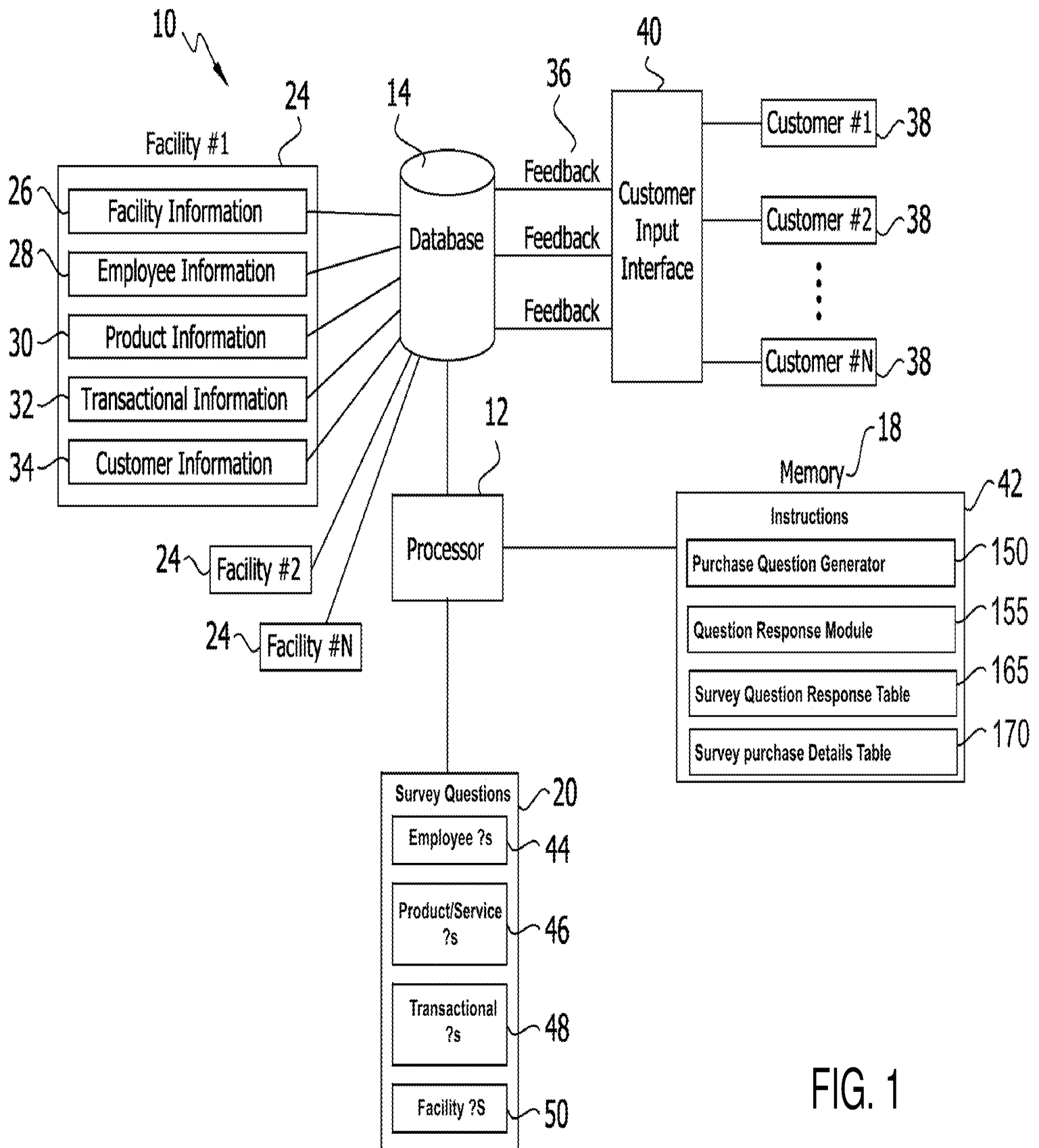


FIG. 1

FIG. 2

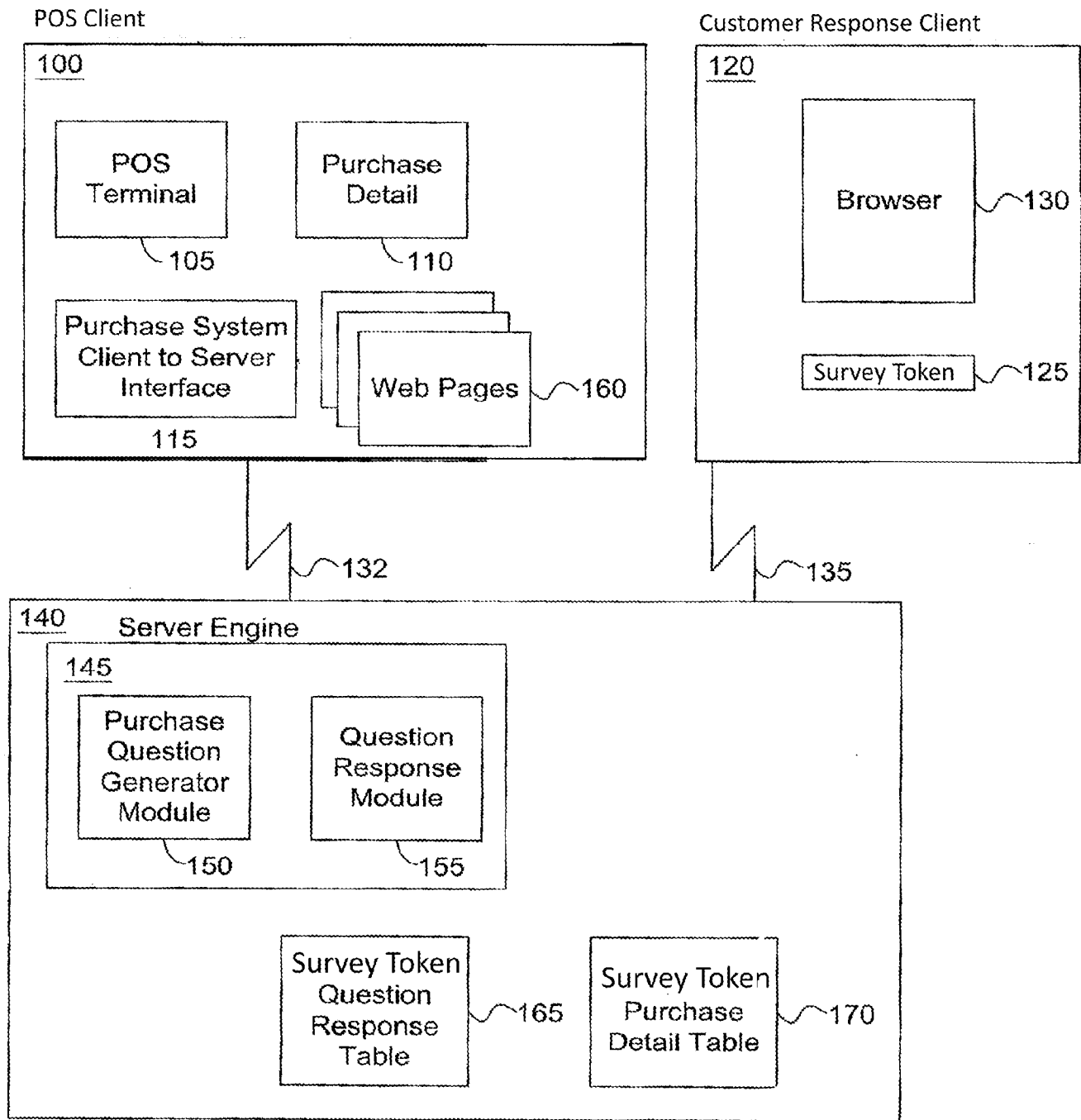


FIG. 3

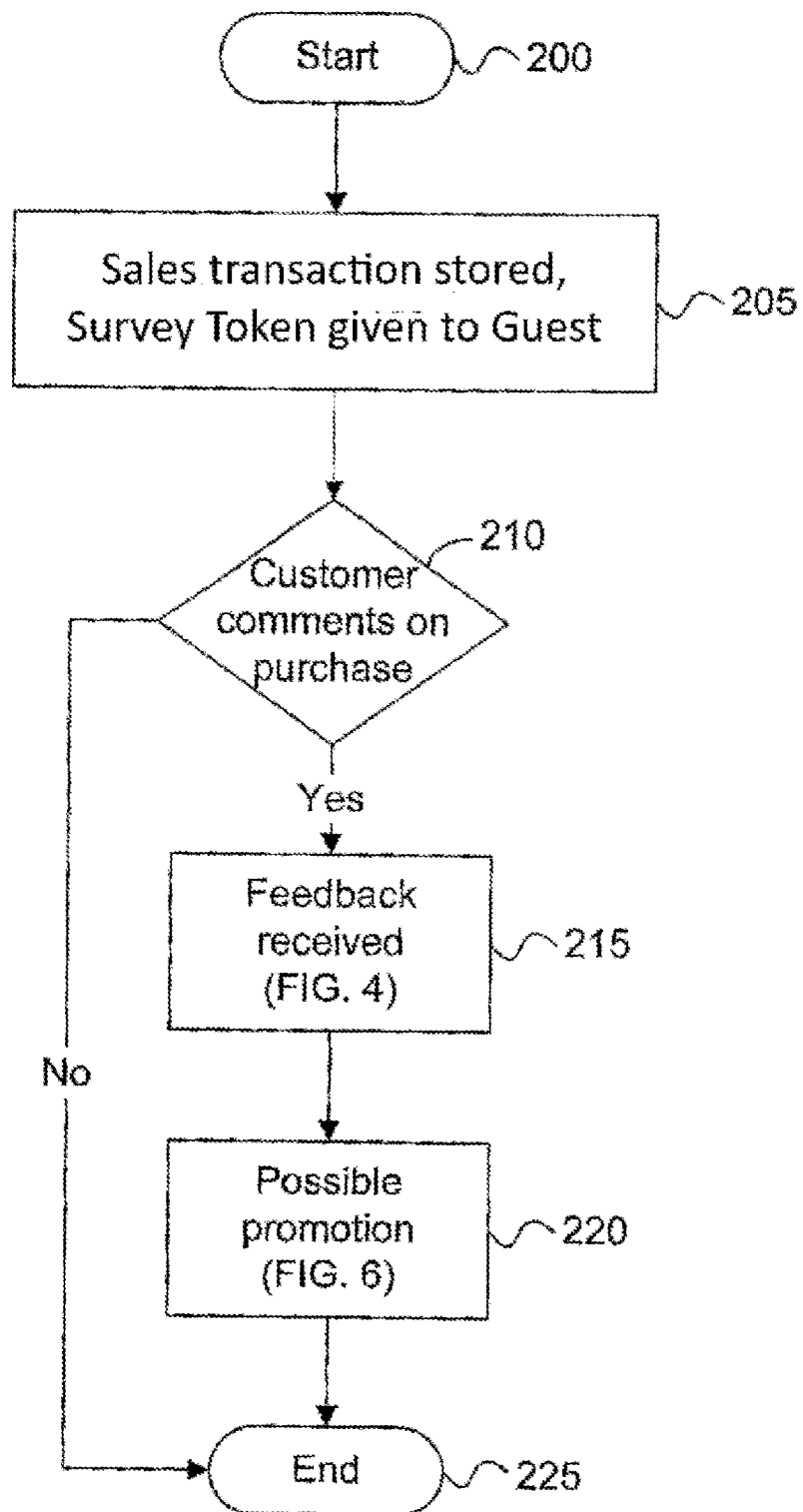


FIG. 4

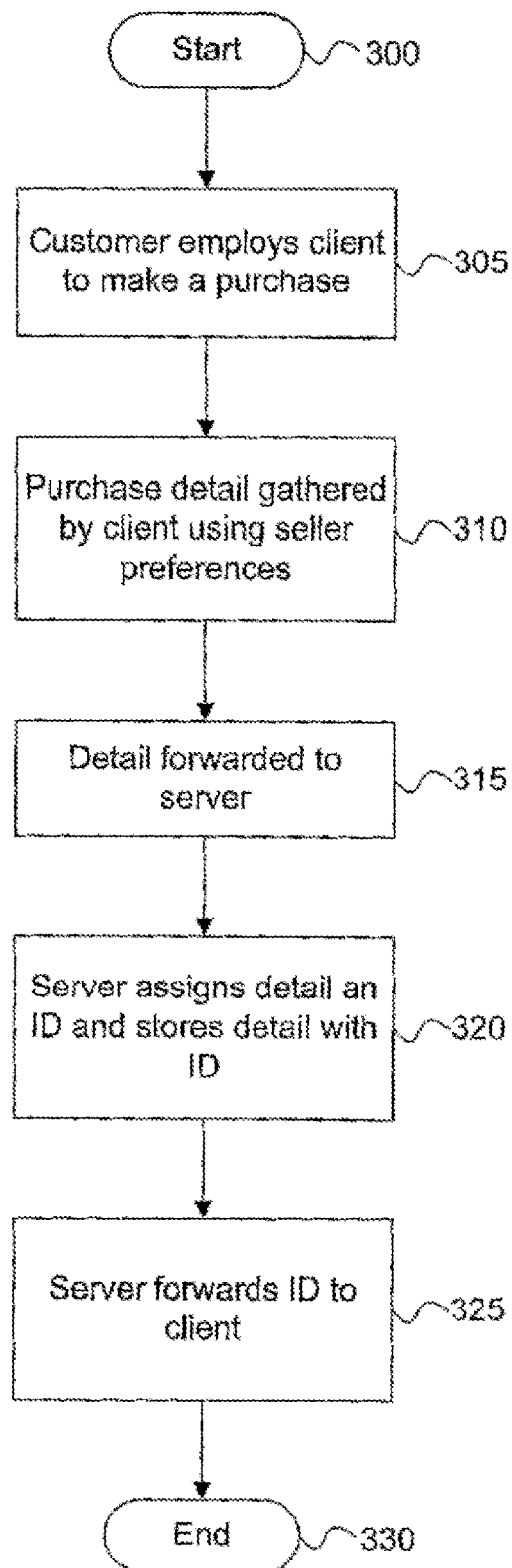


FIG. 5

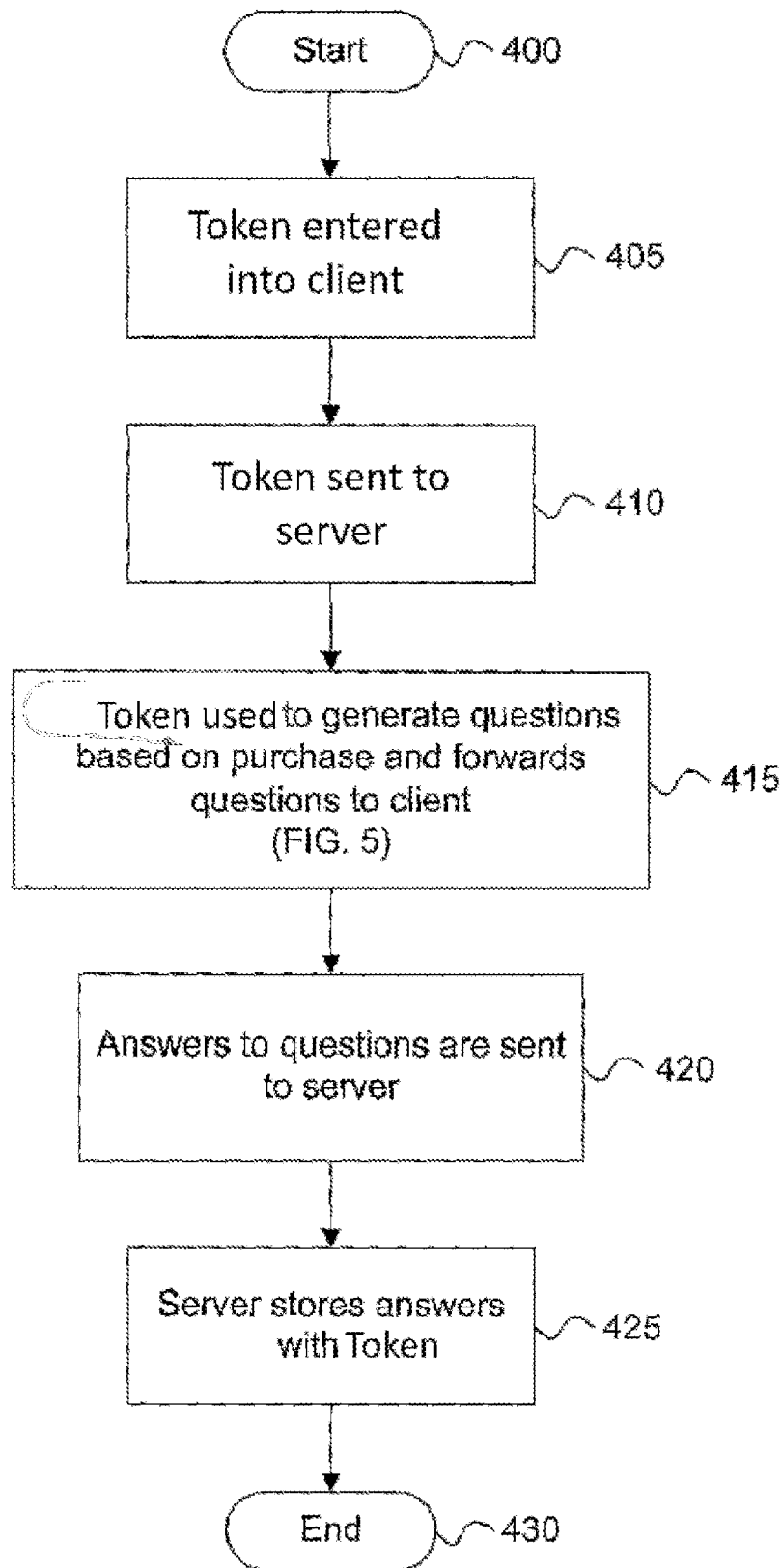


FIG. 6

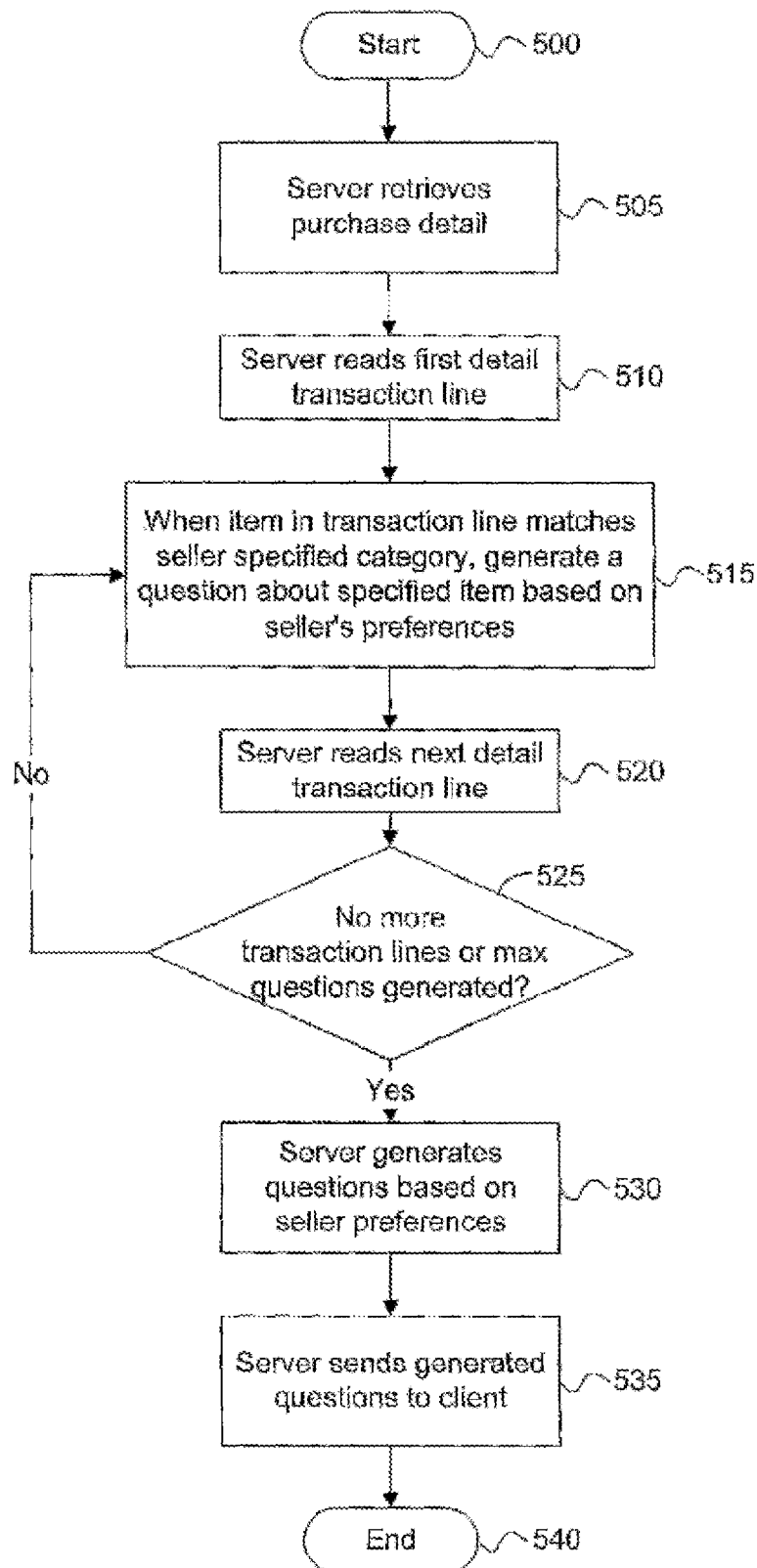


FIG. 7

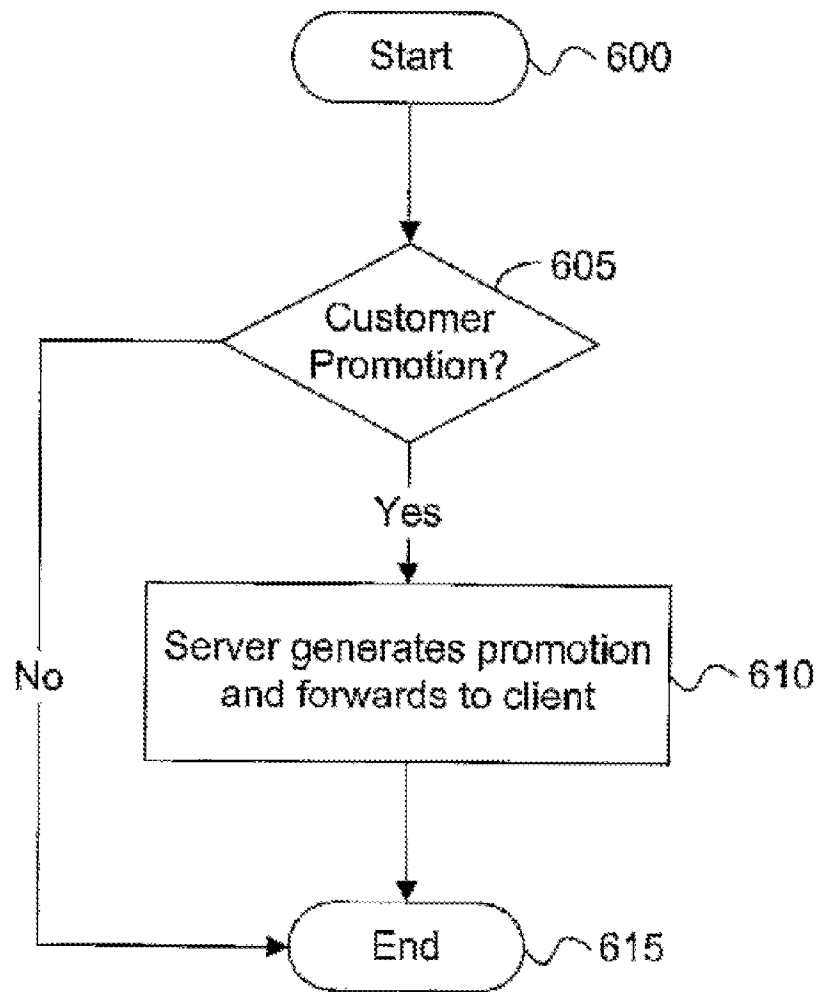


FIG. 8

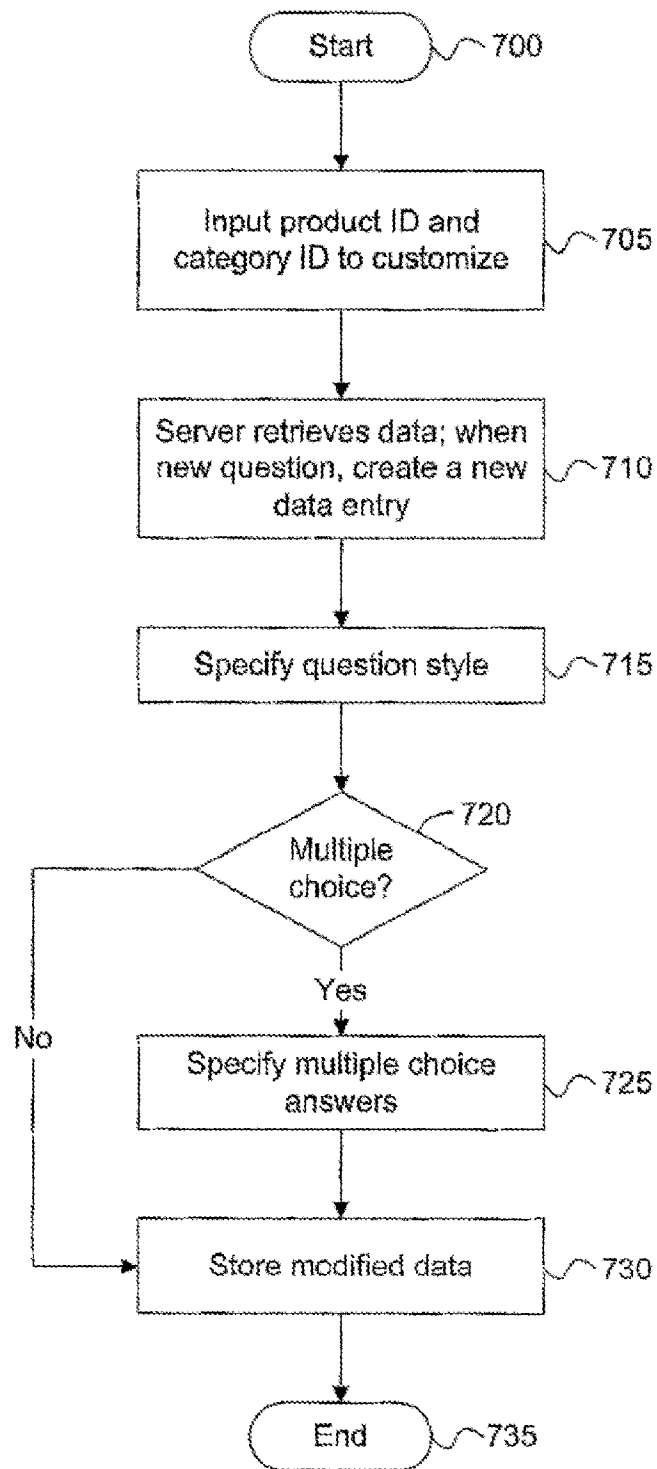


FIG. 9

810 {

Did you enjoy your boneless wings?

No Not Really Yes Very Good Great!!

Did you enjoy your Taco Salad?

Very Bad Not Good Acceptable Good Great!!

How was your server, Tiffany?

Very Bad Not Good Acceptable Good Great!!

Will you return?

Yes No

Done

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	A12875-088356
		Application Number	
Title of Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM		
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		
	Steve	A	Roberts			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Tampa	State/Province	FL	Country of Residence	US	

Mailing Address of Inventor:

Address 1	4010 W. Boy Scout Blvd.					
Address 2	Suite 300					
City	Tampa	State/Province	FL			
Postal Code	33607	Country	US			

Inventor	2				Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Drew		Peloubet			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Tampa	State/Province	FL	Country of Residence	US	

Mailing Address of Inventor:

Address 1	4010 W. Boy Scout Blvd.					
Address 2	Suite 300					
City	Tampa	State/Province	FL			
Postal Code	33607	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).

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM		

☐ An Address is being provided for the correspondence information of this application.

Customer Number	57838		
Email Address	ttoner@slk-law.com	Add Email	Remove Email

Application Information:

Title of the Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM		
Attorney Docket Number	A12875-088356	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	9	Suggested Figure for Publication (if any)	

Filing By Reference:

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

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

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

Publication Information:

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

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

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	57838		

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.

When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Pending	Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Claims benefit of provisional	62104043	2015-01-15
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.			Add

Foreign Priority Information:

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

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM		

Authorization or Opt-Out of Authorization to Permit Access:

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

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

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

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

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

