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UTILITY PATENT APPLICATION TRANSMITTAL

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

Attorney Docket No.	090611-0358957
First Inventor	TOM FREEMAN
Title	See 1 in Addendum
Express Mail Label No.	

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☐ **Fee Transmittal Form** (e.g., PTO/SB/17)
   (Submit an original and a duplicate for fee processing)
2. ☒ **Applicant claims small entity status.** See 37 CFR 1.27.
3. ☒ **Specification** [*Total Pages* 21]
   Both the claims and abstract must start on a new page
   (For information on the preferred arrangement, see MPEP 608.01(a))
4. ☒ **Drawing(s)** (*35 U.S.C. 113*) [*Total Sheets* 3]
5. **Oath or Declaration** [*Total Sheets* _____]
   a. ☐ Newly executed (original or copy)
   b. ☐ A copy from a prior application (37 CFR 1.63(d))
   (for continuation/divisional with Box 18 completed)
   i. ☐ DELETION OF INVENTOR(S)
   Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☒ **Application Data Sheet.** See 37 CFR 1.76
7. ☐ **CD-ROM or CD-R** in duplicate, large table or Computer Program *(Appendix)*
   ☐ Landscape Table on CD
8. **Nucleotide and/or Amino Acid Sequence Submission**
   (if applicable, items a. – c. are required)
   a. ☐ Computer Readable Form (CRF)
   b. Specification Sequence Listing on:
      i. ☐ CD-ROM or CD-R (2 copies); or
      ii. ☐ Paper
   c. ☐ Statements verifying identity of above copies

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Alexandria VA 22313-1450

ACCOMPANYING APPLICATION PARTS

9. ☐ **Assignment Papers** (cover sheet & document(s))
   Name of Assignee _____
10. ☐ **37 CFR 3.73(b) Statement** *(when there is an assignee)* ☐ **Power of Attorney**
11. ☐ **English Translation Document** *(if applicable)*
12. ☐ **Information Disclosure Statement** (PTO/SB/08 or PTO-1449)
    ☐ Copies of foreign patent documents, publications, & other information
13. ☐ **Preliminary Amendment**
14. ☐ **Return Receipt Postcard** (MPEP 503)
    (Should be specifically itemized)
15. ☐ **Certified Copy of Priority Document(s)**
    (if foreign priority is claimed)
16. ☐ **Nonpublication Request** under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent.
17. ☐ Other: _____

18. If a CONTINUING APPLICATION, *check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:*

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: .....

Prior application information: *Examiner* _____ *Art Unit:* _____

19. CORRESPONDENCE ADDRESS

☒ The address associated with Customer Number: 00909 **OR** ☐ Correspondence address below

Name					
Address					
City		State		Zip Code	
Country		Telephone		Email	

Signature		Date	February 6, 2007
Name (Print/Type)	Syed Jafar Ali	Registration No. (Attorney/Agent)	58780

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
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Addendum

1. SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Tom FREEMAN *et al.*

Application No.: ***TBD***

Filed: February 6, 2007

For: SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

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

APPLICATION DATA SHEET
37 C.F.R. § 1.76

BIBLIOGRAPHIC DATA

1. Applicant information

First applicant: TOM FREEMAN
Citizenship: United States of America
Residence: 6735 83rd Avenue, S.E., Mercer Island, WA 98040

Second applicant: MIKE KENNEWICK
Citizenship: United States of America
Residence: 13407 NE 37th Place, Bellevue, WA 98005

2. Correspondence information

Correspondence for this application should be addressed as follows:

Customer No.: 00909

3. Application information

Title of Invention: SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

Docket number assigned to this application: 090611-0358957
Total number of drawing sheets: 3
Type of application: Utility
Application is to be published.

Secrecy order under § 5.2:

This application does not disclose subject matter of an application which is under a secrecy order pursuant to § 5.2.

4. Representative information

The following have a power of attorney or authorization of agent in this application:

Customer No.: 00909

Date: February 6, 2007

Customer No. 00909

Syed Jafar Ali
Registration No. 58780

PILLSBURY WINTHROP SHAW PITTMAN LLP
P.O. Box 10500
McLean, VA 22102
703.770.7541

SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

FIELD OF THE INVENTION

[001] The present invention relates to selecting and presenting advertisements based on natural language processing of voice-based input.

BACKGROUND OF THE INVENTION

[002] As technology advances, consumer electronics devices tend to play larger roles due to increased functionality and mobility. For example, mobile phones, navigation devices, embedded devices, and other such devices provide a wealth of functionality beyond core applications. However, increased functionality adds difficulty to the learning curve associated with using electronic devices, and increased mobility intensifies the demand for simple mechanisms to interact with devices on the go. For example, existing systems tend to have complex human to machine interfaces, which may inhibit mass-market adoption for various technologies. For example, when a user wishes to perform a relatively simple task on a mobile phone, such as purchasing a ring tone, the user often is forced to navigate through a series of menus and press a series of buttons. In some instances, this may result in the transaction not necessarily occurring, as the user may prefer to avoid the hassles altogether. As such, there is ever-growing demand for ways to exploit technology in intuitive ways.

[003] Voice recognition software may enable a user to exploit applications and features of a device that may otherwise be unfamiliar, unknown, or difficult to use. However, many existing voice user interfaces (when they actually work) still require significant learning on the part of the user. For example, users often cannot directly issue a request for a system to retrieve information or perform an action without having to memorize specific syntaxes, words, phrases, concepts, semantic indicators, or other keywords/qualifiers. Similarly, when users are uncertain of particular needs, many existing systems do not engage the user in a productive, cooperative dialogue to resolve requests and advance a conversation. Instead, many existing speech interfaces force users to use a fixed set commands or keywords to communicate

requests in ways that systems can understand. Using existing voice user interfaces, there is virtually no option for dialogue between the user and the system to satisfy mutual goals.

[004] The lack of adequate voice user interfaces results in missed opportunities for providing valuable and relevant information to users. Not only does this potentially leave user requests unresolved, in certain instances, providers of goods and services may lose out on potential business. In an increasingly global marketplace, where marketers are continually looking for new and effective ways to reach consumers, the problems with existing voice user interfaces leaves a large segment of consumer demand unfulfilled. Furthermore, existing techniques for marketing, advertising, or otherwise calling consumers to action fail to effectively utilize voice-based information, which is one of the most natural, intuitive methods of human interaction.

[005] Existing systems suffer from these and other problems.

SUMMARY OF THE INVENTION

[006] According to various aspects of the invention, a system and method for selecting and presenting advertisements based on natural language processing of voice-based inputs is provided. A natural language voice-based input may be received by a voice user interface. The voice-based input may include a user utterance, and a request may be identified from the utterance. Appropriate action may be taken to service the request, while one or more advertisements may be selected and presented to the user. Advertisements may be selected based on various criteria, including content of the input (e.g., concepts, semantic indicators, etc.), an activity related to the input (e.g., a relation to a request, a requested application, etc.), user profiles (e.g., demographics, preferences, location, etc.), or in other ways. A user may subsequently interact with the advertisement (e.g., via a voice-based input), and action may be taken in response to the interaction. Furthermore, the interaction may be tracked to build statistical profiles of user behavior based on affinities or clusters among advertisements, user profiles, contexts, topics, semantic indicators, concepts, or other criteria.

[007] According to various aspects of the invention, advertisers may create advertisements, which may be stored in an advertisement repository. For example, advertisements may include sponsored messages, calls to action, purchase opportunities, trial downloads, or any other

marketing communication, as would be apparent to those skilled in the art. Advertisers may specify various parameters to associate with the advertisements, such as various contexts or topic concepts (e.g., semantic indicators for a "music" concept may include words such as "music," "tunes," "songs," etc.), target demographics (e.g., a preferred audience), marketing criteria or prices for insertion (e.g., dynamic or static pricing based on various marketing criteria), or other information, as would be apparent. The advertisement repository may be associated with a server, where in response to a voice-based input from a user (e.g., at a voice-enabled device), a communications link may be established with the server. Information may be extracted from the voice-based input (e.g., words in the input, applications requested by the input, etc.), and the extracted information may be correlated with user profiles, advertisement parameters, or other information to determine which advertisements to select in relation to the voice-based input. The server may subsequently communicate the selected advertisements to the user, and the server may track the user's subsequent interaction with the selected advertisements.

[008] Other objects and advantages of the invention will be apparent based on the following drawings and detailed description.

BRIEF DESCRIPTION OF THE DRAWINGS

[009] Fig. 1 illustrates a block diagram of an exemplary system for implementing a voice user interface according to various aspects of the invention.

[010] Fig. 2 illustrates a block diagram of an exemplary advertising system according to various aspects of the invention.

[011] Fig. 3 illustrates a flow diagram of an exemplary method for selecting and presenting advertisements based on voice-based inputs according to various aspects of the invention.

DETAILED DESCRIPTION

[012] Referring to Fig. 1, an exemplary system 100 for implementing a voice user interface is illustrated according to various aspects of the invention. System 100 may enable users to perform various tasks on a voice-enabled device. For example, users may control navigation

devices, media devices, personal computers, personal digital assistants, or any other device supporting voice-based inputs. System 100 may enable users to request voice-enabled devices to retrieve information or perform various tasks, among other things, using natural language voice-based inputs. For example, system 100 may interpret natural language voice-based inputs and generate responses using, among other things, techniques described in co-pending U.S. Patent Application Ser. No. 10/452,147, entitled "Systems and Methods for Responding to Natural Language Speech Utterance," filed June 3, 2003; and U.S. Patent Application Ser. No. 10,618,633, entitled "Mobile Systems and Methods for Responding to Natural Language Speech Utterance," filed June 15, 2003, both of which are hereby incorporated by reference in their entirety.

[013] According to various aspects of the invention, system 100 may receive a user input, including at least a voice-based user utterance, at an input device 105. Input device 105 may include any suitable device, or combination of devices, for receiving a voice-based input (e.g., a microphone). In various implementations, input device 105 may include a multi-modal input, such as a touch-screen interface, keypad, or other input. The received utterance may be processed by an Automatic Speech Recognizer 110. Automatic Speech Recognizer 110 may generate one or more preliminary interpretations of the utterance using various techniques. For example, Automatic Speech Recognizer 110 may interpret the utterance using techniques of phonetic dictation to recognize a stream of phonemes. Further, Automatic Speech Recognizer 110 may perform post-processing to enhance the preliminary interpretations. For example, Automatic Speech Recognizer 110 may vary interpretations of an utterance, or components of an utterance, from one context to another. Other techniques for enhancing an interpretation of a user utterance may be used, such as those described in co-pending U.S. Patent Application Ser. No. 11/513,269, entitled "Dynamic Speech Sharpening," filed August 31, which is hereby incorporated by reference in its entirety.

[014] The one or more preliminary interpretations may be provided to a conversational language processor 120. Conversational language processor 120 may include a voice search engine 125, a context determination module 130, and one or more agents 135, among other things, to enable cooperative, conversational interaction between the user and system 100.

Conversational language processor 120 may be communicatively coupled to one or more data repositories 140 and one or more applications 150. Conversational language processor 120 may generate a domain-specific conversational response, which may be returned to the user as an output 180. Output 180 may include a multi-modal output (e.g., by simultaneously returning a voice-based response and displaying information on a display device).

[015] System 100 may further include an interaction with one or more applications 150 to service one or more requests in the utterance. For example, the utterance may include one or more requests for performing an action, retrieving information, or various combinations thereof. Output 180 may include a conversational response to advance a conversation to service requests by invoking one or more applications 150, as appropriate. For example, applications 150 may include a navigation application 155, an advertising application 160, a music application, an electronic commerce application 170, and/or other applications 175. Furthermore, Automatic Speech Recognizer 110, conversational language processor 120, data repositories 140, and/or applications 150 may reside locally (e.g., on a user device), remotely (e.g., on a server), and/or hybrid local/remote processing models may be used (e.g., lightweight applications may be processed locally while computationally intensive applications may be processed remotely).

[016] Conversational language processor 120 may build long-term and/or short-term shared knowledge in one or more knowledge source. For example, shared knowledge sources may include information about previous utterances, requests, and other user interactions to inform generating an appropriate response to a current utterance. The shared knowledge may include public/non-private (i.e., environmental) knowledge, as well as personal/private (i.e., historical) knowledge. For example, conversational language processor 120 may use context determination module 130 to establish a context for a current utterance by having domain agents 135 competitively generate a context-based interpretation of the utterance (e.g., by scoring possible interpretations and selecting a highest scoring interpretation). As such, agents 135 may model various domains (e.g., navigation, music, a specific user, global users, advertising, e-commerce, etc.), and conversational language processor 120 may interpret and/or respond to a voice-based input accordingly. For example, context-based interpretations

and responses to a voice-based input may be generated using techniques described in co-pending U.S. Patent Application Ser. No. 11/197,504, entitled "Systems and Methods for Responding to Natural Language Speech Utterance," filed August 5, 2005; and U.S. Patent Application Ser. No. 11/212,693, entitled "Mobile Systems and Methods of Supporting Natural Language Human-Machine Interactions," filed August 29, 2005, both of which are hereby incorporated by reference in their entirety.

[017] Furthermore, conversational language processor 120 may support adaptive misrecognition to reinterpret a current utterance and/or one or more previous utterances. For example, information contained in a current utterance may indicate that interpretations for one or more previous utterances were incorrect, and therefore, the previous utterances may be reinterpreted to improve subsequent interpretations. Accordingly, conversational language processor 120 may use the techniques described herein, along with various other techniques, to interpret and respond to conversational, natural language utterances. Conversational language processor 120 may use various other techniques as will be apparent, such as those described in co-pending U.S. Patent Application Ser. No. 11/200,164, entitled "System and Method of Supporting Adaptive Misrecognition in Conversational Speech," filed August 10, 2005; and U.S. Patent Application Ser. No. 11/580,926, entitled "System and Method for a Cooperative Conversational Voice User Interface," filed October 16, 2006, both of which are hereby incorporated by reference in their entirety.

[018] Referring to Fig. 2, an exemplary advertising system 200 is illustrated according to various aspects of the invention. System 200 may include a server 230 for receiving one or more advertisements from an advertiser 220, wherein the advertisements may be stored in a data repository 260 associated with server 230. For example, advertisements may include sponsored messages or marketing communications, calls to action, purchase opportunities, trial downloads, coupons, or any other suitable marketing, advertising, campaign, or other information, as would be apparent to those skilled in the art. A voice-enabled device 210 may receive a voice-based input and establish communications with advertising server 230. Subsequently, advertising server 230 may select one or more advertisements from among the

advertisements stored in data repository 260, and the selected advertisements may be provided to the voice-enabled device for presentation to a user.

[019] Advertiser 220 may access advertising server 230 via an advertiser interface 245. Advertisers 220 may upload targeted advertisements to server 230 via advertiser interface 245, and server 230 may store the advertisements in data repository 260. The advertisements may include graphically-based advertisements that include banners, images, audio, video, or any suitable combination thereof. Furthermore, the advertisements may include interactive or embedded information, such as links, metadata, or computer-executable instructions, or any suitable combination thereof. Advertisers may specify criteria for a campaign or targeting information for an advertisement (e.g., a start date, an end date, budget information, geo-targeting information, conceptual or contextual information, or any other suitable criteria), which may be used to facilitate selecting an advertisement in relation to a particular voice-based input.

[020] In addition to providing interface 245 for advertisers, server 230 may include a content/action identification module 235, a user profile module 240, an advertisement selection module 250, and a tracking module 255. Users may submit voice-based requests to voice-enabled device 210, and voice-enabled device 210 may communicate information about the voice-based input to server 230. Server 230 may invoke advertisement selection module 250 to extract relevant information from about the voice-based input, where advertisement selection module 250 may select one or more advertisements relevant to the voice-based input based on information extracted using content/action identification module 235 and/or user profile module 240.

[021] For example, content/action identification module 235 may identify content of the voice-based input (e.g., words in the input), requested information (e.g., search results, a web page, music, video, graphics, or other information), requested actions (e.g., calculating a navigation route, placing a telephone call, playing a song, etc.), a category or topic related to the input (e.g., music, business, stocks, sports, navigation, movies, etc.), or other criteria to use in selecting an advertisement. Further, user profile module 240 may identify characteristics of a specific user (e.g., demographics, personal preferences, location-based information, etc.),

global user profiles (e.g., demographic profiles, click-through rates, etc.), or other criteria to use in selecting an advertisement. Moreover, advertisement selection module 250 may account for where a request originates from. For example, advertisements may be selected based on a default user location (e.g., identified from a user profile), current geolocation information (e.g., identified from a navigation device), whether an affiliate or partner of server 230 initiated the request, or other criteria.

[022] For instance, a user may request airline reservations via voice-enabled device 210, and content/action identification module 235 may identify specific words used in the request, a category related to the request (e.g., travel, airlines, hotels, etc.), or other information. Furthermore, user profile module 240 may identify relevant characteristics of the user (e.g., user-specific demographics, location information, preferred airlines or hotels, etc.), as well as global user characteristics (e.g., most popular airlines). In various implementations, advertisements may be selected by assigning a score to each advertisement (e.g., based on click-through rates, relevance metrics, target audiences, etc.). As such, advertisement selection module 250 may correlate the information about the request to select advertisements stored in data repository 260, and server 230 may communicate the selected advertisements to voice-enabled device 210. Furthermore, selected advertisements may be presented according to a predetermined ordering or ranking (e.g., based on a ranking of relevance to an advertisement).

[023] In various implementations, advertisement selection module 250 may retrieve a predetermined number of advertisements for any given request. Furthermore, the selected advertisements may depend upon a presentation format. For example, advertisements may be selected based on an amount of available space on a display of voice-enabled device 210 and/or a size/shape of the selected advertisements. In another example, voice-based advertisements may be selected and presented to the user audibly (e.g., a "hands-free" advertisement may be preferred when voice-enabled device 210 is a telematics device).

[024] Furthermore, the user's subsequent interaction with an advertisement may be tracked using tracking module 255. For example, tracking module 255 may determine whether a conversion or click-through occurs for each advertisement presented to users. Further, tracking module 255 may maintain accounting and/or billing information associated with advertisers

220. For example, advertisers 220 may specify a maximum insertion cost, a cost-per-click-through, an average insertion cost, or other criteria specifying a budget constraint for an advertisement. As such, tracking module 255 may track which advertisements are selected and/or presented, which advertisements result in a conversion or click-through, whether a click-through or conversion results in a transaction or sale, associations between advertisements and users, requests, concepts, semantic indicators, and/or other criteria. For example, tracking user interaction with advertisements may be used to build user-specific and/or global statistical profiles that map or cluster advertisements to topics, semantic indicators, contexts, concepts, etc. based on user behavior, demographics, targeting constraints, content of advertisements, content of requests, actions associated with requests, or other statistically relevant information. Accordingly, the tracking information may be used to bill or invoice advertisers 220, as well as to improve subsequent performance and relevance of advertisements selected using advertisement selection module 250. Other techniques and features of selecting and presenting advertisements based on voice-based inputs may suitably be employed, as would be apparent.

[025] Referring to Fig. 3, an exemplary method for selecting and presenting advertisements based on a voice-based input is illustrated according to various aspects of the invention. The method may begin in an operation 305, where a voice-based input, including at least a user utterance, may be received at a voice user interface. The voice user interface may include any suitable mechanism for receiving the utterance (e.g., a microphone), and may interface with any suitable voice-enabled device, as would be apparent, including personal navigation devices, personal digital assistants, media devices, telematics devices, personal computers, mobile phones, or others.

[026] Subsequently, one or more requests included in the voice-based input may be identified in an operation 310. For example, the requests may include requests to retrieve information, perform tasks, explore or gather information, or otherwise interact with a system or device. For example, a voice-based input to a navigation device may include a request to calculate a route or retrieve location-based information. In another example, a voice-based input to a mobile phone may include a request to place a telephone call, purchase a ringtone, or record a

voice-memo. Furthermore, in various implementations, voice-based inputs may include multiple requests, multi-modal requests, cross-device requests, cross-application requests, or other types of requests. For example, an utterance received in operation 305 may be: "Get me a route to Chang's Restaurant, and call them so I can make a reservation." The utterance may thus include multiple requests, including cross-device requests (e.g., calculate a route using a navigation device, and make a telephone call using a mobile phone), as well as cross-application requests (e.g., search for an address and/or phone number using a voice search engine, and calculate a route using a navigation application).

[027] The requests may be part of a conversational interaction between a user and a system or device, whereby an interpretation of requests in a current utterance may be based upon previous utterances in a current conversation, utterances in previous conversations, context-based information, local and/or global user profiles, or other information. For example, a previous request may be reinterpreted based on information included in subsequent requests, a current request may be interpreted based on information included in previous requests, etc. Furthermore, the conversational interaction may take various forms, including query-based conversations, didactic conversations, exploratory conversations, or other types of conversations. For example, the conversational language processor may identify a type of conversation, and information may be extracted from the utterance accordingly to identify the one or more requests in operation 310. Moreover, the conversational language processor may determine whether any of the requests are incomplete or ambiguous, and action may be taken accordingly (e.g., a system response may prompt a user to clarify an incomplete and/or ambiguous request). The conversational language processor may therefore use various techniques to identify a conversation type, interpret utterances, identify requests, or perform other tasks, such as those described in the aforementioned co-pending patent applications, which are hereby incorporated by reference in their entirety.

[028] Upon identifying the one or more requests, action may be taken based on the identified requests in an operation 315, while one or more advertisements may be selected in an operation 320 (described in greater detail below). For example, one or more context-appropriate applications may be invoked to service the requests in operation 315 (e.g., a voice

search engine, a navigation application, an electronic commerce application, or other application may be invoked depending upon the request). Furthermore, in operation 320, information may be communicated to an advertising server to select one or more advertisements related to the request. Thus, as shown in Fig. 3, taking action in operation 315 and selecting advertisements in operation 320 may be related operations (e.g., advertisements may be selected to help in interpreting incomplete and/or ambiguous requests).

[029] Upon taking action in operation 315 (e.g., to service the request) and selecting one or more advertisements in operation 320 (e.g., in relation to the request), an output may be presented to the user in operation 325. The output may indicate a result of the action associated with operation 315. For example, the output may include requested information, an indication of whether a requested task was successfully completed, whether additional information is needed to service the request (e.g., including a prompt for the information), or other information relating to an action based on the request. Furthermore, the output may include advertisements, as selected in operation 320. For example, the output may include text-based, graphic-based, video-based, audio-based, or other types of advertisements, as would be apparent to those skilled in the art. Further, the output may include other types of advertisements, including calls to action (e.g., a location-based coupon or purchase opportunity, trial downloads, or other actionable advertising or marketing).

[030] Advertisements may be selected in relation to a request based on various criteria. For example, an advertisement may be selected based on words or other content of the request, relevant words or content related to the words or content of the request, etc. In another example, the advertisement may be selected based on requested tasks/information (e.g., a request for movie showtimes may result in an advertisement being selected for a particular theater). In yet another example, the advertisement may be selected based on a topic or category associated with the requested tasks/information (e.g., a request to purchase airline tickets may result in an advertisement being selected for a hotel in a destination associated with a reserved flight). In still other examples, the advertisement may be selected based on location information, (e.g., advertisements may be selected based on a proximity to a user geolocation identified using a navigation device), user-specific and/or global user profiles (e.g.,

advertisements may be selected based on user-specific and/or global preferences, advertiser campaign criteria, etc.).

[031] Content of a voice-based input may be determined based on various criteria, including contextual or conceptual information (e.g., semantic indicators, qualifiers, or other information). For example, a given concept may include various semantically equivalent indicators having an identical meaning. Thus, for instance, a voice-based input may be "Play some tunes!" or "Play some music!" or other variants thereof, each of which may be interpreted as relating to a specific idea (or concept) of "Music." Thus, concept or content information in a request may be used to select an advertisement. For example, a user may request to calculate a route in Seattle, Washington (e.g., "How do I get to the Space Needle?"). Based on a context of the requested task (e.g., "Navigation," "Seattle," etc.), a voice search engine may retrieve an address of the Space Needle and a navigation application may calculate the route. Furthermore, user profile information may indicate that the user is visiting Seattle from out-of-town (e.g., the profile may indicate that the user's home is Sacramento), and therefore, an advertisement for popular points-of-interest in Seattle may be selected. In another example, the user may request information about a sporting event (e.g., "Get me the kickoff time for the Eagles game on Sunday"). Based on a context of the requested information (e.g., "Search," "Sports," "Philadelphia," etc.), the requested information may be retrieved, while an advertisement for Eagles apparel or memorabilia may be selected.

[032] In various instances, concepts, semantic indicators, qualifiers, or other information included in, or inferred from, a request may indicate an exploratory nature for the request. In other words, the exploratory request may identify a goal for a conversation, instead of a particular task to perform or information to retrieve. As such, in various implementations, an advertisement may be selected in operation 320 in an effort to advance the conversation towards the goal. For example, an exploratory request may include a request for a navigation route (e.g., "I feel like going to a museum, find me something interesting"). Based on a context of the requested task (e.g., "Navigation," "Points of Interest," etc.), the goal of the conversation may be identified, and the request may be serviced in operation 315 (e.g., a voice search engine may locate nearby points of interest based on user preferred topics). Further, the advertising

application may select an appropriate advertisement in operation 320, where the advertisement may be selected in an attempt to advance the conversation towards the goal. For example, statistical profiles (e.g., user profiles, global profiles, topic-based profiles, etc.) may reflect an affinity between an advertisement for a particular museum and other users sharing similar demographics or other characteristics with the requesting user. Thus, in addition to retrieving information about museums in operation 315, an advertisement for a museum likely to be of interest to the user may be selected in operation 320.

[033] In various instances, a request may include incomplete, ambiguous, unrecognized, or otherwise insufficient semantic indicators, context, qualifiers, or other information needed to identify the request. In other words, the request may include inadequate information to identify or infer a task to perform, information to retrieve, or a goal for a conversation. Thus, as much information as possible may be extracted and/or inferred from the request based on shared knowledge such as context, user or global profile information, previous utterances, previous conversations, etc. As such, servicing the request may include generating a response and/or communicating with an advertising application to advance a conversation toward a serviceable request. For example, servicing the request in operation 315 and selecting an advertisement in operation 320 may include generating a response and/or selecting an advertisement to frame a subsequent user input, thereby advancing the conversation.

[034] For example, the request may include incomplete, ambiguous, or unrecognized information (e.g., "Do you know [*mumbled words*] Seattle?"). A context of the requested task may be identified (e.g., "Seattle"), yet the identified context may be insufficient to adequately take action to service the request. Additional information may be inferred based on previous utterances in the conversation, profile information, or other information. However, when the additional information fails to provide adequate information to infer a reasonable hypothesis, servicing the request in operation 315 may include generating a response to frame a subsequent user input and advance the conversation (e.g., information about various topics may be retrieved based on a user's preferred topics). Further, the advertising application may select an advertisement in operation 320 to advance the conversation (e.g., advertisements may be selected based on user and/or global profiles reflecting an affinity between certain

advertisements associated with Seattle and user preferences, profiles, etc.). Thus, by selecting an advertisement, indicating dissatisfaction with an advertisement, or otherwise interacting with an advertisement, the interaction may be used to build context and shared knowledge for a subsequent course of the conversation. For example, a user may select an advertisement, and an interpretation of a subsequent voice-based input (e.g., "Call them," "What's the price range?" etc.) may be interpreted with shared knowledge of the advertisement that the voice-based input relates to. Thus, advertisements may be used in a way that enables advertisers to market to consumers, while also improving the consumers' interaction with a device. Other advantages will be apparent to those skilled in the art.

[035] It will be apparent that operation 320 may use various techniques to select advertisements based on voice-based inputs and/or requests included therein. For example, an advertiser may specify a target audience, marketing criteria, campaign strategies, budget constraints, concepts, semantic indicators, related topics, categories, and/or any other suitable information to associate with an advertisement. For instance, advertisers may pay a premium to prioritize an advertisement in relation to similar advertisements (e.g., advertisements associated with competitors). In another example, various statistical profiles may define affinities between advertisements, topics, users, etc. (e.g., based on click-through or conversion rates, or other tracking information, as described in more detail below). Thus, advertisements may be selected in operation 320 using various techniques, including content of the request, an activity/action associated with the request, user profiles, user preferences, statistical metrics, advertiser-specified criteria, to advance a conversation, to resolve ambiguous requests, or in various other ways, as will be apparent.

[036] The output presented to the user in operation 325 may be provided to the user in various ways. For example, in various implementations, the output may include a voice-based or otherwise audible response. In another example, when an associated device includes a display mechanism, the output may be displayed on the display device. It will be apparent that many combinations or variants thereof may be used, such as augmenting a voice-based response with information on a display device. For example, a user may request information about restaurants, and an advertisement may be selected based on a user preference indicating

a favorite type of restaurant (e.g., a Chinese restaurant may be selected based on a user profile indicating a preference for Chinese). Therefore, in one example, the output presented in operation 325 may display information about various restaurants matching the requested information, while a voice-based advertisement for the Chinese restaurant may be played to the user (e.g., via a speaker or other suitable mechanism for playing voice back to the user). Many other variations will be apparent (e.g., a graphical advertisement may be displayed on a display device, while a corresponding or different voice-based advertisement may be played audibly).

[037] Subsequent interaction between the user and the presented advertisements may be monitored in a decisional operation 330. For instance, when the user elects to interact with the advertisement, action may be taken based on the interaction in an operation 335. The interaction may take various forms, including additional voice-based inputs or other suitable mechanisms for interacting with advertisements (e.g., clicking on an advertisement displayed on a personal digital assistant using an associated stylus). For example, a user may initially request information from a voice-enabled media device (e.g., a satellite radio player) about a song currently playing (e.g., "What is this song?"). In addition to outputting the requested information about the song (e.g., "This song is Double Barrel by Dave and Ansel Collins."), a selected advertisement may enable the user to purchase a ringtone for a mobile phone that corresponds to the song. In this example, the interaction may include a request to purchase the ringtone (e.g., "Yeah, I'll buy that"), and action taken in operation 335 may include completing a transaction for the ringtone and/or downloading the ringtone to the mobile phone. Furthermore, additional advertisements may be selected in an operation 340 based on the interaction, using similar techniques as described in connection with operation 320 (e.g., advertisements for additional ringtones, similar musicians, etc. may be selected). Processing may subsequently return to operation 325 to present output resulting from the interaction.

[038] User advertisement interaction may be tracked in an operation 345. For example, operation 345 may track historical data about users, conversations, topics, contexts, or other criteria to associate information with the selected advertisement. The tracking information may therefore be used to build statistical profiles defining affinities, click-through or conversion

rates, or other information about various advertisements, topics, or other criteria on a user-specific and/or a global-user level. Thus, clusters or mappings may be created between advertisements, topics, concepts, demographics, or other criteria based on user behavior with the advertisements (e.g., whether a user interacts with the advertisement in operation 330).

[039] For instance, certain advertisements may experience high click-through rates in relation to a first context and/or topic, but low click-through rates in relation to a second context and/or topic, and therefore, when requests relate to the first context and/or topic, the advertisement may be more likely to be selected in subsequent operations 320/340. In another example, global statistical profiles may indicate that an advertisement experiences more click-throughs by users of a particular demographic, and therefore, the advertisement may be more likely to be selected for users falling within the demographic. Many different techniques for tracking and building statistical profiles will be apparent.

[040] Implementations of the invention may be made in hardware, firmware, software, or any combination thereof. The invention may also be implemented as instructions stored on a machine-readable medium, which may be read and executed by one or more processors. A machine-readable medium may include any mechanism for storing or transmitting information in a form readable by a machine (e.g., a computing device). For example, a machine-readable storage medium may include read only memory, random access memory, magnetic disk storage media, optical storage media, flash memory devices, and others, and a machine-readable transmission media may include forms of propagated signals, such as carrier waves, infrared signals, digital signals, and others. Further, firmware, software, routines, or instructions may be described in the above disclosure in terms of specific exemplary aspects and implementations of the invention, and performing certain actions. However, it will be apparent that such descriptions are merely for convenience and that such actions in fact result from computing devices, processors, controllers, or other devices executing the firmware, software, routines, or instructions.

[041] Aspects and implementations may be described as including a particular feature, structure, or characteristic, but every aspect or implementation may not necessarily include the particular feature, structure, or characteristic. Further, when a particular feature, structure, or

characteristic is described in connection with an aspect or implementation, it will be apparent to effect such feature, structure, or characteristic in connection with other aspects or implementations whether or not explicitly described. Thus, various changes and modifications may be made, without departing from the scope and spirit of the invention. The specification and drawings are to be regarded as exemplary only, and the scope of the invention is to be determined solely by the appended claims.

CLAIMS

What is claimed is:

1. A method for selecting and presenting advertisements in response to voice-based inputs, the method comprising:

receiving a voice-based input, the received input including a request;

retrieving information from at least one knowledge source based on the received request;

selecting an advertisement based on the received request and the retrieved information; and

presenting the selected advertisement to a user.

2. The method of claim 1, wherein the retrieved information is related to one or more of content of the voice-based input, an action associated with the request, a location of the user, a user-specific profile, or a global user profile.

3. The method of claim 1, wherein selecting the advertisement includes identifying an advertisement related to resolving the request when the received input includes insufficient information to resolve the request.

4. The method of claim 1, further comprising tracking an interaction between the user and the presented advertisement.

5. The method of claim 4, wherein the tracking is used to build statistical profiles of one or more users.

6. The method of claim 5, wherein the statistical profiles identify affinities among one or more advertisements, concepts, categories, and/or user profiles.

7. The method of claim 4, wherein the tracking is used to build a context for interpreting subsequent voice-based inputs.

8. The method of claim 4, further comprising taking an action in response to the interaction.

9. The method of claim 8, wherein the action includes performing a task and/or retrieving information based on the interaction.

10. The method of claim 1, wherein the at least one knowledge source includes public information generic to the user, and private information specific to the user.

11. A system for selecting and presenting advertisements in response to voice-based inputs, the system comprising:

at least one input device that receives a voice-based input, the received input including a request; and

at least one processor operable to:

retrieve information from at least one knowledge source based on the received request;

select an advertisement based on the received request and the retrieved information; and

present the selected advertisement to a user.

12. The system of claim 11, wherein the retrieved information is related to one or more of content of the voice-based input, an action associated with the request, a location of the user, a user-specific profile, or a global user profile.

13. The system of claim 11, wherein selecting the advertisement includes identifying an advertisement related to resolving the request when the received input includes insufficient information to resolve the request.

14. The system of claim 11, further comprising tracking an interaction between the user and the presented advertisement.

15. The system of claim 14, wherein the tracking is used to build statistical profiles of one or more users.

16. The system of claim 15, wherein the statistical profiles identify affinities among one or more advertisements, concepts, categories, and/or user profiles.

17. The system of claim 14, wherein the tracking is used to build a context for interpreting subsequent voice-based inputs.

18. The system of claim 14, further comprising taking an action in response to the interaction.

19. The system of claim 18, wherein the action includes performing a task and/or retrieving information based on the interaction.

20. The system of claim 11, wherein the at least one knowledge source includes public information generic to the user, and private information specific to the user.

ABSTRACT

A system and method for selecting and presenting advertisements based on natural language processing of voice-based inputs is provided. A user utterance may be received at an input device, and a conversational, natural language processor may identify a request from the utterance. At least one advertisement may be selected and presented to the user based on the identified request. The advertisement may be presented as a natural language response, thereby creating a conversational feel to the presentation of advertisements. The request and the user's subsequent interaction with the advertisement may be tracked to build user statistical profiles, thus enhancing subsequent selection and presentation of advertisements.