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

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

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

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM		

Applicant Information:

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

Applicant	1	Remove		
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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM		

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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First Name	Thomas	Last Name	Toner	Registration Number
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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	A12875-088356
		Application Number	
Title of Invention	TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM		

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.**

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TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM

[01] **CROSS-REFERENCE TO RELATED APPLICATIONS**

[02] This application is a non-provisional of co-pending U.S. Provisional Application 62/104,043 filed January 15, 2015, which application is incorporated herein by reference.

[03] **FIELD OF THE INVENTION**

[04] The present invention relates to a computer method and system for receiving customer feedback and information relating to a purchase, and more particularly, automatically generating a particular questionnaire for each purchase and linking the questionnaire results to transaction data.

[05] **BACKGROUND**

[06] In any business, keeping customers satisfied is critical. Many techniques have been used to determine the level of customer satisfaction. One technique provides for analyzing sales histories and related product matrices. However, only limited information is typically gathered from sales histories. For example, while analyzing sales history for a particular product or group of products may provide information about which products are beginning to weaken in sales, little if any information is provided about why particular products are slowing in sales. Furthermore, although sales history may provide information about regional buying trends, it usually cannot indicate why a particular customer was dissatisfied.

[07] Getting customer response through the use of generic surveys has several disadvantages. First, surveys tend to be impersonal and ask general questions such as “How was your meal?” or “Would you shop here again?” that are not unique to a particular customer's experience. Second, surveys are often unnecessarily cumbersome to complete. For example, a survey may ask for the product name, identifier (survey token), serial number, store purchased from, purchase price, purchase date, and a host of other questions unrelated to a particular customer's feedback. While the answers to these questions may be important to determine which product or service the customer is commenting on, a customer looking over

this type of survey often determines that too much work must be done that is unrelated to their particular transaction and foregoes answering any of the questions in the survey.

[08] Many merchants, such as retail establishments, restaurants and other service providers, use modern Point-of-Sale (POS) systems that capture rich details around their customers' purchasing activity. This information, herein referred to as a customer-check, receipt, bill or simply check, however, has never been made available for the customer to interact with in terms of survey and satisfaction. With most POS systems, check-level data can include: the server or cashier, the date and time of service, the check duration, the table, the location, the mode, and each item ordered on the check plus modifications, comps, etc. applied to the check – this is *rich* data to the customer. Other systems provide customer satisfaction surveys but they ask only a pre-determined set of questions and rarely (if ever) provide actual feedback on the customers' specific experience. To get check-level survey information many businesses' hire "Secret Shoppers" (secret only in that the merchant does not know they are professional consumer/survey takers) to provide feedback on service, product purchases, and experience.

[09] What is needed is a system that allows customers to provide valuable feedback for merchants not only through pre-set survey template(s), but also in obtaining detailed feedback on the customer's specific experience such as the actual items sold, the server, the table, the time of day, and more.

[010] **SUMMARY**

[011] The invention includes method and system for automatically generating context-based survey questions predicated on the customers' actual purchase experience with the merchant, thus eliminating for the customer the need to respond to obvious, redundant, and even irrelevant questions, and providing to the merchant customer feedback directly bound to the actual purchase event and correlating data. Purchase information is stored at the time of purchase and the customer is given an identifier for the purchase. Then, at the customer's convenience, either at the point of sale or through a networked computer, the customer can provide responses to questions that are selectively, and automatically generated based on the items purchased, or other definable attributes associated with the sale, and based upon configurable

preferences of the merchant. Survey questions are displayed and feedback responses are stored, analyzed and associated with purchase information in real time.

[012] In accordance with the present invention, there is provided a method and system for automatically generating questions, receiving customer feedback, and associating the feedback with purchase information. With this invention, purchase information is stored at the time of purchase and the customer is given a survey token correlating to the purchase. Then, at the customer's convenience, either at the point of sale or through any web-enabled device, the customer can provide feedback to questions that specifically relate to the items purchased. This feedback is then stored, associated with the purchase information, and immediately available for analysis.