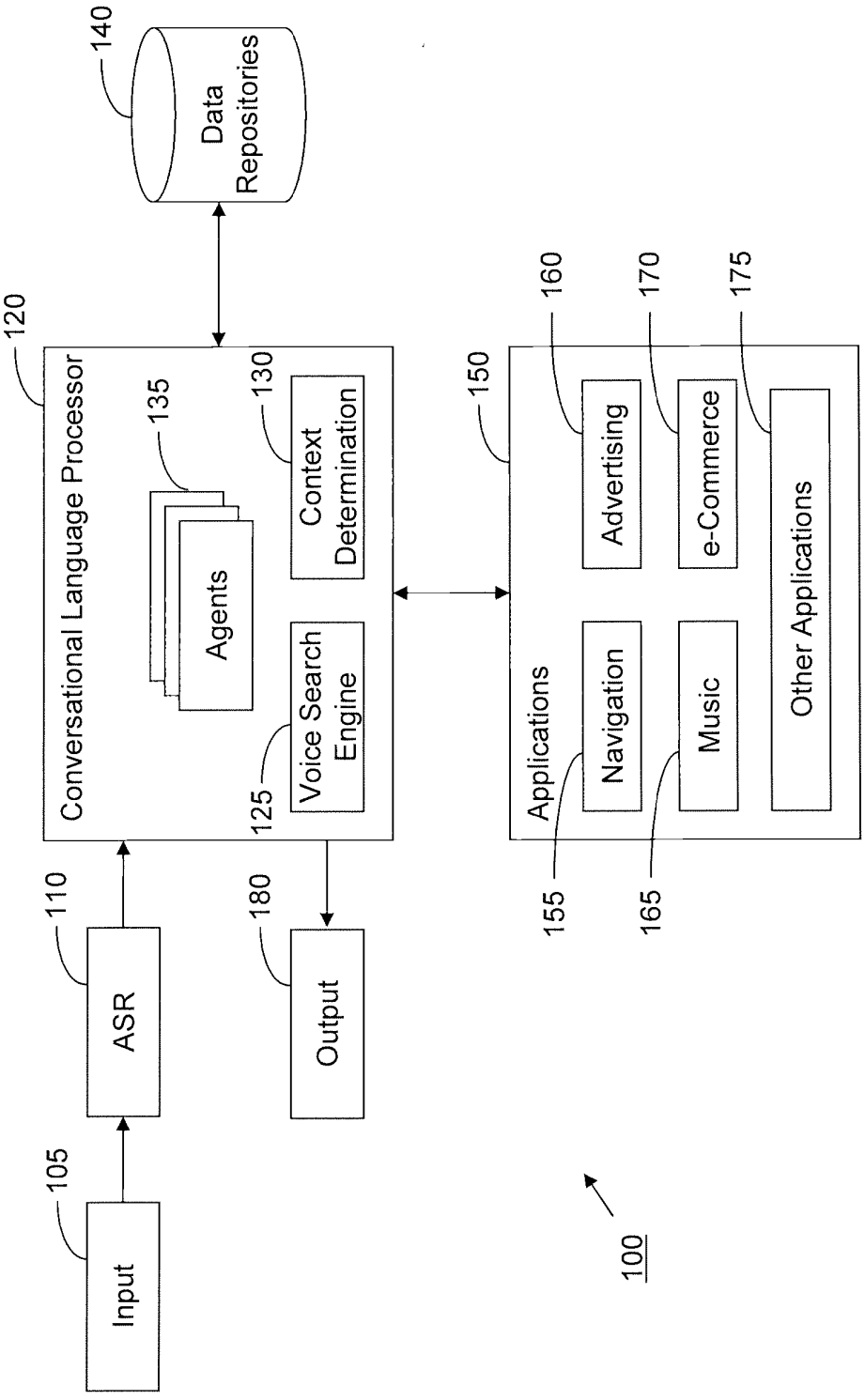

140
Data Repositories
120
Conversational Language Processor
135
Agents
130
Context Determination
Voice Search Engine
125
150
Applications
160
Advertising
170
e-Commerce
175
Other Applications
Navigation
155
Music
165
110
ASR
180
Output
105
Input
100

Fig. 1

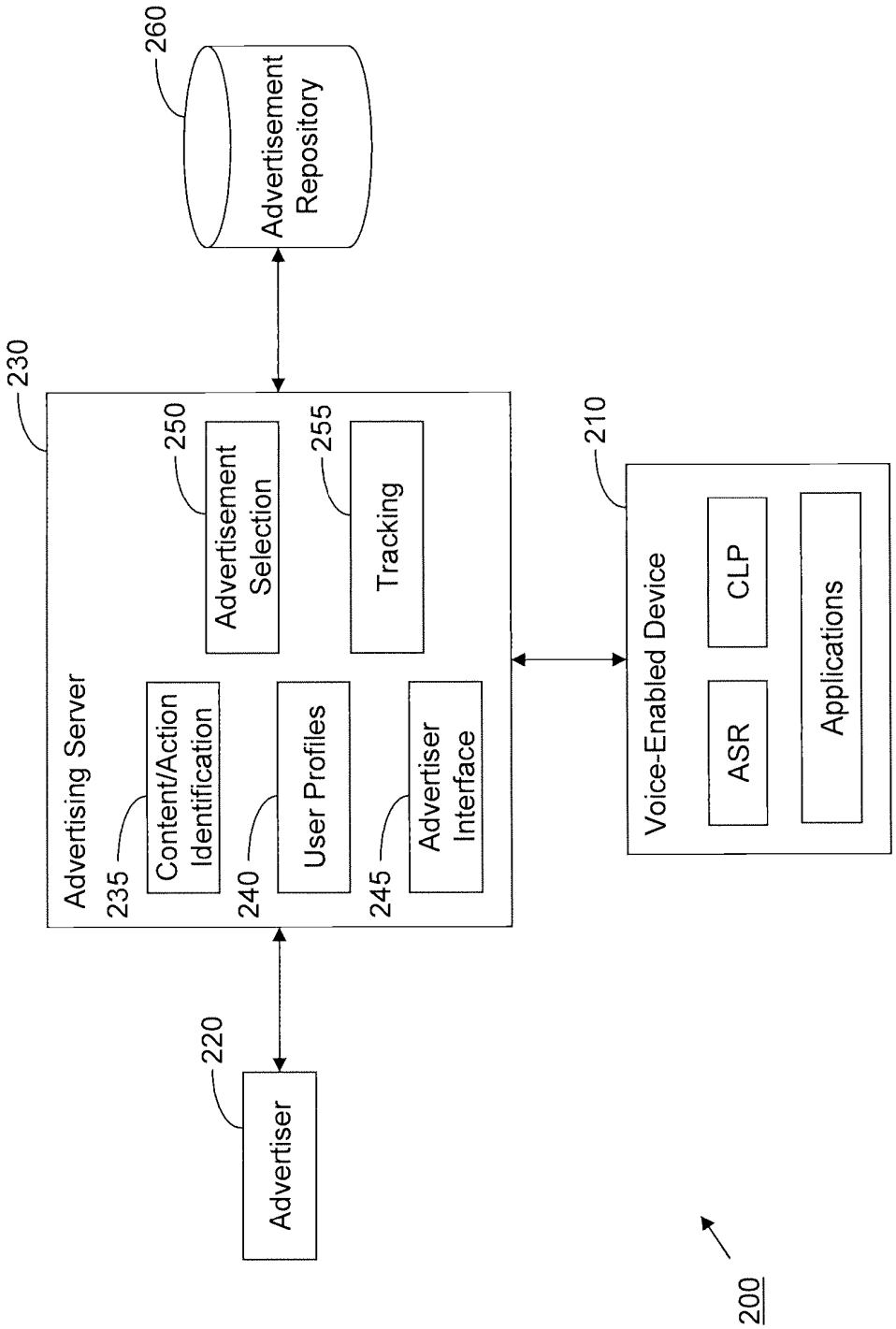

260
Advertisement Repository
230
Advertising Server
250
Advertisement Selection
255
Tracking
235
Content/Action Identification
240
User Profiles
245
Advertiser Interface
210
Voice-Enabled Device
ASR
CLP
Applications
220
Advertiser
200

Fig. 2

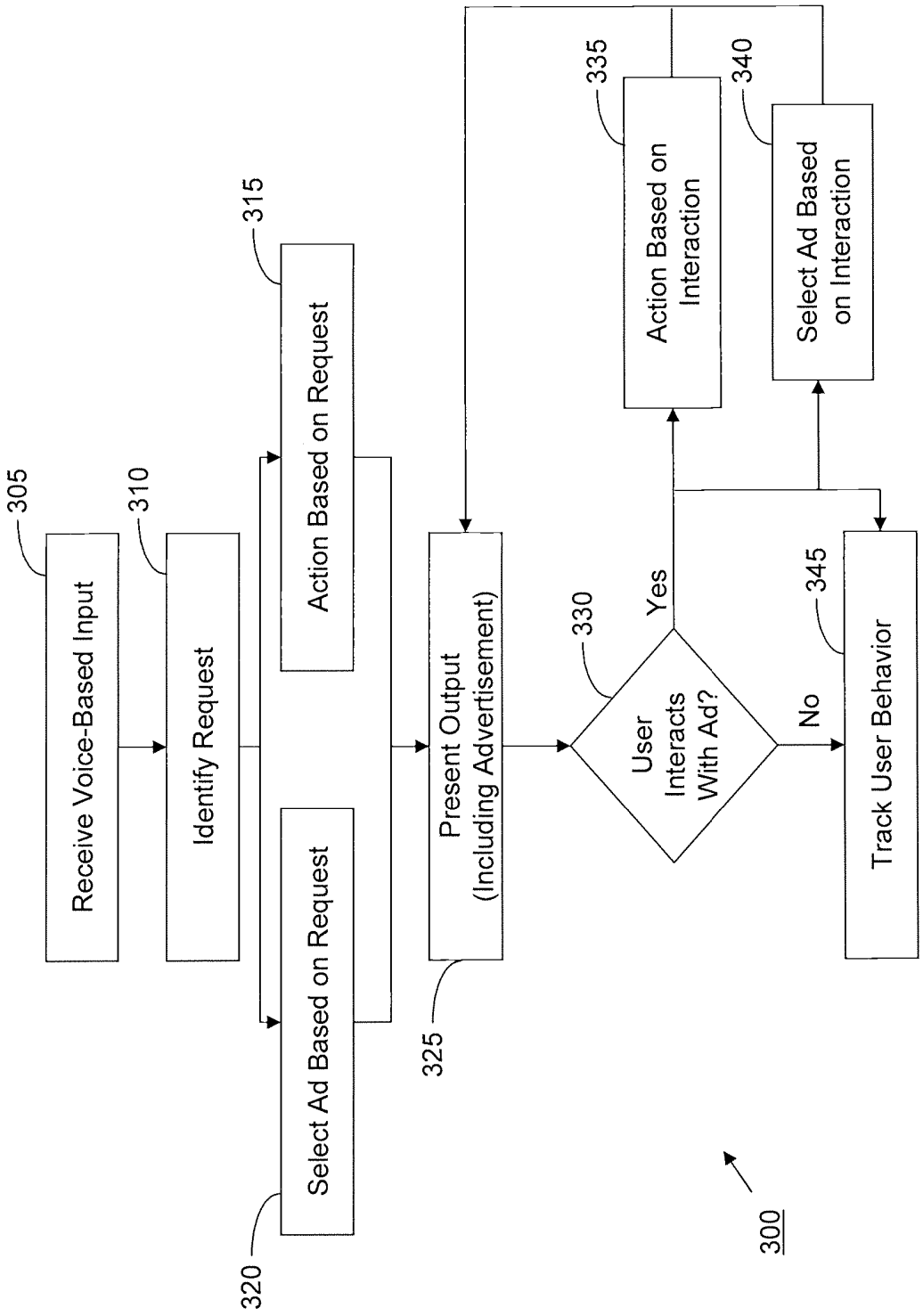

Receive Voice-Based Input
305
Identify Request
310
Action Based on Request
315
Select Ad Based on Request
320
Present Output (Including Advertisement)
325
User Interacts With Ad?
330
Yes
No
Action Based on Interaction
335
Select Ad Based on Interaction
340
Track User Behavior
345
300

Fig. 3

Electronic Patent Application Fee Transmittal

Application Number:	
Filing Date:	
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	TOM FREEMAN
Filer:	Syed Jafar Ali
Attorney Docket Number:	090611-0358957

Filed as Small Entity

Utility Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Utility filing Fee (Electronic filing)	4011	1	75	75
Utility Search Fee	2111	1	250	250
Utility Examination Fee	2311	1	100	100
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**425**

Electronic Acknowledgement Receipt

EFS ID:	1493518
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	TOM FREEMAN
Customer Number:	00909
Filer:	Syed Jafar Ali
Filer Authorized By:	
Attorney Docket Number:	090611-0358957
Receipt Date:	06-FEB-2007
Filing Date:	
Time Stamp:	11:45:23
Application Type:	Utility

Payment information:

Submitted with Payment	yes
Payment was successfully received in RAM	$425
RAM confirmation Number	1627
Deposit Account	033975
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 C.F.R. Section 1.16 and 1.17	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)	Multi Part /.zip	Pages (if appl.)
1		0358957Appln.pdf	1116445	yes	28

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Transmittal of New Application	1	2
	Application Data Sheet	3	4
	Specification	5	21
	Claims	22	24
	Abstract	25	25
	Drawings	26	28

Warnings:

Information:

2	Fee Worksheet (PTO-06)	fee-info.pdf	8442	no	2

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

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

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

PTO/SB/06 (12-04)
Approved for use through 7/31/2006. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD
Substitute for Form PTO-875

Application or Docket Number: 11/671,526

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))							300
SEARCH FEE (37 CFR 1.16(k), (i), or (m))							500
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))							200
TOTAL CLAIMS (37 CFR 1.16(i))	20 minus 20 =	*	X$ 25		OR	X$50	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	2 minus 3 =	*	X$100			X$200	
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))			N/A			N/A	
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	425		TOTAL	

APPLICATION AS AMENDED – PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
AMENDMENT A	Total (37 CFR 1.16(i))	*	Minus	**	=	X =		OR	X =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X =		OR	X =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					N/A		OR	N/A	
						TOTAL ADD'T FEE		OR	TOTAL ADD'T FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
AMENDMENT B	Total (37 CFR 1.16(i))	*	Minus	**	=	X =		OR	X =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X =		OR	X =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					N/A		OR	N/A	
						TOTAL ADD'T FEE		OR	TOTAL ADD'T FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

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

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

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
11/671,526	02/06/2007	2614	425	090611-0358957	3	20	2

CONFIRMATION NO. 9176

909
PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA22102

FILING RECEIPT

Date Mailed: 02/28/2007

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. 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 mail to the Commissioner for Patents P.O. Box 1450 Alexandria Va 22313-1450. 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 (if appropriate).**

Applicant(s)

Tom Freeman, Mercer Island, WA;
Mike Kennewick, Bellevue, WA;

Power of Attorney: None

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 02/27/2007

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US11/671,526**

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

Non-Publication Request: No

Early Publication Request: No

** SMALL ENTITY **

Title

SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

Preliminary Class

379

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.

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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 (1-866-999-4158).

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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

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NOT GRANTED

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APPLICATION NUMBER	FILING OR 371 (c) DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
11/671,526	02/06/2007	Tom Freeman	090611-0358957

CONFIRMATION NO. 9176

909
PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

FORMALITIES LETTER

Date Mailed: 02/28/2007

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 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 oath or declaration is missing. *A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.*
  Note: If a petition under 37 CFR 1.47 is being filed, an oath or declaration in compliance with 37 CFR 1.63 signed by all available joint inventors, or if no inventor is available by a party with sufficient proprietary interest, is required.

The applicant needs to satisfy supplemental fees problems indicated below.

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

- To avoid abandonment, a surcharge (for late submission of filing fee, search fee, examination fee or oath or declaration) as set forth in 37 CFR 1.16(f) of $65 for a small entity in compliance with 37 CFR 1.27, must be submitted with the missing items identified in this letter.

SUMMARY OF FEES DUE:

Total additional fee(s) required for this application is **$65** for a small entity

- **$65** Surcharge.

Replies should be mailed to: Mail Stop Missing Parts
Commissioner for Patents

P.O. Box 1450
Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web.
https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html

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

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

Office of Initial Patent Examination (571) 272-4000, or 1-800-PTO-9199, or 1-800-972-6382
PART 3 - OFFICE COPY

APR 20 2007
PATENT & TRADEMARK OFFICE

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	ATTORNEY DOCKET NUMBER
11/671,526	02/06/2007	Tom Freeman	090611-0358957

CONFIRMATION NO. 9176

909
PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

FORMALITIES LETTER

Date Mailed: 02/28/2007

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 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 oath or declaration is missing. *A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.*
  Note: If a petition under 37 CFR 1.47 is being filed, an oath or declaration in compliance with 37 CFR 1.63 signed by all available joint inventors, or if no inventor is available by a party with sufficient proprietary interest, is required.

The applicant needs to satisfy supplemental fees problems indicated below.

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

- To avoid abandonment, a surcharge (for late submission of filing fee, search fee, examination fee or oath or declaration) as set forth in 37 CFR 1.16(f) of $65 for a small entity in compliance with 37 CFR 1.27, must be submitted with the missing items identified in this letter.

SUMMARY OF FEES DUE:

Total additional fee(s) required for this application is **$65** for a small entity

- **$65** Surcharge.

04/23/2007 MAHMED1 00000133 033975 11671526
01 FC:2051 65.00 DA

Replies should be mailed to: Mail Stop Missing Parts
Commissioner for Patents

P.O. Box 1450
Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web.
https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html

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

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

Office of Initial Patent Examination (571) 272-4000, or 1-800-PTO-9199, or 1-800-972-6382
PART 2 - COPY TO BE RETURNED WITH RESPONSE

OIPE IAP44
APR 20 2007
PATENT & TRADEMARK OFFICE

Attorney Docket: 090611-0358957

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re PATENT APPLICATION of: Tom FREEMAN *et al.*

Application No.: 11/671,526 Confirmation No: 9176

Filed: February 6, 2007 Group Art Unit: 2614

Title: SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

RESPONSE TO NOTICE TO FILE MISSING PARTS

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

Sir:

In response to the Notice to File Missing Parts of Application mailed February 28, 2007, a copy of which is enclosed, Applicants herewith submit the following:

Executed Combined Declaration and Power of Attorney of Inventors
Assignment and Recordation Cover Sheet

Please see attached PTO/SB/17 for payment of fees.

Applicants are entitled to claim small entity status.

Respectfully submitted,

Date: April 20, 2007 PILLSBURY WINTHROP SHAW PITTMAN LLP

By _____
Syed Jafar Ali
Registration No. 58780
Telephone: 703.770.7541

P.O. Box 10500
McLean, VA 22102
Customer No.: 00909

400560439v1

OIPE MAP44 APR 20 2007 PATENT & TRADEMARK OFFICE

PTO/SB/17 (01-06)
Approved for use through 07/31/2006. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number

Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEE TRANSMITTAL
For FY 2006

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT ($) 65.00

Complete if Known	
Application Number	11/671,526
Filing Date	February 6, 2007
First Named Inventor	TOM FREEMAN
Examiner Name	
Art Unit	2614
Attorney Docket No.	090611-0358957

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____

☒ Deposit Account Deposit Account Number: 033975 Deposit Account Name: PILLSBURY WINTHROP SHAW PITTMAN LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, **except for the filing fee**

☒ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

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

FEE CALCULATION (All the fees below are due upon filing or may be subject to a surcharge.)

1. BASIC FILING, SEARCH, AND EXAMINATION FEES

	FILING FEES		SEARCH FEES		EXAMINATION FEES		
		Small Entity		Small Entity		Small Entity	
Application Type	**Fee ($)**	**Fee ($)**	**Fee ($)**	**Fee ($)**	**Fee ($)**	**Fee ($)**	**Fees Paid ($)**
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES

Fee Description	Fee ($)	Small Entity Fee ($)
Each claim over 20 (including Reissues)	50	25
Each independent claim over 3 (including Reissues)	200	100
Multiple dependent claims	360	180

Total Claims _____ - 20 or HP = _____ x _____ = _____ **Extra Claims** **Fee ($)** **Fee Paid ($)**

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims _____ - 3 or HP = _____ x _____ = _____ **Extra Claims** **Fee ($)** **Fee Paid ($)**

HP = highest number of independent claims paid for, if greater than 3.

Multiple Dependent Claims **Fee ($)** _____ **Fee Paid ($)** _____

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is $250 ($125 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).

Total Sheets _____ - 100 = _____ **Extra Sheets** / 50 = _____ **Number of each additional 50 or fraction thereof** (round **up** to a whole number) x **Fee ($)** 125.00 = **Fee Paid ($)** 0.00

4. OTHER FEE(S) **Fees Paid ($)**

Non-English Specification, $130 fee (no small entity discount) _____

Other (e.g., late filing surcharge): Surcharge for late filing of Declaration 65.00

SUBMITTED BY

Signature		Registration No. (Attorney/Agent)	58780	Telephone	703.770.7541
Name (Print/Type)	Syed Jafar Ali			Date	April 20, 2007

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, 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.

OIPE IAP44 APR 20 2007 PATENT & TRADEMARK OFFICE

FOR UTILITY
ORIGINAL
DECLARATION

RULE 63 (37 C.F.R. 1.63)
DECLARATION AND POWER OF ATTORNEY
FOR PATENT APPLICATION
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

As a below named inventor, I hereby declare that my residence, post office address and citizenship are as stated below next to my name, and I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT, the specification of which was filed on February 6, 2007 as U.S. Application No. 11/671,526.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose all information known to me to be material to patentability as defined in 37 C.F.R. 1.56. Except as noted below, I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT International Application which designated at least one other country than the United States, listed below and have also identified below any foreign application for patent or inventor's certificate, or PCT International Application, filed by me or my assignee disclosing the subject matter claimed in this application and having a filing date (1) before that of the application on which priority is claimed, or (2) if no priority claimed, before the filing date of this application:

PRIOR FOREIGN APPLICATION(S)

Number	Country	Filed	Date First Laid Open Or Published	Date Patented or Granted	Priority Claimed

Except as noted below, I hereby claim domestic priority benefit under 35 U.S.C. 119(e) or 120 and/or 365(c) of the indicated United States applications listed below and PCT international applications listed above or below and, if this is a continuation-in-part (CIP) application, insofar as the subject matter disclosed and claimed in this application is in addition to that disclosed in such prior applications, I acknowledge the duty to disclose all information known to me to be material to patentability as defined in 37 C.F.R. 1.56 which became available between the filing date of each such prior application and the national or PCT international filing date of this application:

PRIOR U.S. PROVISIONAL, NONPROVISIONAL AND/OR PCT APPLICATION(S)

Application Number	Filed	Status pending, abandoned, patented	Priority Claimed

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

And I hereby appoint Pillsbury Winthrop Shaw Pittman LLP, Intellectual Property Group, (to whom all communications are to be directed), and persons of that firm who are associated with USPTO Customer No. 00909 individually and collectively my attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith and with the resulting patent, and I hereby authorize them to delete from that Customer No. names of persons no longer with their firm, to add new persons of their Firm to that Customer No., and to act and rely on instructions from and communicate directly with the person/assignee/attorney/firm/ organization who/which first sends/sent this case to them and by whom/which I hereby declare that I have consented after full disclosure to be represented unless/until I instruct the above Firm and/or an attorney of that Firm in writing to the contrary.

Power of Attorney to Customer Number 00909

INVENTOR'S SIGNATURE: _____ **Date:** 2/16/07

Name	TOM		FREEMAN
	First	Middle Initial	Family Name
Residence	Mercer Island	WA	United States of America
	City	State/Foreign Country	Country of Citizenship
Mailing Address	6735 83rd Avenue, S.E., Mercer Island, WA 98040		

INVENTOR'S SIGNATURE: _____ **Date:** 2-12-07

Name	MIKE		KENNEWICK
	First	Middle Initial	Family Name
Residence	Bellevue	WA	United States of America
	City	State/Foreign Country	Country of Citizenship
Mailing Address	13407 NE 37th Place, Bellevue, WA 98005		

Atty. Dkt. No. 090611-0358957

400525328v1

APR 20 2007
PATENT & TRADEMARK OFFICE

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	ATTORNEY DOCKET NUMBER
11/671,526	02/06/2007	Tom Freeman	090611-0358957

CONFIRMATION NO. 9176

909
PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

FORMALITIES LETTER

Date Mailed: 02/28/2007

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 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 oath or declaration is missing. *A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.*
  Note: If a petition under 37 CFR 1.47 is being filed, an oath or declaration in compliance with 37 CFR 1.63 signed by all available joint inventors, or if no inventor is available by a party with sufficient proprietary interest, is required.

The applicant needs to satisfy supplemental fees problems indicated below.

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

- To avoid abandonment, a surcharge (for late submission of filing fee, search fee, examination fee or oath or declaration) as set forth in 37 CFR 1.16(f) of $65 for a small entity in compliance with 37 CFR 1.27, must be submitted with the missing items identified in this letter.

SUMMARY OF FEES DUE:

Total additional fee(s) required for this application is **$65** for a small entity

- **$65** Surcharge.

04/23/2007 MAHMED1 00000133 033975 11671526
01 FC:2051 65.00 DA

Replies should be mailed to: Mail Stop Missing Parts
Commissioner for Patents

P.O. Box 1450
Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web.
https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html

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

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

Office of Initial Patent Examination (571) 272-4000, or 1-800-PTO-9199, or 1-800-972-6382
PART 2 - COPY TO BE RETURNED WITH RESPONSE

Attorney Docket: 090611-0358957

OIPE IAP44
APR 20 2007
PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re PATENT APPLICATION of: Tom FREEMAN *et al.*

Application No.: 11/671,526 Confirmation No: 9176

Filed: February 6, 2007 Group Art Unit: 2614

Title: SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

RESPONSE TO NOTICE TO FILE MISSING PARTS

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

Sir:

In response to the Notice to File Missing Parts of Application mailed February 28, 2007, a copy of which is enclosed, Applicants herewith submit the following:

Executed Combined Declaration and Power of Attorney of Inventors
Assignment and Recordation Cover Sheet

Please see attached PTO/SB/17 for payment of fees.

Applicants are entitled to claim small entity status.

Respectfully submitted,

Date: April 20, 2007 PILLSBURY WINTHROP SHAW PITTMAN LLP

By _____
Syed Jafar Ali
Registration No. 58780
Telephone: 703.770.7541

P.O. Box 10500
McLean, VA 22102
Customer No.: 00909

400560439v1

OIPE
APR 20 2007
PATENT & TRADEMARK OFFICE

PTO/SB/17 (01-06)
Approved for use through 07/31/2006. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number

Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEE TRANSMITTAL
For FY 2006

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT ($) 65.00

Complete if Known	
Application Number	11/671,526
Filing Date	February 6, 2007
First Named Inventor	TOM FREEMAN
Examiner Name	
Art Unit	2614
Attorney Docket No.	090611-0358957

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____

☒ Deposit Account Deposit Account Number: 033975 Deposit Account Name: PILLSBURY WINTHROP SHAW PITTMAN LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, **except for the filing fee**

☒ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

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

FEE CALCULATION (All the fees below are due upon filing or may be subject to a surcharge.)

1. BASIC FILING, SEARCH, AND EXAMINATION FEES

	FILING FEES		SEARCH FEES		EXAMINATION FEES		
		Small Entity		Small Entity		Small Entity	
Application Type	**Fee ($)**	**Fee ($)**	**Fee ($)**	**Fee ($)**	**Fee ($)**	**Fee ($)**	**Fees Paid ($)**
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES

Fee Description	Fee ($)	Small Entity Fee ($)
Each claim over 20 (including Reissues)	50	25
Each independent claim over 3 (including Reissues)	200	100
Multiple dependent claims	360	180

Total Claims		Extra Claims		Fee ($)		Fee Paid ($)
_____	- 20 or HP =	_____	x	_____	=	_____

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims		Extra Claims		Fee ($)		Fee Paid ($)
_____	- 3 or HP =	_____	x	_____	=	_____

HP = highest number of independent claims paid for, if greater than 3.

Multiple Dependent Claims	
Fee ($)	**Fee Paid ($)**
_____	_____

3. APPLICATION SIZE FEE

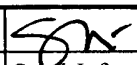
If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets		Extra Sheets		Number of each additional 50 or fraction thereof		Fee ($)		Fee Paid ($)
_____	- 100 =	_____	/ 50 =	_____	(round up to a whole number) x	125.00	=	0.00

4. OTHER FEE(S)

	Fees Paid ($)
Non-English Specification, $130 fee (no small entity discount)	
Other (e.g., late filing surcharge): Surcharge for late filing of Declaration	65.00

SUBMITTED BY

Signature		Registration No. (Attorney/Agent)	58780	Telephone	703.770.7541
Name (Print/Type)	Syed Jafar Ali			Date	April 20, 2007

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
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
11/671,526	02/06/2007	2614	490	090611-0358957	20	2

CONFIRMATION NO. 9176

909
PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA22102

UPDATED FILING RECEIPT

Date Mailed: 05/04/2007

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. 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 mail to the Commissioner for Patents P.O. Box 1450 Alexandria Va 22313-1450. 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 (if appropriate).**

Applicant(s)

Tom Freeman, Mercer Island, WA;
Mike Kennewick, Bellevue, WA;

Power of Attorney: The patent practitioners associated with Customer Number 00909

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 02/27/2007

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US11/671,526**

Projected Publication Date: 08/07/2008

Non-Publication Request: No

Early Publication Request: No

** SMALL ENTITY **

Title

SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

Preliminary Class

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 (1-866-999-4158).

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	EXAMINER:	*Unknown*
FILING DATE :	February 6, 2007	ART UNIT:	2626
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT		

INFORMATION DISCLOSURE STATEMENT (IDS)

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

Sir:

Pursuant to the duty of disclosure under 37 C.F.R. §§ 1.56, 1.97 and 1.98, Applicants hereby make of record in the above-identified application the documents listed on the attached Form PTO-1449.

Applicants have listed publication dates on the attached PTO-1449 based on information presently available to the undersigned. However, the listed publication dates should not be construed as an admission that the information was actually published on the date indicated. Where the publication date of a listed document does not provide a month of publication, the year of publication of the listed document is sufficiently earlier than the effective U.S. filing date and any foreign priority date so that the month of publication is not an issue.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be

prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

This Information Disclosure Statement is being filed within three months of the filing date of a national application other than a continued prosecution application under 37 C.F.R. §1.53(d), or within three months of the date of entry of the national stage as set forth in 37 C.F.R. §1.491 in an international application, or before the mailing date of a first Office Action on the merits, or before the mailing date of a first Office Action after the filing of a request for continued examination under 37 C.F.R. §1.114. No certification or fee is required. 37 C.F.R. §1.97(b).

A copy of each cited U.S. patent is not submitted herewith pursuant to the Official Gazette Notice of August 5, 2003, wherein the Office waived the requirement under 37 C.F.R. §1.98(a)(2)(i) for all U.S. national phase applications filed after June 30, 2003.

It is respectfully requested that the Examiner initial and return a copy of the enclosed PTO-1449.

Respectfully submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP

By _____
Syed Jafar Ali
Registration No.: 58,780

Customer No.
00909

P. O. Box 10500
McLean, Virginia 22102
Telephone: (703) 770-7900
Telefax: (703) 770-7901

Dated: September 27, 2007

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INFORMATION DISCLOSURE CITATION IN AN APPLICATION

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Docket Number	Application Number
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Applicant(s)	
Tom FREEMAN *et al.*	
Filing Date	Group Art Unit
February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	1A	5,155,743	10/13/1992	Jacobs	375	28	
	1B	5,386,556	01/31/1995	Hedin et al.	395	600	
	1C	5,424,947	06/13/1995	Nagao et al.	364	419.08	
	1D	5,471,318	11/28/1995	Ahuja et al.	358	400	
	1E	5,475,733	12/12/1995	Eisdorfer et al.	379	52	
	1F	5,499,289	03/12/1996	Bruno et al.	379	220	
	1G	5,517,560	05/14/1996	Greenspan	379	114	
	1H	5,533,108	07/02/1996	Harris et al.	379	201	
	1I	5,537,436	07/16/1996	Bottoms et al.	375	222	
	1J	5,539,744	07/23/1996	Chu et al.	370	60	
	1K	5,557,667	09/17/1996	Bruno et al.	379	201	
	1L	5,563,937	10/08/1996	Bruno et al.	379	201	
	1M	5,590,039	12/31/1996	Ikeda et al.	395	759	
	1N	5,633,922	05/27/1997	August et al.	379	220	
	1O	5,675,629	10/07/1997	Raffel et al.	379	58	
	1P	5,708,422	01/13/1998	Blonder et al.	340	825.34	
	1Q	5,721,938	02/24/1998	Stuckey	395	754	
	1R	5,722,084	02/24/1998	Chakrin et al.	455	551	
	1S	5,742,763	04/21/1998	Jones	395	200.3	
	1T	5,752,052	05/12/1998	Richardson et al.	395	759	
	1U	5,754,784	05/19/1998	Garland et al.	395	200.49	
	1V	5,761,631	06/02/1998	Nasukawa	704	9	
	1W	5,794,050	08/11/1998	Dahlgren et al.	395	708	

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	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO
	1X	WO 01/78065	10/18/2001	International				

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	1Y	REUTERS, "IBM to Enable Honda Drivers to Talk to Cars", Charles Schwab & Co., Inc., July 28, 2002, 1 page.
	1Z	LIN, Bor-shen, *et al.*, "A Distributed Architecture for Cooperative Spoken Dialogue Agents with Coherent Dialogue State and History", ASRU'99, 1999, 4 pages.
	1AA	KUHN, Thomas, *et al.*, "Hybrid In-Car Speech Recognition for Mobile Multimedia Applications", Vehicular Technology Conference, IEEE, July 1999, pages 2009-2013.

EXAMINER	DATE CONSIDERED

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

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*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	2A	5,799,276	08/25/1998	Komissarchik *et al.*	704	251	
	2B	5,802,510	09/01/1998	Jones	707	2	
	2C	5,832,221	11/03/1998	Jones	375	200.36	
	2D	5,878,386	03/02/1999	Coughlin	704	10	
	2E	5,895,466	04/20/1999	Goldberg et al.	707	5	
	2F	5,911,120	06/08/1999	Jarett et al.	455	417	
	2G	5,918,222	06/29/1999	Fukui *et al.*	707	1	
	2H	5,926,784	07/20/1999	Richardson et al.	704	9	
	2I	5,933,822	08/03/1999	Braden-Harder et al.	707	5	
	2J	5,953,393	09/14/1999	Culbreth et al.	379	88.25	
	2K	5,963,894	10/05/1999	Richardson et al.	704	9	
	2L	5,963,940	10/05/1999	Liddy et al.	707	5	
	2M	5,987,404	11/16/1999	Della Pietra et al.	704	9	
	2N	5,991,721	11/23/1999	Asano et al.	704	257	
	2O	5,995,119	11/30/1999	Cosatto et al.	345	473	
	2P	6,009,382	12/28/1999	Martino et al.	704	1	
	2Q	6,014,559	01/11/2000	Amin	455	413	
	2R	6,021,384	02/01/2000	Gorin et al.	704	1	
	2S	6,044,347	03/28/2000	Abella et al.	704	272	
	2T	6,049,602	04/11/2000	Foladare et al.	379	265	
	2U	6,058,187	05/02/2000	Chen	380	21	
	2V	6,078,886	06/20/2000	Dragosh et al.	704	270	
	2W	6,081,774	06/27/2000	De Hita et al.	704	9	

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	2X	BELVIN, Robert, *et al.*, "Development of the HRL Route Navigation Dialogue System", Proceedings of the First International Conference on Human Language Technology Research, San Diego, 2001, pages 1-5.
	2Y	LIND, R., *et al.*, "The Network Vehicle—A Glimpse into the Future of Mobile Multi-Media", IEEE Aerosp. Electron. Systems Magazine, Volume 14, No. 9, September 1999, pages 27-32.

EXAMINER	DATE CONSIDERED

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

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	3A	6,101,241	08/08/2000	Boyce et al.	379	88.01	
	3B	6,119,087	09/12/2000	Kuhn et al.	704	270	
	3C	6,134,235	10/17/2000	Goldman et al.	370	352	
	3D	6,144,667	11/07/2000	Doshi et al.	370	401	
	3E	6,160,883	12/12/2000	Jackson et al.	379	230	
	3F	6,173,279	01/09/2001	Levin et al.	707	5	
	3G	6,175,858	01/16/2001	Bulfer et al.	709	206	
	3H	6,185,535	02/06/2001	Hedin *et al.*	704	270	
	3I	6,192,110	02/20/2001	Abella et al.	379	88.01	
	3J	6,192,338	02/20/2001	Haszto et al.	704	257	
	3K	6,195,651	02/27/2001	Handel *et al.*	707	2	
	3L	6,208,972	03/27/2001	Grant *et al.*	704	275	
	3M	6,219,346	04/17/2001	Maxemchuk	370	338	
	3N	6,219,643	04/17/2001	Cohen et al.	704	257	
	3O	6,233,556	05/15/2001	Teunen et al.	704	250	
	3P	6,233,559	05/15/2001	Balakrishnan	704	275	
	3Q	6,246,981	06/12/2001	Papineni et al.	704	235	
	3R	6,272,455	08/07/2001	Hoshen et al.	704	1	
	3S	6,292,767	09/18/2001	Jackson et al.	704	1	
	3T	6,314,402	11/06/2001	Monaco et al.	704	275	
	3U	6,366,886	04/02/2002	Dragosh et al.	704	270.1	
	3V	6,385,646	05/07/2002	Brown et al.	709	217	
	3W	6,393,428	05/21/2002	Miller et al.	707	102	

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	3X	ZHAO, Yilin, "Telematics: Safe and Fun Driving", IEEE Intelligent Systems, Volume 17, Issue 1, 2002, pages 10-14.