[013] Specifically, in accordance with the present invention, there is provided a method of providing a web-service (WS) that allows merchants, such as retailers and service providers, to integrate a check-level survey module into their own branded web-site. This WS feature allows customers to participate in a survey within the merchant's web-site and to interact with their check details and other survey features being delivered to the merchant web-site using a Customer Survey Module (CSM or GSM (Guest Survey Module)) web-service as the data-integration and storage platform.

[014] The invention may be implemented as a computer process, a computing system or as an article of manufacture such as a computer program product or computer readable media. The computer program product may be instructions for executing a computer process encoded on a computer storage media readable by a computer system. The computer program product may also be instructions for executing a computer process encoded on a propagated signal on a carrier readable by a computing system.

[015] These and various other features as well as advantages, which characterize the present invention, will be apparent from a reading of the following detailed description and a review of the associated drawings.

[016] **BRIEF DESCRIPTION OF THE DRAWINGS**

[017] FIG. 1 is a block diagram of a system according to one embodiment of the invention.

- [018] FIG. 2 shows a block diagram for a system for receiving customer feedback in a GSM-Web Services configuration;
- [019] FIG. 3 illustrates a flow chart for generating questions and receiving feedback related to a purchase;
- [020] FIG. 4 illustrates a flow chart for gathering information relating to a purchase and associating a survey token with the purchase;
- [021] FIG. 5 shows a flow chart for automatically gathering feedback associated with a purchase;
- [022] FIG. 6 illustrates a flow chart for automatically generating questions for a purchase;
- [023] FIG. 7 illustrates a flow chart for automatically generating promotions or other special offers to reward customer feedback;
- [024] FIG. 8 shows a flow chart for specifying merchant preferences for reporting and/or for questions automatically generated for purchases;
- [025] FIG. 9 shows an exemplary questionnaire that includes a list of feedback questions that could be asked of a customer; and

[026] **DETAILED DESCRIPTION**

- [027] In the following detailed description of exemplary embodiments of the invention, reference is made to the accompanied drawings, which form a part hereof, and which are shown by way of illustration, specific exemplary embodiments of which the invention may be practiced. These embodiments are described in sufficient detail to enable those skilled in the art to practice the invention, and it is to be understood that other embodiments may be utilized, and other changes may be made, without departing from the spirit or scope of the present invention. The following detailed description is, therefore, not to be taken in a limiting sense, and the scope of the present invention is defined only by the appended claims.
- [028] The inventive survey system is described below. For the sake of illustration a scenario involving a customary transaction at a dining establishment is presented. The invention, however, is not limited to such transactions. As one will appreciate after reading the following description, the inventive system has equal utility in other commercial transactions

including, but not limited to, retail, wholesale, online sales, hospitality, hotel, fine dining, fast food and other product or service transactions

[029] FIG. 1 is a block diagram of a system **10** according to one embodiment of the invention. The system **10** combines product/service, transaction, employee, team and facility data and customers' experiences during commercial transactions to provide various metrics associated with the performance of a particular employee, team, store(s)/region (e.g., a facility), for example, metrics related to customer feedback, employee performance metrics, and process improvement metrics for the facility. As used herein, instructions and/or rules mean computer executable instructions. It should also be noted that the term "customer" is synonymous with the term "guest."

[030] System **10** includes a processor **12** connected to a database **14**, a set of computer-executable instructions stored in a memory **18**, a plurality of survey questions **20**, and an interactive customer interface **40**. Database **14** can store information from multiple facilities **24**. As shown, there may be more than one facility **24** (e.g., Facility #1, Facility #2, Facility #N). For example, Database **14** stores facility information **26** regarding an identity of a particular facility; employee information **28** regarding the identity of each employee at the facility and their performance over a period of time; product/service information **30** identifying products/services available for purchase at each facility; transactional information **32** regarding the amount of product/services sold to a particular customer during a particular transaction, metrics regarding sales quota, and the like; and customer information **34** such as a customer's identity, e-mail address, enrollment in a loyalty program and other particulars

[031] In addition, Database **14** is populated with customer feedback information **36** regarding a commercial transaction made by the customer, via survey, after purchasing a product/service at one of the facilities **24**. For example, a customer who has purchased a product/service at a facility **24** can access a customer interface **40** through various modalities (e.g., kiosk, mobile application or website) to provide feedback **36** (e.g., via surveys) regarding the specific commercial transaction. In general, as used herein, an interface is a component of computer executable instructions stored in a tangible, non-transitory medium and executed by processor **12** to present a display of information related to the interface allowing someone to view and/or interact with the presented information.

- [032] Processor **12** executes computer-executable instructions that are stored in memory **18**, which instruct processor **12** to utilize the facility information **26**, employee information **28**, product information **30**, and transactional information **32** for each facility **24** in order to generate invitations for customers **38** to respond to surveys **40** regarding their transactions. For example, in one embodiment, processor **12** executes the computer-executable instructions for processing the facility data **24** to determine which of the facility's customers **38** will receive a survey. The customer feedback **36** is stored in Database **14** and related to the customer information **34** identifying a particular customer **38**.
- [033] In a preferred embodiment, processor **12** executes the computer-executable instructions for processing the facility data **24** to identify the facility's customers **38**. Invitations to the survey can be transmitted by email or through a mobile application on the customer's electronic device. Alternatively, the URL of a website through which the customer can access the survey can be printed on the customers transaction receipt. The customer feedback **36** is stored in Database **14** and related to the customer information **34** identifying a particular customer **38**. Further, processor **12** executes computer-executable instructions for processing transaction information **32** to determine the composition of the survey to be delivered to customer.
- [034] All data groups can be organized into smart groups. A smart group is a collection of data classes according to definable and changeable customer defined, or auto generated criteria. For example, Facilities can be organized into a plurality of smart groups. The criteria for a facility smart group could be, for example, square footage. Other illustrative criteria could be facilities located in shopping malls, or distance from an interstate. Any objective criteria are suitable for defining a smart group.
- [035] Smart groups can also be used for other data categories as well. Employees, for example, can be placed in smart groups based on location, seniority, title, status, education, attendance record or demographic information. All data categories are capable of being placed in smart groups. Accordingly, and using FIG. 1 as an example, smart groups can be meta-data references to sets of facility information **26**, employee information **28**, product information **30**, transactional information **32** and customer information **34**. Similarly smart groups can be larger meta-data references to sets of facilities **24**.

- [036] FIG. 2 shows a block diagram for a system for receiving customer feedback in a client/server configuration. POS client **100** includes point of sales (POS) terminal **105**, purchase detail component **110**, purchase system client to server interface **115** and web pages **160**. POS terminal **105** represents anywhere a purchase takes place and includes on-line purchasing, restaurants, grocery stores, department stores, and other places where goods or services are purchased. Purchase detail component **110** collects transaction information that may include price, quantity, and name of each item purchased, time and date of purchase, employees on duty, and/or any other relevant information associated with a purchase. For example, when a customer uses a loyalty card or some other means of identification during the purchase, purchase detail component **110** may collect a survey token that identifies the particular customer. As used herein a “token” can be any identifying information that is unique to a particular customer or transaction. In the case of a customer token, for example, the token can be a unique identifier generated at the point of sale or the token can be a loyalty program account number. The customer token can also be a name, email address or the like. The token can be generated by the point of sale system or can be connected to the merchant’s customer records management (CRM) software and/or loyalty program database.
- [037] The token can also be a composite of several different pieces of data. For example, the token can comprise a facility identification number, transaction number and transaction date. Similarly the token can comprise a facility identification number, register number and employee identification. These and many other data points are often present on checks/receipts and can be used in combination as a token.
- [038] All data received from a vendor is normalized for full data alignment. For example, continuing with the example of a restaurant transaction, different vendors convey the same information differently. A hamburger on a check from a first vendor may state “Hamburger” while a second vendor may list it as “HMBRG” while a third vendor may list the item under a name such as “Super Bacon Burger.”
- [039] Purchase system client to server interface **115** provides an interface between purchase system client **100** and server **140**. Purchase system client **100** communicates with server **140** through communication link **132**.

- [040] Server **140** includes server engine **145**, response table **165**, and purchase detail table **170**. Server engine **145** includes purchase question generator module **150** and question response module **155**. Server **140** includes communications link **132** to purchase system client **100** and communication link **135** to customer response client **120**. Purchase question generator module **150** generates questions based on purchase information stored in purchase detail table **170** and preference data associated with merchant preferences. Question response module **155** receives customer responses from customer response client **120**. Web pages **160** enable customer response client **120** to include a web browser that provides a customizable interface for collecting customer responses (feedback). Response table **165** stores customer responses and a survey token for referencing purchase detail table **170**. Purchase detail table **170** stores purchase detail collected on purchase system client **100** and associates a survey token and possibly a customer survey token with each entry.
- [041] In some circumstances, not all purchase detail collected may be stored in purchase detail table **170**. For example, a merchant may pre-determine that the server should not ask any questions related to certain items. Rather than consume disk space storing purchase detail related to the items, the server may omit storing the items altogether. Alternatively, a purchase detail line may be deleted from purchase detail table **170** when it is determined that it is no longer needed. For example, certain purchase detail transaction lines may trigger purchase generator module **150** to generate a question, while other transaction lines may not cause a question to be generated. In one embodiment, during these scenarios, the transaction lines not triggering a question are deleted to conserve storage space and/or decrease access time to the other remaining transaction lines.
- [042] In a preferred embodiment, however, the check data is stored so that the survey can be contrasted with all of the check details. It is possible, however, to ignore some check items, as determined by the user's discretion (although they are still stored) when generating survey questions. The existence or absence of a product/item, in the purchase table can be a factor to trigger a survey question.
- [043] Customer response client **120** is comprised of browser **130** and survey token **125**. It is appreciated that browser **130** may be a web browser, application program, or any device

capable of reading web pages. Unique survey token **125** is typically the same survey token given to the customer at the time of the sale and associated with the customer's purchase in purchase detail table **170**. Before submitting responses, a customer enters this survey token to identify the particular purchase for which the responses will be given.

- [044] While entering the unique survey token to identify the purchase, the customer may optionally enter a user ID and password to identify the customer. This enables tracking of responses made by a particular customer. The purchasing behavior of the particular customer can be analyzed to provide a unique promotional experience. For example, a merchant could promote customer feedback by giving points or coupons to repeat customers who provide feedback regarding their purchasing experience. Alternatively, customer data can be captured through the use of a Website Contact Module (discussed below).
- [045] Purchase system client **100**, server **140**, and customer response client **120** may reside on the same electronic device or may reside on separate electronic devices.
- [046] Computing devices, such as the ones shown in FIG. 2, typically include at least some form of computer-readable media. Computer readable media can be any available media that can be accessed by the computing device. By way of example, computer-readable media might comprise computer storage media and communication media.
- [047] Computer storage media includes volatile and nonvolatile, removable and non-removable media implemented in any method or technology for storage of information such as computer readable instructions, data structure, program modules or other data. Computer storage media includes RAM, ROM, EPROM, flash memory or other memory technology, CD-ROM, digital versatile disk (DVD) or other optical storage or any other medium that can be used to store the desired information and that can be accessed by a computing device.
- [048] Communication media typically embodies computer-readable instructions, data structures, program modules or other data in a modulated data signal such as a carrier wave or other transport mechanism and includes any information delivery media. Combinations of any of the above should also be included within the scope of computer-readable media. Computer-readable media may also be referred to as computer program product.

- [049] FIG. 3 illustrates a flow chart for generating questions and receiving feedback related to a purchase. The process starts at block **200** when a purchase is made.
- [050] At block **205**, a purchase occurs as described in detail in conjunction with FIG. 4. Briefly stated, a customer makes a purchase, details regarding the purchase are stored, and a survey token identifying the purchase transaction is given to the customer. For example, referring to FIG. 2, a customer makes a purchase at POS terminal **105**. Purchase detail is sent to server **140**, and a survey token is generated and sent back to POS terminal **105** and given to the customer.
- [051] At block **210**, a determination is made as to whether as to whether a survey token is valid and a survey will be generated. When a survey is to be generated, the yes branch is followed and processing continues at block **215**. Otherwise, the no branch is followed and processing continues at block **225**. It will be appreciated that feedback may be provided immediately after the transaction or any time thereafter.
- [052] At block **215**, feedback about a purchase is received as described in conjunction with FIG. 5. Briefly stated, a survey token associated with a purchase is entered into a client computer which forwards the survey token to a server. The server generates questions related to the purchase and forwards the questions to the client computer. The client computer receives the questions, solicits responses to the questions, and returns the responses to the server which then stores them. For example, referring to FIG. 2, a customer uses browser **130** to connect to server **140** and to provide feedback regarding a purchase associated with unique survey token **125**.
- [053] In another embodiment, a server may pre-generate questions after the purchase details are forwarded to the server. Pre-generating questions may be done to move the generation of questions to off-peak compute times, to speed response when the customer provides feedback, or for other reasons. The generated questions may then be stored together with the survey token that is returned to the customer. When a user desires to provide feedback, the pre-generated questions may then be retrieved by the server and sent to the computer receiving feedback regarding the purchase.
- [054] At block **220**, a promotion may be generated. For example, a merchant may promote customer feedback by giving points or coupons to repeat customers who provide feedback

regarding their purchasing experience. For example, referring to FIG. 2, server **140** generates a promotion and forwards it to customer response client **120**.

[055] At block **225**, processing ends. At this point, details related to the purchase have been recorded. When feedback is received, this is also recorded and associated with the purchase. Both the purchase detail and the feedback may be immediately retrieved for analysis and reporting. A user may be rewarded when the server determines that a promotion is appropriate.

[056] FIG. 4 illustrates a flow chart for gathering information relating to a purchase and associating a survey token with the purchase. The process starts at block **300** when the purchase is made.

[057] At block **305**, a customer employs client hardware and/or software (hereinafter referred to as the client system) to make a purchase. Client hardware includes cash registers, personal computers, hand-held devices, multiprocessor systems, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, and the like. Client software typically executes on client hardware and works in conjunction with the hardware to enable the customer to make the purchase and to perform various other functions described in conjunction with FIG. 4. For example, referring to FIG. 2, a customer employs purchase system client **100** to make a purchase.

[058] At block **310**, purchase detail is collected by the client system. For example, referring to FIG. 2, purchase detail component **110** may collect price, quantity, and name of each item purchased, time of purchase, employees working during purchase, and a survey token identifying the customer. An advantage of collecting this information is that the customer does not have to re-enter the purchase information when providing feedback about the purchase. Another advantage is that information the customer may be unaware of and should not need to be concerned with may also be collected such as manager on duty, cashier, supervisor, employee, technician, etc.

[059] Yet another advantage is that the purchase detail can be used to generate customized questionnaires automatically. For example, instead of asking "How was your food?" or "Would you recommend us to a friend?" the purchase detail can be used to ask "How was your foot-long meatball sub?," "Did you enjoy the view from room 107?" or "How was your server, Joan?" Such transaction-related questions may aid the customer in providing more

accurate and relevant answers. Furthermore, because a customer is not required to fill in details regarding the purchase such as what they ate, what item they purchased, the time and date of the transaction, etc., the customer may determine that the questionnaire will not require too much time to complete and may be more willing to complete it.

[060] At block **315**, the purchase detail is forwarded from the client system to a server. For example, referring to FIG. 2, purchase system client to server interface **115** sends the purchase detail to server **140**.

[061] At block **320**, the server receives the purchase detail, assigns a survey token to the detail, and stores the purchase detail with the survey token for future access. This allows the server to retrieve the purchase detail when a client system identifies the purchase by giving the survey token. Typically, the survey token assigned will be unique with respect to other IDs stored. Over time, however, IDs may be reused. For example, after a purchase detail associated with a survey token is no longer needed, it may be deleted or archived. When the purchase detail is deleted or archived, the survey token may be available for use in identifying another purchase detail. For example, referring to FIG. 2, server **140** receives purchase detail from purchase system client to server interface **115**. Then, server **140** generates a survey token and stores the purchase detail with the survey token in detail table **170**.

[062] At block **325**, the server sends the survey token to the client system. This allows the client system to give the survey token to a customer for use when the customer provides feedback. For example, referring to FIG. 2, server **140** sends purchase system client **100** the survey token.

[063] At block **330**, processing ends. At this point, the client system has collected purchase detail and forwarded it to the server. The server has generated a survey token and stored the purchase detail with it for future use. Additionally, the server has sent the survey token to the client system so that it may give the survey token to the customer.

[064] It will be appreciated that the client system may give the survey token to the customer in many ways, including displaying it for the customer to read, storing it in a file on a computer, such as in a cookie, printing it on a bar code on a receipt or check given to the customer, encoding it on a loyalty card presented by the customer, encoding it on a ticket given to the

customer, transmitting it to the customer through electronic mail, transmitting it to a wireless personal communication device, and the like.

[065] In one embodiment of the invention, purchase detail is forwarded to the server at the time of the purchase. In another embodiment of the invention, purchase detail is forwarded in batches. When purchase detail is forwarded in batches, the survey token may be generated differently. When a customer is ready to complete a purchase transaction, typically, the customer desires to be finished as soon as possible. For example, when checking out of a grocery store a customer typically wants to pay for the items purchased and take the groceries to the car. When leaving a restaurant, a customer typically wants to pay the waiter or cashier and leave. When purchase details are sent as a batch, depending on the batch size and the number of customers, it may take several minutes or hours before a batch is sent. A customer would not likely wish to wait the minutes or hours for the batch to be sent and a survey token to be returned to the customer for use during feedback.

[066] The wait for a survey token in a batched system may be avoided by having the client system generate a survey token immediately which it displays to the customer. Upon sending of the batched information, the client system would also send the survey token so that the server system could store the survey token given to the customer with the purchase made by the customer. In this embodiment of the invention, the server does not need to generate the survey token or send it back to the client because the client generated it. Many clients systems, however, may be active simultaneously. Without proper integration, the client systems may assign the same survey token to two different purchases. In light of this disclosure, it will be recognized that in a batched system a method or system for avoiding or dealing with duplicate IDs may be required. One system, for example, for avoiding duplicate IDs is to assign each client a unique client survey token and to have the client embed its unique client survey token in IDs the client generates, thus creating IDs that uniquely identify purchases when multiple clients are employed in a batched system.

[067] FIG. 5 shows a flow chart for automatically gathering feedback associated with a purchase. The process starts at block 400 when a user is ready to provide feedback regarding a purchase transaction.

- [068] At block **405**, a survey token is inputted into a customer response client. Inputting the survey token into the customer response client may be done in many ways, including entering the survey token on a keyboard, using a computer on which the survey token was stored as a cookie or otherwise, scanning a bar code, swiping a loyalty card containing the survey token, etc. For example, referring to FIG. 2, a customer uses customer response client **120** to input unique survey token **125** into browser **130**.
- [069] At block **410**, the customer response client forwards the survey token to the server. For example, referring to FIG. 2, customer response client **120** forwards unique survey token **125** to server **140**.
- [070] At block **415**, the server retrieves purchase detail associated with the survey token and generates questions for the purchase as described in detail in conjunction with FIG. 6. Briefly, the questions generated are related to the items purchased and preference data associated with merchant preferences. For example, referring to FIG. 2, server **140** uses the survey token to retrieve related purchase information in purchase detail table **170**. Then, purchase question generator module **150** generates questions based on the detail retrieved. Typically, these questions are then formatted into web pages **160** which are then sent to browser **130**.
- [071] At block **420**, the questions are displayed to the customer and answers are collected. Then, the answers are sent to the server. When a customer does not answer one or more questions, the response(s) of not answering for the one or more questions may also be sent to the server. For example, referring to FIG. 2, browser **130** reads the questions on web pages **160** and displays them to the customer. The customer answers the questions by using browser **130** and indicates that the answers are completed. Then, browser **130** sends the answers to server **140** for use in question response module **155**. The answers may be sent one-at-a-time in real time to the server, or, alternatively, answers may be grouped together and sent to the server in batches.
- [072] At block **425**, the server stores the answers together with the survey token for future analysis. When the server stores the answers, they are immediately available for analysis. For example, referring to FIG. 2, server **140** stores the answers with the survey token in question response table **165**.

- [073] At block **430**, processing completes. At this point, questions related to a purchase have been generated, and feedback has been received and stored for analysis and reporting.
- [074] FIG. 6 illustrates a flow chart for automatically generating questions for a purchase. The process starts at block **500** when a user is ready to provide feedback regarding a purchase transaction.
- [075] At block **505**, the server locates purchase detail associated with the purchase that was previously stored on the server. The server typically retrieves the purchase detail by using a survey token supplied by the user. Usually, the survey token is associated with the purchase detail previously stored on the server. For example, referring to FIG. 2, server **140** locates purchase detail associated with the survey token from purchase detail table **170**.
- [076] At block **510**, the server retrieves a first transaction line from the purchase detail the server previously located. A purchase may include many items and each item may be associated with a different transaction line. For example, a restaurant check may have appetizers, entrees and drinks each on separate transaction lines. Referring to FIG. 2, for example, server **140** reads a first transaction line from the purchase detail.
- [077] At block **515**, the transaction line is searched for merchant specified items. When an item in the transaction line matches a merchant's specified category, a question about the item may be generated depending on preference data associated with merchant preferences. The merchant may prefer to generate one type of question when alcohol is purchased and another type of question when soft drinks are purchased. For example, referring to FIG. 2, purchase question generator module **150** determines if an item in the retrieved transaction line matches a merchant specified category. When an item in the retrieved transaction line matches a merchant specified category, the purchase question generator module **150** may generate a question.
- [078] At block **520**, the server retrieves the next detail transaction line (if it exists) from the purchase detail. For example, referring to FIG. 2, server **140** reads the next transaction line from the purchase detail.
- [079] At block **525**, a determination is made as to whether either no more transaction lines exist for the purchase or whether a maximum number of questions have been generated regarding the

purchase. When either of these conditions exists, the yes branch is followed to block **530**. Otherwise, the no branch is followed to block **515**. For example, referring to FIG. 2, server **140** determines when additional transaction lines exist for a purchase and purchase question generator module **150** determines when the maximum number of questions has been generated.