EXAMINER	DATE CONSIDERED

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

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	4B	6,408,272	06/18/2002	White *et al.*	704	270.1	
	4C	6,411,810	06/25/2002	Maxemchuk	455	453	
	4D	6,418,210	07/09/2002	Sayko	379	142.15	
	4E	6,420,975	07/16/2002	DeLine *et al.*	340	815.4	
	4F	6,430,285	08/06/2002	Bauer et al.	379	265.01	
	4G	6,434,523	08/13/2002	Monaco	704	257	
	4H	6,434,524	08/13/2002	Weber	704	257	
	4I	6,442,522	08/27/2002	Carberry et al.	704	257	
	4J	6,446,114	09/03/2002	Bulfer et al.	709	206	
	4K	6,453,153	09/17/2002	Bowker et al.	455	67.4	
	4L	6,453,292	09/17/2002	Ramaswamy et al.	704	235	
	4M	6,456,711	09/24/2002	Cheung et al.	379	265.09	
	4N	6,498,797	12/24/2002	Anerousis et al.	370	522	
	4O	6,499,013	12/24/2002	Weber	704	257	
	4P	6,501,833	12/31/2002	Phillips *et al.*	379	88.07	
	4Q	6,501,834	12/31/2002	Milewski et al.	379	93.24	
	4R	6,523,061	02/18/2003	Halverson et al.	709	202	
	4S	6,532,444	03/11/2003	Weber	704	257	
	4T	6,539,348	03/25/2003	Bond et al.	704	9	
	4U	6,553,372	04/22/2003	Brassell et al.	707	5	
	4V	6,556,973	04/29/2003	Lewin	704	277	
	4W	6,560,576	05/06/2003	Cohen et al.	704	270	

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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	5A	6,567,778	05/20/2003	Chao Chang et al.	704	257	
	5B	6,570,964	05/27/2003	Murveit et al.	379	67.1	
	5C	6,574,624	06/03/2003	Johnson et al.	707	5	
	5D	6,594,257	07/15/2003	Doshi et al.	370	352	
	5E	6,604,077	08/05/2003	Dragosh et al.	704	270.1	
	5F	6,611,692	08/26/2003	Raffel et al.	455	552	
	5G	6,614,773	09/02/2003	Maxemchuk	370	337	
	5H	6,615,172	09/02/2003	Bennett *et al.*	704	257	
	5I	6,629,066	09/30/2003	Jackson et al.	704	9	
	5J	6,650,747	11/18/2003	Bala et al.	379	265.06	
	5K	6,691,151	02/10/2004	Cheyer et al.	709	202	
	5L	6,741,931	05/25/2004	Kohut *et al.*	701	209	
	5M	6,937,977	08/30/2005	Gerson	704	201	
	5N	6,980,092	12/27/2005	Turnbull *et al.*	340	425.5	
	5O	6,996,531	02/07/2006	Korall *et al.*	704	270	
	5P	7,020,609	03/28/2003	Thrift *et al.*	704	270.1	
	5Q	7,027,975	04/11/2006	Pazandak *et al.*	704	9	
	5R	7,062,488	06/13/2006	Reisman	707	8	
	5S	7,092,928	08/15/2006	Elad *et al.*	706	60	
	5T	7,137,126	11/14/06	Coffman *et al.*	719	328	
	5U	2002/0143535	10/03/2002	Kist *et al.*	704	251	
	5V	2003/0182132	09/25/2003	Niemoeller	704	275	
	5W	2004/0044516	03/04/2004	Kennewick *et al.*	704	5	
	5X	2004/0193420	09/30/2004	Kennewick *et al.*	704	257	
	5Y	2005/0021826	01/27/2005	Kumar	709	232	

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(71) Applicant *(for all designated States except US)*: **ONE VOICE TECHNOLOGIES, INC.** [US/US]; Suite 240, 6333 Greenwich Drive, San Diego, CA 92122 (US).

(72) Inventor; and

(75) Inventor/Applicant *(for US only)*: **WEBER, Dean, C.** [US/US]; 11422 Cypress Terrace Place, San Diego, CA 92131 (US).

(74) Agents: **SZE, James, Y.** et al.; Pillsbury Winthrop LLP, P.O. Box 7880, 50 Fremont Street, San Francisco, CA 94120-7880 (US).

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(54) Title: NATURAL LANGUAGE AND DIALOGUE GENERATION PROCESSING

(57) Abstract: A system and method for interacting with objects, via a computer using utterances, speech processing and natural language processing. A Dialogue Generation Log provides a conversational memory by relating earlier generated utterances with possible new utterances. The Dialogue Generation Log encompasses a memory structure relating the prior spoken utterances with objects, and conversational contexts. The speech processor searches the Dialogue Generation Log for a matching phrase for the proposed utterance, and determines whether the utterance should be repeated. The determination may be made on a case-by-case basis, depending upon the context of the conversational utterance. Custom user information may be stored globally using a global user registry for remote access. The system reduces the repetitive nature of computer generated conversation by not voicing utterances that have been generated recently, and by learning user preferences from already voiced conversations.

NATURAL LANGUAGE AND DIALOGUE GENERATION PROCESSING

BACKGROUND OF THE INVENTION

I. Field of the Invention

The present invention relates to speech recognition for an object-based computer user interface. More specifically, the embodiments relate to a novel method and system for user interaction with a computer using speech recognition and natural language processing.

II. Description of the Related Art

As computers have become more prevalent it has become clear that many people have great difficulty understanding and communicating with computers. A user must often learn archaic commands and non-intuitive procedures in order to operate the computer. For example, most personal computers use windows-based operating systems that are largely menu-driven. This requires that the user learn which menu commands or sequence of commands produce the desired results.

Furthermore, traditional interaction with a computer is often slowed by manual input devices such as keyboards or mice. Many computer users are not fast typists. As a result, much time is spent communicating commands and words to the computer through these manual input devices. It is becoming clear that an easier, faster and more intuitive method of communicating

with computers and networked objects, such as web-sites, is needed.

One proposed method of computer interaction is speech recognition. Speech recognition involves software and hardware that act together to audibly detect human speech and translate the detected speech into a string of words. As is known in the art, speech recognition works by breaking down sounds the hardware detects into smaller, non-divisible sounds called phonemes. Phonemes are distinct units of sound. For example, the word "those" is made up of three phonemes; the first is the "th" sound, the second is the "o" sound, and the third is the "s" sound. The speech recognition software attempts to match the detected phonemes with known words from a stored dictionary. An example of a speech recognition system is given in U.S. Patent No. 4,783,803, entitled "SPEECH RECOGNITION APPARATUS AND METHOD", issued November 8, 1998, assigned to Dragon Systems, Inc., and incorporated herein by reference. Presently, there are many commercially available speech recognition software packages available from such companies as Dragon Systems, Inc. and International Business Machines, Inc.

One limitation of these speech recognition software packages or systems is that they typically only perform command and control or dictation functions. Thus, the user is still required to learn a vocabulary of commands in order to operate the computer.

A proposed enhancement to these speech recognition systems is to process the detected words using a natural language processing system. Natural language processing generally involves determining a conceptual "meaning" (e.g., what meaning the speaker intended to convey) of the detected words by analyzing their grammatical relationship and relative context. For example, U.S. Patent No. 4,887,212, entitled "PARSER FOR NATURAL LANGUAGE TEXT", issued December 12, 1989, assigned to International Business Machines Corporation

and incorporated by reference herein teaches a method of parsing an input stream of words by using word isolation, morphological analysis, dictionary look-up and grammar analysis.

Natural language processing used in concert with speech recognition provides a powerful tool for operating a computer using spoken words rather than manual input such as a keyboard or mouse. However, one drawback of a conventional natural language processing system is that it may fail to determine the correct "meaning" of the words detected by the speech recognition system. In such a case, the user is typically required to recompose or restate the phrase, with the hope that the natural language processing system will determine the correct "meaning" on subsequent attempts. Clearly, this may lead to substantial delays as the user is required to restate the entire sentence or command. Another drawback of conventional systems is that the processing time required for the speech recognition can be prohibitively long. This is primarily due to the finite speed of the processing resources as compared with the large amount of information to be processed. For example, in many conventional speech recognition programs, the time required to recognize the utterance is long due to the size of the dictionary file being searched.

An additional drawback of conventional speech recognition and natural language processing systems is that they are not interactive, and thus are unable to cope with new situations. When a computer system encounters unknown or new networked objects, new relationships between the computer and the objects are formed. Conventional speech recognition and natural language processing systems are unable to cope with the situations that result from the new relationships posed by previously unknown networked objects. As a result, a conversational-style interaction with the computer is not possible. The user is required to

communicate complete concepts to the computer. The user is not able to speak in sentence fragments because the meaning of these sentence fragments (which is dependent on the meaning of previous utterances) will be lost.

Moreover, conventional speech recognition and natural language processing systems fail to generate intelligent conversations because they lack a conversational memory. In other words, conventional systems do not remember the contents of their conversations with users. As a result, conversations with such system are repetitive, and may result in users repeatedly telling the systems the same facts over-and-over, or worse, have systems fail to learn and remember simple concepts.

Another drawback of conventional speech recognition and natural language processing systems is that once a user successfully "trains" a computer system to recognize the user's speech and voice commands, the user cannot easily move to another computer without having to undergo the process of training the new computer. As a result, changing a user's computer workstations or location results in wasted time by users that need to re-train the new computer to the user's speech habits and voice commands.

What is needed is an interactive user interface for a computer that utilizes speech recognition and natural language processing which avoids the drawbacks mentioned above.

BRIEF DESCRIPTION OF THE DRAWINGS

The features, objects and advantages of the embodiments discussed herein will become more apparent from the detailed description set forth below when taken in conjunction with the

drawings in which like reference characters identify correspondingly throughout and wherein:

FIG. 1 is a functional block diagram of an exemplary computer system;

FIG. 2 is an expanded functional block diagram of the CPU and storage medium of the computer system of FIG. 1;

FIGS. 3A-D are a flowchart of the method of providing interactive speech recognition and natural language processing to a computer;

FIG. 4 is a diagram of selected columns of an exemplary natural language processing (NLP) database;

FIG. 5 is a diagram of an exemplary Database Definition File (DDF);

FIG. 6 is a diagram of selected columns of an exemplary object table;

FIGS. 7A-D are a flowchart illustrating the linking of interactive speech recognition and natural language processing to a networked object, such as a web-page;

FIG. 8 is a diagram depicting a computer system connecting to other computers, storage media, and web-sites via the Internet;

FIG. 9 is a diagram of an exemplary user global user registry;

FIGS. 10A-B are flowcharts illustrating alternate embodiments of the retrieval and enabling of an individual's user global user registry during login at a computer workstation; and

FIG. 11 is a diagram depicting an exemplary Dialogue Generation Log.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

The embodiments discussed herein will now be disclosed with reference to a functional

block diagram of an exemplary computer system **100** of FIG. 1. In FIG. 1, computer system **100** includes a central processing unit (CPU) **102**. The CPU **102** may be any general purpose microprocessor or microcontroller as is known in the art, appropriately programmed to perform the method described herein with reference to FIGS. 3A-D. The software for programming the CPU can be found at storage medium **108** or alternatively from another location across a computer network. For example, the CPU **102** may be a conventional microprocessor such as the Pentium III™ processor manufactured by Intel Corporation or the like.

CPU **102** communicates with a plurality of peripheral equipment, including a display **104**, manual input **106**, storage medium **108**, microphone **110**, speaker **112**, data input port **114** and network interface **116**. Display **104** may be a visual display such as a CRT, LCD screen, touch-sensitive screen, or other monitors as are known in the art for visually displaying images and text to a user. Manual input **106** may be a conventional keyboard, keypad, mouse, trackball, or other input device as is known in the art for the manual input of data. Storage medium **108** may be a conventional read/write memory such as a magnetic disk drive, floppy disk drive, CD-ROM drive, silicon memory or other memory device as is known in the art for storing and retrieving data. Significantly, storage medium **108** may be remotely located from CPU **102**, and be connected to CPU **102** via a network such as a local area network (LAN), or a wide area network (WAN), or the Internet. Microphone **110** may be any suitable microphone as is known in the art for providing audio signals to CPU **102**. Speaker **112** may be any suitable speaker as is known in the art for reproducing audio signals from CPU **102**. It is understood that microphone **110** and speaker **112** may include appropriate digital-to-analog and analog-to-digital conversion circuitry as appropriate. Data input port **114** may be any data port as is known in the art for

interfacing with an external accessory using a data protocol such as RS-232, Universal Serial Bus, or the like. Network interface **116** may be any interface as known in the art for communicating or transferring files across a computer network, examples of such networks include TCP/IP, ethernet, or token ring networks. In addition, on some systems, a network interface **116** may consist of a modem connected to the data input port **114**.

Thus, FIG. 1 illustrates the functional elements of a computer system **100**. Each of the elements of computer system **100** may be suitable off-the-shelf components as described above. The present embodiment provides a method and system for human interaction with the computer system **100** using speech.

As shown in FIG. 8, the computer system **100** may be connected to the Internet **700**, a collection of computer networks. To connect to the Internet **700**, computer system **100** may use a network interface **116**, a modem connected to the data input port **114**, or any other method known in the art. Web-sites **710**, other computers **720**, and storage media **108** may also be connected to the Internet through such methods known in the art.

Turning now to FIG. 2, an expanded functional block diagram of CPU **102** and storage medium **108** is illustrated. It is understood that the functional elements of FIG. 2 may be embodied entirely in hardware, firmware, or as software instructions encoded on a computer-readable medium. In the case of a software embodiment, the software may be found at storage medium **108** or at an alternate location across a computer network. CPU **102** includes speech recognition processor **200**, data processor **201**, natural language processor **202**, and application interface **220**. The data processor **201** interfaces with the display **104**, storage medium **108**, microphone **110**, speaker **112**, data input port **114**, and network interface **116**. The data

processor **201** allows the CPU to locate and read data from these sources. Natural language processor **202** further includes variable replacer **204**, string formatter **206**, word weighter **208**, boolean tester **210**, pronoun replacer **211**, and search engine **213**. Storage medium **108** includes a plurality of context-specific grammar files **212**, general grammar file **214**, dictation grammar **216**, context-specific dictation model **217**, natural language processor (NLP) database **218**, and a dialogue generation log (DGL) file **219**. In the preferred embodiment, the grammar files **212**, **214**, and **216** are Bakus-Naur Form (BNF) files, which describe the structure of the language spoken by the user. BNF files are well known in the art for describing the structure of language, and details of BNF files will therefore not be discussed herein. One advantage of BNF files is that hierarchical tree-like structures may be used to describe phrases or word sequences, without the need to explicitly recite all combinations of these word sequences. Thus, the use of BNF files in the preferred embodiment minimizes the physical sizes of the files **212**, **214**, and **216** in the storage medium **108**, increasing the speed at which these files can be enabled and searched as described below. However, in alternate embodiments, other file structures are used.

The context-specific dictation model **217** is an optional file that contains specific models to improve dictation accuracy. These models enable users to specify word orders and word models. The models accomplish this by describing words and their relationship to other words, thus determining word meaning by contextual interpretation in a specific field or topic. Take for example, the phrase "650 megahertz microprocessor computer." A context-specific dictation model **217** for computers may indicate the likelihood of the word "microprocessor" being associated with "computer," and that a number, such as "650" is likely to be found near the word "megahertz." By interpreting the context of the words, via a context-specific dictation model

217, a speech recognition processor would analyze the phrase, interpret a single object, i.e. the computer, and realize that "650 megahertz microprocessor" are adjectives or traits describing the type of computer.

Topics for context-specific dictation models **217** vary widely, and may include any topic area of interest to a user—both broad and narrow. Broad topics may include: history, law, medicine, science, technology, or computers. Specialized topics, such as a particular field of literature encountered at a book retailer's web-site are also possible. Such a context-specific dictation model **217** may contain text for author and title information, for example.

The context-specific dictation model **217** format relies upon the underlying speech recognition processor **200**, and is specific to each type of speech recognition processor **200**.

A dialogue generation log **219** is a file, database table, or any other log known in the art that contains a memory of the conversations between a computer or system practicing the present embodiment, and a user of such a system. The purpose behind the dialogue generation log **219** is to create a conversational memory by storing a log of what is spoken. The log is also used to avoid repetitive speech generation.

An exemplary dialogue generation log **219** is shown in FIG. 11. In this example, the dialogue generation log **219** is comprised of individual dialogue generation log entries **1112A-*x***, each entry representing a line of dialogue or statement exchanged between the system and a user. Although the format of each entry may vary from embodiment to embodiment, an example dialogue generation log entry would contain information such as a log entry identifier (ID) **1102**, a user identifier **1104**, a statement **1106**, the context of the statement **1108**, and a date/time stamp **1110**. The log entry ID **1102** uniquely identifies each entry **1112**. A user ID **1104** represents

each user of the system. Statements made by the system itself are also recorded in the log, and a special user ID **1104** is given to the system. In the example illustrated in FIG 11, the system is designated as user "-1," and other users are given positive numbers as their user ID **1104**. Other formats to represent users are certainly possible likely. The important part is that the system is uniquely identified with a user ID **1104** different from system users. Next, each entry contains a statement of what was spoken **1106**, and preferably the context **1108** in which the statement was spoken. For example, the statement "I would like to see movies," would be linked to the context of "movies" or "film." Lastly, a date-time-stamp **1110** may be recorded with each entry to identify the time frame (i.e. how recent) the statement was last made.

The operation and interaction of these functional elements of FIG. 2 will be described with reference to the flowchart of FIGS. 3A-3D. In FIG. 3A, the flow begins at block **300** with the providing of an utterance to speech processor **200**. An utterance is a series of sounds having a beginning and an end, and may include one or more spoken words. A microphone **110** may capture the spoken words in block **300**. Alternately, the utterance may be provided to the speech processor **200** over data input port **114**, or from storage medium **108**. Preferably, the utterance is in a digital format such as the well-known ".wav" audio file format.

The flow proceeds to decision **302** where the speech processor **200** determines whether one of the context-specific grammars **212** has been enabled. If the context-specific grammars **212** are enabled, the context-specific grammars **212** are searched at block **304**. In the preferred embodiment, the context-specific grammars **212** are BNF files that contain words and phrases which are related to a parent context. In general, a context is a subject area. For example, in one embodiment applicable to personal computers, examples of contexts may be "news", or

"weather", or "stocks". In such a case, the context-specific grammars **212** would each contain commands, control words, descriptors, qualifiers, or parameters that correspond to a different one of these contexts. The use of contexts provides a hierarchal structure for types of information. Contexts and their use will be described further below with reference to the NLP database **218**.

If a context-specific grammar **212** has been enabled, the context-specific grammar **212** is searched for a match to the utterance provided at block **300**. However, if a context-specific grammar **212** has not been enabled, the flow proceeds to block **308** where the general grammar **214** is enabled.

In the preferred embodiment, the general grammar **214** is a BNF file which contains words and phrases which do not, themselves, belong to a parent context, but may have an associated context for which a context-specific grammar file **212** exists. In other words, the words and phrases in the general grammar **214** may be at the root of the hierarchal context structure. For example, in one embodiment applicable to personal computers, the general grammar **214** would contain commands and control phrases.

In block **310**, the general grammar **214** is searched for a matching word or phrase for the utterance provided at block **300**. A decision is made, depending on whether the match is found, at block **312**. If a match is not found, then the dictation grammar **216** is enabled at block **314**. In the preferred embodiment, the dictation grammar **216** is a BNF file that contains a list of words that do not, themselves, have either a parent context or an associated context. For example, in one embodiment applicable to a personal computer, the dictation grammar **216** contains a relatively large list of general words similar to a general dictionary.

In block **316** the dictation grammar is searched for matching words for each word of the

utterance provided at block **300**. At decision block **318**, if no matching words are found, any relevant context-specific dictation model **217** is enabled at block **317**.

At decision block **319**, if no matching words are found, a visual error message is optionally displayed at the display **104** or an audible error message is optionally reproduced through speaker **112**, at block **320**. The process ends until another utterance is provided to the speech processor **200** at block **300**.

Thus, as can be seen from the above description, when an utterance is provided to the speech processor **200**, the enabled context-specific grammar **212**, if any, is first searched. If there are no matches in the enabled context-specific grammar **212**, then the general grammar **214** is enabled and searched. If there are no matches in the general grammar **214**, then the dictation grammar **316** is enabled and searched. Finally, if there are no matches in the dictation grammar **316**, a context-specific dictation model **217** is enabled **317** and used to interpret the utterance.

In the preferred embodiment, when the speech recognition processor **200** is searching either the context-specific grammar **212** or the general grammar **214**, it is said to be in the "command and control" mode. In this mode, the speech recognition processor **200** compares the entire utterance as a whole to the entries in the grammar. By contrast, when the speech recognition processor **200** is searching the dictation grammar, it is said to be in the "dictation" mode. In this mode, the speech recognition processor **200** compares the utterance to the entries in the dictation grammar **216** one word at a time. Finally, when the speech recognition processor **200** is matching the utterance with a context-specific dictation model **217**, it is said to be in "model matching" mode. It is expected that searching for a match for an entire utterance in the command and control mode will generally be faster than searching for one word at a time in

dictation or model matching modes.

It is further expected that any individual context-specific grammar **212** will be smaller in size (i.e., fewer total words and phrases) than the general grammar **214**, which in turn will be smaller in size than the dictation grammar **216**. Thus, by searching any enabled context-specific grammar **212** first, it is likely that a match, if any, will be found more quickly, due at least in part to the smaller file size. Likewise, by searching the general grammar **214** before the dictation grammar **216**, it is likely that a match, if any, will be found more quickly.

Additionally, as will be explained further below with regard to the ability of the present embodiment to adaptively add to both the context-specific grammar **212** and the general grammar **214**, they will contain the most common utterances. As such, it is expected that a match is more likely to be found quickly in the context-specific grammar **212** or the general grammar **214** than in the dictation grammar **216**.

Finally, as will be explained further below, the words and phrases in the enabled context-specific grammar **212** are more likely to be uttered by the user because they are words that are highly relevant to the subject matter about which the user was most recently speaking. This also allows the user to speak in a more conversational style, using sentence fragments, with the meaning of his words being interpreted according to the enabled context-specific grammar **212**.

By searching in the above-described sequence, the present embodiment may search more efficiently than if the searching were to occur one entry at a time in a single, large list of all expected words and phrases.

Referring back to decision **306**, if a match is found in the context-specific grammar **212**, then there are three possible next alternatives shown in FIG. 3A. For each matching entry in the

enabled context-specific grammar **212**, there may be an associated action to be taken by the speech recognition processor **200**. Block **322** shows that one action may be to direct application interface **220** to take some action with respect to a separate software application or entity. For example, application interface **220** may use the Speech Application Programming Interface (SAPI) standard by Microsoft to communicate with an external application. The external application may be directed, for example, to access a particular Internet web site URL or to speak a particular phrase by converting text to speech. Other actions may be taken as will be discussed further below with reference to the NLP database **218** of FIG. 4.

Block **324** shows that another action may be to access a row in the natural language processing (NLP) database **218** directly, thereby bypassing the natural language processing method described further below. Block **326** shows that another action may be to prepend a word or phrase for the enabled context to the matching word or phrase found in the context-specific grammar **306**. For example, if the enabled context were "movies" and the matching utterance were "8 o'clock," the word "movies" would be prepended to the phrase "8 o'clock" to form the phrase "movies at 8 o'clock."

Likewise, if a match is found in the general grammar **214**, then the flow may proceed to block **322** where the application interface **220** is directed to take an action as described above, or to block **324** where a row in the NLP database is directly accessed. However, if a match is found in the general grammar **214**, no prepending of a context occurs because, as stated above, the entries in the general grammar **214** do not, themselves, have a parent context.

Alternatively, manually entered words may be captured, at block **301**, and input into the natural language processor.

Finally, with reference to FIG. 3A, words may be entered manually via manual input **106**. In this case, no speech recognition is required, and yet natural language processing of the entered words is still desired. Thus, the flow proceeds to FIG. 3B.

In FIG. 3B, at block **328**, the natural language processor **202** formats the phrase for natural language processing analysis. This formatting is accomplished by string formatter **206** and may include such text processing as removing duplicate spaces between words, making all letters lower case (or upper case), expanding contractions (e.g., changing "it's" to "it is"), and the like. The formatting prepares the phrase for parsing.

The flow continues to block **330** where certain "word-variables" are replaced with an associated wildcard function by variable replacer **204** in preparation for accessing the NLP database **218**. As used herein, the term "word-variables" refers to words or phrases that represent amounts, dates, times, currencies, and the like. For example, in one embodiment the phrase "what movies are playing at 8 o'clock" would be transformed at block **330** to "what movies are playing at $time" where "$time" is a wildcard function used to represent any time value. As another example, in one embodiment the phrase "sell IBM stock at 100 dollars" would be transformed at block **330** to "sell IBM stock at $dollars" where "$dollars" is a wildcard function used to represent any dollar value. This block may be accomplished by a simple loop that searches the phrase for key tokens such as the words "dollar" or "o'clock" and replaces the word-variables with a specified wildcard function. In order to keep track of the location in the phrase where the substitution was made, an array may be used. This allows re-substitution of the original word-variable back into the phrase at the some position after the NLP database **218** has been searched.

The purpose of replacing word-variables with an associated wildcard function at block **330** is to reduce the number of entries that must be present in the NLP database **218**. For example, the NLP database **218** would only contain the phrase "what movies are playing at $time" rather than a separate entry for 8 o'clock, 9 o'clock, 10 o'clock, and so on. The NLP database **218** will be described further below.

At block **332**, pronouns in the phrase are replaced with proper names by pronoun replacer **211**. For example, in one embodiment the pronouns "I," "my," or "mine" would be replaced with the speaker's name. Block **332** allows user-specific facts to be stored and accessed in the NLP database **218**. For example, the sentence "who are my children" would be transformed into "who are Dean's children" where "Dean" is the speaker's proper name. Again, this block may be performed in a simple loop that searches the phrase for pronouns, and replaces the pronouns found with an appropriate proper name. In order to keep track of the locations in the phrase where a substitution was made, an array may be used.

In block **334**, the individual words in the phrase are weighted according to their relative "importance" or "significance" to the overall meaning of the phrase by word weighter **208**. For example, in one embodiment there are three weighting factors assigned. The lowest weighting factor is assigned to words such as "a," "an," "the," and other articles. The highest weighting factor is given to words that are likely to have a significant relation to the meaning of the phrase. For example, these may include all verbs, nouns, adjectives, and proper names in the NLP database **218**. A medium weighting factor is given to all other words in the phrase. The purpose of this weighting is to allow for more powerful searching of the NLP database **218**.

An example of selected columns of the NLP database **218** of one embodiment is shown in

FIG. 4. The NLP database **218** comprises a plurality of columns **400-410**, and a plurality of rows **412A-412N**. In column **400**, the entries represent phrases that are "known" to the NLP database. In column **402**, a number of required words for each entry in column **400** is shown. In column **404**, an associated context or subcontext for each entry in column **400** is shown. In columns **408** and **410**, one or more associated actions are shown for each entry in column **400**. It should be noted that the NLP database **218** shown in FIG. 4 is merely a simplified example for the purpose of teaching the present embodiment. Other embodiments may have more or fewer columns with different entries.

Referring back to FIG. 3B, at block **336**, the NLP database **218** is searched for possible matches to the phrase, based on whether the entry in column **400** of the NLP database **218** contains any of the words in the phrase (or their synonyms), and the relative weights of those words. At block **338**, a confidence value is generated for each of the possible matching entries based on the number of occurrences of each of the words in the phrase and their relative weights. Weighted word searching of a database is well known in the art and may be performed by commercially available search engines such as the product "dtsearch" by DT Software, Inc. of Arlington, Virginia. Likewise, searching using synonyms is well known in the art and may be accomplished using such publicly available tools such as "WordNet," developed by the Cognitive Science Laboratory of Princeton University in Princeton, New Jersey. The search engine may be an integral part of the natural language processor **202**.

At decision **340**, the natural language processor **202** determines whether any of the possible matching entries has a confidence value greater than or equal to some predetermined minimum threshold, T. The threshold T represents the lowest acceptable confidence value for

which a decision can be made as to whether the phrase matched any of the entries in the NLP database **218**. If there is no possible matching entry with a confidence value greater than or equal to T, then the flow proceeds to block **342** where an optional error message is either visually displayed to the user over display **104** or audibly reproduced over speaker **112**. In one embodiment, the type of error message, if any, displayed to the user may depend on how many "hits" (i.e., how many matching words from the phrase) were found in the highest-confidence NLP database entry. A different type of error message would be generated if there was zero or one hits, than if there were two or more hits.

If, however, there is at least one entry in the NLP database **218** for which a confidence value greater than or equal to T exists, then the flow proceeds to block **344** where the "noise" words are discarded from the phrase. The "noise" words include words that do not contribute significantly to the overall meaning of the phrase relative to the other words in the phrase. These may include articles, pronouns, conjunctions, and words of a similar nature. "Non-noise" words would include words that contribute significantly to the overall meaning of the phrase. "Non-noise" words would include verbs, nouns, adjectives, proper names, and words of a similar nature.

The flow proceeds to FIG. 3C where the non-noise word requirement is retrieved from column **402** of the NLP database **218** for the highest-confidence matching entry at block **346**. For example, if the highest-confidence matching phrase was the entry in row **412A**, (e.g., "what movies are playing at $time"), then the number of required non-noise words is 3.

At decision **348**, a test is made to determine whether the number of required non-noise words from the phrase is actually present in the highest-confidence entry retrieved from the NLP

database **218**. This test is a verification of the accuracy of the relevance-style search performed at block **336**, it being understood that an entry may generate a confidence value higher than the minimum threshold, T, without being an acceptable match for the phrase.

The nature of the test performed at decision **348** is a boolean "AND" test performed by boolean tester **210**. The test determines whether each one of the non-noise words in the phrase (or its synonym) is actually present in the highest-confidence entry. If there are a sufficient number of required words actually present in the highest-confidence entry, then the flow proceeds to block **350**, where the natural language processor **202** directs application interface **220** to take an associated action from column **408** or **410**. It is understood that additional action columns may also be present.

For example, if the highest confidence entry was the entry in row **412A**, and the boolean test of decision **348** determined that there actually were 3 non-noise words from the phrase in the entry in column **400**, then the associated action in column **408** (e.g., access movie web site) would be taken. Other entries in the NLP database have other associated actions. For example, if the highest-confidence entry is that in row **412E** (e.g., "what time is it"), the associated action may be for natural language processor **202** to direct a text-to-speech application (not shown) to speak the present time to the user through the speaker **112**. As another example, if the highest-confidence entry is that in row **412F** (e.g., "show me the news"), the first associated action may be to access a predetermined news web site on the Internet, and a second associated action may be to direct an image display application (not shown) to display images associated with the news. Different or additional actions may also be performed.

Also, if the highest-confidence entry contains the required number of non-noise words

from the phrase as determined at decision **348**, the natural language processor **202** instructs the speech recognition processor **200** to enable the context-specific grammar **212** for the associated context of column **404**. Thus, for row **412A**, context-specific grammar **212** for the context "movies" would be enabled. Thus, when the next utterance is provided to the speech recognition processor **200** in block **300** of FIG. 3A, it would search the enabled context-specific grammar **212** for "movies" before searching the general grammar **214**. As previously stated, enabling the appropriate context-specific grammar **212** greatly increases the likelihood of fast, successful speech recognition, and enhances the user's ability to communicate with the computer in a conversational style.

If, however, back at decision **348**, the required number of non-noise words from the phrase is not actually present in the highest-confidence entry retrieved from the NLP database **218**, then the flow proceeds to block **354** where the user is prompted over display **104** or speaker **112** whether the highest-confidence entry was meant, and record the inquiry in the dialogue generation log **219**. For example, if the user uttered "How much is IBM stock selling for today," the highest-confidence entry in the NLP database **218** may be the entry in row **412B**. In this case, although the relevance factor may be high, the number of required words (or their synonyms) may not be sufficient. Thus, the user would be prompted at block **354** whether he meant "what is the price of IBM stock on August 28, 1998."

The user may respond either affirmatively or negatively. If it is determined at decision **356** that the user has responded affirmatively, then the action associated with the highest-confidence entry is taken at block **350**, and the associated context-specific grammar **212** enabled at block **352**. The speech made by the user is also recorded as an entry of the dialogue generation

log **219**.

If, however, it is determined at decision **356** that the user has responded negatively, then the flow proceeds to FIG. 3D where the associated context from column **404** of NLP database **218** is retrieved for the highest-confidence entry, and the user is prompted for information using a context-based interactive dialog at block **360**. For example, if the user uttered "what is the price of XICOR stock today," and the highest confidence entry from the NLP database **218** was row **412B** (e.g., "what is the price of IBM stock on $date"), then the user would be prompted at block **354** whether that was what he meant.

If the user responds negatively, then the context "stock" is retrieved from column **404** at block **358**, and the context-based interactive dialog for the stock context is presented to the user over the display **104** and speaker **112**. Such a context-based interactive dialog may entail prompting the user for the name and stock ticker symbol of XICOR stock. The user may respond by speaking the required information. A different context-based interactive dialog may be used for each of the possible contexts. For example, the "weather" context-based interactive dialog may entail prompting the user for the name of the location (e.g., the city) about which weather information is desired. Also, the "news" context-based interactive dialog may entail prompting the user for types of articles, news source, Internet URL for the news site, or other related information.

Upon completion of the context-based interactive dialog, the NLP database **218**, general grammar **214**, and context-specific grammar **212** are updated to include the new information, at block **362**. In this way, the next time the user asks for that information, a proper match will be found, and the appropriate action taken without prompting the user for more information. Thus,

the present embodiment adaptively "learns" to recognize phrases uttered by the user.

In one embodiment, one or more of the NLP database **218**, context-specific grammar **212**, general grammar **214**, and dictation grammar **216** also contain time-stamp values (not shown) associated with each entry. Each time a matching entry is used, the time-stamp value associated with that entry is updated. At periodic intervals, or when initiated by the user, the entries that have a time-stamp value before a certain date and time are removed from their respective databases/grammars. In this way, the databases/grammars may be kept to an efficient size by "purging" old or out-of-date entries. This also assists in avoiding false matches.

In an alternate embodiment, the updates to the NLP database **218**, general grammar **214**, and context-specific grammar **212** are stored in a user global user registry **800**, shown in FIG. 9. A global user registry entry **800a** would be comprised of any general grammar additions **214a**, context-specific grammar additions **212a**, and NLP database additions **218a** created by the user training. Since each user of the system would have a different global user registry entry **800a**, the embodiment would be flexible enough to allow for special customizations and could adapt to the idiosyncrasies of individual users.

In yet another embodiment, the updates to global user registry entry **800** also contain dialogue generation log additions **219a**, user preferences **802**, and remembered information **804**, as shown in FIG. 9. The dialogue generation log additions **219a** would be comprised of the dialogue exchanged between the system and an individual user. The addition of dialogue generation log additions **219a** allow the system greater intelligence in its conversations with an individual user, to be transparent and mobile across different computers. User preferences **802** represents the stored system preferences of an individual user. Examples of such user preferences

802, include, but are not limited to: window color and placement, system sounds, font preferences, and other user-interface preferences. Remembered information 804 includes. user schedule information, learned facts derived from the dialogue generation log 219, and any other user (but non-user-interface) stored data not included in user preferences. For example, if the system is told, "I own a dog," the remembered information will include that fact. Remembered information may be stored or represented by any information storage format known in the art, including any database format.

Moreover, in some embodiments, the global user registry 800 would be stored locally and mirrored at known server locations. The mirrored copy, referred to as the "travelling" global user registry entry, enables users to access their phrases "adaptively" learned by the embodiment, even when the user is logged into a different location. FIG. 10A illustrates an embodiment that accesses customized global user registry entries 800a at local and remote (travelling) locations. Initially, a valid system user is verified, by any means known in the art, and then the system searches for a locally stored global user registry entry. For example, the system queries users for their login ID and password as shown in block 900. If the password and login ID match, as determined by decision block 905, the user is deemed to be a valid user. It is well understood that this login ID and password are but one of many methods known in the art to verify valid users, and that all such validation systems could be easily substituted. If no local global user registry entry is found, block 910, the system searches for a travelling global user registry entry, block 920. If either search turns up a global user registry entry, the global user registry entry is loaded, blocks 915 and 925, respectively. Provided that the retrieval of the global user registry entry 800a is successful, blocks 930 and 935, the global user registry entry 800a is enabled at block

940 by extracting the general grammar additions 214a, context-specific grammar additions 212a, NLP database additions 218a, dialogue generation log additions 219a, user preferences 802, and remembered information 804. These "learned" adaptations are then used by the system, as discussed earlier with the method of FIGS 3A-3D. If the retrieval of the travelling global user registry entry 800a is unsuccessful, standard (non-custom user) processing is performed as reflected at block 945.

Alternatively, in some embodiments, the user only logs into the system when accessing a terminal that does not recognize the user as a local user. This embodiment is shown in FIG. 10B. From this remote system, the user is required to specify an ID and a password. Initially, the system determines whether the user has a locally stored voice profile, block 910. If the user has a local voice profile, it is loaded at block 915, and flow continues at decision block 950. If the user does not have a locally stored global user registry entry, the system queries the user for a login identifier and a password at block 900. If the user is valid, the travelling global user registry entry is retrieved at block 925, and flow continues at block 950. Otherwise, the user is treated as a user with standard (non-custom) processing, at block 945. Provided that the retrieval of the global user registry entry 800a is successful, block 950, the global user registry entry 800a is enabled at block 940 by extracting the general grammar additions 214a, context-specific grammar additions 212a, NLP database additions 218a, dialogue generation log additions 219a, user preferences 802, and remembered information 804. These "learned" adaptations are then used by the system, as discussed earlier with the method of FIGS 3A-3D.

In one embodiment, speech recognition and natural language processing may be used to interact with objects, such as help files (".hlp" files), World-Wide-Web ("WWW" or "web")

pages, or any other objects that have a context-sensitive voice-based interface.

FIG. 5 illustrates an exemplary Dialog Definition File (DDF) **500** which represents information necessary to associate the speech recognition and natural language processing to an internet object, such as a text or graphics file or, in the preferred embodiment, a web-page or help file. Although in its simplest embodiment the Dialog Definition File **500** consists of an object table **510**, the DDF may also contain additional context-specific grammar files **214** and additional entries for the natural language processing (NLP) database **218**, as illustrated in FIG. 5. The preferred embodiment of the DDF **500** includes an object table **510**, a context-specific grammar file **214**, a context-specific dictation model **217**, and a file containing entries to the natural language processing database **218**. These components may be compressed and combined into the DDF file **500** by any method known in the art, such as through Lempel-Ziv compression. The context-specific specific grammar file **214** and the natural language processing database **218** are as described in earlier sections. The object table **510** is a memory structure, such as a memory tree, chain or table, which associates an address of a resource with various actions, grammars, or entries in the NLP database **218**.

An exemplary embodiment of the object table **510** is illustrated in FIG. 6. FIG. 6 illustrates a memory table which may contain entry columns for: an object **520**, a Text-to-Speech (TTS) flag **522**, a text speech **524**, a use grammar flag **526**, an append grammar flag **528**, an "is yes/no?" flag, and "do yes" **532** and "do no" **534** actions. Each row in the table **540A-540*n*** would represent the grammar and speech related to an individual object. The exemplary embodiment would refer to objects **520** through a Universal Resource Locator (URL). A URL is a standard method of specifying the address of any resource on the Internet that is part of the

World-Wide-Web. As this standard is well known in the art for describing the location of Internet resources and objects, the details of URLs will therefore not be discussed herein. One advantage of URLs is that they can specify information in a large variety of object formats, including hypertext, graphical, database and other files, in addition to a number of object devices and communication protocols. However, as shown in FIG. 6, URLs and other method of specifying objects can be used.

When combined with the text speech **524**, the Text-to-Speech (TTS) flag **522** indicates whether an initial statement should be voiced over speaker **112** when the corresponding object is transferred. For example, when transferring the web page listed in the object column **520** of row **540A** (`http://www.our-pet-store.com`), the TTS flag **522** is marked, indicating the text speech **524**, "Hello, welcome to...," is to be voiced over speaker **112**.

In some embodiments, the utterance of the initial statement may be dependent on the dialogue generation log **219**. In these embodiments, the system first checks to see if the statement was made recently to a user, before re-voicing the statement. There are several advantages in doing this. By consulting the dialogue generation log **219**, a conversation can be made more intelligent by using the dialogue generation log **219** as a "conversational memory." Moreover, a conversational memory formed by the dialogue generation log **219** also acts as a "sanity check" to make sure conversations do not become repetitive.

The use of the dialogue generation log **219** is best illustrated by example. Suppose a user was examining a speech-enhanced pet-store web-site using the present embodiment. Initially, an object table **510** is transferred from the web-site to the user's computer system **100**. When transferring the web page listed in the object column **520**, the system notes that the TTS flag **522**

is marked, indicating the text speech **524**, "Hello, welcome to our pet store, would you like to see our dog specials?" Since this is the user's first visit to the web page, no context or statement-related entries are found in the dialogue generation log **219**, so the statement is to be voiced over speaker **112**. The user responds, "no," and decides to surf a different web page instead. Transparent to the user, the system records both statements in the dialogue generation log **219**. Moments later, the user presses the web-browser "back" key, returning to the original pet-store web page. At this time, the user returns to the web page, and again, the system notes that the TTS flag **522** is marked, indicating the text speech **524**, "Hello, welcome to our pet store, would you like to see our dog specials?" Since this is the user's subsequent visit to the web page, a statement-related entry is found in the dialogue generation log **219**. Since statement was recently voiced over the speaker, it is not voiced on again on a subsequent visit.

The next three object table **510** flags relate to the use of grammars associated with this object. The affirmative marking of the "use grammar" **526** or "append grammar" **528** flags indicate the presence of a content-specific grammar file **214** related to the indicated object. The marking of the "use grammar" flag **526** indicates that the new content-specific grammar file **214** replaces the existing content-specific grammar file, and the existing file is disabled. The "append grammar" flag **528** indicates that the new content-specific grammar file should be enabled concurrently with the existing content-specific grammar file.

Lastly, the remaining column entries relate to a "yes/no" grammar structure. If the "Is yes/no?" flag **530** is marked, then a standard "yes/no" grammar is enabled. When a standard "yes/no" grammar is enabled, affirmative commands spoken to the computer result in the computer executing the command indicated in the "Do Yes" entry **532**. Similarly, a negative

command spoken to the computer results in the computer executing the command indicated in the "Do No" entry **534**. The entries in the "Do Yes" **532** and "Do No" **534** columns may either be commands or pointers to commands imbedded in the NLP Database **218**. For example, as shown in row **540B**, the "Is Yes/No?" flag is marked. An affirmative answer, such as "yes," given to the computer, would result in executing the corresponding command in the "Do Yes" entry **532**; in this specific case, the entry is the number "210," a reference to the 210th command in the NLP database. An answer of "no" would result in the computer executing the 211th command in the NLP database.

Turning now to FIG. 7A, a method and system of providing speech and voice commands to objects, such as a computer reading a help file or browsing the World-Wide-Web, is illustrated. The method of FIGS. 7A-7D may be used in conjunction with the method of FIGS 3A-3D and FIG. 10. In block **602**, an object location is provided to a help file reader or World-Wide-Web browser. A help file reader/browser is a program used to examine hypertext documents that are written to help users accomplish tasks or solve problems, and is well known in the art. The web browser is a program used to navigate through the Internet, and is well known in the art. Block **602**, which providing an object location to the browser, can be as simple as a user clicking on a program "help" menu item, manually typing in a URL, or having a user select a "link" at a chosen web-site. It also may be the result of a voiced command as described earlier with reference to the action associated with each entry in the NLP database **218**. Given the object location, the computer must decide on whether it can resolve object location specified, at block **604**. This resolution process is a process well known in the art. If the computer is unable to resolve the object location or internet address, an error message is displayed in the

browser window, at block **605**, and the system is returned to its initial starting state **600**. If the object location or Internet address is resolved, the computer retrieves the object at block **606**. For a networked object, for example, a web browser sends the web-site a request to for the web page, at block **606**. For a help file application, the help reader reads the help file off of storage media **108**, at block **606**.

A decision is made, depending upon whether the object is retrieved, at block **608**. If the object cannot be retrieved, an error message is displayed in the browser window, at block **605**, and the system is returned to its initial starting state **600**. If the object is retrieved, it is displayed in the help-reader or web-site browser, as appropriate, at block **610**.

In decision block **612**, the computer **100** determines whether the DDF file **500** corresponding to the object is already present on the computer **100**. If the DDF file is present, the flow proceeds to FIG. 7C, if not the flow proceeds to FIG. 7B.

Moving to FIG. 7B, if the DDF file **500** is not present, the computer examines whether the DDF file **500** location is encoded within the object. For example, the DDF file location could be encoded within web page HyperText Markup Language (HTML) as a URL. (Note that HTML is well known in the art, and the details of the language will therefore not be discussed herein.) Encoding DDF file location within HTML code may be done either through listing the DDF file location in an initial HTML meta-tag such as:

```
<meta DDF= "http://www.our-pet-store.com/ConverseIt.ddf">
```

or directly through a scripting tag written into the variation of HTML supported by the browser,

```
<!--
      <DDF= "http://www.our-pet-store.com/ConverseIt.ddf">
-->
```

If the DDF file location information is encoded within the web page, the location's Internet address is resolved, at block **616**, and the computer requests transfer of the DDF file **500**, at block **626**. An equivalent encoding scheme could be used within help file hypertext.

Alternatively, if the DDF file **500** location is not encoded within the object, there are several alternate places that it may be stored. It may be stored in a pre-defined location at a web-site, such as a certain file location in the root directory, or at a different centralized location, such as another Internet server or the storage medium **108** of FIG. 1. Blocks **618** and **620** test for these possibilities. Block **618** determines whether the DDF file is located at the web-site. At block **618**, the computer sends query to the web-site inquiring about the presence of the DDF file **500**. If the DDF file **500** is present at the web-site, the computer requests transfer of the DDF file **500**, at block **626**. If the DDF file **500** is not located at the web-site, the computer queries the centralized location about the presence of a DDF file for the web-site, at block **620**. If the DDF file is present at the web-site, the computer requests transfer of the DDF file, at block **626**. If the DDF file **500** cannot be found, the existing components of any present DDF file, such as the object table **510**, context-specific dictation model **217**, NLP database **218** associated with the object, and context-specific grammar **214** for any previously-viewed object, are deactivated in block **622**. Furthermore, the object is treated as a non-voice-activated object, and only standard grammar files are used, at block **624**. Standard grammar files are the grammar files existing on the system excluding any grammars associated with the content-specific grammar file associated with the object.

If the DDF file **500** is requested at block **626**, and its transfer is unsuccessful, any existing components of any present DDF file **500** are deactivated, at block **622**, and the web-site is treated

as a non-voice-activated object, and only standard grammar files are used, at block **624**.

If the DDF file **500** is requested at block **626** and its transfer is successful at block **628**, it replaces any prior DDF file, at block **630**. Any components of the DDF file **500**, such as the object table **510**, context-specific-grammar files **214**, context-specific-dictation models **217**, and NLP database **218** are extracted at block **632**. A similar technique may be used for obtaining the software necessary to implement the method illustrated in FIGS. 3A-3D, comprising the functional elements of FIG. 2.

The flow moves to FIG. 7C. The object table **510** is read into memory by the computer in block **634**. If the object is present in the site object table **510**, as determined by block **636**, it will be represented by a row **540A-540*n*** of the table, as shown in FIG. 6. Each row of the object table represents the speech-interactions available to a user for that particular object. If no row corresponding to the object exists, then no-speech interaction exists for the web page, and processing ends.

If the object location is present in the site object table **510**, as determined by block **636**, the computer checks if the TTS flag **522** is marked, to determine whether a text speech **524** is associated with the web-page, at block **638**. If there is a text speech **524**, a decision must be made on whether it is appropriate to play the spoken statement **639**. For example, if a user was queried, "Would you like to hear about the history of Mars?" in the past five minutes, it would be inappropriate, and probably annoying, to ask the user the same question again. In making such a determination, the system checks whether the statement has been made to the user recently by examining the dialogue generation log **219**.

An individual user may be matched with a statement or statement context within a recent

interval. Suppose the system asked, "Do you own a cat?" and the user replied, "No, I hate cats." The conversation would be recorded in the dialogue generation log **219**, noting that the context of the conversation is about cats. On a subsequent visit to a pet-store web-site, the system notes that the TTS flag **522** is marked, indicating the text speech **524**, "Hello, welcome to our pet store, would you like to see our cat specials?" Since the text-to-speech statement is an inquiry about cats, the system performs a check in the dialogue generation log 219 to see if there are past conversations with a context **1108** of "cat." The context of "cat" is located, and the system notes that the user responded "no," therefore the user does not own a cat. Consequently, the system realizes that a negative match has been made, and it would be inappropriate to voice the question to the user.

Thus, since dialogue generation log entries **1112** are time dependent, they must be kept up-to-date by the system, and old entries should be culled and removed on a periodic basis. After all, in the case of the above example, it is possible that the user eventually acquires a cat. Old entries may be removed after a certain time-period expires, or after the dialogue generation log **219** reaches a specific size. Dialogue generation log entries **1112** for each user can be removed on a first-in-first-out (FIFO) basis, so that older entries are removed before more recent entries.

If it is appropriate, the statement is voiced at block **640**, and flow continues on to FIG 7D. If there is a context-specific grammar file associated with the object, as determined by decision block **642**, it is enabled at block **644**, and then the NLP database **218** is enabled at block **646**. If no context-specific grammar file is associated with the object, only the NLP database **218** is enabled at block **646**. Once the NLP database is enabled **646**, the system behaves as shown in FIG. 3A-3C, as described above.

In summary, the present embodiment provides a method and system for an object interactive user-interface for a computer. By the use of context-specific grammars that are tied to internet-objects through a Dialog Definition File, the present embodiment decreases speech recognition time and increases the user's ability to communicate with local and networked objects, such as help files or web-pages, in a conversational style. Adaptive updating of the various grammars and the NLP database, the present embodiment further increases interactive efficiency. The adaptive updates can be incorporated into global user registry entries that can be stored locally and remotely, to allow users access to the global user registry entries at various locations.

The previous description of the embodiments is provided to enable any person skilled in the art to make or use the present invention. The various modifications to these embodiments will be readily apparent to those skilled in the art, and the generic principles defined herein may be applied to other embodiments without the use of inventive faculty. Thus, the present invention is not intended to be limited to the embodiments shown herein, but is to be accorded the widest scope consistent with the principles and novel features disclosed herein.

I CLAIM:

CLAIMS

1. A method for interacting with an object via a computer using utterances, the method comprising:

retrieving an object table associated with the object;

searching the object table for a matching entry for the object;

locating an action associated with the matching entry, if the matching entry is found in the object table;

determining whether the action associated with the matching entry is appropriate;

performing the action associated with the matching entry, if the action is deemed appropriate.

2. The method of claim 1 wherein the action associated with the matching entry is voicing a text statement.

3. The method of claim 2 wherein the process of determining whether the action associated with the matching entry is appropriate further comprises:

identifying a context of the voiced text statement associated with the matching entry;

searching a log containing log entries with context and timestamp information to locate matching log entries with the same context as the voiced text statement;

determining whether the voiced text statement is appropriate based on the timestamp of the matching log entries.

4. The method of claim 2 wherein the process of determining whether the action associated with the matching entry is appropriate further comprises:

searching a log containing log entries with statement and timestamp information to locate matching log entries with the same voiced text statement;

determining whether the voiced text statement is appropriate based on the timestamp of the matching log entries.

5. The method of claim 3 or 4 wherein the object table is read from a web-site.

6. The method of claim 3 or 4 wherein the object table is read from a location that stores object tables for multiple objects.

7. A method for interacting with an object via a computer using utterances, the method comprising:

searching a context-specific grammar file for a matching phrase for the utterance;

searching a general grammar file for the matching phrase if the matching phrase is not found in the context-specific grammar file;

searching a dictation grammar for the matching phrase if the matching phrase is not found in the general grammar file;

searching a context-specific dictation model for the matching phrase if the matching phrase is not found in the dictation grammar file;

searching a database for a matching entry for the matching phrase; and

performing an action associated with the matching entry and saving the utterances to a log file if the matching entry is found in the database.

8. The method of claim 7 the log is a dialogue generation log.

9. The method of claim 8 further comprising:

replacing at least one word in the matching phrase prior to the searching the database.

10. The method of claim 9 wherein the replacing the at least one word comprises substituting a wildcard for the at least one word.

11. The method of claim 10 wherein the replacing at least one word comprises substituting a proper name for the at least one word.

12. The method of claim 11 further comprising:

text formatting the matching phrase prior to the searching of the database.

13. The method of claim 12 further comprising:

weighting individual words in the matching phrase according to a relative significance of the individual words prior to the searching of the database.

14. The method of claim 13 further comprising:

updating a global user registry entry with the dialogue generation log with utterances spoken by a user.

15. The method of claim 13 further comprising:

updating the global user registry entry with at least one of the database, the context-specific grammar file and the general grammar file with the matching phrase if the matching entry is not found in the database.

16. The method of claim 15 further comprising:

generating a confidence values for the matching entry;

comparing the confidence value with a threshold value;

determining whether a required number of words from the matching phrase are present in the matching entry;

determining the utterance has been spoken before by examining the dialogue generation

log; and

prompting a user whether the matching entry is a correct interpretation of the utterance if the required number of words from the matching phrase are not present in the matching entry, nor present in the dialogue generation log.

17. The method of claim 16 further comprising:

prompting a user for additional information if the matching entry is not a correct interpretation of the utterance.

18. The method of claim 17 further comprising:

updating at least one of the database, the context-specific grammar file, the general grammar file, and the dialogue generation log with the additional information.

19. A system for interacting with a computer using utterances, the system comprising:

a speech processor for searching a context-specific grammar file for a matching phrase for the utterance, for searching a general grammar file for the matching phrase if the matching phrase is not found in the context-specific grammar file, for searching a dictation grammar for the matching phrase if the matching phrase is not found in the general grammar file, and for searching a context-specific dictation model if the matching phrase is not found in the dictation grammar;

a natural language processor for searching a database for a matching entry for the matching phrase and for searching a dialogue generation log for a matching log entry for the utterance; and

an application interface for performing an action associated with the matching entry if the matching entry is found in the database and the action is appropriate if the matching log entry is found in the dialogue generation log.

20. A computer readable medium encoded with executable program code, the code comprising:

retrieving an object table associated with the object;

searching the object table for a matching entry for the object;

locating an action associated with the matching entry, if the matching entry is found in the object table;

determining whether the action associated with the matching entry is appropriate;

performing the action associated with the matching entry, if the action is deemed appropriate.

21. The computer readable medium of claim 20 wherein the action associated with the matching entry is voicing a text statement.

22. The computer readable medium of claim 21 wherein the process of determining whether the action associated with the matching entry is appropriate further comprises:

identifying a context of the voiced text statement associated with the matching entry;

searching a log containing log entries with context and timestamp information to locate matching log entries with the same context as the voiced text statement;

determining whether the voiced text statement is appropriate based on the timestamp of the matching log entries.

23. The computer readable medium of claim 21 wherein the process of determining whether the action associated with the matching entry is appropriate further comprises:

searching a log containing log entries with statement and timestamp information to locate matching log entries with the same voiced text statement;

determining whether the voiced text statement is appropriate based on the timestamp of the matching log entries.

24. The computer readable medium of claim 22 or 23 wherein the object table is read from a web-site.

25. The computer readable medium of claim 22 or 23 wherein the object table is read from a location that stores object tables for multiple objects.

26. A computer readable medium encoded with executable program code, the code comprising:

searching a context-specific grammar file for a matching phrase for the utterance;

searching a general grammar file for the matching phrase if the matching phrase is not found in the context-specific grammar file;

searching a dictation grammar for the matching phrase if the matching phrase is not found in the general grammar file;

searching a context-specific dictation model for the matching phrase if the matching phrase is not found in the dictation grammar file;

searching a database for a matching entry for the matching phrase; and

performing an action associated with the matching entry and saving the utterances to a log file if the matching entry is found in the database.

27. The computer readable medium of claim 26 wherein the log is a dialogue generation log.

28. The computer readable medium of claim 27 further comprising:

replacing at least one word in the matching phrase prior to the searching the database.

29. The computer readable medium of claim 28 wherein the replacing the at least one word comprises substituting a wildcard for the at least one word.

30. The computer readable medium of claim 29 wherein the replacing at least one word

comprises substituting a proper name for the at least one word.

31. The computer readable medium of claim 30 further comprising:

text formatting the matching phrase prior to the searching of the database.

32. The computer readable medium of claim 31 further comprising:

weighting individual words in the matching phrase according to a relative significance of the individual words prior to the searching of the database.

33. The computer readable medium of claim 32 further comprising:

updating a global user registry entry with the dialogue generation log with utterances spoken by a user.

34. The computer readable medium of claim 32 further comprising:

updating the global user registry entry with at least one of the database, the context-specific grammar file and the general grammar file with the matching phrase if the matching entry is not found in the database.

35. The computer readable medium of claim 34 further comprising:

generating a confidence values for the matching entry;

comparing the confidence value with a threshold value;

determining whether a required number of words from the matching phrase are present in the matching entry;

determining the utterance has been spoken before by examining the dialogue generation log; and

prompting a user whether the matching entry is a correct interpretation of the utterance if the required number of words from the matching phrase are not present in the matching entry, nor

present in the dialogue generation log.

36. The computer readable medium of claim 35 further comprising:

prompting a user for additional information if the matching entry is not a correct interpretation of the utterance.

37. The computer readable medium of claim 36 further comprising:

updating at least one of the database, the context-specific grammar file, the general grammar file, and the dialogue generation log with the additional information.

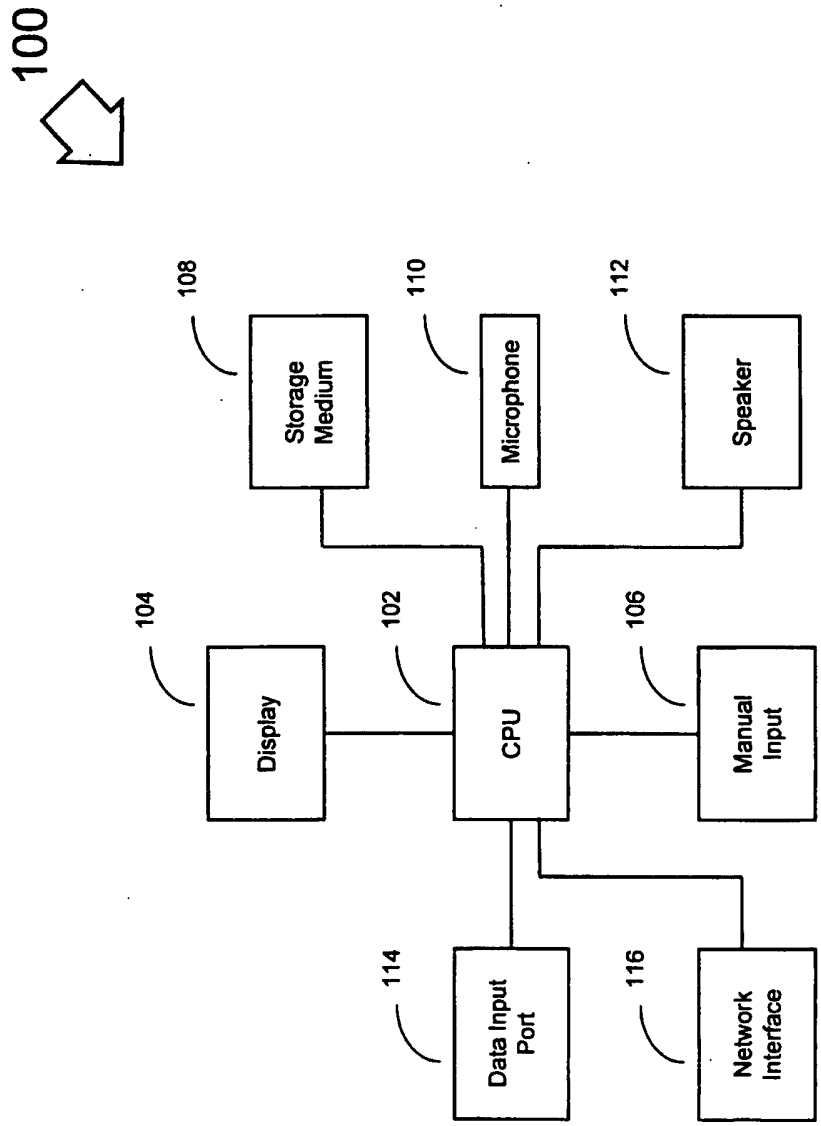

100
108
Storage Medium
110
Microphone
112
Speaker
104
Display
102
CPU
106
Manual Input
114
Data Input Port
116
Network Interface

FIG. 1

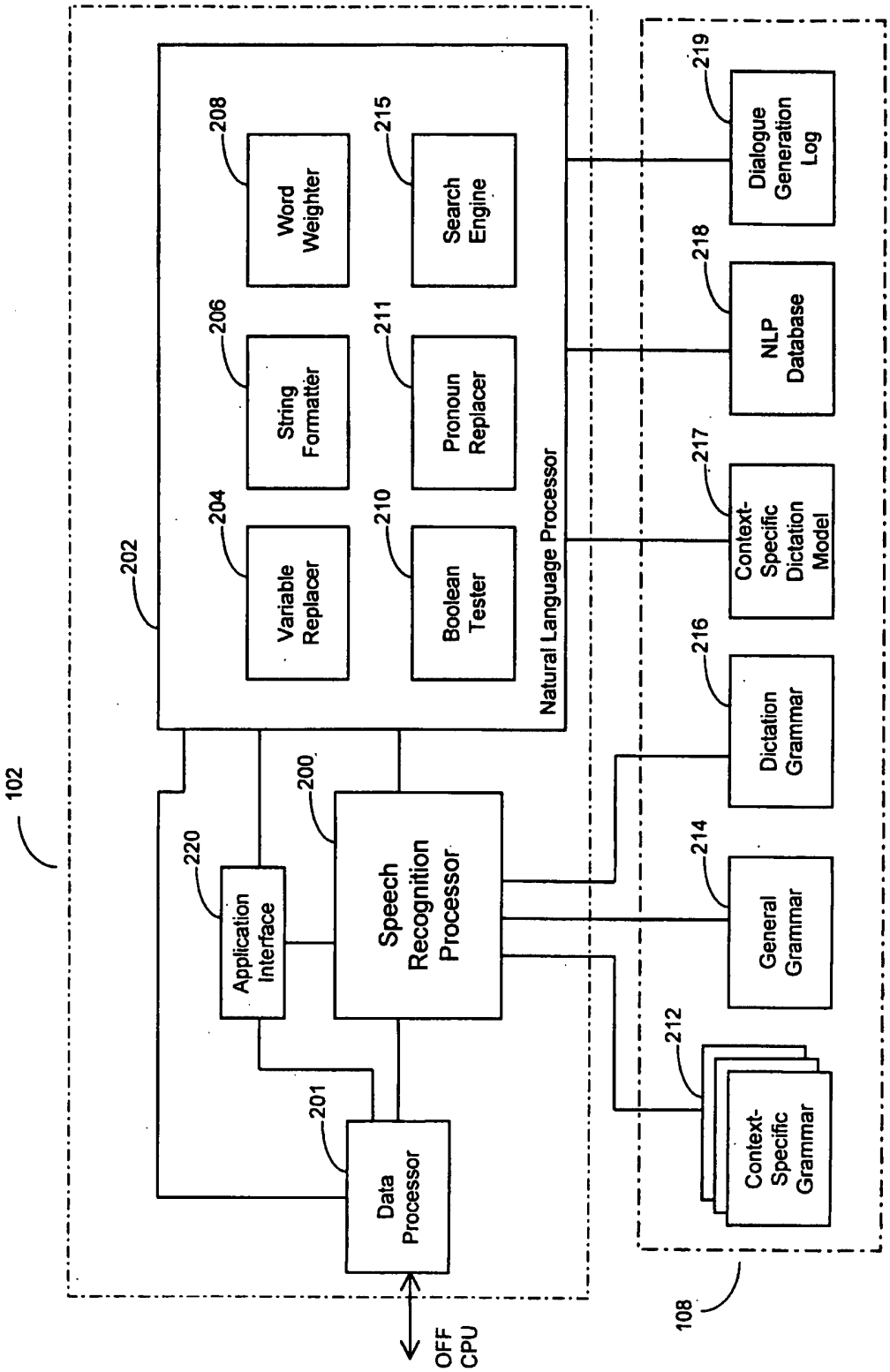

102
202
Natural Language Processor
208
Word Weighter
215
Search Engine
206
String Formatter
211
Pronoun Replacer
204
Variable Replacer
210
Boolean Tester
200
Speech Recognition Processor
220
Application Interface
201
Data Processor
OFF CPU
219
Dialogue Generation Log
218
NLP Database
217
Context-Specific Dictation Model
216
Dictation Grammar
214
General Grammar
212
Context-Specific Grammar
108

FIG. 2

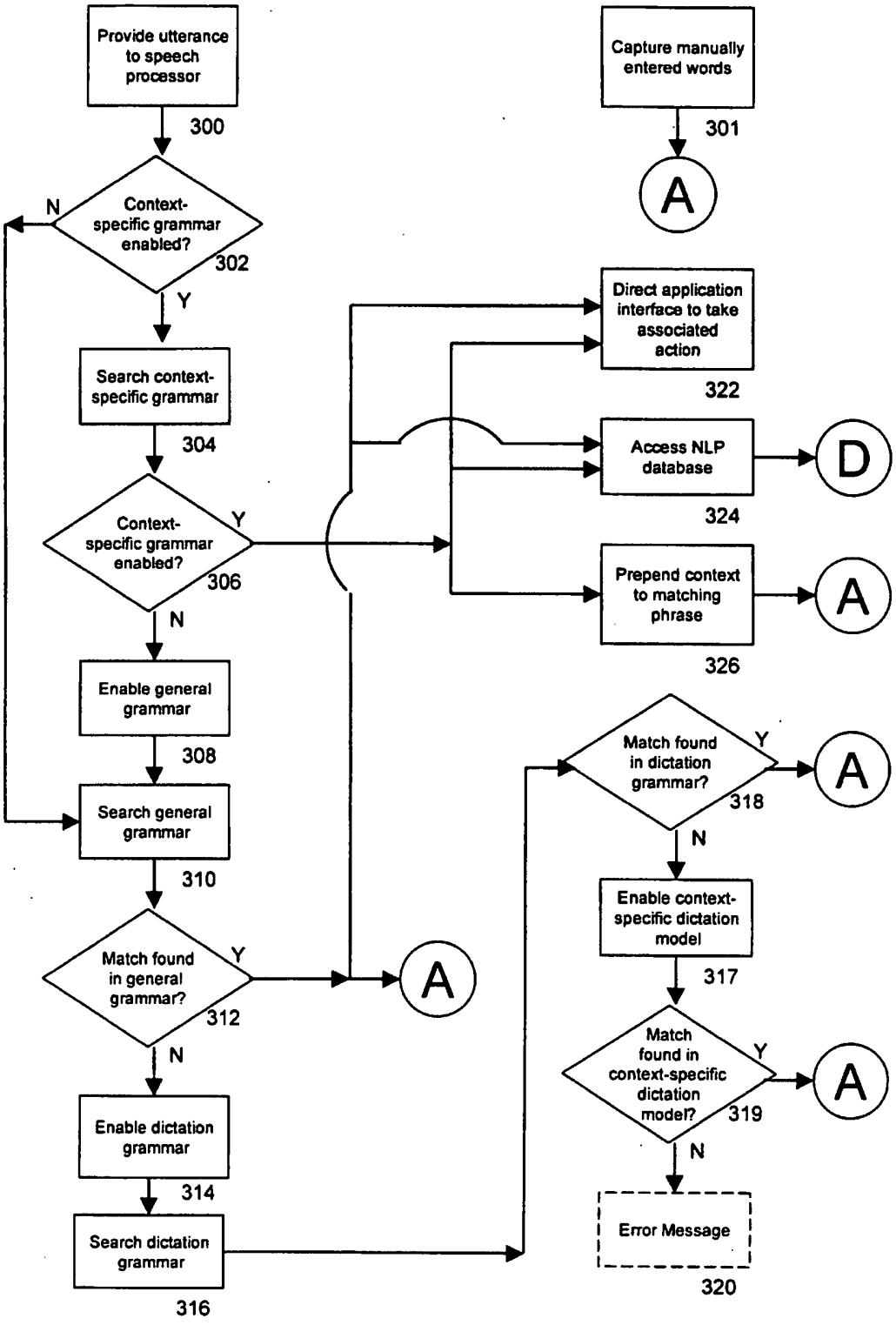

Provide utterance to speech processor
300
Context-specific grammar enabled?
302
N
Y
Search context-specific grammar
304
Context-specific grammar enabled?
306
Y
N
Enable general grammar
308
Search general grammar
310
Match found in general grammar?
312
Y
N
Enable dictation grammar
314
Search dictation grammar
316
A
Capture manually entered words
301
A
Direct application interface to take associated action
322
Access NLP database
324
D
Prepend context to matching phrase
326
A
Match found in dictation grammar?
318
Y
N
A
Enable context-specific dictation model
317
Match found in context-specific dictation model?
319
Y
N
A
Error Message
320

FIG. 3A

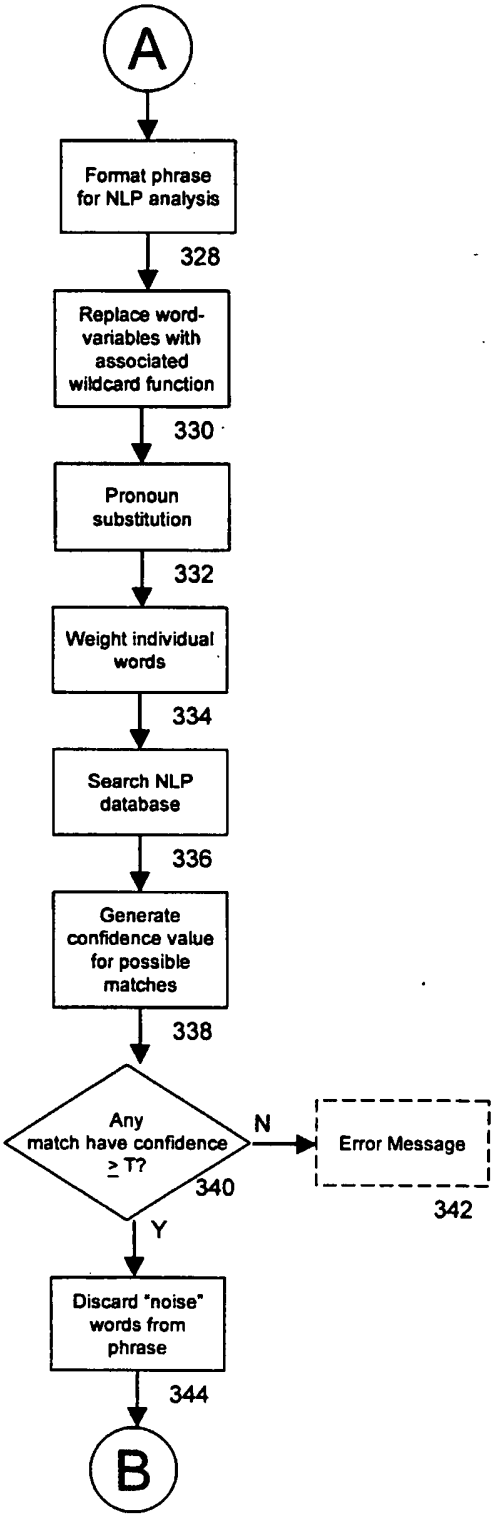

A
Format phrase for NLP analysis
328
Replace word-variables with associated wildcard function
330
Pronoun substitution
332
Weight individual words
334
Search NLP database
336
Generate confidence value for possible matches
338
Any match have confidence ≥ T?
340
N
Error Message
342
Y
Discard "noise" words from phrase
344
B