[080] At block **530**, the server generates additional questions based on preference data associated with merchant preferences. The merchant may prefer, for example, that a question be asked regarding the quality of service rendered to the customer in addition to other questions related to specific transaction lines. For example, referring to FIG. 2, purchase question generator module applies preference data associated with merchant preferences to add additional questions to be asked to the customer.

[081] At block **535**, the server sends the generated questions to the client computer. The server may do so by populating the merchant's web pages **160** that the client computer accesses. For example, referring to FIG. 2, purchase question generator module **150** completes the list of questions to be asked and populates web pages **160** to be read by customer response client **120**.

[082] At block **540**, processing ends. At this point, questions have been generated based on the items purchased and preference data associated with merchant preferences. These questions have been made available to the customer, typically in the form of web pages.

[083] It will be appreciated that merchant preferences may cause question generation to depend on previous questions generated and responses received. For example, a merchant may prefer that a particular question no longer be generated when no or few customers queried respond to it. In addition, a merchant may prefer that a question that has been answered numerous times no longer be generated as a large enough sample has been generated for analysis. The merchant may specify that after the question has been answered a certain number of times that another question be asked instead of the question.

[084] FIG. 7 illustrates a flow chart for automatically generating promotions to reward customer feedback. The process starts at block **600** when a user has provided feedback regarding a purchase transaction.

- [085] At block **605**, a determination is made as to whether a promotion should be generated. The determination may depend on many factors including how many questionnaires a customer has completed, advertising needs for a particular product, the feedback the customer provides, items in the purchase transaction, random generations calculated to promote customer feedback, and/or any other factor(s) a merchant prefers. For example, a positive determination to generate a promotion may occur when a customer provides feedback for a television (or other electronic device) for selected questions of a questionnaire. The system may determine, for example, that the customer should be given a coupon giving a discount on a selected DVD. When it is determined that a promotion should be generated, the yes branch is followed to block **610**. Otherwise, the no branch is followed to block **615**.
- [086] At block **610**, the server generates a promotion and forwards it to a client computer to give to the customer. The client computer may prompt the customer to save the promotion for future use or to print a coupon. When the customer elects to save the promotion, it may be saved on the server and a survey token identifying the customer may be required. For example, referring to FIG. 2, server **140** generates a promotion and forwards it to customer response client **120**.
- [087] At block **615**, processing ends. At this point a promotion, when generated, has been forwarded to a client computer and given to the customer.
- [088] FIG. 8 shows a flow chart for specifying merchant preferences for reporting and/or for questions automatically generated for purchases. The process starts at block **700** when a user desires to set preferences.
- [089] At block **705**, the user inputs a product ID and a category ID. The product ID and category ID identify the product or products for which preferences will be set. For example, the user may enter a product ID identifying a type of steak and category ID identifying entrees. Referring to FIG. 2, for example, a user uses a client computer (not shown) to connect to server **140** and enters a product ID and a category ID.
- [090] At block **710**, the server retrieves preference data related to the product ID and the category ID. When the user is adding a new question, a new data entry is added in a preference table. When the user is modifying an existing question, the existing data entry is located. For

example, referring to FIG. 2, server **140** retrieves or adds an entry to a merchant preferences table (not shown).

- [091] At block **715**, the user specifies a question style. Question styles include multiple choice, yes/no, fill in the blank, rating scales, free form text responses, and the like. Question styles include questions that could be asked in a paper survey. For example, referring to FIG. 2, server **140** receives a selection as to which question style is desired.
- [092] At block **720**, a determination is made as to whether the question style selected is multiple choices. When it is, the yes branch is followed to block **725**. Otherwise, the no branch is followed to block **730**. For example, referring to FIG. 2, server **140** determines whether a multiple choice question style has been selected.
- [093] At block **725**, choices for a multiple choice question are selected. These choices are stored for use when the server is generating multiple choice questions regarding a purchase. For example, referring to FIG. 2, server **140** prompts the user for choices allowed in a multiple choice question.
- [094] At block **730**, the question style and information about the question are stored so that the server can access the information when it is generating questions regarding a purchase. Information about the question includes such things as product ID, category ID, text used for the question, where to insert an item description or name, and other information relevant to generating the question. For example, referring to FIG. 2, server **140** stores information about the question and the question style in a merchant preferences database (not shown) for use when purchase question generator module **145** generates questions.
- [095] At block **735**, processing ends. At this point a question style and information about a question have been stored on the server for use during automatic question generation. A user setting merchant preferences may add or change questions by repeating the process above.
- [096] FIG. 9 shows an exemplary questionnaire that includes a list of feedback questions that could be asked of a customer. Questions **810** illustrate customer feedback questions with the names of exemplary items purchased shown in italics along with multiple choice responses. It will be appreciated that the third and fourth feedback questions, “How was your service?” and

“Will you return?” may be generated based on the preference of a merchant and may not be related to the actual items purchased.

[097] The questions shown in FIG. 9 represent only a sample of questions that may be asked of a customer. Other question styles include star ratings, numerical ratings; fill in the blank, quality of service ratings, free form text responses, and the like.

[098] An incentive may be provided for answering a questionnaire regarding a purchase. Illustrative incentives may include an offer for a 20% discount at the customer's next meal at Joe's. It will be appreciated that several different incentive programs could be used to encourage a customer to provide responses to a survey.

[099] The various embodiments of the invention may be implemented as a sequence of computer implemented steps or program modules running on a computing system and/or as interconnected machine logic circuits or circuit modules within the computing system. The implementation is a matter of choice dependent on the performance requirements of the computing system implementing the invention. In light of this disclosure, it will be recognized by one skilled in the art that the functions and operation of the various embodiments disclosed may be implemented in software, in firmware, in special purpose digital logic, or any combination thereof without deviating from the spirit and scope of the present invention as recited within the claims attached hereto.

[0100] The above specification, examples and data provide a complete description of the invention. Since many embodiments of the invention can be made without departing from the spirit and scope of the invention, the invention resides in the claims hereinafter appended.

[0101] *Examples*

[0102] The following illustrative embodiments of individual modules can be implemented as a computer program product for use with a computer system. Such implementations may include a series of computer instructions fixed either on a tangible medium, such as a computer readable medium (e.g., a diskette, CD-ROM, ROM, or fixed disk) or transmittable to a computer system, via a modem or other interface device, such as a communications adapter connected to a network over a medium. The medium may be either a tangible medium (e.g., optical or electrical communications lines) or a medium implemented with

wireless techniques (e.g., microwave, infrared or other transmission techniques). The series of computer instructions embodies all or part of the functionality previously described herein. Those skilled in the art should appreciate that such computer instructions can be written in a number of programming languages for use with many computer architectures or operating systems. Furthermore, such instructions may be stored in any memory device, such as semiconductor, magnetic, optical or other memory devices, and may be transmitted using any communications technology, such as optical, infrared, microwave, or other transmission technologies. It is expected that such a computer program product may be distributed as a removable medium with accompanying printed or electronic documentation (e.g., shrink wrapped software), preloaded with a computer system (e.g., on system ROM or fixed disk), or distributed from a server over the network (e.g., the Internet or World Wide Web). Of course, some embodiments of the invention may be implemented as a combination of both software (e.g., a computer program product) and hardware. Still other embodiments of the invention may be implemented as entirely hardware, or entirely software (e.g., a computer program product).

[0103] Other features and advantages of the present embodiment will become apparent to those skilled in the art from the following detailed description. It is to be understood, however, that the detailed description above and specific examples below, while indicating preferred embodiments of the present embodiment, are given by way of illustration and not limitation. Many changes and modifications within the scope of the embodiments disclosed herein may be made without departing from the spirit thereof, and such embodiments include all such modifications.

[0104] *WS-Based GSM*

[0105] The WS-based Customer Survey Module (GSM) of the current invention allows merchants to integrate a GSM into their branded website allowing integration to both survey templates and actual check details. All administration of the GSM occurs within a Data Collection Handler (DCH) smart client. The WS features are implemented as a multi-unit (MU) role based services; this allowing an MU login to be setup by survey smart group scope for either centralization or decentralization based upon MU login scope to units.

- [0106] The challenge of this type of survey concept is to get the customer to volunteer to complete a survey. One solution is to offer limited support for incentives (such as special offers described below). Another solution is to ‘gamify’ the survey. For example, providing a bingo letter/number that the user can then use to start filling in a bingo card, and the winner gets a better prize. In order to fill the bingo card, the customer is encouraged to come back for another purchase and survey round.
- [0107] At the time of the sale, the POS provides a printed survey token (either directly on the check/receipt or on separate piece of paper) that allows the system to retrieve check data in order to complete a survey. Additionally, check information and the token can be provided electronically such as through email or the use of a mobile application. The survey invitation begins with a survey token being generated by the POS, this token is preferably a concatenation of STORE+DATE+CHECK, and presented on the customer check. These three (3) key informational components (unit, check-date, and check number) are used by the DCH to retrieve, with a high level of confidence, information about the check.
- [0108] The structure of the token in this preferred embodiment can be literally described as “0103+01282011+12345”. It is possible, however, to support different masks, per unit, depending upon what POS is in use by individual units. The GSM-WS uses the survey token as a passed service parameter to determine the actual unit, business-date (by using start of business day rules), and check number. The POS system, plus other cards and placards, etc., can request that the customer to complete a survey at the merchant’s website (e.g. www.somemerchantwebsite.com/surveys). The target website will then prompt the customer to enter the survey token, or similar. It is also possible, when the customer is known to the POS, such as via a customer loyalty program; the POS (or related CRM) may generate a direct email with an embedded link requesting the loyalty program member to complete a survey.
- [0109] Many POS systems are not able to universally provide some form of printed token that will allow the DCH to retrieve check data in order to complete a survey. If a POS is not able to generate a survey token, the customer check is still likely to contain the three criteria (unit, check-date and check number) needed to locate the requisite data. The GSM web-service

provides support for both survey-token and/or manual entry of unit, date and check as they appear on most printed customer checks.

[0110] *Data Structure*

[0111] In a preferred embodiment, surveys are template based thereby allowing a merchant to deliver more than one survey type at a time to its customers. The following represents an illustrative template data structure:

- **Survey Header** – a collection of settings that describes a particular survey that can be deployed to one or more restaurants using smart groups, and with start-on-date viewing for changing surveys;
- **Survey Master Questions** – permanent key based list of questions that can be re-used in different surveys, having durable research value independent of differing survey templates;
- **Survey Questions** – taken from the Survey Master Question as a permanent key instance; a collection of these questions are joined to the Survey Header;
- **Respondent Header** – the response header is generated by the customer respondent and contains the information about the survey response itself; a survey is likely to have many responses, but there should only be one response per unit/customer/check instance;
- **Respondent Details** – detail rows of the Response Header containing customer response for survey questions, item surveys and comments;
- **Special Offers Master** – a table of special offer descriptions that might be offered as inducements for survey completion.

[0112] The system can select from the list of surveys a complete survey based upon check content and/or context around the check. For example, the system generate a different survey if the customer is known (a loyal customer) vs. an anonymous customer, or the system can generate a survey based upon what time of day they interacted with the merchant, etc. This is addition to the fact that individual questions within the chosen and generated survey can be context controlled.