FIG. 3B

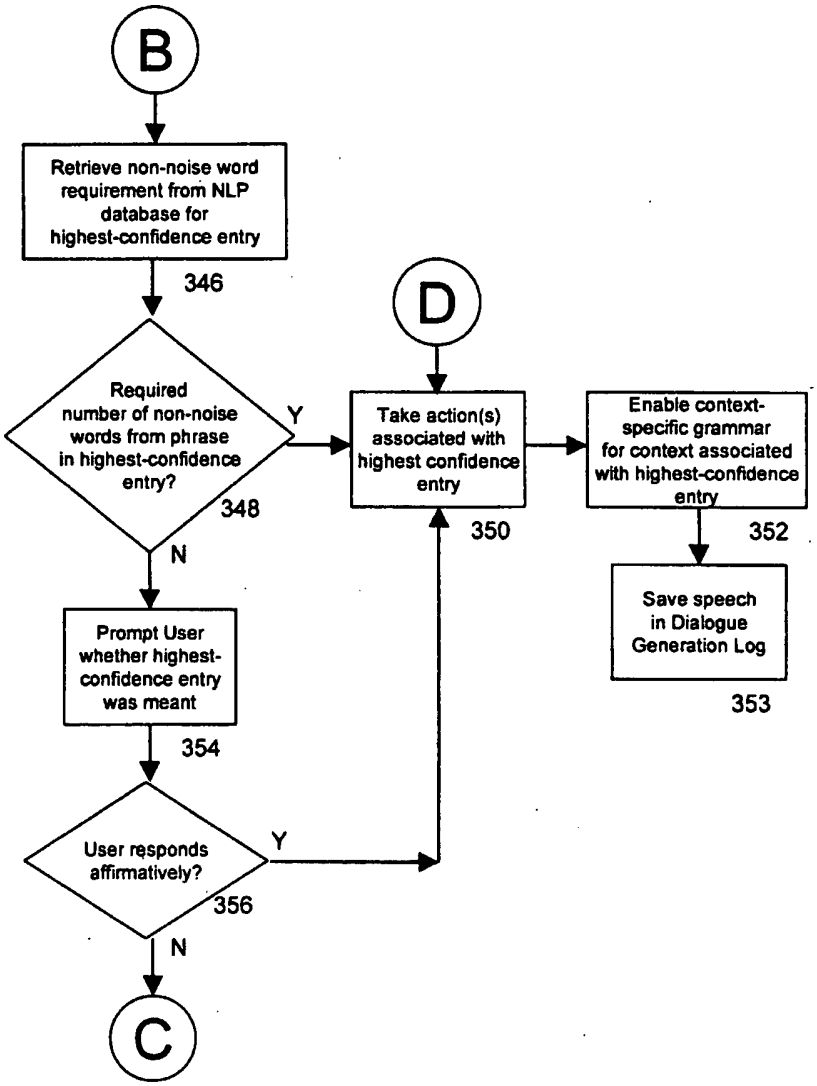

B
Retrieve non-noise word requirement from NLP database for highest-confidence entry
346
Required number of non-noise words from phrase in highest-confidence entry?
348
Y
N
D
Take action(s) associated with highest confidence entry
350
Enable context-specific grammar for context associated with highest-confidence entry
352
Save speech in Dialogue Generation Log
353
Prompt User whether highest-confidence entry was meant
354
User responds affirmatively?
356
Y
N
C

FIG. 3C

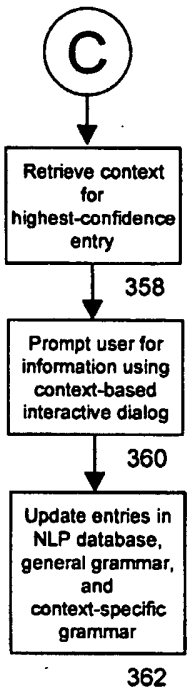

C
Retrieve context for highest-confidence entry
358
Prompt user for information using context-based interactive dialog
360
Update entries in NLP database, general grammar, and context-specific grammar
362

FIG. 3D

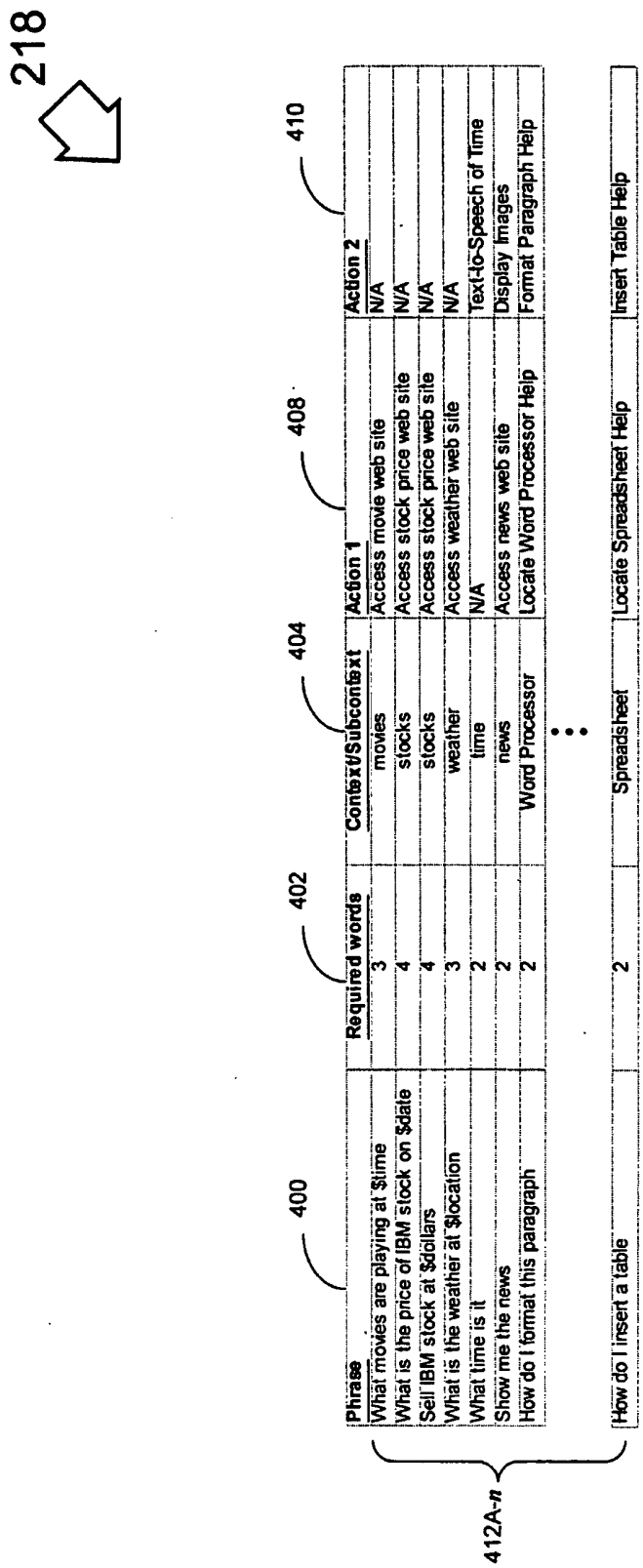

218
400
402
404
408
410
412A-n
Phrase
Required words
Context/Subcontext
Action 1
Action 2
What movies are playing at $time
3
movies
Access movie web site
N/A
What is the price of IBM stock on $date
4
stocks
Access stock price web site
N/A
Sell IBM stock at $dollars
4
stocks
Access stock price web site
N/A
What is the weather at $location
3
weather
Access weather web site
N/A
What time is it
2
time
N/A
Text-to-Speech of Time
Show me the news
2
news
Access news web site
Display Images
How do I format this paragraph
2
Word Processor
Locate Word Processor Help
Format Paragraph Help
How do I insert a table
2
Spreadsheet
Locate Spreadsheet Help
Insert Table Help

FIG. 4

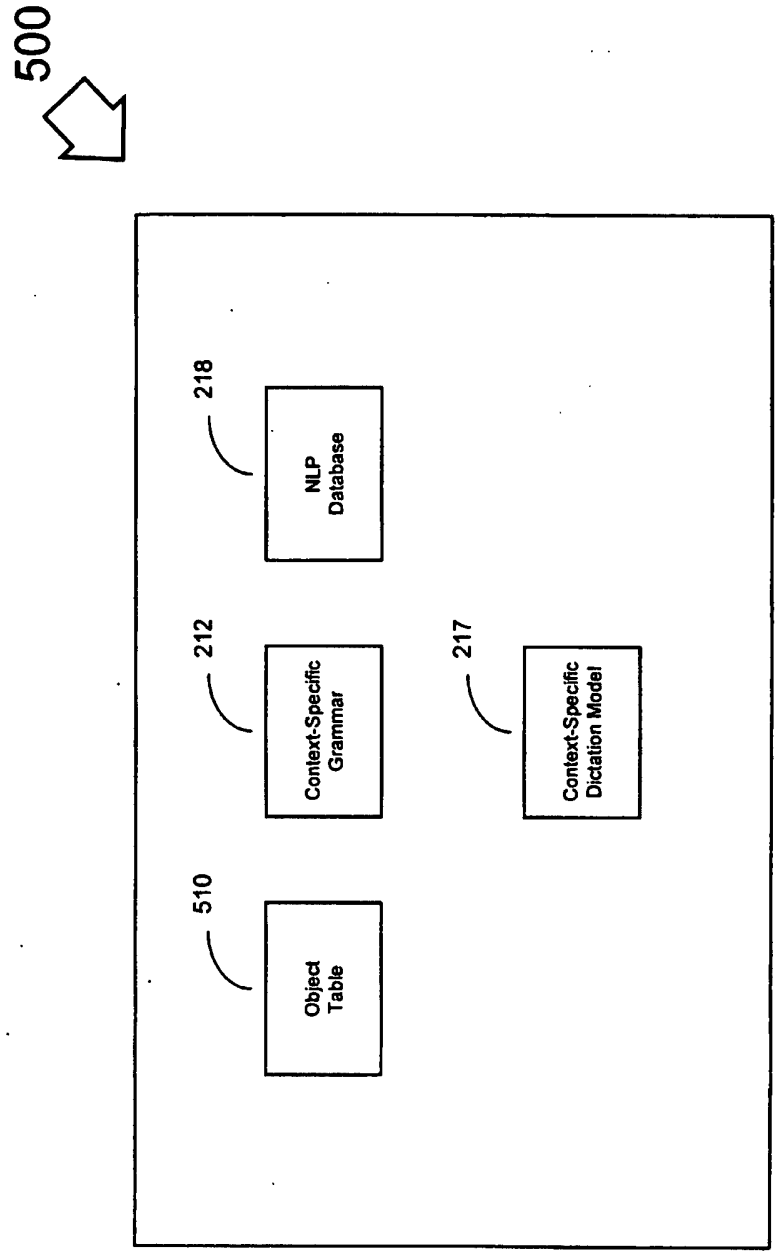

500
218
NLP Database
212
Context-Specific Grammar
217
Context-Specific Dictation Model
510
Object Table

FIG. 5

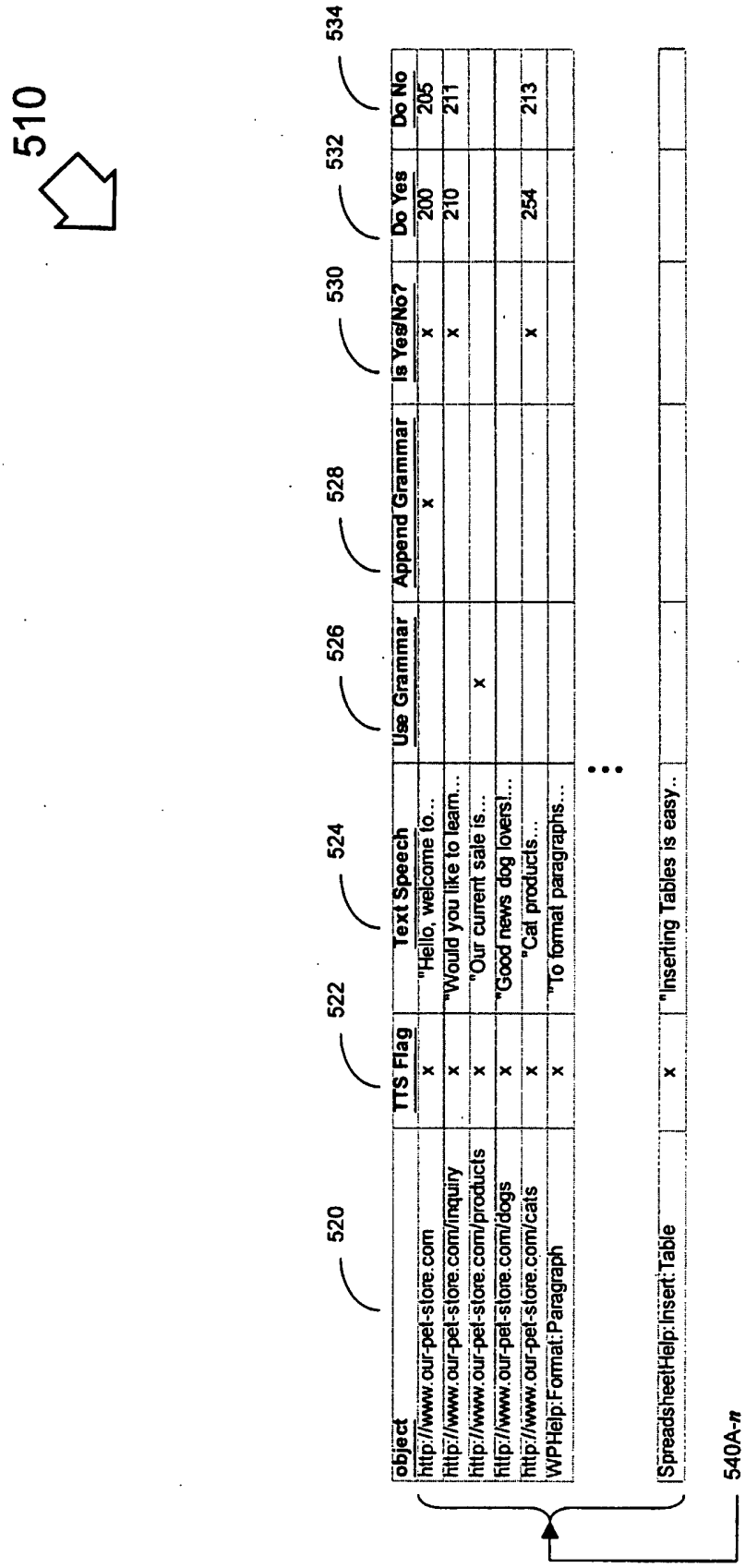

510
520
522
524
526
528
530
532
534
object
TTS Flag
Text Speech
Use Grammar
Append Grammar
Is Yes/No?
Do Yes
Do No
http://www.our-pet-store.com
"Hello, welcome to...
x
200
205
http://www.our-pet-store.com/inquiry
"Would you like to learn...
x
x
210
211
http://www.our-pet-store.com/products
"Our current sale is...
x
x
http://www.our-pet-store.com/dogs
"Good news dog lovers!...
x
x
http://www.our-pet-store.com/cats
"Cat products...
x
x
254
213
WPHelp:Format:Paragraph
"To format paragraphs...
x
SpreadsheetHelp:Insert:Table
"Inserting Tables is easy..
x
540A-n

FIG. 6

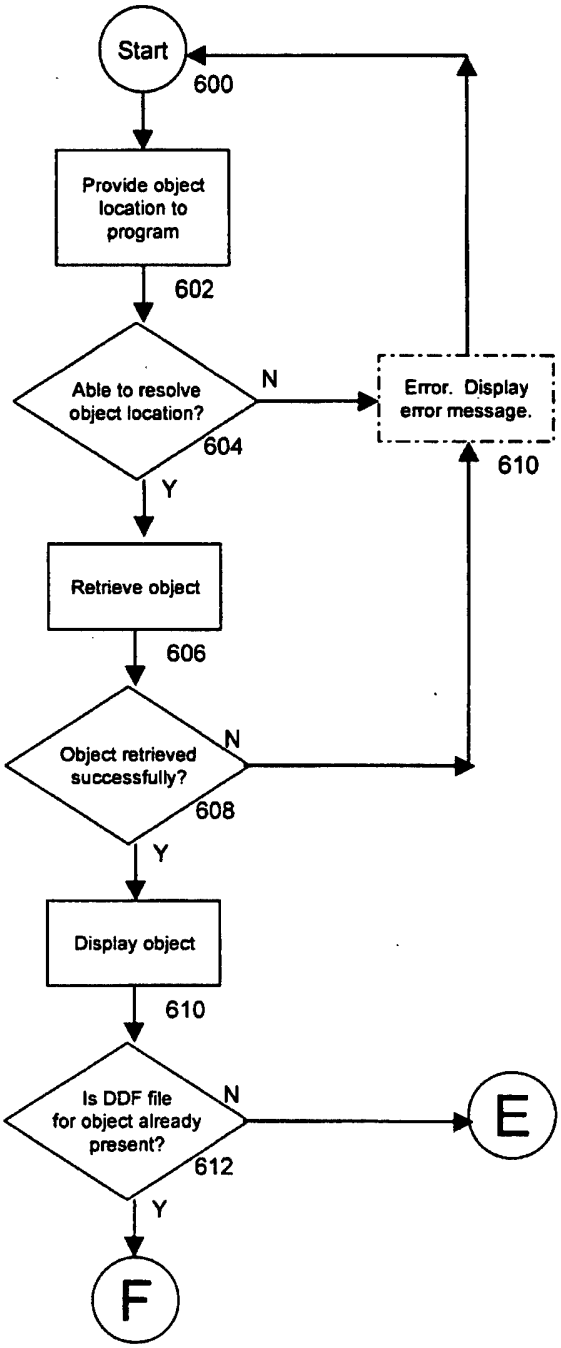

Start
600
Provide object location to program
602
Able to resolve object location?
604
N
Error. Display error message.
610
Y
Retrieve object
606
Object retrieved successfully?
608
N
Y
Display object
610
Is DDF file for object already present?
612
N
E
Y
F

FIG. 7A

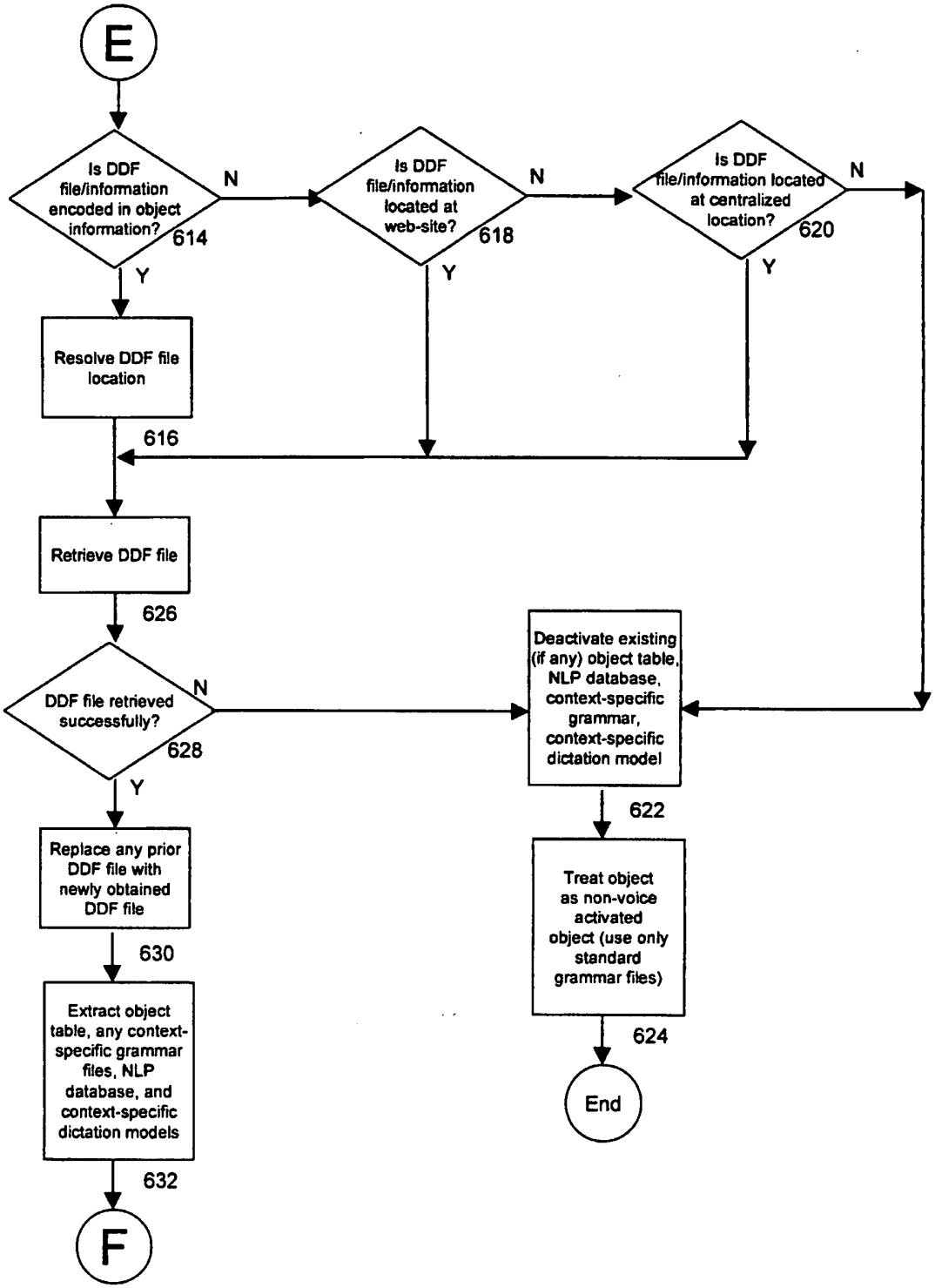

E
Is DDF file/information encoded in object information?
614
N
Y
Is DDF file/information located at web-site?
618
N
Y
Is DDF file/information located at centralized location?
620
N
Y
Resolve DDF file location
616
Retrieve DDF file
626
DDF file retrieved successfully?
628
N
Y
Deactivate existing (if any) object table, NLP database, context-specific grammar, context-specific dictation model
622
Treat object as non-voice activated object (use only standard grammar files)
624
End
Replace any prior DDF file with newly obtained DDF file
630
Extract object table, any context-specific grammar files, NLP database, and context-specific dictation models
632
F

FIG. 7B

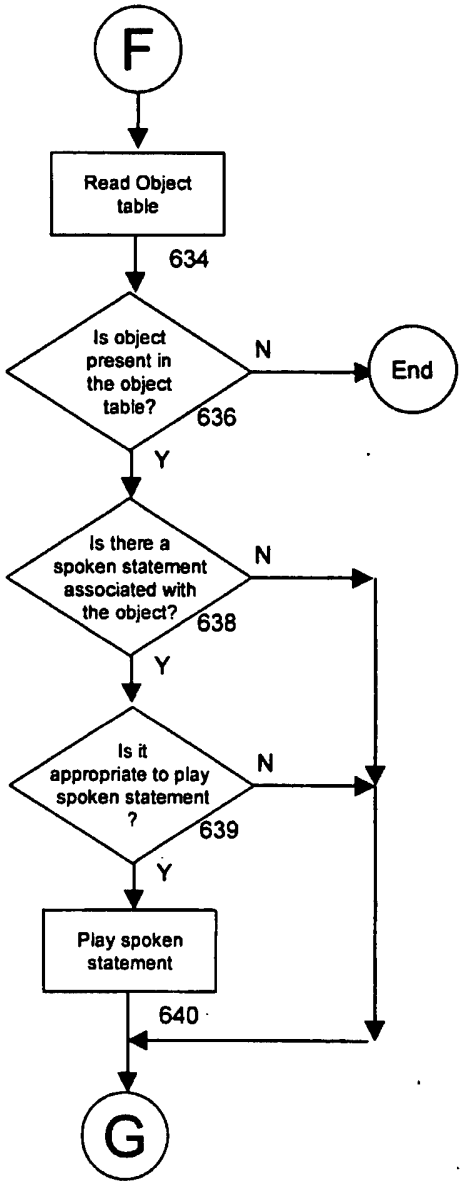

F
Read Object table
634
Is object present in the object table?
N
End
636
Y
Is there a spoken statement associated with the object?
N
638
Y
Is it appropriate to play spoken statement ?
N
639
Y
Play spoken statement
640
G

FIG. 7C

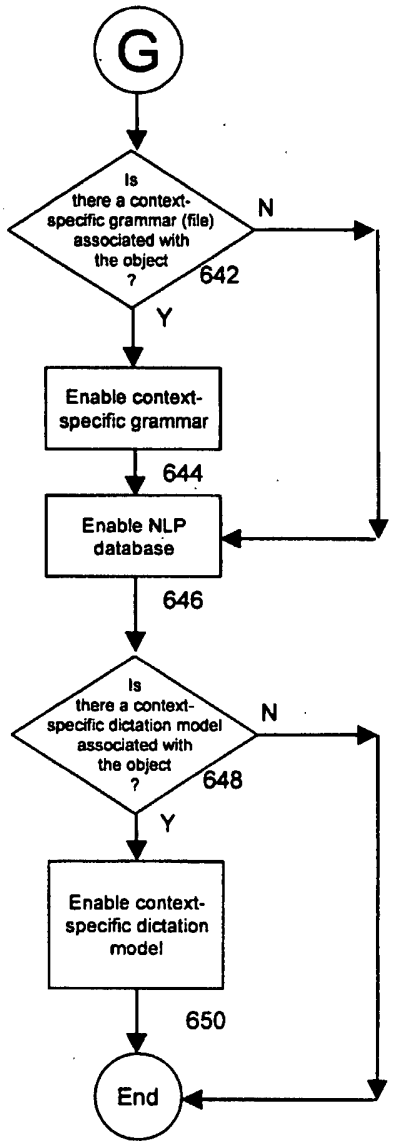

G
Is there a context-specific grammar (file) associated with the object ?
N
642
Y
Enable context-specific grammar
644
Enable NLP database
646
Is there a context-specific dictation model associated with the object ?
N
648
Y
Enable context-specific dictation model
650
End

FIG. 7D

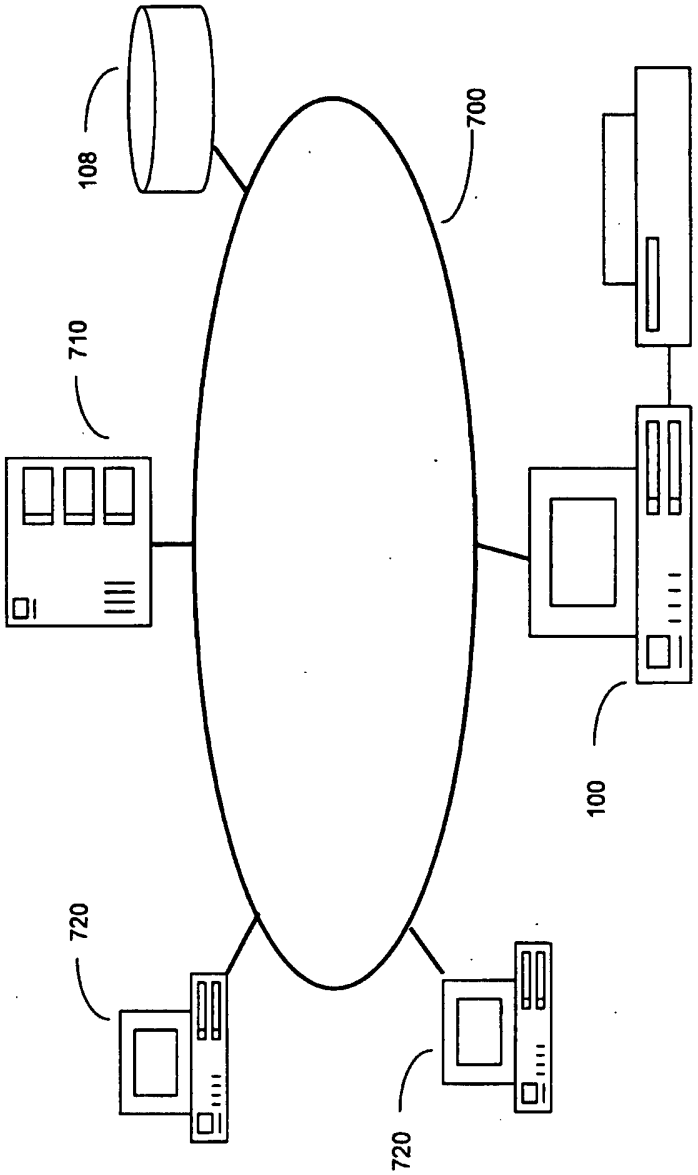


FIG. 8

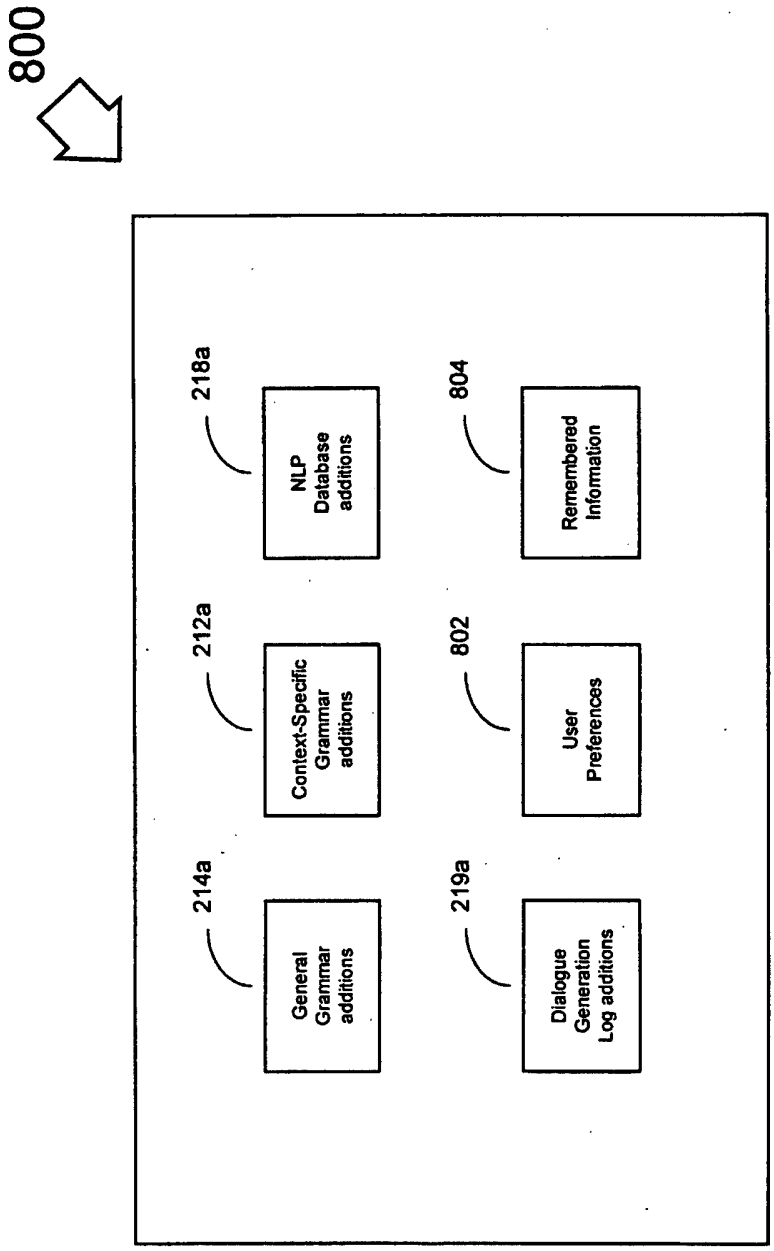

800
218a
NLP Database additions
804
Remembered Information
212a
Context-Specific Grammar additions
802
User Preferences
214a
General Grammar additions
219a
Dialogue Generation Log additions

FIG. 9

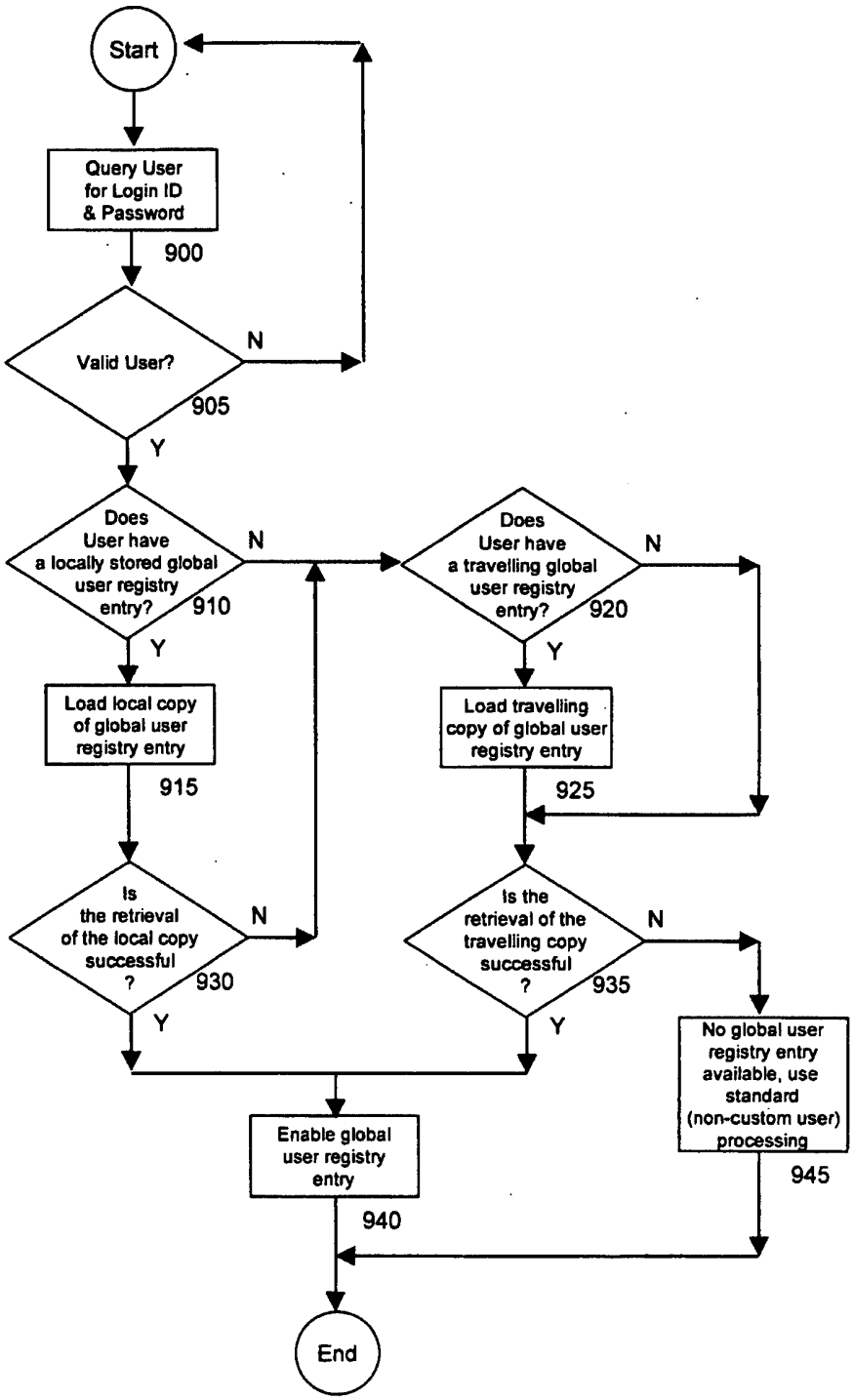

Start
Query User for Login ID & Password
900
Valid User?
905
N
Y
Does User have a locally stored global user registry entry?
910
N
Y
Load local copy of global user registry entry
915
Is the retrieval of the local copy successful ?
930
N
Y
Does User have a travelling global user registry entry?
920
N
Y
Load travelling copy of global user registry entry
925
Is the retrieval of the travelling copy successful ?
935
N
Y
No global user registry entry available, use standard (non-custom user) processing
945
Enable global user registry entry
940
End