[0113] An illustrative Survey Header could consist of the following columns (*bold shows default settings*):

- Survey Description
- Active (Hide) { **Active**, Inactive }
- Active Date
- CkDetails Scope Limit { can be null, or single selection of item smart group }
- Rate CkDetail Quality { **Checked**, Unchecked }
- Rate CkDetail Value { **Checked**, Unchecked }
- CkDetails Exist Action { **Details and Questions**, Details Only }
- CkDetails Missing Action { **Questions Only**, No Survey }
- Allow Customer Edit Hrs (0 – 999, default **0.5** Hrs)
- Special Offer (can be null or select from Special Offer Globally Unique Identifier (GUID)/list)
- Require Customer Authentication { Checked, **Unchecked** }
- >->>Survey Header Smart Groups
- >->>Survey Questions (described below)

[0114] When a survey is created by the system it should default to being hidden – so that at first it cannot be seen. The hidden column should be designated as ‘Active’ and ‘In-active’ for this purpose. An active survey template is by default active for all stores with optimistic and/or assigned smart group associations, according to the greatest active date. Only one survey can be active per customer per store at a time – however if an active survey can’t be found for a store a return message to the WS caller must be provided.

[0115] The system does allow a collection of surveys to be available to the survey taker, and the selection logic is applied to the collection so that only one survey is generated. The selection can have to do with venue (where the customer interacted with the merchant), or the check content (what they did, or did not purchase), or the size of the transaction, etc. It is generating different surveys to a repeat survey taker that keeps the customer more interested in participating by allowing variety in the survey itself.

[0116] The Active Date should default to the current date and should not be null. When the **Rate CkDetail Quality** is set to true the Survey Result table is populated for all sold items with

the row flagged to measure the quality of the item. Likewise when the **Rate CkDetail Value** is set to true then the survey result table is populated with Detail Value types per items sold. The **CkDetails Exist Action** and **CkDetails Missing Action** work together to configure how the GSM web-service will respond in the event that check details are found, or not found. If details do exist then the merchant has the option to only survey the check items sold, based upon the configurable options, or they may want to survey the details and appended general survey questions.

[0117] If check details do not exist (e.g. there is a network problem or the POS data has not yet been received by the DCH) the **Ck Details Missing Action** allows the system to deliver the general survey questions, or to reject the survey and include a rejection statement such as “The check you entered is not yet available in the survey system – please check back tomorrow.” The **Allow Customer Edit Hrs** determines the amount of time a customer could come back and change their survey. If set this value is set to zero, then once the web-site sends the survey result a subsequent request for this same survey token would result in an error message: “This survey was previously completed; no survey is available.” The **Special Offer**, when not-null, will hold a GUID linking to the details of the special offer and this information will be available to the web-site according to the Special Offer instructions (see Special Offer Processing). Setting the **Require Customer Authentication** flag requires that a customer authenticate (see Customer Authentication) to submit the survey and/or to receive the special offer benefit if so directed by the setup.

[0118] *Survey Master Questions*

[0119] In the preferred embodiment, the Survey Master Questions include the following illustrative columns, although other answer types are contemplated, (defaulted column values showing in bold):

- Survey Question (vchar)
- Required {Checked, **Unchecked**}
- Answer Type {5-Star, Single Select, Multi-Select}
- Answer List (vchar – can be null for 5-Star)
- Hide {Checked, **Unchecked**}

[0120] The master list of permanent questions is contained in this list. If a question goes out of favor it can be hidden, but it still may be referenced by an older survey. Hiding a question only makes it so that it cannot be looked up in the survey form or in a report parameter. The **Survey Question** should be able to hold a significant paragraph in the order of 400 characters minimum. If a response is '**Required**' the flag indicating such should be set to true; however it is up to the merchant web-site to manage this flag – the GSM web service module generates the flag but does not enforce it.

[0121] The system supports, at least, the following **Answer Types**: 5-Star where the web-site will allow an integer recording “1” through “5” as the result (similar to Amazon.com book reviews). Anything other but 1, 2, 3, 4, or 5 will not be stored by the DCH for this type; Single Select will allow the customer to select one answer from a multiple choice list; Multi-Select will allow the customer to select multiple choices from a multiple choice list. The **Answer List** is also a large storage vchar column that will hold a pipe delimited list of answers that will build the multiple choice list of answers to the question; this column can be null if the Answer Type equals ‘5-Star’.

[0122] *Response Header*

[0123] The Response Header includes the following columns (DCH generated column values showing in bold):

- Survey Master GUID
- Response Instance GUID
- Merchant GUID (can be null)
- UnitID
- Check Number (can be null)
- Check DateTime (can be null)
- Server/Cashier (can be null)
- Table/Station (can be null)
- Check Duration(can be null)
- Special Offer Grant (can be null)
- Request Manager Contact {checked, unchecked, **null**}
- Wrong Check {checked, unchecked, **null**}

[0124] The Result Header table will be generated by a GSM service. The generation of the survey contains the **Survey Master GUID**, and the **Response Instance GUID**, the instance

representing a single survey instance of the master and the join for Response Details. If the merchant has authenticated then the **Merchant GUID** would be stored, else we store a null. **UnitID, Check Number, CheckDateTime, Server/Cashier, Table/Station, and Check Duration** are all columns populated from the original survey token and only if the check data is found at the time of survey. The **Special Offer Grant** is assigned if an offer exists with the survey and the customer qualifies (for example both in terms of completed survey and number of prior offers extended). **Request Manager Contact** is the only web-client-side editable column in the Result Header; this option can be set to Checked/Unchecked or left as NULL. The **Wrong Check** state can be Customers' Web Site Designer (CWSD) utilized allowing the customer to declare that the check presented by our service was not identified as the correct customer check.

[0125] *Response Details*

[0126] **The Response Details** include following columns (DCH generated column values showing in bold):

- Survey Instance GUID
- Type {Item Quality, Item Value, Question}
- Question/Item GUID
- Answer (vchar)
- Comment (vchar)

[0127] The Response Details table is generated by the GSM service (discussed below). The generation of the survey contains **Survey Instance GUID**, this key joining data to the Response Header. The **Type** column holds the row-type of generated survey-result rows. A row type of *Item Quality* is generated from check details and only when the Rate Detail Quality flag of the survey is set to 'checked' (or true); this is also the case with *Item Value* and its corresponding flag named Rate Detail Value. Both the Item Quality and Item Value are automatically generated as '5-Star' survey rows. A row-type of Question indicates that the row is an answer to a survey question and the answer is in accordance with the Master Question option for answering the question. The **Answer** column must be large enough to store the multiple or single choice selections of the survey and will store the character value of '1', '2', '3', '4' or '5' for 5-Star values; null or empty Answer values will be considered to

be invalid or were ignored by the customer. The **Comment** column is an optional value that can be populated by the web-site for each generated survey result row.

[0128] *Special Offers Master*

[0129] **The Special Offers Master** includes the following columns (defaulted states shown in bold):

- Special Offer Name (unique)
- Special Offer Details (vchar – 1,000)
- Special Offer Restrictions (vchar = 1,000)
- Limit Mode Per Guest {**None**, Per Month, Per Week, Per Day, Total}
- Limit Count {**0**, zero unlimited; 1 – 9999}

[0130] The Special Offers Master table holds a list of offers, plus details of that offer and control settings that the GSM uses to limit excessive repeat customer redemptions on an offer.

[0131] *Smart Client Tasking*

[0132] The system provides, as a part of the smart client tasking function, an administrative task named [Guest Survey Setup]. This task is organized in sub-tabs of “Survey Master Questions”, “Special Offers”, and “Survey Templates”. All of the setup work for creating a new survey, creating and maintaining survey questions and offers, and the collection of this information known as a survey template. The form is preferably presented as a wizard with the option to show/hide the individual sub-tabs. Full wizard-tools can be provided for all row-elements (including child rows) for copy/paste to enable highly efficient setup of customer surveys.

[0133] The [Store Master] includes a column named [POS Unit survey token]. This column is populated with the existing unit number on conversion and upon a new row insert. Subsequent maintenance of this column is done by the DCH administrator. The POS Unit survey token is used to translate the unit portion of the survey token to retrieve the actual DCH UnitID used for subsequent web-service calls.

[0134] The Store Master row is where attributes about the selling store are stored. The connection to the POS Unit survey token is that the system provides mapping between the POS data (using the token or otherwise) from the merchant site to our store row.

[0135] *Web-Services Tasking*

[0136] The system preferably includes a new service locator URL for the Customer Survey Module (GSM) according to a predefined URL convention. An illustrative convention could be www.rmdatacentral.com/web/webservices/gsm and a service login. The GSM includes multiple services required for implementing the inventive method on the system. Services include:

- [GetGSMUnit] – identifies the DCH unit from customer check information;
- [GSM Customer Authentication] – optional feature to allow a returning customer to authenticate;
- [GSM Create/Edit Customer] – optional feature allows customer to create/edit their information;
- [GenerateSurvey] – generates the survey data;
- [EditSurvey] – allows the edited survey data to be stored in the DCH; and
- [GetSurveyState] – allows the survey to be validated as complete and with limited support for generating coupon benefits on a completed survey.

[0137] A [GetGSMUnit] service allows the merchant's web site designers to pass some or all of the following data for the purpose of locating the correct DCH unit, business date and check. For example the website may already have a store locator and this locator might be used instead of a survey token (if the POS is not able to produce the token) and in this case the locator would pass to the DCH the necessary columns to start the survey process. The following are examples of the columns that could be passed to the GetMSMUnit service:

- Survey Token
- External Unit Number
- External Unit Description
- External Unit Address
- External Unit City
- External Unit State
- External Unit Zip
- External Check Number
- External Check DateTime

[0138] Although variations are possible, the sequence precedence for this service of the preferred embodiment is important. The service must first ascertain if it can locate an actual DCH unit, and if not, the service generates a unit locator error. If a unit is found the service second will look for a valid Survey Template, and if none found a Survey locator error is generated. If a survey is found the service will third convert the check to a business date (for after midnight check DateTimes) and fourth attempt to locate the check. If a check is found, or not found, the resulting survey or error message response is determined by settings in the Survey Header. The following are examples of service response columns:

- DC Unit ID
- Survey Description
- Master Survey GUID
- Details Exist Mode
- Details Missing Mode
- Require Customer Authentication
- Special Offer GUID
- Special Offer Name
- Special Offer Details
- Special Offer Restrictions
- DC Check Number
- DC Business Date
- Service Error Message

[0139] The [GSM Customer Authentication] service allows a customer to either create or authenticate using an extant reference. The keys to customer authentication are [Last Name] and ([Phone] or [Email]). There is no secure data contained within this authentication – the purpose of authentication is to identify a regular customer and to have some mechanism for the manager/software to generate replies to surveys. The service will allow these values to be passed:

- DCH Unit ID (required)
- Customer Last Name
- Customer Phone Number

- Customer Email Address

[0140] The return values for authentication indicate that the customer was located; a null return indicates the customer information does not exist for this store. We won't know if the CWSD has their own customer tracking so this feature will be used to coordinate our customer table with web-site customers. The DC customer table only contains Customer Contact (for contact name) so the service will have to perform an 'IndexOf()' determination on last name and then find either an email and/or phone number correlation. The result set for GSM Customer Authentication is:

- Contact Name
- Contact City
- Contact State
- Contact Zip
- Customer GUID

[0141] The [GSM Create/Edit Customer] allows the merchant's web page to react to a failed customer authentication or to handle a new authentication or allow a customer to edit an existing authentication. Service-confirmation returns the Customer GUID for successful insertion or an edit success or fail error message.