FIG. 10A

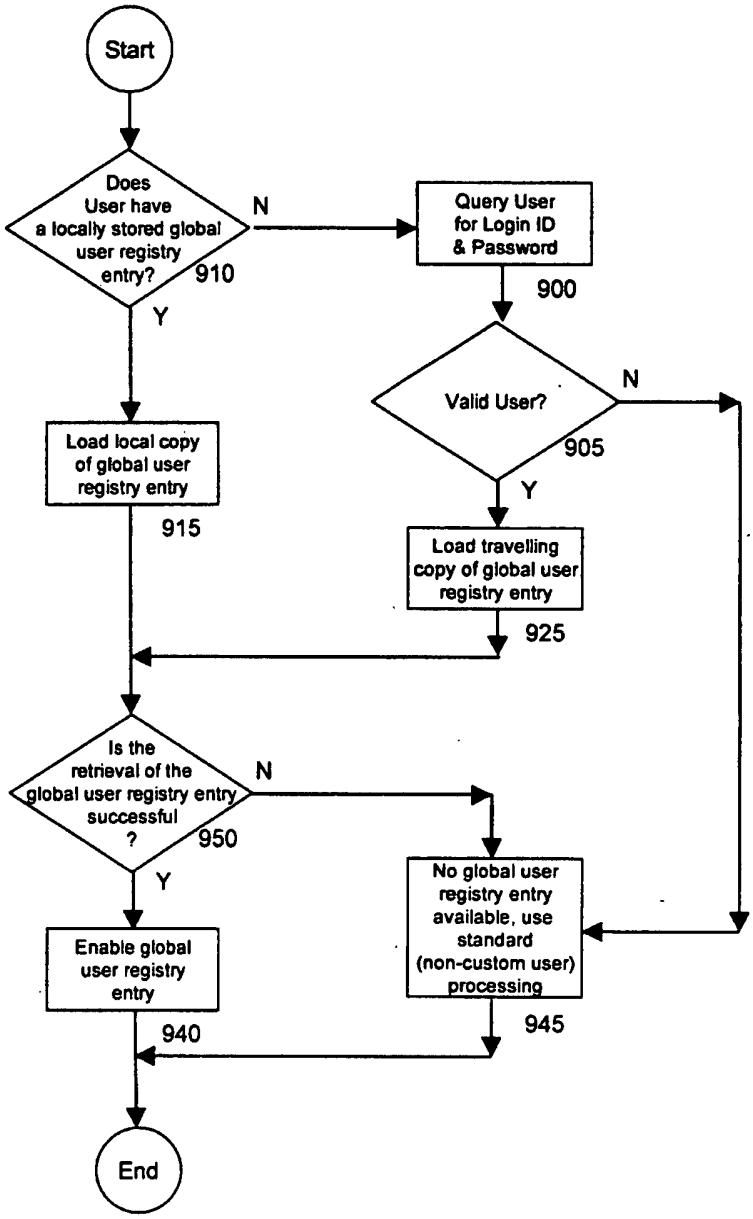

Start
Does User have a locally stored global user registry entry?
910
N
Y
Query User for Login ID & Password
900
Valid User?
905
N
Y
Load local copy of global user registry entry
915
Load travelling copy of global user registry entry
925
Is the retrieval of the global user registry entry successful ?
950
N
Y
No global user registry entry available, use standard (non-custom user) processing
945
Enable global user registry entry
940
End

FIG. 10B

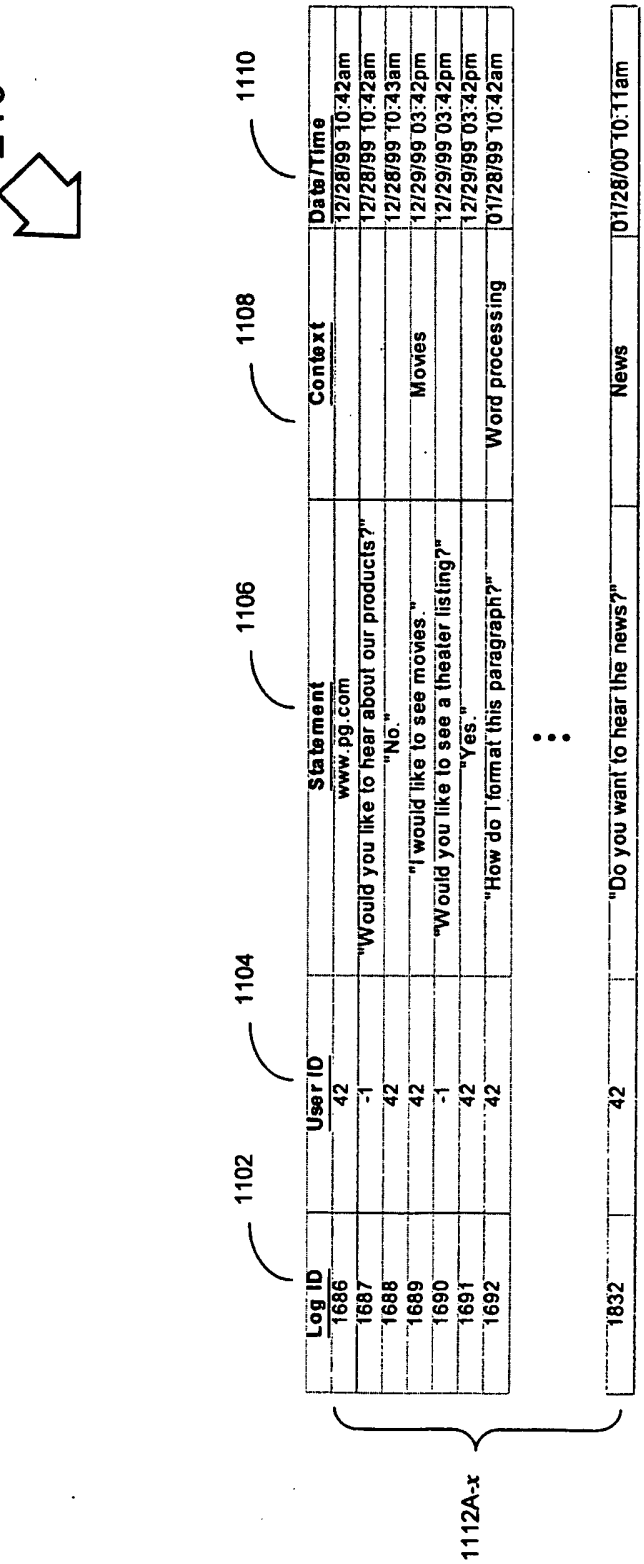

219
1102
1104
1106
1108
1110
Log ID
User ID
Statement
Context
Date/Time
1686
42
www.pg.com
12/28/99 10:42am
1687
-1
"Would you like to hear about our products?"
12/28/99 10:42am
1688
42
"No."
12/28/99 10:43am
1689
42
"I would like to see movies."
Movies
12/29/99 03:42pm
1690
-1
"Would you like to see a theater listing?"
12/29/99 03:42pm
1691
42
"Yes."
12/29/99 03:42pm
1692
42
"How do I format this paragraph?"
Word processing
01/28/99 10:42am
1832
42
"Do you want to hear the news?"
News
01/28/00 10:11am
1112A-x

FIG. 11

INTERNATIONAL SEARCH REPORT

In nal Application No
PCT/US 01/11138

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 G10L15/22 G10L15/26

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC 7 G10L

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)
EPO-Internal, WPI Data, INSPEC

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 00 14728 A (WEBER DEAN C ;ONE VOICE TECHNOLOGIES INC (US)) 16 March 2000 (2000-03-16) the whole document ---	1-37
X	WO 00 14727 A (WEBER DEAN C ;ONE VOICE TECHNOLOGIES INC (US)) 16 March 2000 (2000-03-16) the whole document ---	1,2, 5-21, 24-37
A	US 5 761 631 A (NASUKAWA) 2 June 1998 (1998-06-02) abstract --- -/--	3-5, 15-18, 22-24, 34-37

[X] Further documents are listed in the continuation of box C.

[X] Patent family members are listed in annex.

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Date of the actual completion of the international search	Date of mailing of the international search report
29 August 2001	06/09/2001

Name and mailing address of the ISA	Authorized officer
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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication,where appropriate, of the relevant passages	Relevant to claim No.
A	WYARD P J ET AL: "SPOKEN LANGUAGE SYSTEMS - BEYOND PROMPT AND RESPONSE" BT TECHNOLOGY JOURNAL, BT LABORATORIES, GB, vol. 14, no. 1, 1996, pages 187-207, XP000554648 ISSN: 1358-3948 abstract	1-8, 19-27
A	US 5 311 429 A (TOMINAGA) 10 May 1994 (1994-05-10) abstract	15-18, 34-37

Form PCT/ISA/210 (continuation of second sheet) (July 1992)

INTERNATIONAL SEARCH REPORT

Information on patent family members

Ir ›nal Application No
PCT/US 01/11138

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/671,526	02/06/2007	Tom Freeman	090611-0358957

CONFIRMATION NO. 9176

909
PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

PUBLICATION NOTICE

OC000000031436215

Title:SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

Publication No.US-2008-0189110-A1
Publication Date:08/07/2008

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INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

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*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
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	1B	5,274,560	12/28/1993	LaRue	364	444	
	1C	5,377,350	12/27/1994	Skinner	395	600	
	1D	5,500,920	03/19/1996	Kupiec	395	2.79	
	1E	5,696,965	12/09/1997	Dedrick	395	610	
	1F	5,774,859	06/30/1998	Houser *et al.*	704	275	
	1G	5,878,385	03/02/1999	Bralich *et al.*	704	9	
	1H	5,902,347	05/11/1999	Backman *et al.*	701	200	
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	1P	6,598,018	07/22/2003	Junqua	704	251	
	1Q	6,631,346	10/07/2003	Karaorman *et al.*	704	9	
	1R	6,643,620	11/04/2003	Contolini *et al.*	704	270	
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	1U	6,757,718	06/29/2004	Halverson *et al.*	709	218	
	1V	6,795,808	09/21/2004	Strubbe *et al.*	704	275	
	1W	6,901,366	05/31/2005	Kuhn *et al.*	704	275	

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	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

	1X	CHAI *et al.*, "MIND: A Semantics-Based Multimodal Interpretation Framework for Conversational System", Proceedings of the International CLASS Workshop on Natural, Intelligent and Effective Interaction in Multimodal Dialogue Systems, June 2002, pages 37-46.
	1Y	CHEYER *et al.*, "Multimodal Maps: An Agent-Based Approach", International Conference on Cooperative Multimodal Communication (CMC/95), May 24-26, 1995, pages 111-121.
	1Z	ELIO *et al.*, "On Abstract Task Models and Conversation Policies" in Workshop on Specifying and Implementing Conversation Policies, Autonomous Agents '99, Seattle, 1999, 10 pages.

EXAMINER	DATE CONSIDERED

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401346733v1

INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
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	2B	7,127,400	10/24/2006	Koch	704	270.1	
	2C	7,146,319	12/05/2006	Hunt	704	254	
	2D	7,289,606	10/30/2007	Sibal *et al.*	379	52	
	2E	7,376,645	05/20/2008	Bernard	707	3	
	2F	7,398,209	07/08/2008	Kennewick *et al.*	704	255	
	2G	7,424,431	09/09/2008	Greene *et al.*	704	270	
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	2V	2005/0114116	05/26/2005	Fiedler	704	201	
	2W	2007/0033005	02/08/2007	Cristo *et al.*	704	9	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

	2X	TURUNEN, "Adaptive Interaction Methods in Speech User Interfaces", Conference on Human Factors in Computing Systems, Seattle, Washington, 2001, pages 91-92.
	2Y	MAO, Mark Z., "Automatic Training Set Segmentation for Multi-Pass Speech Recognition", Department of Electrical Engineering, Stanford University, CA, copyright 2005, IEEE, pages I-685 to I-688.

EXAMINER	DATE CONSIDERED

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	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	3A	2007/0038436	02/15/2007	Cristo *et al.*	704	9	
	3B	2007/0050191	03/01/2007	Weider *et al.*	704	275	
	3C	2008/0091406	04/17/2008	Baldwin *et al.*	704	4	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

	3D	VANHOUCKE, Vincent, "Confidence Scoring and Rejection Using Multi-Pass Speech Recognition", Nuance Communications, Menlo Park, CA, [no date], 4 pages.
	3E	WENG, Fuliang, *et al.*, "Efficient Lattice Representation and Generation", Speech Technology and Research Laboratory, SRI International, Menlo Park, CA, [no date], 4 pages.
	3F	EL MELIANI *et al.*, "A Syllabic-Filler-Based Continuous Speech Recognizer for Unlimited Vocabulary", Canadian Conference on Electrical and Computer Engineering, Volume 2, September 5-8, 1995, pages 1007-1010.

EXAMINER	DATE CONSIDERED

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

401346733v1

Electronic Acknowledgement Receipt

EFS ID:	5634429
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Customer Number:	00909
Filer:	Syed Jafar Ali/Susan Trader
Filer Authorized By:	Syed Jafar Ali
Attorney Docket Number:	090611-0358957
Receipt Date:	02-JUL-2009
Filing Date:	06-FEB-2007
Time Stamp:	13:19:54
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		0358957_SIDS.pdf	874005 f837df87ed849c2e7487ce3c3059f5e2045327d0	yes	19

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Transmittal Letter	1	16
	Information Disclosure Statement (IDS) Filed (SB/08)	17	19

Warnings:					
Information:					
2	NPL Documents	CHAI.pdf	1036235 82e5c44d0c4460a84b5763f6ca9858e2072a4f38	no	10
Warnings:					
Information:					
3	NPL Documents	CHEYER.pdf	136285 5e49cb5ed1eb7cad08bed8e144f0d4292d0d5744	no	11
Warnings:					
Information:					
4	NPL Documents	ELIO.pdf	934896 d46aa8144b37e3a1d338415605eb1066ae6fc010	no	10
Warnings:					
Information:					
5	NPL Documents	TURUNEN.pdf	179163 b47bbd1deaa06420e04206c4216ccee446a68755	no	2
Warnings:					
Information:					
6	NPL Documents	MAO.pdf	87562 1b3ffe999a30b15eea176ac4951c57362d0c3bbb	no	4
Warnings:					
Information:					
7	NPL Documents	VANHOUCKE.pdf	258100 095933ea064f85a3705750030dec1a9690d3ae6d	no	4
Warnings:					
Information:					
8	NPL Documents	WENG.pdf	345795 ab3fae98c6cdea032dd636d4c37094120b0def8c	no	4
Warnings:					
Information:					

9	NPL Documents	EL_MELIANI.pdf	294901 b1c4510f36ba51ee85f20457fdd383145f4e918a	no	4

Warnings:	
Information:	
Total Files Size (in bytes):	4146942

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

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

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	EXAMINER:	Richemond Dorvil
FILING DATE :	February 6, 2007	ART UNIT:	2626
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT		

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

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

Sir:

Pursuant to the duty of disclosure under 37 C.F.R. §§ 1.56, 1.97 and 1.98, Applicants hereby make of record in the above-identified application the documents listed on the attached Form PTO-1449.

Applicants have listed publication dates on the attached PTO-1449 based on information presently available to the undersigned. However, the listed publication dates should not be construed as an admission that the information was actually published on the date indicated.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

This Supplemental Information Disclosure Statement is being filed within three months of the filing date of a national application other than a continued prosecution application under 37 C.F.R. §1.53(d), or within three months of the date of entry of the national stage as set forth in 37 C.F.R. §1.491 in an international application, or before the mailing date of a first Office Action on the merits, or before the mailing date of a first Office Action after the filing of a request for continued examination under 37 C.F.R. §1.114. No certification or fee is required. 37 C.F.R. §1.97(b).

Some of these documents were cited in search reports by a foreign patent office in counterpart foreign applications. Submission of an English language version of each search report that indicates the degree of relevance found by the foreign office is provided.

It is respectfully requested that the Examiner initial and return a copy of the enclosed PTO-1449.

Respectfully submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP

By_____
Syed Jafar Ali
Registration No.: 58,780

Customer No.
00909

P. O. Box 10500
McLean, Virginia 22102
Telephone: (703) 770-7900
Telefax: (703) 770-7901

Dated: July 2, 2009

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 090611-0356171	FOR FURTHER ACTION see Form PCT/ISA/220 as well as, where applicable, item 5 below.	
International application No. PCT/US06/33378	International filing date (*day/month/year*) 29 August 2006 (29.08.2006)	(Earliest) Priority Date (*day/month/year*) 29 August 2005 (29.08.2005)
Applicant VOICEBOX TECHNOLOGIES, INC.		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 6 sheets.

☒ It is also accompanied by a copy of each prior art document cited in this report.

1. **Basis of the Report**
   a. With regard to the **language**, the international search was carried out on the basis of:
      ☒ the international application in the language in which it was filed.
      ☐ a translation of the international application into _____, which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b))
   b. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.
2. ☐ **Certain claims were found unsearchable** (See Box No. II)
3. ☒ **Unity of invention is lacking** (See Box No. III)
4. With regard to the **title**,
   ☒ the text is approved as submitted by the applicant.
   ☐ the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,
   ☐ the text is approved as submitted by the applicant.
   ☒ the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the **drawings**,
   a. the figure of the **drawings** to be published with the abstract is Figure No. 5
      ☐ as suggested by the applicant.
      ☐ as selected by this Authority, because the applicant failed to suggest a figure.
      ☒ as selected by this Authority, because this figure better characterizes the invention.
   b. ☐ none of the figures is to be published with the abstract.

Form PCT/ISA/210 (first sheet) (April 2005)

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:
Please See Continuation Sheet

1. ☒ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of any additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.

☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.

☐ No protest accompanied the payment of additional search fees.

Box IV TEXT OF THE ABSTRACT (Continuation of Item 5 of the first sheet)

A mobile system is provided that includes speech-based (136) and non-speech-based interfaces (114, 155) for telematics applications. The mobile system identifies and uses context, prior information, domain knowledge, and user specific profile data to achieve a natural "environment for users that submit requests and/or commands in multiple domains (106, 108, 110, 112). The invention creates, stores and uses extensive personal profile information for each user (110), thereby improving the reliability of determining the context and presenting the expected results for a particular question or command. The invention may organize domain specific behavior and information into agents (106), that are distributable or updateable over a wide area network.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US06/33378

A. CLASSIFICATION OF SUBJECT MATTER
IPC: G10L 15/00(2006.01),15/26(2006.01),21/00(2006.01);G06F 17/30(2006.01)
G10L 13/00(2006.01),19/00(2006.01)

USPC: 704/231,235,270.1,275;704/3,6
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
U.S. : 704/231,235,270.1,275; 704/3,6

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Google Scholar, IEEE Explorer

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 6,567,797 B1 (SCHUETZE et al) 20 May 2003 (20.05.2003), column 20, line 46- column 24, line 10.	1-18 and 31-49
A	US 6,570,555 B1 (PREVOST et al) 27 May 2003 (27.05.2003), abstract.	1-18 and 31-49
Y	US 6,735,592 B1 (NEUMANN et al) 11 May 2004 (11.05.2004), column 19, line 39- column 10, line 56.	1-18 and 31-49
Y	US 6,757,718 B1 (HALVERSON et al) 29 June 2004 (29.06.2004), column 13, lines 15-51.	1-18 and 31-49
Y	US 2002/0188602 A1 (STUBLER et al) 12 December 2002 (12.12.2002), paragraph 0039.	28-30
X --- Y	US 2003/01122267 A1 (BELROSE) 19 June 2003 (19.06.2003), paragraphs 98-114.	19-27 --- 28-30

☒ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search
01 August 2007 (01.08.2007)

Date of mailing of the international search report
25 OCT 2007

Name and mailing address of the ISA/US
Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
Facsimile No. (571) 273-3201

Authorized officer
James S. Wozniak
Telephone No. 571-272-7632

Form PCT/ISA/210 (second sheet) (April 2005)

C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2004/0044516 A1 (KENNEWICK et al) 04 March 2004 (04.03.2004), Paragraphs 144-186.	1-18 and 31-49
Y	CHAI et al. MIND: A Semantics-based Multimodal Interpretation Frameworkfor Conversational Systems. Proceedings of the International CLASS Workshop on Natural, Intelligent and Effective Interaction in Multimodal Dialogue Systems, June, 2002, pp. 37-46.	1-18 and 31-49
Y	CHEYER etal. Multimodal Maps: An Agent-based Approach. International Conference on Cooperative Multimodal Communication (CMC/95), 24-26 May 1995, pages 111-121.	1-18 and 31-49

BOX III. OBSERVATIONS WHERE UNITY OF INVENTION IS LACKING

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claim(s) 1-18 and 31-49, drawn to a system/method for multimodal query processing and information retrieval.

Group II, claim(s) 19-30, drawn to a system for creating annotated media files using speech and non-speech inputs.

The inventions listed as Groups I and II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: Group I is drawn to a mobile system/method for searching for content gathered by domain agents (i.e., process/system for using a product) and Group II is drawn to a separate system for creating annotated media files. The creation of annotated media files is a separate inventive concept because it involves different means/steps and can be applied to other applications such as photo album indexing, captioning, and media library/playlist creation. The invention in Group I would also not require any of the specific annotation means/steps of Group II in order to query content. For example, pre-indexed files or differently indexed content could be utilized. Thus, the inventions of Groups I and II, refer to separate inventions *(i.e., process/system for using a product and system for creating a product- See MPEP 1850 (III)(A)).*

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 90611-368071	FOR FURTHER ACTION	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. PCT/US 08/53157	International filing date *(day/month/year)* 06 February 2008 (06.02.2008)	(Earliest) Priority Date *(day/month/year)* 06 February 2007 (06.02.2007)
Applicant VOICEBOX TECHNOLOGIES, INC.		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 2 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. **Basis of the report**

a. With regard to the **language**, the international search was carried out on the basis of:

☒ the international application in the language in which it was filed.

☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

b. ☐ This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6*bis*(a)).

c. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.

2. ☐ **Certain claims were found unsearchable** (see Box No. II).

3. ☐ **Unity of invention is lacking** (see Box No. III).

4. With regard to the **title**,

☒ the text is approved as submitted by the applicant.

☐ the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,

☒ the text is approved as submitted by the applicant.

☐ the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the **drawings**,

a. the figure of the drawings to be published with the abstract is Figure No. 1

☒ as suggested by the applicant.

☐ as selected by this Authority, because the applicant failed to suggest a figure.

☐ as selected by this Authority, because this figure better characterizes the invention.

b. ☐ none of the figures is to be published with the abstract.

Form PCT/ISA/210 (first sheet) (April 2007)

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 08/53157

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 30/00
USPC - 705/14
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC(8) - G06Q 30/00 (2008.04)
USPC - 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
705/1, 7, 8; 725/37, 38, 42

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PubWEST(USPT,PGPB,EPAB,JPAB); Google Scholar; Google
Search Terms Used: method to provide/select/display advertisement, advertisement, voice input, knowledge source, database, track, profile, user profile, advertisement database/source

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5,696,965 A (DEDRICK) 09 December 1997 (09.12.1997) entire document, especially col 4, ln 60-66, col 5, ln 10-20, col 6, ln 12-30 and col 8, ln 24 - col 9, ln 10.	1-20

☐ Further documents are listed in the continuation of Box C. ☐

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
24 April 2008 (24.04.2008)	22 MAY 2008
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (April 2007)

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 90611-365986	FOR FURTHER ACTION	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. PCT/US 07/81481	International filing date *(day/month/year)* 16 October 2007 (16.10.2007)	(Earliest) Priority Date *(day/month/year)* 16 October 2006 (16.10.2006)
Applicant VOICEBOX TECHNOLOGIES, INC.		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 2 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report
   a. With regard to the language, the international search was carried out on the basis of:
      ☒ the international application in the language in which it was filed.
      ☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).
   b. ☐ This international search report has been established taking into account the rectification of an obvious mistake authorized by or notified to this Authority under Rule 91 (Rule 43.6*bis*(a)).
   c. ☐ With regard to any nucleotide and/or amino acid sequence disclosed in the international application, see Box No. I.

2. ☐ Certain claims were found unsearchable (see Box No. II).

3. ☐ Unity of invention is lacking (see Box No. III).

4. With regard to the title,
   ☒ the text is approved as submitted by the applicant.
   ☐ the text has been established by this Authority to read as follows:

5. With regard to the abstract,
   ☒ the text is approved as submitted by the applicant.
   ☐ the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the drawings,
   a. the figure of the drawings to be published with the abstract is Figure No. 1
      ☒ as suggested by the applicant.
      ☐ as selected by this Authority, because the applicant failed to suggest a figure.
      ☐ as selected by this Authority, because this figure better characterizes the invention.
   b. ☐ none of the figures is to be published with the abstract.

Form PCT/ISA/210 (first sheet) (April 2007)

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 07/81481

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06F 17/28 (2008.04)
USPC - 704/4
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
USPC: 704/4

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
704/1-4;709/204,205,207

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Google; Google Scholar; Google Patents; PubWest(PGPB,USPT,USOC,EPAB,JPAB);
Search Terms Used: voice, user, interface, cooperative conversational, human, machine, voice recognition, free form, natural, intuitive, utterance, shared knowledge, update, response, intended meaning, context, time, infer

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2004/0199375 A1 (EHSANI et al.) 07 October 2004 (07.10.2004), (para [0002], [0168]-[0169],[0210]-[0248])	1-42
Y	US 2005/0021334 A1 (IWAHASHI) 27 January 2005 (27.01.2005), (para [0042]-[0077])	1-42
A	US 5,377,350 A (SKINNER) 27 December 1994 (27.12.1994)	1-42

☐ Further documents are listed in the continuation of Box C. ☐

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
24 September 2008 (24.09.2008)	01 OCT 2008
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (April 2007)

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 90611-371246	FOR FURTHER ACTION	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. PCT/US 08/69508	International filing date *(day/month/year)* 09 July 2008 (09.07.2008)	(Earliest) Priority Date *(day/month/year)* 11 December 2007 (11.12.2007)
Applicant VOICEBOX TECHNOLOGIES, INC.		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 2 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report

a. With regard to the language, the international search was carried out on the basis of:

☒ the international application in the language in which it was filed.

☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

b. ☐ This international search report has been established taking into account the rectification of an obvious mistake authorized by or notified to this Authority under Rule 91 (Rule 43.6*bis*(a)).

c. ☐ With regard to any nucleotide and/or amino acid sequence disclosed in the international application, see Box No. I.

2. ☐ Certain claims were found unsearchable (see Box No. II).

3. ☐ Unity of invention is lacking (see Box No. III).

4. With regard to the title,

☐ the text is approved as submitted by the applicant.

☒ the text has been established by this Authority to read as follows:

PROVIDING A NATURAL LANGUAGE VOICE USER INTERFACE IN AN INTEGRATED VOICE NAVIGATION SERVICES ENVIRONMENT

5. With regard to the abstract,

☒ the text is approved as submitted by the applicant.

☐ the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the drawings,

a. the figure of the drawings to be published with the abstract is Figure No. 1

☒ as suggested by the applicant.

☐ as selected by this Authority, because the applicant failed to suggest a figure.

☐ as selected by this Authority, because this figure better characterizes the invention.

b. ☐ none of the figures is to be published with the abstract.

Form PCT/ISA/210 (first sheet) (April 2007)

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 08/69508

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06F 17/27 (2008.04)
USPC - 704/9
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
USPC - 704/9

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 704/1, 2, 8, 9, 200, 206, 221, E15.045

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PubWEST (PGPB, USPT, EPAB, JPAB); Google Scholar
Search Terms Used: map, gps, speech, voice, talk, navigation, natural, conversational, grammar, interpret, software, computer, input, interface, user interface, refine, zoom, route, directions

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 2007/0050191 A1 (WEIDER et al.) 01 March 2007 (01.03.2007), entire document, especially paras. [0061]-[0073], [0100], [0121], [0123], [0126], [0133], [0140], [0142], [0147], [0153], [0167], [0189]-[0194], [0210]-[0211], [0215]	1-42, 45-58 ---------- 43-44
Y	US 5,902,347 A (BACKMAN et al.) 11 May 1999 (11.05.1999), entire document, especially col 1 ln 32-34, col 4 ln 33-44	43-44
A	US 5,274,560 A (LARUE) 28 December 1993 (28.12.1993), entire document	1-58
A	US 6,598,018 B1 (JUNQUA) 22 July 2003 (22.07.2003), entire document	1-58

☐ Further documents are listed in the continuation of Box C. ☐

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
25 September 2008 (25.09.2008)	02 OCT 2008
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (April 2007)

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 90611-370865	FOR FURTHER ACTION	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. PCT/US 08/69524	International filing date *(day/month/year)* 09 July 2008 (09.07.2008)	(Earliest) Priority Date *(day/month/year)* 27 May 2008 (27.05.2008)
Applicant VOICEBOX TECHNOLOGIES, INC.		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 2 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report
   a. With regard to the language, the international search was carried out on the basis of:
      ☒ the international application in the language in which it was filed.
      ☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).
   b. ☐ This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6*bis*(a)).
   c. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.

2. ☐ **Certain claims were found unsearchable** (see Box No. II).

3. ☐ **Unity of invention is lacking** (see Box No. III).

4. With regard to the **title**,
   ☒ the text is approved as submitted by the applicant.
   ☐ the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,
   ☒ the text is approved as submitted by the applicant.
   ☐ the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the **drawings**,
   a. the figure of the drawings to be published with the abstract is Figure No. 1
      ☒ as suggested by the applicant.
      ☐ as selected by this Authority, because the applicant failed to suggest a figure.
      ☐ as selected by this Authority, because this figure better characterizes the invention.
   b. ☐ none of the figures is to be published with the abstract.

Form PCT/ISA/210 (first sheet) (April 2007)

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 08/69524

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06F 13/12 (2008.04)
USPC - 710/65
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
USPC: 710/65

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 710/11, 14, 37, 50, 73; 370/353, 458, 448; 379/907-908; 704/200, 246, 251-252 (see text terms below)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PubWEST (PGPB, USPT, USOC, EPAB, JPAB); DialogPRO; Google (incl. Patents, Scholar) - natural language, multi-modal, central, input, device, client, server, process, distributed, local, distributed system, local, context, speech

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 7,376,645 B2 (BERNARD) 20 May 2008 (20.05.2008), Abstract, FIGS.1-3; and Col 1, ln 19-30; Col 1, ln 35 to Col 2, ln 2; Col 2, ln 21 to Col 4, ln 16; Col 4, ln 21-56, 60; Col 5, ln 10; Col 6, ln 1-5, 7, 22-23; Col 6, ln 37 to Col 7, ln 4; Col 7, ln 13-26; Col 7, ln 52 to Col 10, ln 37	1-27
A	US 2004/0025115 A1 (SIENEL et al.) 5 February 2004 (05.02.2004)	1-27
A	US 2007/0050191 A1 (WEIDER et al.) 1 March 2007 (01.03.2007)	1-27
A	US 2004/0166832 A1 (PORTMAN et al.) 26 August 2004 (26.08.2004)	1-27
A	US 6,615,172 B1 (BENNETT et al.) 2 September 2003 (02.09.2003)	1-27

☐ Further documents are listed in the continuation of Box C. ☐

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
04 October 2008 (04.10.2008)	09 OCT 2008
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (April 2007)

INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	A	5,892,813	04/06/1999	Morin *et al.*	379	88.01	
	B	6,721,001	04/13/2004	Berstis	348	231.3	
	C	6,742,021	05/25/2004	Halverson *et al.*	709	218	
	D	6,990,513	01/24/2006	Belfiore *et al.*	709	203	
	E	7,493,559	02/17/2009	Wolff *et al.*	715	727	
	F	2005/0033574	02/10/2005	Kim *et al.*	704	251	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

EXAMINER	DATE CONSIDERED

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

401497587v1

Electronic Acknowledgement Receipt

EFS ID:	6209610
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Customer Number:	00909
Filer:	Syed Jafar Ali/Susan Trader
Filer Authorized By:	Syed Jafar Ali
Attorney Docket Number:	090611-0358957
Receipt Date:	06-OCT-2009
Filing Date:	06-FEB-2007
Time Stamp:	14:11:12
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		0358957_SIDS.pdf	88138 12fea979538c03af86b77a2aacef7f02002e5cec	yes	3

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Transmittal Letter	1	2
	Information Disclosure Statement (IDS) Filed (SB/08)	3	3
Warnings:			
Information:			
	Total Files Size (in bytes):	88138	

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

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

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	EXAMINER:	Brian Louis Albertalli
FILING DATE :	February 6, 2007	ART UNIT:	2626
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT		

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

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

Sir:

Pursuant to the duty of disclosure under 37 C.F.R. §§ 1.56, 1.97 and 1.98, Applicants hereby make of record in the above-identified application the documents listed on the attached Form PTO-1449.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

This Supplemental Information Disclosure Statement is being filed within three months of the filing date of a national application other than a continued prosecution application under 37 C.F.R. §1.53(d), or within three months of the date of entry of the national stage as set forth

in 37 C.F.R. §1.491 in an international application, or before the mailing date of a first Office Action on the merits, or before the mailing date of a first Office Action after the filing of a request for continued examination under 37 C.F.R. §1.114. No certification or fee is required. 37 C.F.R. §1.97(b).

It is respectfully requested that the Examiner initial and return a copy of the enclosed PTO-1449.

Respectfully submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP

By _____
Syed Jafar Ali
Registration No.: 58,780

Customer No.
00909

P. O. Box 10500
McLean, Virginia 22102
Telephone: (703) 770-7900
Telefax: (703) 770-7901

Dated: October 6, 2009

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	02/06/2007	Tom Freeman	090611-0358957	9176

909 7590 11/20/2009

PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

EXAMINER	
ALBERTALLI, BRIAN LOUIS	
ART UNIT	PAPER NUMBER
2626	
MAIL DATE	DELIVERY MODE
11/20/2009	PAPER

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

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

Office Action Summary	Application No.	Applicant(s)	
	11/671,526	FREEMAN ET AL.	
	Examiner	Art Unit	
	BRIAN L. ALBERTALLI	2626	

-- 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 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 _____.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ 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

4)☒ Claim(s) *1-20* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-20* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

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

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

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

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).

a)☐ All b)☐ Some * c)☐ None of:

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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 101

1. 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.

2. Claims 1-10 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

Claims 1-10 are directed to a process (i.e. a method for selecting and presenting advertisements). A process claim, to be statutory under § 101, must pass the machine-or-transformation test (M-or-T test), which ensures that the process is limited to a particular practical application. In accordance with the M-or-T test, the claimed process must:

(1) be tied to a particular machine or apparatus (machine implemented); or

(2) particularly transform a particular article to a different state or thing.

Additionally, the particular machine tie or particular transformation must meet two corollaries to pass the test for subject matter eligibility. First, the use of the particular machine or transformation of the particular article must impose a meaningful limit on the claim's scope. Second, the use of the particular machine or the transformation of the particular article must involve more than insignificant "extra-solution" activity.

In this case, a particular machine or apparatus is not explicitly recited in the claims. Furthermore, it does not appear that the steps of receiving voice-based input, retrieving information, selecting an advertisement, and presenting the selected advertisement would inherently require a *particular* machine or apparatus to implement

any of the steps. Rather, it appears that any suitably programmed computer could perform these functions. Since the method defined by claims 1-10 is not tied to a particular machine or apparatus, the claims fail test (1), above.

In addition, the steps of receiving a voice-based input, retrieving information, selecting an advertisement, and presenting the selected advertisement do not involve any particular transformation. Therefore, claims 1-10 fail test (2), above.

Since claims 1-10 fail both tests (1) and (2) above, claims 1-10 do not qualify as a statutory process under 35 U.S.C. 101.

Claim Rejections - 35 USC § 102

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

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 1-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Richardson et al. (U.S. Patent 7,461,059).

In regard to claim 1, Richardson et al. disclose a method for selecting and presenting advertisements in response to voice-based inputs, the method comprising:

receiving a voice-based input, the received input including a request (a user enters a speech search request through a user interface, column 4, lines 18-35);

retrieving information from at least one knowledge source based on the received request (query suggestions are selected from a query suggestion model based on the user's input request, column 9, lines 47-54; and contents from a data store matching the input search request are retrieved, column 9, lines 55-60);

selecting an advertisement based on the received request and the retrieved information (advertising is associated with the results of the search, column 9, lines 64-66); and

presenting the selected advertisement to a user (the associated advertising content is then presented to the user, column 9, line 67 to column 10, line 2).

In regard to claim 2, Richardson et al. disclose the retrieved information is related to one or more of content of the voice-based input, an action associated with the request, a location of the user, a user-specific profile, or a global user profile (contents associated with the request are retrieved, column 9, lines 55-60).