[0142] Examples of service options include:

- Customer GUID (if null then service assumes create, else it assumed edit)
- Master Customer GUID (can be null)
- Customer Salutation
- **Customer First Name**
- Customer MI
- **Customer Last Name**
- Customer Suffix
- Note: We concatenate SalFN+MI+LN+Sfx into our [Cusomer.Contact Name]
- **Customer Address1**
- Customer Address2
- **Customer City**
- **Customer State**

- **Customer Zip**
- Customer Cell (one of Cell/Phone/Email required to insert new customer row)
- Customer Phone (one of Cell/Phone/Email required to insert new customer row)
- Customer Email (one of Cell/Phone/Email required to insert new customer row)

[0143] The [GenerateSurvey] service generates the actual survey response rows or may generate an error message according to survey setup requirements. Example service options include:

- UnitID (required)
- MasterSurveyGUID (required)
- Check Number (optional)
- CheckDateTime (optional)
- CustomerGUID (optional)
- *Return:* Survey Instance GUID or NULL if not possible
- *Return:* Service Error Message

[0144] The generated survey must follow all of the rules of survey header (mastersurveyGUID).

For check-details the CkDetail Scope Limit is used to include only those items belonging to the limiting smart group. If this group is not established, then all sold items are included in the group. The check details are consolidated using the DCH Item description, so that if more than one “7 oz. Sirloin Steak” was sold, only one instance would appear in the survey, but the quantity of sales would be part of the result description, such as “(2) – 7 oz. Sirloin Steak”. These survey descriptions would be doubled if the customer rates both the quality and value of check details.

[0145] A call to the [EditSurvey] service will return all of the rows generated by the service provided that the GenerateSurvey did not result in an error. This service will return row sets, but the service is initiated on the following:

- Survey Instance GUID (required)

[0146] The service returns the following row(s) columns according to the generated survey, fields that can be edited and re-submitted are indicated in **bold**:

- SurveyRowGUID

- RowType {Item Value, Item Quality, Question}
- RatingType {5-Star,Single-Select,Multi-Select}
- Item/QuestionText
- AnswerOptions (1,2,3,4,5 for 5-Star)
- ResponseRequired
- **SurveyResponse**
- **SurveyComment**

[0147] The cycle plan for this EditSurvey is that the CWSD passes the only the SurveyInstanceGUID as the initial pass to fill the return dataset with the survey rows. Our instructions indicate that the CWSD must build the survey presentation, including managing the multi-select and single-select answers as well as a 5-Star rating system and that the customer responses are stored in the SurveyResponse row column, and if the CWSD so enables, a corresponding comment. The CWSD, when sending the completed survey is required to only send the SurveyInstanceGUID, SurveyRowGUID, and the SurveyResponse (and optionally the SurveyComment). DC will save the survey but it is up to the CWSD to maintain, at the client (browser) things like required answers.

[0148] The [GetSurveyState] service requires only a passed parameter of SurveyInstanceGUID. The dataset returned is:

- SurveyState {Partial, Complete}
- SpecialOfferGUID
- SpecialOfferName
- SpecialOfferDetails
- SpecialOfferTerms
- ErrorMessage

[0149] This last service step provides a confirmation (or lack thereof) to the CWSD so that a coupon can be rendered by the CWSD, complete with offer name, details, terms and the GUID for coupon tracking. If the special offer exceeded a limit the error message would display the limit. If a customer does not want to use special offer incentives these columns would return nulls.

[0150] *IP Blocking*

[0151] Another aspect of the inventive system includes the ability to present an administrator with a list of IP address as 'select-distinct' from all IP's that have ever generated a website contact or survey. A second column [Block] should allow the admin to set a block on the IP address.

[0152] The web-services for generating a survey or web-site contact must check the blocked IP list, and if the IP is found to be blocked the service should return a message that the IP is blocked. The Customer Survey and Web Site contact apps must simply report that 'The underlying service is not available at this time.' and no further processing should be allowed for that IP.

[0153] *Website Contact*

[0154] The website contact feature is a special subset of the current configurable survey. In general the feature allows merchants to bury a small java-tag into their website to call a dedicated Website Contact form. The form works like the current survey in that the first page will allow the customer to select a unit, but instead of selecting a date and check, the date is always defaulted to the current server date-time, and no check information is required. The next page asks the customer to identify themselves, but in this case 'I prefer to remain anonymous' is not allowed. The next page generates the two questions and one comment in a single page. The submit page provides the customer a last point before submitting the comment, and the Thank you page provides a simple thank you statement.

[0155] *Customer Survey Review*

[0156] Reporting will be the primary method for users to review surveys but the DCH client also provides a platform for reviewing surveys as well as the preferred platform for DCH administrators to manage junk surveys. Just as forum administrators can manage the occasional problematic forum entry, the DCH administrator for surveys is able to invalidate a toxic survey.

[0157] The Customer Survey Review feature is preferably presented as a wizard for Admin/MU and Unit access. The start page of the wizard could provide the following filters:

- Unit (required)
- Templates (multi-select of possible templates, default to 'All')
- Questions (multi-select to master questions, default to 'All')

- Minimum and Maximum scores (default to 'All', if present filters only those questions that have an associated answer score)
- From and through dates (filters dining dates, default to current-7 through current)

[0158] Questions and scores are filter tests for survey details while Unit, Template, and Dates are survey header filters. There is preferably a hidden filter for MU and U users that will filter out 'Junk' surveys allowing only administrators to see surveys/questions marked as junk.

[0159] Clicking next opens a combination of grid (top panel) and grid (lower panel). The top panel should display the survey headers and the bottom the survey questions, answers and scoring (many to one). The data should appear as read-only.

[0160] The administrator is able to see all surveys and questions, including headers and questions marked as junk. The survey header and survey questions should have an 'YN (checkbox)' column named junk. Because the data is to be shown as read-only, two TOOLBAR actions should be available to the administrator:

- Mark Survey as Junk
- Mark Question/Response as Junk

[0161] These two should show as a toggle, so that a survey or question accidentally therefore marked can be un-marked. Also for the administrator there should be a TOOLBAR option to 'Block Survey IP'. Clicking this feature would write the IP address of this survey into the blocked IP list.

[0162] The various embodiments of the invention may be implemented as a sequence of computer implemented steps or program modules running on a computing system and/or as interconnected machine logic circuits or circuit modules within the computing system. The implementation is a matter of choice dependent on the performance requirements of the computing system implementing the invention. In light of this disclosure, it will be recognized by one skilled in the art that the functions and operation of the various embodiments disclosed may be implemented in software, in firmware, in special purpose digital logic, or any combination thereof without deviating from the spirit and scope of the present invention as recited within the claims attached hereto.

[0163] The above specification, examples and data provide a complete description of the invention. Since many embodiments of the invention can be made without departing from the spirit and scope of the invention, the invention resides in the claims hereinafter appended.

[0164] Now that the invention has been described,

[0165] What is claimed is:

1. One or more computer-readable storage media having computer-executable instructions stored on the tangible, non-transitory media for use with a system including:
 - a) at least one point of sale (POS) device used in conducting a commercial transaction, the POS being configured to record information relating to the commercial transaction between a consumer and a vendor;
 - b) a vendor database communicatively coupled with at least one POS, the vendor database being populated with at least:
 - i) transactional information comprising transactional sales information;
 - ii) product information identifying products/services available for purchase by the vendor;
 - iii) employee information regarding the identity of each employee at a facility; and
 - iv) facility information regarding an identity of a facility;
 - c) a survey database comprising a plurality of survey questions;
 - d) the system including a processor connected to and accessing the vendor and survey databases, said processor configured for executing said computer executable instructions, said instructions comprising:
 - i) instructions for presenting a consumer survey comprising a plurality of survey questions responsive to at least one of the transactional information, product information, employee information and facility information;
 - ii) instructions for presenting an integrated, interactive display interface comprising:
 - a facility performance interface;
 - an employee evaluation interface; and
 - a customer management interface.
2. The system of claim 1, wherein the transaction information includes at least one of:
 - a) products/services sold during the commercial transaction;
 - b) the price of the products/services sold during the commercial transaction;
 - c) the identity of an employee conducting the commercial transaction;

- d) the location of the facility at which the commercial transaction was conducted;
and
 - e) information identifying the commercial transaction.
- 3. The system of claim 2, wherein the information identifying the commercial transaction is a unique token.
- 4. The system of claim 1, wherein at least one of the questions in the consumer survey are specific to at least one of the products/services purchased during the commercial transaction.
- 5. The system of claim 1, wherein at least one of the questions in the consumer survey are specific to the employee conducting the commercial transaction.
- 6. The system of claim 1 wherein the processor connected to and accessing the vendor and survey databases is configured for executing said computer executable instructions to normalize information in the vendor database.

ABSTRACT

Provided are a method and system for automatically generating context-based survey questions predicated on the customers' actual purchase experience with the merchant, thus eliminating for the customer the need to respond to obvious, redundant, and even irrelevant questions, and providing to the merchant customer feedback directly bound to the actual purchase event and correlating data. Purchase information is stored at the time of purchase and the customer is given an identifier for the purchase. Then, at the customer's convenience, either at the point of sale or through a networked computer, the customer can provide responses to questions that are selectively, and automatically generated based on the items purchased, or other definable attributes associated with the sale, and based upon configurable preferences of the merchant. Survey questions are displayed and feedback responses are stored, analyzed and associated with purchase information in real time.

Electronic Patent Application Fee Transmittal

Application Number:

Filing Date:

Title of Invention:

TRANSACTION-SPECIFIC CUSTOMER SURVEY SYSTEM

First Named Inventor/Applicant Name:

Steve Roberts

Filer:

Thomas Edward Toner

Attorney Docket Number:

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Utility filing Fee (Electronic filing)	4011	1	70	70
Utility Search Fee	2111	1	300	300
Utility Examination Fee	2311	1	360	360

Pages:

Claims:

Miscellaneous-Filing:

Late Filing Fee for Oath or Declaration	2051	1	70	70
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Petition:

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				800

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International Application Number:	
Confirmation Number:	6708
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First Named Inventor/Applicant Name:	Steve Roberts
Customer Number:	57838
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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			7ebf2fa2b015a160ed5ea749dfce902605083db0		
Warnings:					
Information:					
2	Application Data Sheet	RestMagaia0014.pdf	1787053	no	8
			ee2c1b33ae70312fd95ee3149e28d9b3f4925a81		
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3		RestMag_NonProv2.pdf	196093	yes	38
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	Multipart Description/PDF files in .zip description				
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	Specification		1	35	
	Claims		36	37	
	Abstract		38	38	
Warnings:					
Information:					
4	Fee Worksheet (SB06)	fee-info.pdf	36568	no	2
			755836f3408839ee16dd26d37a312089db5a7fac		
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New International Application Filed with the USPTO as a Receiving Office

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