In regard to claim 3, Richardson et al. disclose selecting the advertisement includes identifying an advertisement related to resolving the request when the received input includes insufficient information to resolve the request (see Fig. 13, based upon an input query, suggestions are used to create a completed query, advertisements corresponding to the content retrieved by the suggested query are retrieved, and the results are presented to the user, column 13, line 64 to column 14, line 30. After the

advertisements are presented the user has the option to refine the query to resolve the request, column 14, lines 30-36).

In regard to claim 4, Richardson et al. disclose tracking an interaction between the user and the presented advertisement (feedback from the user is obtained to track the suitability of the returned content, column 14, lines 61-67).

In regard to claim 5, Richardson et al. disclose the tracking is used to build statistical profiles of one or more users (the feedback from the user is used to build statistical models related to the user, column 15, lines 31-46).

In regard to claim 6, Richardson et al. disclose the statistical profiles identify affinities among one or more advertisements, concepts, categories, and/or user profiles (the statistical models classify affinities between a user's input and concepts by inferring the user's intent, column 15, lines 40-49).

In regard to claim 7, Richardson et al. disclose the tracking is used to build a context for interpreting subsequent voice-based inputs (the user feedback is used to improve the quality of subsequent input searches, column 15, lines 2-15).

In regard to claim 8, Richardson et al. disclose taking an action in response to the interaction (based on the user feedback, query completion is refined by the system, column 15, lines 16-29).

In regard to claim 9, Richardson et al. disclose the action includes performing a task and/or retrieving information based on the interaction (the task of refining the query completion is performed by the system, column 15, lines 16-29).

In regard to claim 10, Richardson et al. disclose the at least one knowledge source includes public information generic to the user, and private information specific to the user (query suggestions are based on past searched by the user or other users, column 6, lines 14-23).

In regard to claim 11, Richardson et al. disclose a system for selecting and presenting advertisements in response to voice-based inputs, the system comprising:

at least one input device that receives a voice-based input, the received input including a request (a user enters a speech search request through a user interface, column 4, lines 18-35); and

at least one processor (processing unit, column 16, lines 58-64) operable to:

retrieve information from at least one knowledge source based on the received request (query suggestions are selected from a query suggestion model based on the

user's input request, column 9, lines 47-54; and contents from a data store matching the input search request are retrieved, column 9, lines 55-60);

select an advertisement based on the received request and the retrieved information (advertising is associated with the results of the search, column 9, lines 64-66); and

present the selected advertisement to a user (the associated advertising content is then presented to the user, column 9, line 67 to column 10, line 2).

In regard to claim 12, Richardson et al. disclose the retrieved information is related to one or more of content of the voice-based input, an action associated with the request, a location of the user, a user-specific profile, or a global user profile (contents associated with the request are retrieved, column 9, lines 55-60).

In regard to claim 13, Richardson et al. disclose selecting the advertisement includes identifying an advertisement related to resolving the request when the received input includes insufficient information to resolve the request (see Fig. 13, based upon an input query, suggestions are used to create a completed query, advertisements corresponding to the content retrieved by the suggested query are retrieved, and the results are presented to the user, column 13, line 64 to column 14, line 30. After the advertisements are presented the user has the option to refine the query to resolve the request, column 14, lines 30-36).

In regard to claim 14, Richardson et al. disclose tracking an interaction between the user and the presented advertisement (feedback from the user is obtained to track the suitability of the returned content, column 14, lines 61-67).

In regard to claim 15, Richardson et al. disclose the tracking is used to build statistical profiles of one or more users (the feedback from the user is used to build statistical models related to the user, column 15, lines 31-46).

In regard to claim 16, Richardson et al. disclose the statistical profiles identify affinities among one or more advertisements, concepts, categories, and/or user profiles (the statistical models classify affinities between a user's input and concepts by inferring the user's intent, column 15, lines 40-49).

In regard to claim 17, Richardson et al. disclose the tracking is used to build a context for interpreting subsequent voice-based inputs (the user feedback is used to improve the quality of subsequent input searches, column 15, lines 2-15).

In regard to claim 18, Richardson et al. disclose taking an action in response to the interaction (based on the user feedback, query completion is refined by the system, column 15, lines 16-29).

In regard to claim 19, Richardson et al. disclose the action includes performing a task and/or retrieving information based on the interaction (the task of refining the query completion is performed by the system, column 15, lines 16-29).

In regard to claim 20, Richardson et al. disclose the at least one knowledge source includes public information generic to the user, and private information specific to the user (query suggestions are based on past searched by the user or other users, column 6, lines 14-23).

Conclusion

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

Sarukkai, Gilboa et al., Degolia, Printz et al., and Roth disclose additional systems that identify advertisements based on voice input.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to BRIAN L. ALBERTALLI whose telephone number is (571)272-7616. The examiner can normally be reached on Monday-Thursday, 8 AM to 6:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Hudspeth can be reached on (571) 272-7843. 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.

BLA 11/17/09
/Brian L Albertalli/
Examiner, Art Unit 2626

Notice of References Cited	Application/Control No. 11/671,526	Applicant(s)/Patent Under Reexamination FREEMAN ET AL.	
	Examiner BRIAN L. ALBERTALLI	Art Unit 2626	Page 1 of 1

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*	B	US-2008/0115163 A1	05-2008	GILBOA et al.	725/34
*	C	US-2008/0103761 A1	05-2008	Printz et al.	704/009
*	D	US-2008/0133215 A1	06-2008	SARUKKAI, Ramesh R.	704/2
*	E	US-7,461,059 B2	12-2008	Richardson et al.	707/5
*	F	US-2009/0117885 A1	05-2009	Roth, Daniel Lawrence	455/414.3
*	G	US-2009/0144271 A1	06-2009	RICHARDSON et al.	707/5
	H	US-			
	I	US-			
	J	US-			
	K	US-			
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	M	US-			

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	N					
	O					
	P					
	Q					
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	S					
	T					

NON-PATENT DOCUMENTS

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

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

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11671526	FREEMAN ET AL.
	Examiner	**Art Unit**
	BRIAN L ALBERTALLI	2626

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

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

CLAIM		DATE								
Final	Original	11/17/2009								
	1	✓								
	2	✓								
	3	✓								
	4	✓								
	5	✓								
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	16	✓								
	17	✓								
	18	✓								
	19	✓								
	20	✓								

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11671526	FREEMAN ET AL.
	Examiner	Art Unit
	BRIAN L ALBERTALLI	2626

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
EAST Search - see search history printout	11/17/09	BA

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

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INFORMATION DISCLOSURE CITATION IN AN APPLICATION

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090611-0358957	11/671,526
Applicant(s)	
Tom FREEMAN *et al.*	
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	1A	5,155,743	10/13/1992	Jacobs	375	28	
	1B	5,386,556	01/31/1995	Hedin et al.	395	600	
	1C	5,424,947	06/13/1995	Nagao et al.	364	419.08	
	1D	5,471,318	11/28/1995	Ahuja et al.	358	400	
	1E	5,475,733	12/12/1995	Eisdorfer et al.	379	52	
	1F	5,499,289	03/12/1996	Bruno et al.	379	220	
	1G	5,517,560	05/14/1996	Greenspan	379	114	
	1H	5,533,108	07/02/1996	Harris et al.	379	201	
	1I	5,537,436	07/16/1996	Bottoms et al.	375	222	
	1J	5,539,744	07/23/1996	Chu et al.	370	60	
	1K	5,557,667	09/17/1996	Bruno et al.	379	201	
	1L	5,563,937	10/08/1996	Bruno et al.	379	201	
	1M	5,590,039	12/31/1996	Ikeda et al.	395	759	
	1N	5,633,922	05/27/1997	August et al.	379	220	
	1O	5,675,629	10/07/1997	Raffel et al.	379	58	
	1P	5,708,422	01/13/1998	Blonder et al.	340	825.34	
	1Q	5,721,938	02/24/1998	Stuckey	395	754	
	1R	5,722,084	02/24/1998	Chakrin et al.	455	551	
	1S	5,742,763	04/21/1998	Jones	395	200.3	
	1T	5,752,052	05/12/1998	Richardson et al.	395	759	
	1U	5,754,784	05/19/1998	Garland et al.	395	200.49	
	1V	5,761,631	06/02/1998	Nasukawa	704	9	
	1W	5,794,050	08/11/1998	Dahlgren et al.	395	708	

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	1AA	KUHN, Thomas, *et al.*, "Hybrid In-Car Speech Recognition for Mobile Multimedia Applications", Vehicular Technology Conference, IEEE, July 1999, pages 2009-2013.

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	2B	5,802,510	09/01/1998	Jones	707	2	
	2C	5,832,221	11/03/1998	Jones	375	200.36	
	2D	5,878,386	03/02/1999	Coughlin	704	10	
	2E	5,895,466	04/20/1999	Goldberg et al.	707	5	
	2F	5,911,120	06/08/1999	Jarett et al.	455	417	
	2G	5,918,222	06/29/1999	Fukui *et al.*	707	1	
	2H	5,926,784	07/20/1999	Richardson et al.	704	9	
	2I	5,933,822	08/03/1999	Braden-Harder et al.	707	5	
	2J	5,953,393	09/14/1999	Culbreth et al.	379	88.25	
	2K	5,963,894	10/05/1999	Richardson et al.	704	9	
	2L	5,963,940	10/05/1999	Liddy et al.	707	5	
	2M	5,987,404	11/16/1999	Della Pietra et al.	704	9	
	2N	5,991,721	11/23/1999	Asano et al.	704	257	
	2O	5,995,119	11/30/1999	Cosatto et al.	345	473	
	2P	6,009,382	12/28/1999	Martino et al.	704	1	
	2Q	6,014,559	01/11/2000	Amin	455	413	
	2R	6,021,384	02/01/2000	Gorin et al.	704	1	
	2S	6,044,347	03/28/2000	Abella et al.	704	272	
	2T	6,049,602	04/11/2000	Foladare et al.	379	265	
	2U	6,058,187	05/02/2000	Chen	380	21	
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	3C	6,134,235	10/17/2000	Goldman et al.	370	352	
	3D	6,144,667	11/07/2000	Doshi et al.	370	401	
	3E	6,160,883	12/12/2000	Jackson et al.	379	230	
	3F	6,173,279	01/09/2001	Levin et al.	707	5	
	3G	6,175,858	01/16/2001	Bulfer et al.	709	206	
	3H	6,185,535	02/06/2001	Hedin *et al.*	704	270	
	3I	6,192,110	02/20/2001	Abella et al.	379	88.01	
	3J	6,192,338	02/20/2001	Haszto et al.	704	257	
	3K	6,195,651	02/27/2001	Handel *et al.*	707	2	
	3L	6,208,972	03/27/2001	Grant *et al.*	704	275	
	3M	6,219,346	04/17/2001	Maxemchuk	370	338	
	3N	6,219,643	04/17/2001	Cohen et al.	704	257	
	3O	6,233,556	05/15/2001	Teunen et al.	704	250	
	3P	6,233,559	05/15/2001	Balakrishnan	704	275	
	3Q	6,246,981	06/12/2001	Papineni et al.	704	235	
	3R	6,272,455	08/07/2001	Hoshen et al.	704	1	
	3S	6,292,767	09/18/2001	Jackson et al.	704	1	
	3T	6,314,402	11/06/2001	Monaco et al.	704	275	
	3U	6,366,886	04/02/2002	Dragosh et al.	704	270.1	
	3V	6,385,646	05/07/2002	Brown et al.	709	217	
	3W	6,393,428	05/21/2002	Miller et al.	707	102	

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	4C	6,411,810	06/25/2002	Maxemchuk	455	453	
	4D	6,418,210	07/09/2002	Sayko	379	142.15	
	4E	6,420,975	07/16/2002	DeLine *et al.*	340	815.4	
	4F	6,430,285	08/06/2002	Bauer et al.	379	265.01	
	4G	6,434,523	08/13/2002	Monaco	704	257	
	4H	6,434,524	08/13/2002	Weber	704	257	
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	4L	6,453,292	09/17/2002	Ramaswamy et al.	704	235	
	4M	6,456,711	09/24/2002	Cheung et al.	379	265.09	
	4N	6,498,797	12/24/2002	Anerousis et al.	370	522	
	4O	6,499,013	12/24/2002	Weber	704	257	
	4P	6,501,833	12/31/2002	Phillips *et al.*	379	88.07	
	4Q	6,501,834	12/31/2002	Milewski et al.	379	93.24	
	4R	6,523,061	02/18/2003	Halverson et al.	709	202	
	4S	6,532,444	03/11/2003	Weber	704	257	
	4T	6,539,348	03/25/2003	Bond et al.	704	9	
	4U	6,553,372	04/22/2003	Brassell et al.	707	5	
	4V	6,556,973	04/29/2003	Lewin	704	277	
	4W	6,560,576	05/06/2003	Cohen et al.	704	270	

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	5B	6,570,964	05/27/2003	Murveit et al.	379	67.1	
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	5D	6,594,257	07/15/2003	Doshi et al.	370	352	
	5E	6,604,077	08/05/2003	Dragosh et al.	704	270.1	
	5F	6,611,692	08/26/2003	Raffel et al.	455	552	
	5G	6,614,773	09/02/2003	Maxemchuk	370	337	
	5H	6,615,172	09/02/2003	Bennett *et al.*	704	257	
	5I	6,629,066	09/30/2003	Jackson et al.	704	9	
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	5K	6,691,151	02/10/2004	Cheyer et al.	709	202	
	5L	6,741,931	05/25/2004	Kohut *et al.*	701	209	
	5M	6,937,977	08/30/2005	Gerson	704	201	
	5N	6,980,092	12/27/2005	Turnbull *et al.*	340	425.5	
	5O	6,996,531	02/07/2006	Korall *et al.*	704	270	
	5P	7,020,609	03/28/2003	Thrift *et al.*	704	270.1	
	5Q	7,027,975	04/11/2006	Pazandak *et al.*	704	9	
	5R	7,062,488	06/13/2006	Reisman	707	8	
	5S	7,092,928	08/15/2006	Elad *et al.*	706	60	
	5T	7,137,126	11/14/06	Coffman *et al.*	719	328	
	5U	2002/0143535	10/03/2002	Kist *et al.*	704	251	
	5V	2003/0182132	09/25/2003	Niemoeller	704	275	
	5W	2004/0044516	03/04/2004	Kennewick *et al.*	704	5	
	5X	2004/0193420	09/30/2004	Kennewick *et al.*	704	257	
	5Y	2005/0021826	01/27/2005	Kumar	709	232	

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	B	6,721,001	04/13/2004	Berstis	348	231.3	
	C	6,742,021	05/25/2004	Halverson *et al.*	709	218	
	D	6,990,513	01/24/2006	Belfiore *et al.*	709	203	
	E	7,493,559	02/17/2009	Wolff *et al.*	715	727	
	F	2005/0033574	02/10/2005	Kim *et al.*	704	251	

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	1C	5,377,350	12/27/1994	Skinner	395	600	
	1D	5,500,920	03/19/1996	Kupiec	395	2.79	
	1E	5,696,965	12/09/1997	Dedrick	395	610	
	1F	5,774,859	06/30/1998	Houser *et al.*	704	275	
	1G	5,878,385	03/02/1999	Bralich *et al.*	704	9	
	1H	5,902,347	05/11/1999	Backman *et al.*	701	200	
	1I	6,195,634	02/27/2001	Dudemaine *et al.*	704	231	
	1J	6,415,257	07/02/2002	Junqua *et al.*	704	275	
	1K	6,466,654	10/15/2002	Cooper *et al.*	379	88.01	
	1L	6,513,006	01/28/2003	Howard *et al.*	704	257	
	1M	6,567,797	05/20/2003	Schuetze *et al.*	707	2	
	1N	6,570,555	05/27/2003	Prevost *et al.*	345	156	
	1O	6,574,597	06/03/2003	Mohri *et al.*	704	251	
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EXAMINER	DATE CONSIDERED

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

401346733v1

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.A./

INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

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EXAMINER	DATE CONSIDERED

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

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INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

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	3C	2008/0091406	04/17/2008	Baldwin *et al.*	704	4	

FOREIGN PATENT DOCUMENTS

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/Brian Albertalli/	11/17/2009

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

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EAST Search History

EAST Search History (Prior Art)

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BIB DATA SHEET

CONFIRMATION NO. 9176

SERIAL NUMBER	FILING or 371(c) DATE RULE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/671,526	02/06/2007	379	2626	090611-0358957

APPLICANTS

Tom Freeman, Mercer Island, WA;
Mike Kennewick, Bellevue, WA;

** **CONTINUING DATA** **********

** **FOREIGN APPLICATIONS** **********

** **IF REQUIRED, FOREIGN FILING LICENSE GRANTED** ** ** SMALL ENTITY **
02/27/2007

Foreign Priority claimed ☐ Yes ☑ No 35 USC 119(a-d) conditions met ☐ Yes ☐ No Verified and Acknowledged /BRIAN LOUIS ALBERTALLI/ Examiner's Signature	☐ Met after Allowance Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
		WA	3	20	2

ADDRESS

PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102
UNITED STATES

TITLE

SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

FILING FEE RECEIVED		
490	FEES: Authority has been given in Paper No._____ to charge/credit DEPOSIT ACCOUNT No._____ for following:	☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit

BIB (Rev. 05/07).

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS :	Tom FREEMAN et al.	CONFIRMATION NO. :	9176
SERIAL NUMBER :	11/671,526	EXAMINER :	Brian Louis Albertalli
FILING DATE :	February 6, 2007	ART UNIT :	2626
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE VOICE-BASED INPUT		

RESPONSE TO NON-FINAL OFFICE ACTION

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

Dear Sir:

In response to the Non-Final Office Action mailed **November 20, 2009**, please amend the above-identified application as follows:

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

Remarks/Arguments begin on page **10** of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned for under 37 C.F.R. § 1.136(a), and any fees required therefore (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 033975 (**Ref. No. 090611-0358957**).

AMENDMENT

Amendments to the Claims: Please replace all prior versions and listings of claims with the following listing of claims.

LISTING OF CLAIMS:

1. (**Currently Amended**) A method for selecting and presenting advertisements in response to ~~voice-based inputs~~ processing natural language utterances, ~~the method~~ comprising:

receiving ~~a voice-based input, the received input including~~ a natural language utterance containing at least one request at an input device;

recognizing ~~retrieving information from at least~~ one or more words or phrases in ~~knowledge source based on~~ the ~~received request~~ natural language utterance at a speech recognition engine coupled to the input device;

interpreting the recognized words or phrases at a conversational language processor coupled to the speech recognition engine, wherein interpreting the recognized words or phrases includes establishing a context for the natural language utterance;

selecting an advertisement ~~based on~~ in the context established for ~~received request and~~ the ~~retrieved information~~ natural language utterance; and

presenting the selected advertisement ~~to a user~~ via an output device coupled to the conversational language processor.

2. (**Currently Amended**) The method of claim 1, wherein the conversational language processor selects the advertisement based on ~~retrieved~~ information [[is]] related to one or more ~~of content~~ of the ~~voice-based input~~ recognized words or phrases, an action associated with the request, a ~~location of the~~ personalized cognitive model derived from an interaction pattern for a specific user, a ~~user-specific profile~~ generalized cognitive model derived from an interaction pattern for a plurality of users, or ~~a global~~ an environmental model derived from environmental conditions or surroundings associated with the specific user ~~profile~~.

3. (**Currently Amended**) The method of claim 1, wherein ~~selecting~~ the conversational language processor selects the ~~advertisement includes identifying an advertisement related~~ to resolve ~~resolving~~ the request in response to determining that ~~when~~ the natural language utterance ~~received input~~ includes ~~insufficient~~ incomplete or ambiguous information ~~to resolve the request~~.

4. (**Currently Amended**) The method of claim [[1]] 2, further comprising:

tracking an interaction pattern with ~~between the user and~~ the ~~presented~~ advertisement presented via the output device; and

updating the personalized cognitive model, the generalized cognitive model, and the environmental model based on the interaction pattern tracked for the advertisement.

5. (**Currently Amended**) The method of claim 4, wherein updating the personalized cognitive model, the generalized cognitive model, and the environmental model builds ~~tracking is used to build~~ statistical profiles ~~of one or more users~~ for selecting subsequent advertisements in response to subsequent natural language utterances.

6. (**Currently Amended**) The method of claim 5, wherein the statistical profiles identify affinities between the advertisement presented via the output device and ~~among~~ one or more ~~advertisements~~ of the recognized words or phrases, ~~concepts~~ the action associated with the request, ~~categories~~ the personalized cognitive model, ~~and/or user profiles~~ the generalized cognitive model, or the environmental model.

7. (**Currently Amended**) The method of claim 4, ~~wherein the~~ further comprising:

building long-term shared knowledge and short-term shared knowledge in response ~~tracking is used~~ to updating the ~~build~~ personalized cognitive model, the generalized cognitive model, and the environmental model;

receiving a ~~context for~~ subsequent natural language utterance at the input device; and

interpreting the subsequent ~~voice-based inputs~~ natural language utterance at the conversational language processor using the long-term shared knowledge and the short-term shared knowledge.

8. (**Currently Amended**) The method of claim 4, ~~further comprising taking~~ wherein the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the ~~interaction~~ advertisement.

9. (**Currently Amended**) The method of claim 8, wherein the action includes ~~performing~~ executing a task ~~and/or~~ or retrieving information based on the ~~interaction~~ subsequent request that identifies the advertisement.

10. (**Currently Amended**) The method of claim 1, wherein the speech recognition engine recognizes the ~~at least~~ one or more words or phrases in ~~knowledge source includes public information generic to~~ the ~~user,~~ natural language utterance using a plurality of dictionary and ~~private information specific to the user~~ phrase entries that are dynamically updated based on a history of a current dialog and one or more prior dialogs.

11. (**Currently Amended**) A system for selecting and presenting advertisements in response to ~~voice-based inputs~~ processing natural language utterances, ~~the system~~ comprising:

an ~~at least one~~ input device that receives ~~a voice-based input, the received input including~~ a natural language utterance containing at least one request at an input device; ~~and~~

~~at least one processor operable to:~~

a speech recognition engine coupled to the input device, wherein the speech recognition engine recognizes ~~retrieve information from at least~~ one or more words or phrases in ~~knowledge source based on~~ the ~~received request~~ natural language utterance;

a conversational language processor coupled to the speech recognition engine, wherein the conversational language processor is configured to:

interpret the recognized words or phrases at interpreting the recognized words or phrases includes establishing a context for the natural language utterance;

select an advertisement ~~based on~~ in the context established for ~~received request and~~ the ~~retrieved information~~ natural language utterance; and

present the selected advertisement ~~to a user~~ via an output device.

12. (**Currently Amended**) The system of claim 11, wherein the conversational language processor selects the advertisement based on ~~retrieved~~ information [[is]] related to one or more ~~of content~~ of the ~~voice-based input~~ recognized words or phrases, an action associated with the request, a ~~location of the~~ personalized cognitive model derived from an interaction pattern for a specific user, a ~~user-specific profile~~ generalized cognitive model derived from an interaction pattern for a plurality of users, or ~~a global~~ an environmental model derived from environmental conditions or surroundings associated with the specific user ~~profile~~.

13. (**Currently Amended**) The system of claim 11, wherein ~~selecting~~ the conversational language processor selects the ~~advertisement includes identifying an advertisement related~~ to resolve ~~resolving~~ the request in response to determining that ~~when~~ the natural language utterance ~~received input~~ includes ~~insufficient~~ incomplete or ambiguous information ~~to resolve the request~~.

14. (**Currently Amended**) The system of claim [[11]] 12, ~~further comprising tracking~~ wherein the conversational language processor is further configured to:

track an interaction pattern with ~~between the user and~~ the ~~presented~~ advertisement presented via the output device; and

update the personalized cognitive model, the generalized cognitive model, and the environmental model based on the interaction pattern tracked for the advertisement.

15. (**Currently Amended**) The system of claim 14, wherein the conversational language processor updates the personalized cognitive model, the generalized cognitive model, and the environmental model ~~tracking is used~~ to build statistical profiles ~~of one or more users~~ for selecting subsequent advertisements in response to subsequent natural language utterances.

16. (**Currently Amended**) The system of claim 15, wherein the statistical profiles identify affinities between the advertisement presented via the output device and ~~among~~ one or more ~~advertisements~~ of the recognized words or phrases, ~~concepts~~ the action associated with the request, ~~categories~~ the personalized cognitive model, ~~and/or user profiles~~ the generalized cognitive model, or the environmental model.

17. (**Currently Amended**) The system of claim 14, wherein the ~~tracking is used~~ conversational language processor is further configured to:

build long-term shared knowledge and short-term shared knowledge in response to updating the personalized cognitive model, the generalized cognitive model, and the environmental model; and

interpret a ~~context for interpreting~~ subsequent ~~voice-based inputs~~ natural language utterance received at the input device language processor using the long-term shared knowledge and the short-term shared knowledge.

18. (**Currently Amended**) The system of claim 14, ~~further comprising taking~~ wherein the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the ~~interaction~~ advertisement.

19. (**Currently Amended**) The system of claim 18, wherein the action includes ~~performing~~ executing a task ~~and/or~~ or retrieving information based on the ~~interaction~~ subsequent request that identifies the advertisement.

20. (**Currently Amended**) The system of claim 11, wherein the speech recognition engine recognizes the ~~at least~~ one or more words or phrases in ~~knowledge source includes public information generic to~~ the ~~user,~~ natural language utterance using a plurality of dictionary and ~~private information specific to the user~~ phrase entries that are dynamically updated based on a history of a current dialog and one or more prior dialogs.

21. (**New**) The method of claim 10, wherein the plurality of dictionary and phrase entries are further dynamically updated based on one or more dynamic fuzzy set probabilities or prior probabilities derived from the history of the current dialog and the prior dialogs.

22. (**New**) The method of claim 1, wherein recognizing the words or phrases in the natural language utterance includes:

mapping a stream of phonemes contained in the natural language utterance to one or more syllables that are phonemically represented in an acoustic grammar; and

generating a preliminary interpretation for the natural language utterance from the one or more syllables, wherein the preliminary interpretation generated from the one or more syllables includes the recognized words or phrases.

23. (**New**) The method of claim 1, further comprising determining that the conversational language incorrectly interpreted the words or phrases in response to an adaptive misrecognition engine detecting a predetermined event, wherein the conversational language processor reinterprets the words or phrases in response to the predetermined event.

24. (**New**) The method of claim 23, wherein the predetermined event includes receiving one or more of a subsequent input proximate in time to the natural language utterance, a subsequent input that stops the conversational language processor from processing the request contained in the natural language utterance, a subsequent input that overrides the request in a time shorter than an expected time to process the request, or a subsequent input that repeats the natural language utterance.

25. (**New**) The system of claim 20, wherein the plurality of dictionary and phrase entries are further dynamically updated based on one or more dynamic fuzzy set probabilities or prior probabilities derived from the history of the current dialog and the prior dialogs.

26. (**New**) The system of claim 11, wherein to recognize the words or phrases in the natural language utterance, the speech recognition engine is configured to:

map a stream of phonemes contained in the natural language utterance to one or more syllables that are phonemically represented in an acoustic grammar; and

generate a preliminary interpretation for the natural language utterance from the one or more syllables, wherein the preliminary interpretation generated from the one or more syllables includes the recognized words or phrases.

27. (**New**) The system of claim 11, further comprising an adaptive misrecognition engine configured to determine that the conversational language incorrectly interpreted the words or phrases in response to detecting a predetermined event, wherein the conversational language processor reinterprets the words or phrases in response to the predetermined event.

28. (**New**) The system of claim 27, wherein the predetermined event includes receiving one or more of a subsequent input proximate in time to the natural language utterance, a subsequent input that stops the conversational language processor from processing the request contained in the natural language utterance, a subsequent input that overrides the request in a time shorter than an expected time to process the request, or a subsequent input that repeats the natural language utterance.

REMARKS

Upon entry of the foregoing Amendment, claims 1-28 are pending in the application. Claims 1-20 have been amended. No claims have been cancelled. Claims 21-28 have been newly added. Applicants believe that this Amendment does not add new matter. In view of the foregoing Amendment and the following Remarks, allowance of all the pending claims is requested.

REJECTION UNDER 35 U.S.C. § 101

The Examiner has rejected claims 1-10 under 35 U.S.C. § 101 as allegedly being directed to non-statutory subject matter. In particular, the Examiner alleges that "a particular machine or apparatus is not explicitly recited in the claims" and that the various features recited therein do not appear to "inherently require a *particular* machine or apparatus."

Solely for purposes of expediting prosecution of this application, and without acknowledging the propriety of the alleged basis for the rejection, Applicants have amended independent claim 1 to further clarify that the method recited therein includes, among other things, "receiving a natural language utterance . . . ***at an input device***," "recognizing one or more words or phrases in the natural language utterance ***at a speech recognition engine***," "interpreting the recognized words or phrases ***at a conversational language processor***," and "presenting [an] advertisement ***via an output device***."

Accordingly, for at least the reason that amended independent claim 1 recites various devices that tie the method recited therein to another statutory class, and that further transform "a natural language utterance" into data that the devices then further process, claims 1-10 are directed to statutory subject matter. Applicants therefore request that the Examiner withdraw this rejection of the claims.

REJECTION UNDER 35 U.S.C. § 102

The Examiner has rejected claims 1-20 under 35 U.S.C. § 102(e) as allegedly being anticipated by U.S. Patent No. 7,461,059 to Richardson et al. ("Richardson"). This rejection is

improper and must be withdrawn for at least the reason that Richardson fails to disclose each and every feature of the claimed invention.

More particularly, Richardson does not disclose at least the combination of features that includes "recognizing one or more words or phrases in the natural language utterance at a speech recognition engine coupled to the input device," "interpreting the recognized words or phrases . . . [to establish] a context for the natural language utterance," and "selecting an advertisement in the context established for the natural language utterance," as recited in amended independent claim 1, for example. The Examiner alleges that Richardson discloses selecting an advertisement based on a request included in a voice-based input and information used to process the request. Applicants disagree with the Examiner's assessment for at least the reason that although Richardson generally describes processing search queries that can be provided in a "speech input," Richardson does not disclose the specific techniques that amended independent claim 1 recites to process natural language speech inputs.

Rather, Richardson generally describes techniques that can search for information from a phrase received at a user interface (e.g., Abstract). Although Richardson generally indicates that "if the user interface is responsive to speech input, the phrase can include audio input of words, letters, or other types of phrases" (col. 4, lines 18-35), Richardson does not describe particular techniques that can be used to obtain the "words, letters, or other types of phrases" from the audio input corresponding to the speech input. Instead, Richardson only focuses on the techniques used to search for information from words, letters, or other phrases that can be obtained from speech inputs. In contrast, independent claim 1 has been amended to recite various features that recognize words or phrases contained in a natural language utterance and then interpret the recognized words or phrases.

For example, independent clam 1 has been amended to recite, among other things, that "interpreting the recognized words or phrases . . . includes ***establishing a context*** for the natural language utterance," whereby an advertisement presented in response to the natural language utterance may be selected "***in the context established for the natural language utterance***." Thus, although Richardson generally describes "associat[ing] content, such as advertising, with results of a search performed" on words or phrases in speech inputs,

Richardson does not disclose selecting the advertising content associated with the search in "a context" that a conversational language processor establishes from interpreting the words or phrases in the speech inputs. For at least this reason, Richardson fails to disclose at least the aforementioned features recited in amended independent claim 1.

Accordingly, for at least the foregoing reasons, Richardson fails to disclose each and every feature of amended independent claim 1. The rejection is therefore improper and must be withdrawn.

Independent claim 11 has been amended to include features similar to those set forth in amended independent claim 1. Claims 2-10 and 12-20 depend from and add features to one of amended independent claims 1 and 11. Thus, the rejection of these claims is likewise improper and must be withdrawn for at least the same reasons.

NEW CLAIMS 21-28

As indicated above, the Examiner has failed to establish that Richardson discloses each and every feature recited in amended independent claims 1 and 11. New claims 21-28 depend from and add features to one of amended independent claims 1 and 11. Thus, newly added claims 21-28 are allowable over Richardson for at least the same reasons discussed in further detail above.

CONCLUSION

Having addressed each of the foregoing rejections, it is respectfully submitted that a full and complete response has been made to the outstanding Office Action. As such, the application is in condition for allowance. Notice to that effect is respectfully requested.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Date: **February 17, 2010**

Respectfully submitted,

By: _____

Syed Jafar Ali
Registration No. 58,780

PILLSBURY WINTHROP SHAW PITTMAN LLP
P.O. Box 10500
McLean, Virginia 22102
Main: 703-770-7900
Direct: 703-770-7540
Fax: 703-770-7901

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	EXAMINER:	Brian Louis Albertalli
FILING DATE :	February 6, 2007	ART UNIT:	2626
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT		

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

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

Sir:

Pursuant to the duty of disclosure under 37 C.F.R. §§ 1.56, 1.97 and 1.98, Applicants hereby make of record in the above-identified application the documents listed on the attached Form PTO-1449.

Applicants have listed a publication date on the attached PTO-1449 based on information presently available to the undersigned. However, the listed publication date should not be construed as an admission that the information was actually published on the date indicated.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

This Supplemental Information Disclosure Statement is being filed more than three months after the filing date of a national application other than a continued prosecution application under 37 C.F.R. §1.53(d), or more than three months after the date of entry of the national stage as set forth in 37 C.F.R. §1.491 in an international application, and after the mailing date of the first Office Action on the merits, but before the mailing date of any of a Final Action under 37 C.F.R. §1.113, a Notice of Allowance under 37 C.F.R. §1.311, or an action that otherwise closes prosecution in the application. 37 C.F.R. §1.97(c).

Please charge the $180.00 fee [37 C.F.R. §1.17(p)] to Deposit Account No. 03-3975. In addition, please charge any fee deficiencies, or credit any overpayment, to Deposit Account No. 03-3975 as needed to ensure consideration of the Supplemental Information Disclosure Statement.

It is respectfully requested that the Examiner initial and return a copy of the enclosed PTO-1449.

Respectfully submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP

By _____
Syed Jafar Ali
Registration No.: 58,780

P. O. Box 10500
McLean, Virginia 22102
Telephone: (703) 770-7900
Telefax: (703) 770-7901

Customer No.
00909

Dated: February 17, 2010

INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	A	5,617,407	04/01/1997	Bareis	369	275.3	
	B	5,797,112	08/18/1998	Komatsu *et al.*	701	201	
	C	5,895,464	04/20/1999	Bhandari *et al.*	707	3	
	D	6,288,319	09/11/2001	Catona	84	609	
	E	6,381,535	04/30/2002	Durocher *et al.*	701	202	
	F	6,385,596	05/07/2002	Wiser *et al.*	705	51	
	G	6,466,899	10/15/2002	Yano *et al.*	704	1	
	H	6,556,970	04/29/2003	Sasaki *et al.*	704	257	
	I	6,581,103	06/17/2003	Dengler	709	231	
	J	6,678,680	01/13/2004	Woo	707	6	
	K	6,833,848	12/21/2004	Wolff *et al.*	345	719	
	L	6,856,990	02/15/2005	Barile *et al.*	707	10	
	M	6,865,481	03/08/2005	Kawazoe *et al.*	701	211	
	N	6,877,134	04/05/2005	Fuller *et al.*	715	500.1	
	O	6,973,387	12/06/2005	Masclet *et al.*	701	211	
	P	7,082,469	07/25/2006	Gold *et al.*	709	231	
	Q	7,136,875	11/14/2006	Anderson *et al.*	707	104.1	
	R	7,301,093	11/27/2007	Sater *et al.*	84	615	
	S	7,502,738	03/10/2009	Kennewick *et al.*	704	257	
	T	7,620,549	11/17/2009	Di Cristo *et al.*	704	257	
	U	7,634,409	12/15/2009	Kennewick *et al.*	704	257	
	V	7,640,160	12/29/2009	Di Cristo *et al.*	704	257	
	W	2006/0206310	09/14/2006	Ravikumar *et al.*	704	9	
	X	2007/0214182	09/13/2007	Rosenberg	707	104.1	
	Y	2007/0250901	10/25/2007	McIntire *et al.*	725	146	
	Z	2007/0299824	12/27/2007	Pan *et al.*	707	3	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

	AA	ARRINGTON, Michael, "Google Redefines GPS Navigation Landscape: Google Maps Navigation for Android 2.0", TechCrunch, printed from the Internet <http://www.techcrunch.com/2009/10/28/google-redefines-car-gps-navigation-google-maps-navigation-android/>, October 28, 2009, 4 pages.

EXAMINER	DATE CONSIDERED

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

401712106v1

Electronic Patent Application Fee Transmittal

Application Number:	11671526
Filing Date:	06-Feb-2007
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Filer:	Syed Jafar Ali/Miriam E. Nelsen
Attorney Docket Number:	090611-0358957

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Claims in excess of 20	2202	8	26	208
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
		Total in USD ($)		**388**

Electronic Acknowledgement Receipt

EFS ID:	7032257
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Customer Number:	00909
Filer:	Syed Jafar Ali/Miriam E. Nelsen
Filer Authorized By:	Syed Jafar Ali
Attorney Docket Number:	090611-0358957
Receipt Date:	17-FEB-2010
Filing Date:	06-FEB-2007
Time Stamp:	18:11:01
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$388
RAM confirmation Number	6280
Deposit Account	033975
Authorized User	
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 C.F.R. Section 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		090611-0358957_Response_NFOA_IDS.pdf	629515 3d82d374afbc567e9facc18d6d600169880207f1	yes	16

Multipart Description/PDF files in .zip description

Document Description	Start	End
Amendment/Req. Reconsideration-After Non-Final Reject	1	1
Claims	2	9
Applicant Arguments/Remarks Made in an Amendment	10	13
Transmittal Letter	14	15
Information Disclosure Statement (IDS) Filed (SB/08)	16	16

Warnings:

Information:

2	NPL Documents	090611-0358957_ARRINGTON.pdf	628568 2bf533fc93f3ad0789d71b3e9af029d13affc09d	no	4

Warnings:

Information:

3	Fee Worksheet (PTO-875)	fee-info.pdf	31959 193100da45eaf0c416b2d2335c1550673f93785d	no	2

Warnings:

Information:

Total Files Size (in bytes):	1290042

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/06 (07-06)
Approved for use through 1/31/2007. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 11/671,526	Filing Date 02/06/2007	☐ To be Mailed

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)	SMALL ENTITY ☒		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE ($)	FEE ($)		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 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			TOTAL	

APPLICATION AS AMENDED – PART II

		(Column 1)		(Column 2)	(Column 3)	SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
	02/17/2010	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
AMENDMENT	Total (37 CFR 1.16(i))	* 28	Minus	** 20	= 8	X $26 =	208	OR	X $ =	
	Independent (37 CFR 1.16(h))	* 2	Minus	***3	= 0	X $110 =	0	OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE	208	OR	TOTAL ADD'L FEE	

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

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

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

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

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

Legal Instrument Examiner:
/ANTHONY WILLIAMS/

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	02/06/2007	Tom Freeman	090611-0358957	9176

909 7590 05/27/2010

PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

EXAMINER	
ALBERTALLI, BRIAN LOUIS	
ART UNIT	PAPER NUMBER
2626	
MAIL DATE	DELIVERY MODE
05/27/2010	PAPER

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

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

Office Action Summary	Application No.	Applicant(s)	
	11/671,526	FREEMAN ET AL.	
	Examiner	Art Unit	
	BRIAN L. ALBERTALLI	2626	

-- 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 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 *17 February 2010*.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ 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

4)☒ Claim(s) *1-28* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-21 and 25* is/are rejected.

7)☐ Claim(s) *22-24 and 26-28* is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

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

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

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

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).

a)☐ All b)☐ Some * c)☐ None of:

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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Response to Arguments

1. Regarding the rejections made under 35 U.S.C. 101 in the previous Office Action, Applicant's arguments are persuasive. Specifically, amended claim 1 recites various particular machines or apparatuses (input device, speech recognition engine, conversational language processor, output device) implementing more than insignificant "extra-solution" activity. Therefore, claims 1-10 are now considered statutory processes.

Regarding the prior art rejections made in the previous Office Action, new grounds of rejections, necessitated by Applicant's amendment, are provided below.

Additionally, it is noted that several new claim limitations have been added using various terms that were not present in the originally filed application. Since there is no *in haec verba* requirement with respect to 35 U.S.C. 112, 1st paragraph, many of these limitations are thought to be supported by the disclosure. However, since it may not be clear on the record where these terms are supported by the specification, a brief overview of Examiner's interpretation of the newly added terms is provided below.

Claim 2 introduces a personalized cognitive model, a generalized cognitive model, and an environmental model. The terms "personalized cognitive model", "generalized cognitive model", and "environmental model" were not present in the originally filed application. Paragraph 24 of the specification describes "*user-specific*

and/or global statistical profiles that map or cluster advertisements to topics, semantic indicators, contexts, concepts, etc. based on user behavior, demographics, targeting constraints, content of advertisements, content of requests, actions associated with requests, or other statistically relevant information". These user-specific and global statistical models have been considered to support the claimed "personalized cognitive model" and "generalized cognitive model". Paragraph 21 of the specification describes a "*user profile module*" that includes "*characteristics of a specific user*" that include "*location-based information*". Additionally, paragraph 21 describes "*a default user location*" and "*current geolocation information*". These descriptions have been considered to support the claimed "environmental model". (It is also noted that the term "*environmental*" was used once in the originally filed specification in paragraph 16. However, since this recitation is referring to "*public/non-private*" knowledge, this has been considered to refer to a different concept than the "environmental model... associated with [a] specific user").

Thus, the claimed personalized cognitive model, generalized cognitive model, and environmental model have bee considered to have sufficient support in the originally filed specification. However, certain aspects of the amended claims do not find support and are rejected under 35 U.S.C. 112, below.

Claim Objections

2. Claims 3, 11, 13, and 23 are objected to because of the following informalities:

In regard to claims 3 and 13, a word is missing after the phrase “selects the…” It is assumed that the word should be *response*.

In regard to claim 11, "interpret the recognized words or phrases *at* interpreting the recognized words or phrases…” should most likely be “interpret the recognized words or phrases ~~at~~ wherein interpreting the recognized words or phrases…”

In regard to claim 23, "determining that the conversational language incorrectly…” should most likely be "determining that the conversational language processor incorrectly…”

Appropriate correction is required.

Claim Rejections - 35 USC § 112

3. The following is a quotation of the first paragraph of 35 U.S.C. 112:

> The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

4. Claims 4, 5, 7, 10, 14, 15, 17, 20, 24, 25, 27, and 28 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

In regard to claim 4, paragraphs 38-39 of the specification describe "tracking" of interactions. However, there is no description in the specification that could reasonably be interpreted as describing updating an *environmental model* (associated with geolocation information). That is, while paragraphs 38-39 generally describe updating user-specific and global user statistics, there is no description of updating any environmental statistics based on tracked interaction patterns.

Claim 5 similarly recites updating environmental models based on tracking information. Thus, claim 5 is rejected for the same reasons as claim 4.

Claim 7 also recites updating an environmental model and is rejected for the same reasons as claim 4.

In regard to claim 10, there is no description in the specification of "dictionary and phrase entries that are dynamically updated". Further, there is no indication of how a plurality of "dictionary and phrase entries" would be used by a speech recognition engine to recognize words or phrases in a natural language utterance.

Claim 14 is similar in scope to claim 4, addressed above. Claim 14 is rejected for the same reasons as claim 4.

Claim 15 is similar in scope to claim 5, addressed above. Claim 15 is rejected for the same reasons as claim 5.

Claim 17 is similar in scope to claim 7, addressed above. Claim 17 is rejected for the same reasons as claim 7.

Claim 20 is similar in scope to claim 10, addressed above. Claim 20 is rejected for the same reasons as claim 10.

Claim 21 recites "dynamic fuzzy set probabilities" used to update the plurality of dictionary and phrase entries. As addressed with respect to claim 10, above, there is no description of a plurality of dictionary and phrase entries. Furthermore, there is no description of "dynamic fuzzy set probabilities" or how they may be used to update a plurality of dictionary and phrase entries.

Claim 25 is similar in scope to claim 21, addressed above. Claim 25 is rejected for the same reasons as claim 25.

Claim Rejections - 35 USC § 102

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

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

6. Claims 1-3 and 11-13 are rejected under 35 U.S.C. 102(e) as being anticipated by Atsmon et al. (U.S. Patent 2010/0063880).

In regard to claim 1, Atsmon et al. disclose a method for selecting and presenting advertisements in response to processing natural language utterances, comprising:

receiving a natural language utterance containing at least one request at an input device (input requesting content is provided through a microphone, paragraph 0071);

recognizing one or more words or phrases in the natural language utterance at a speech recognition engine coupled to the input device (a speech recognition unit recognizes the input speech, paragraph 0081);

interpreting the recognized words or phrases at a conversational language processor coupled to the speech recognition engine, wherein interpreting the recognized words or phrases includes establishing a context for the natural language utterance (the context of the input natural language is determined to establish a particular context, e.g. weather, paragraph 0098);

selecting an advertisement in the context established for the natural language utterance (advertisements are selected based on the content of the natural language input, using contextual advertisement selection techniques such as Adsense software, paragraphs 0106 and 0107); and

presenting the selected advertisement via an output device coupled to the conversational language processor (the selected advertisements are displayed to the user, paragraph 0107).

In regard to claim 2, Atsmon et al. disclose the conversational language processor selects the advertisement based on information related to one or more of the recognized words or phrases (advertisements are selected based on the words input, paragraph 0106), an action associated with the request , a personalized cognitive model derived from an interaction pattern for a specific user (information from previous sessions of a particular user, paragraph 0113), a generalized cognitive model derived from an interaction pattern for a plurality of users (demographic information, paragraph 0113), or an environmental model derived from environmental conditions or

surroundings associated with the specific user (user location information, paragraph 0113).

In regard to claim 3, Atsmon et al. disclose the conversational language processor selects the to resolve the request in response to determining that the natural language utterance includes incomplete or ambiguous information (a user is asked to select between different suggestions when input is ambiguous, paragraph 0097).

In regard to claim 11, Atsmon et al. disclose a system for selecting and presenting advertisements in response to processing natural language utterances, comprising:

an input device that receives a natural language utterance containing at least one request at an input device (input requesting content is provided through a microphone, paragraph 0071);

a speech recognition engine coupled to the input device, wherein the speech recognition engine recognizes one or more words or phrases in the natural language utterance (a speech recognition unit recognizes the input speech, paragraph 0081);

a conversational language processor coupled to the speech recognition engine, wherein the conversational language processor is configured to:

interpret the recognized words or phrases, wherein interpreting the recognized words or phrases includes establishing a context for the natural language utterance (the

context of the input natural language is determined to establish a particular context, e.g. weather, paragraph 0098);

select an advertisement in the context established for the natural language utterance (advertisements are selected based on the content of the natural language input, using contextual advertisement selection techniques such as Adsense software, paragraphs 0106 and 0107); and

present the selected advertisement via an output device coupled to the conversational language processor (the selected advertisements are displayed to the user, paragraph 0107).

In regard to claim 12, Atsmon et al. disclose the conversational language processor selects the advertisement based on information related to one or more of the recognized words or phrases (advertisements are selected based on the words input, paragraph 0106), an action associated with the request , a personalized cognitive model derived from an interaction pattern for a specific user (information from previous sessions of a particular user, paragraph 0113), a generalized cognitive model derived from an interaction pattern for a plurality of users (demographic information, paragraph 0113), or an environmental model derived from environmental conditions or surroundings associated with the specific user (user location information, paragraph 0113).

In regard to claim 13, Atsmon et al. disclose the conversational language processor selects the to resolve the request in response to determining that the natural language utterance includes incomplete or ambiguous information (a user is asked to select between different suggestions when input is ambiguous, paragraph 0097).

Claim Rejections - 35 USC § 103

The following is a quotation of 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 negatived by the manner in which the invention was made.

7. Claims 4-6, 8, 9, 14-16, 18, and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Atsmon et al., in view of Maislos et al. (U.S. Patent Application Publication 2007/0186165).

In regard to claim 4, Atsmon et al. disclose tracking an interaction pattern with the advertisement presented via the output device (feedback regarding the advertisement is collected, paragraph 0112).

Atsmon et al. do not disclose updating the personalized cognitive model, the generalized cognitive model, and the environmental model based on the interaction pattern tracked for the advertisement.

Maislos et al. disclose a method for presenting advertisements, comprising tracking an interaction pattern with an advertisement presented via an output device (the reactions of users to advertisements are monitored, paragraph 0177); and

updating a personalized cognitive model, a generalized cognitive model, and an environmental model based on the interaction pattern tracked for the advertisement (data about the user reactions are used to update user profiles for later selection of advertisements, paragraphs 0181-0183; user profiles include demographic data for selecting the most appropriate advertisements, paragraphs 0166-0168; the demographic data includes personalized information (specific to a user), see paragraphs 0208-0209; generalized information (generalized demographic information), see paragraph 0226); and environmental information (localization information), see paragraphs 0036-0039).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to update the personalized cognitive model, the generalized cognitive model, and the environmental model based on the interaction pattern tracked for the advertisement, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

In regard to claim 5, Atsmon et al. do not disclose updating the personalized cognitive model, the generalized cognitive model, and the environmental model builds

statistical profiles for selecting subsequent advertisements in response to subsequent natural language utterances.

Maislos et al. disclose updating the personalized cognitive model, the generalized cognitive model, and the environmental model builds statistical profiles for selecting subsequent advertisements in response to subsequent natural language utterances (statistical models are used as feature extractors, paragraphs 0199-0201; the extracted features are used to select advertisements, paragraphs 0206-0208).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to build statistical profiles for selecting subsequent advertisements, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

In regard to claim 6, Atsmon et al. do not disclose the statistical profiles identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model.

Maislos et al. disclose the statistical profiles identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model (for example, affinities

between opera and the model of an 'upper income Manhattan urbanite', paragraph 0227).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

In regard to claim 8, Atsmon et al. do not disclose the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the advertisement.

Maislos et al. disclose the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the advertisement (the user reactions to the advertisements are tracked, including audio reactions, visual reactions, etc., paragraphs 0177-0180).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to track an action performed in response to a subsequent request that identifies the advertisement, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

In regard to claim 9, Atsmon et al. do not disclose the action includes executing a task or retrieving information based on the subsequent request that identifies the advertisement.

Maislos et al. disclose the action includes executing a task or retrieving information based on the subsequent request that identifies the advertisement (subsequently related advertisements are retrieved for the user, paragraphs 0182-0183).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to execute a task or retrieve information based on the subsequent request that identifies the advertisement, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

In regard to claim 14, Atsmon et al. disclose the conversational language processor is further configured to:

track an interaction pattern with the advertisement presented via the output device (feedback regarding the advertisement is collected, paragraph 0112).

Atsmon et al. do not disclose updating the personalized cognitive model, the generalized cognitive model, and the environmental model based on the interaction pattern tracked for the advertisement.

Maislos et al. disclose a system for presenting advertisements, configured to:

track an interaction pattern with an advertisement presented via an output device (the reactions of users to advertisements are monitored, paragraph 0177); and

update a personalized cognitive model, a generalized cognitive model, and an environmental model based on the interaction pattern tracked for the advertisement (data about the user reactions are used to update user profiles for later selection of advertisements, paragraphs 0181-0183; user profiles include demographic data for selecting the most appropriate advertisements, paragraphs 0166-0168; the demographic data includes personalized information (specific to a user), see paragraphs 0208-0209; generalized information (generalized demographic information), see paragraph 0226); and environmental information (localization information), see paragraphs 0036-0039).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to update the personalized cognitive model, the generalized cognitive model, and the environmental model based on the interaction pattern tracked for the advertisement, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

In regard to claim 15, Atsmon et al. do not disclose the conversational language processor updates the personalized cognitive model, the generalized cognitive model, and the environmental model to build statistical profiles for selecting subsequent advertisements in response to subsequent natural language utterances.

Maislos et al. disclose updating the personalized cognitive model, the generalized cognitive model, and the environmental model to build statistical profiles for selecting subsequent advertisements in response to subsequent natural language utterances (statistical models are used as feature extractors, paragraphs 0199-0201; the extracted features are used to select advertisements, paragraphs 0206-0208).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to build statistical profiles for selecting subsequent advertisements, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

In regard to claim 16, Atsmon et al. do not disclose the statistical profiles identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model.

Maislos et al. disclose the statistical profiles identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model (for example, affinities between opera and the model of an 'upper income Manhattan urbanite', paragraph 0227).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

In regard to claim 18, Atsmon et al. do not disclose the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the advertisement.

Maislos et al. disclose the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the advertisement (the user reactions to the advertisements are tracked, including audio reactions, visual reactions, etc., paragraphs 0177-0180).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to track an action performed in response to a subsequent request that identifies the advertisement, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

In regard to claim 19, Atsmon et al. do not disclose the action includes executing a task or retrieving information based on the subsequent request that identifies the advertisement.

Maislos et al. disclose the action includes executing a task or retrieving information based on the subsequent request that identifies the advertisement (subsequently related advertisements are retrieved for the user, paragraphs 0182-0183).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to execute a task or retrieve information based on the subsequent request that identifies the advertisement, because it would allow the most relevant advertisements to be targeted to the users, as suggested by Maislos et al. (paragraph 0005).

8. Claims 10, 20, 21, and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Atsmon et al., in view of Kennewick et al. (U.S. Patent Application Publication 2004/0193420).

In regard to claim 10, Atsmon et al. do not disclose the speech recognition engine recognizes the one or more words or phrases in the natural language utterance using a plurality of dictionary and phrase entries that are dynamically updated based on a history of a current dialog and one or more prior dialogs.

Kennewick et al. disclose a speech recognition engine that recognizes the one or more words or phrases in a natural language utterance using a plurality of dictionary

and phrase entries that are dynamically updated based on a history of a current dialog and one or more prior dialogs (a speech recognition engine including a dictionary and phrase tables is dynamically updated based on the user dialog history, paragraph 0157).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to use a plurality of dictionary and phrase entries that are dynamically updated based on a history of a current dialog and one or more prior dialogs, because this maximizes the probability of correct recognition at each stage of the dialog, as suggested by Kennewick et al. (paragraph 0157).

In regard to claim 20, Atsmon et al. do not disclose the speech recognition engine recognizes the one or more words or phrases in the natural language utterance using a plurality of dictionary and phrase entries that are dynamically updated based on a history of a current dialog and one or more prior dialogs.

Kennewick et al. disclose a speech recognition engine that recognizes the one or more words or phrases in a natural language utterance using a plurality of dictionary and phrase entries that are dynamically updated based on a history of a current dialog and one or more prior dialogs (a speech recognition engine including a dictionary and phrase tables is dynamically updated based on the user dialog history, paragraph 0157).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to use a plurality of dictionary and phrase entries that

are dynamically updated based on a history of a current dialog and one or more prior dialogs, because this maximizes the probability of correct recognition at each stage of the dialog, as suggested by Kennewick et al. (paragraph 0157).

In regard to claim 21, Atsmon et al. do not disclose the plurality of dictionary and phrase entries are further dynamically updated based on one or more dynamic fuzzy set probabilities or prior probabilities derived from the history of the current dialog and the prior dialogs.

Kennewick et al. disclose the plurality of dictionary and phrase entries are further dynamically updated based on one or more dynamic fuzzy set probabilities or prior probabilities derived from the history of the current dialog and the prior dialogs (paragraph 0157).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to further dynamically update the plurality of dictionary and phrase entries based on one or more dynamic fuzzy set probabilities or prior probabilities derived from the history of the current dialog and the prior dialogs, because this maximizes the probability of correct recognition at each stage of the dialog, as suggested by Kennewick et al. (paragraph 0157).

In regard to claim 25, Atsmon et al. do not disclose the plurality of dictionary and phrase entries are further dynamically updated based on one or more dynamic fuzzy set

probabilities or prior probabilities derived from the history of the current dialog and the prior dialogs.

Kennewick et al. disclose the plurality of dictionary and phrase entries are further dynamically updated based on one or more dynamic fuzzy set probabilities or prior probabilities derived from the history of the current dialog and the prior dialogs (paragraph 0157).

It would have been obvious to one of ordinary skill in the art at the time of invention to modify Atsmon et al. to further dynamically update the plurality of dictionary and phrase entries based on one or more dynamic fuzzy set probabilities or prior probabilities derived from the history of the current dialog and the prior dialogs, because this maximizes the probability of correct recognition at each stage of the dialog, as suggested by Kennewick et al. (paragraph 0157).

Allowable Subject Matter

9. Claims 22-24 and 26-28 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

With respect to claim 22, the prior art of record does not disclose mapping a stream of phonemes to one or more syllables that are phonemically represented in an acoustic grammar and generating a preliminary interpretation from the one or more

syllables (see related U.S. Patent 7,634,409 assigned to the instant application's assignee).

With respect to claims 23 and 24, the prior art of record does not disclose or suggest determining that the conversational language processor incorrectly interpreted the words or phrases in response to an adaptive misrecognition engine detecting a predetermined event, wherein the conversational language processor reinterprets the words or phrases in response to the predetermined event (see related U.S. Patent 7,620,549 assigned to the instant application's assignee).

Claim 26 is similar in scope to claim 22 and is allowable for the same reasons as claim 22.

Claims 27 and 28 are similar in scope to claims 23 and 24 and are allowable for the same reasons as claims 27 and 28.

Conclusion

10. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

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

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to BRIAN L. ALBERTALLI whose telephone number is (571)272-7616. The examiner can normally be reached on Monday-Thursday, 8 AM to 6:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Hudspeth can be reached on (571) 272-7843. 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.

BLA 5/24/10
/Brian L Albertalli/
Primary Examiner, Art Unit 2626

Notice of References Cited	Application/Control No. 11/671,526	Applicant(s)/Patent Under Reexamination FREEMAN ET AL.	
	Examiner BRIAN L. ALBERTALLI	Art Unit 2626	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2007/0186165 A1	08-2007	Maislos et al.	715/728
*	B	US-2010/0063880 A1	03-2010	Atsmon et al.	705/14.53
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11671526	FREEMAN ET AL.
	Examiner	Art Unit
	BRIAN L ALBERTALLI	2626

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

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

CLAIM		DATE								
Final	Original	11/17/2009	05/24/2010							
	1	✓	✓							
	2	✓	✓							
	3	✓	✓							
	4	✓	✓							
	5	✓	✓							
	6	✓	✓							
	7	✓	✓							
	8	✓	✓							
	9	✓	✓							
	10	✓	✓							
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	19	✓	✓							
	20	✓	✓							
	21		✓							
	22		O							
	23		O							
	24		O							
	25		✓							
	26		O							
	27		O							
	28		O							

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11671526	FREEMAN ET AL.
	Examiner	Art Unit
	BRIAN L ALBERTALLI	2626

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
EAST Search - see search history printout	11/17/09	BA
Updated EAST Search - see search history printout	5/24/10	BA
Google Scholar Search	5/24/10	BA

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S24	25	US-5617407-$.DID. OR US-5797112-$.DID. OR US-5895464-$.DID. OR US-6288319-$.DID. OR US-6381535-$.DID. OR US-6385596-$.DID. OR US-6466899-$.DID. OR US-6556970-$.DID. OR US-6581103-$.DID. OR US-6678680-$.DID. OR US-6833848-$.DID. OR US-6856990-$.DID. OR US-6865481-$.DID. OR US-6877134-$.DID. OR US-6973387-$.DID. OR US-7082469-$.DID. OR US-7136875-$.DID. OR US-7301093-$.DID. OR US-7502738-$.DID. OR US-7820549-$.DID. OR US-7634409-$.DID. OR US-7640160-$.DID. OR US-20060206310-$.DID. OR US-20070214182-$.DID. OR US-20070250901-$.DID. OR US-20070299824-$.DID.	US-PGPUB; USPAT; USOCR	OR	OFF	2010/04/15 12:48
S25	827	"704"/$.ccls. and advertis$10 and context$5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/15 12:56

S26	91	"704"/$.ccls. and advertis$10.ab.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/15 12:56
S27	48	S26 and context$5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/15 12:56
S28	66	"704"/$.ccls. and (advertis$10 same conversation$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/15 12:58
S29	49	S26 and environment $5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/15 13:10
S30	57	"704"/$.ccls. and (advertis$10 with context$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 10:20
S31	91	"704"/$.ccls. and advertis$10.ab.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:23
S32	19	S30 and S31	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:35
S33	113	"704"/$.ccls. and (advertis$10 same ((speech or voice) near2 recogni$10))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:37

S34	21	S33 and S31	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:37
S35	61	(S31 or S33) and (user $2 with profile$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:45
S37	3	"20070186165"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/17 11:19
S38	3391	(advertis$5 with statistic$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/18 10:20
S39	34	S38 and "704"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/18 10:20
S40	621	(advertis$5 with statistic$5) same (select$5 with advertis $5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/18 10:41
S41	8	S40 and "704"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/18 10:41
S42	311	S40 and "705"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/18 10:41

S43	20	S40 and (natural$3 near2 language$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/18 10:43
S44	699	"704"/$.ccls. and (dialog$5 with recogni $10)	USPAT	OR	OFF	2010/05/21 10:42
S45	36	"704"/$.ccls. and ((dialog$5 with recogni $10) same dictionar $5)	USPAT	OR	OFF	2010/05/21 10:43
S46	1	(10/618633).APP.	US-PGPUB; USOCR	OR	OFF	2010/05/21 10:45
S47	113	(long near2 term) with (short near2 term) with knowledge$2	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 10:48
S48	8	S47 and "704"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 10:48
S49	8	"11197504" or "11212693"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 10:50
S50	70	"704"/$.ccls. and (shared with knowledge)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 10:58
S51	19	preliminary$5 with syllable$5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 11:34

S52	33	adaptive with misrecogni$10	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 11:40

EAST Search History (Interference)

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INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	A	5,617,407	04/01/1997	Bareis	369	275.3	
	B	5,797,112	08/18/1998	Komatsu *et al.*	701	201	
	C	5,895,464	04/20/1999	Bhandari *et al.*	707	3	
	D	6,288,319	09/11/2001	Catona	84	609	
	E	6,381,535	04/30/2002	Durocher *et al.*	701	202	
	F	6,385,596	05/07/2002	Wiser *et al.*	705	51	
	G	6,466,899	10/15/2002	Yano *et al.*	704	1	
	H	6,556,970	04/29/2003	Sasaki *et al.*	704	257	
	I	6,581,103	06/17/2003	Dengler	709	231	
	J	6,678,680	01/13/2004	Woo	707	6	
	K	6,833,848	12/21/2004	Wolff *et al.*	345	719	
	L	6,856,990	02/15/2005	Barile *et al.*	707	10	
	M	6,865,481	03/08/2005	Kawazoe *et al.*	701	211	
	N	6,877,134	04/05/2005	Fuller *et al.*	715	500.1	
	O	6,973,387	12/06/2005	Masclet *et al.*	701	211	
	P	7,082,469	07/25/2006	Gold *et al.*	709	231	
	Q	7,136,875	11/14/2006	Anderson *et al.*	707	104.1	
	R	7,301,093	11/27/2007	Sater *et al.*	84	615	
	S	7,502,738	03/10/2009	Kennewick *et al.*	704	257	
	T	7,620,549	11/17/2009	Di Cristo *et al.*	704	257	
	U	7,634,409	12/15/2009	Kennewick *et al.*	704	257	
	V	7,640,160	12/29/2009	Di Cristo *et al.*	704	257	
	W	2006/0206310	09/14/2006	Ravikumar *et al.*	704	9	
	X	2007/0214182	09/13/2007	Rosenberg	707	104.1	
	Y	2007/0250901	10/25/2007	McIntire *et al.*	725	146	
	Z	2007/0299824	12/27/2007	Pan *et al.*	707	3	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

	AA	ARRINGTON, Michael, "Google Redefines GPS Navigation Landscape: Google Maps Navigation for Android 2.0", TechCrunch, printed from the Internet <http://www.techcrunch.com/2009/10/28/google-redefines-car-gps-navigation-google-maps-navigation-android/>, October 28, 2009, 4 pages.

EXAMINER	/Brian Albertalli/	DATE CONSIDERED	05/24/2010

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

401712106v1

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.A./

PTO/SB/30 (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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Request for Continued Examination (RCE) Transmittal

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

Application Number	11/671,526
Filing Date	February 6, 2007
First Named Inventor	Tom Freeman, et al.
Art Unit	2626
Examiner Name	Brian Louis Albertalli
Attorney Docket Number	090611-0358957

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. Submission required under 37 CFR 1.114 Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

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

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

      ii. ☐ Other _____

   b. ☑ Enclosed

      i. ☑ Amendment/Reply

      ii. ☐ Affidavit(s)/ Declaration(s)

      iii. ☑ Information Disclosure Statement (IDS)

      iv. ☐ Other _____

2. Miscellaneous

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

   b. ☐ Other _____

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

   a. ☑ The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments, to Deposit Account No. 033975.

      i. ☑ RCE fee required under 37 CFR 1.17(e)

      ii. ☐ Extension of time fee (37 CFR 1.136 and 1.17)

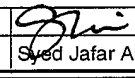
      iii. ☐ Other _____

   b. ☐ Check in the amount of $ _____ enclosed

   c. ☐ Payment by credit card (Form PTO-2038 enclosed)

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

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Signature		Date	July 22, 2010
Name (Print/Type)	Syed Jafar Ali	Registration No.	58,780

CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop RCE, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

Signature			
Name (Print/Type)		Date	

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Mail Stop RCE, 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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS :	Tom FREEMAN et al.	CONFIRMATION NO. :	9176
SERIAL NUMBER :	11/671,526	EXAMINER :	Brian Louis Albertalli
FILING DATE :	February 6, 2007	ART UNIT :	2626
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE VOICE-BASED INPUT		

REPLY AND AMENDMENT ACCOMPANYING REQUEST FOR CONTINUED EXAMINATION

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

Dear Sir:

In response to the Final Office Action mailed **May 27, 2010**, please amend the above-identified application as follows:

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

Amendments to the Claims begin on page **6** of this paper.

Remarks/Arguments begin on page **19** of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned for under 37 C.F.R. § 1.136(a), and any fees required therefore (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 033975 (**Ref. No. 090611-0358957**).

AMENDMENT

Amendments to the Specification: (identifying insertions and ~~deletions~~).

- Please amend paragraph **[012]**, which begins on page 3, as follows:

[012] Referring to Fig. 1, an exemplary system 100 for implementing a voice user interface is illustrated according to various aspects of the invention. System 100 may enable users to perform various tasks on a voice-enabled device. For example, users may control navigation devices, media devices, personal computers, personal digital assistants, or any other device supporting voice-based inputs. System 100 may enable users to request voice-enabled devices to retrieve information or perform various tasks, among other things, using natural language voice-based inputs. For example, system 100 may interpret natural language voice-based inputs and generate responses using, among other things, techniques described in ~~co-pending~~ U.S. Patent Application ~~Ser.~~ Serial No. 10/452,147, entitled "Systems and Methods for Responding to Natural Language Speech Utterance," filed June 3, 2003[[;]], which issued as U.S. Patent No. 7,398,209 on July 8, 2008, and U.S. Patent Application ~~Ser.~~ Serial No. 10[[,]]/618,633, entitled "Mobile Systems and Methods for Responding to Natural Language Speech Utterance," filed June 15, 2003, which issued as U.S. Patent No. 7,693,720 on April 6, 2010, both of which are hereby incorporated by reference in their entirety. For example, as described in U.S. Patent Application Serial No. 10/452,147, the system 100 may include a speech recognition engine (e.g., an Automatic Speech Recognizer 110) that may recognize words and phrases in an utterance using entries in one or more dictionary and phrase tables. In addition, as further described therein, fuzzy set possibilities or prior probabilities for the words in the dictionary and phrase tables may be dynamically updated to maximize the probability of correct recognition at each stage of the dialog (e.g., the probabilities or possibilities may be dynamically updated based on application domains, questions or commands, contexts, user profiles and preferences, user dialog histories, recognizer dictionary and phrase tables, word spellings, and/or other criteria).

- Please amend paragraph **[013]**, which begins on page 4, as follows:

[013] According to various aspects of the invention, system 100 may receive a user input, including at least a voice-based user utterance, at an input device 105. Input device 105 may include any suitable device, or combination of devices, for receiving a voice-based input (e.g., a microphone). In various implementations, input device 105 may include a multi-modal input, such as a touch-screen interface, keypad, or other input. The received utterance may be processed by [[an]] the Automatic Speech Recognizer 110. Automatic Speech Recognizer 110 may generate one or more preliminary interpretations of the utterance using various techniques. For example, Automatic Speech Recognizer 110 may interpret the utterance using techniques of phonetic dictation to recognize a stream of phonemes. Further, Automatic Speech Recognizer 110 may perform post-processing to enhance the preliminary interpretations. For example, Automatic Speech Recognizer 110 may vary interpretations of an utterance, or components of an utterance, from one context to another. Other techniques for enhancing an interpretation of a user utterance may be used, such as those described in ~~co-pending~~ U.S. Patent Application ~~Ser.~~ Serial No. 11/513,269, entitled "Dynamic Speech Sharpening," filed August 31, 2006, which issued as U.S. Patent No. 7,634,409 on December 15, 2009, and which is hereby incorporated by reference in its entirety.

- Please amend paragraph **[016]**, which begins on page 5, as follows:

[016] Conversational language processor 120 may build long-term and/or short-term shared knowledge in one or more knowledge source. For example, shared knowledge sources may include information about previous utterances, requests, and other user interactions to inform generating an appropriate response to a current utterance. The shared knowledge may include public/non-private (i.e., environmental) knowledge, as well as personal/private (i.e., historical) knowledge. For example, conversational language processor 120 may use context determination module 130 to establish a context for a current utterance by having domain agents 135 competitively generate a context-based interpretation of the utterance (e.g., by scoring possible interpretations and selecting a highest scoring interpretation). As such, agents 135 may model various domains (e.g., navigation, music, a specific user, global users,

advertising, e-commerce, etc.), and conversational language processor 120 may interpret and/or respond to a voice-based input accordingly. For example, context-based interpretations and responses to a voice-based input may be generated using techniques described in ~~co-pending~~ U.S. Patent Application ~~Ser.~~ Serial No. 11/197,504, entitled "Systems and Methods for Responding to Natural Language Speech Utterance," filed August 5, 2005[[;]], which issued as U.S. Patent No. 7,640,160 on December 29, 2009, and U.S. Patent Application ~~Ser.~~ Serial No. 11/212,693, entitled "Mobile Systems and Methods of Supporting Natural Language Human-Machine Interactions," filed August 29, 2005, both of which are hereby incorporated by reference in their entirety.

- Please amend paragraph **[017]**, which begins on page 6, as follows:

[017] Furthermore, conversational language processor 120 may support adaptive misrecognition to reinterpret a current utterance and/or one or more previous utterances. For example, information contained in a current utterance may indicate that interpretations for one or more previous utterances were incorrect, and therefore, the previous utterances may be reinterpreted to improve subsequent interpretations. Accordingly, conversational language processor 120 may use the techniques described herein, along with various other techniques, to interpret and respond to conversational, natural language utterances. Conversational language processor 120 may use various other techniques as will be apparent, such as those described in ~~co-pending~~ U.S. Patent Application ~~Ser.~~ Serial No. 11/200,164, entitled "System and Method of Supporting Adaptive Misrecognition in Conversational Speech," filed August 10, 2005[[;]], which issued as U.S. Patent No. 7,620,549 on November 17, 2009, and U.S. Patent Application ~~Ser.~~ Serial No. 11/580,926, entitled "System and Method for a Cooperative Conversational Voice User Interface," filed October 16, 2006, both of which are hereby incorporated by reference in their entirety. For example, as described in U.S. Patent Application Serial No. 11/200,164, an environmental model may be accessed to determine user location, user activity, track user actions, and/or other environmental information to invoke context, domain knowledge, preferences, and/or other cognitive qualities to enhance the interpretation of questions and/or commands. In addition, as further described therein, based

on information received from a general cognitive model, the environmental model, and/or a personalized cognitive model, which provide statistical abstracts of user interaction patterns, the system 100 may enhance responses to commands and questions by including a prediction of user behavior.

- Please amend paragraph **[027]**, which begins on page 10, as follows:

[027] The requests may be part of a conversational interaction between a user and a system or device, whereby an interpretation of requests in a current utterance may be based upon previous utterances in a current conversation, utterances in previous conversations, context-based information, local and/or global user profiles, or other information. For example, a previous request may be reinterpreted based on information included in subsequent requests, a current request may be interpreted based on information included in previous requests, etc. Furthermore, the conversational interaction may take various forms, including query-based conversations, didactic conversations, exploratory conversations, or other types of conversations. For example, the conversational language processor may identify a type of conversation, and information may be extracted from the utterance accordingly to identify the one or more requests in operation 310. Moreover, the conversational language processor may determine whether any of the requests are incomplete or ambiguous, and action may be taken accordingly (e.g., a system response may prompt a user to clarify an incomplete and/or ambiguous request). The conversational language processor may therefore use various techniques to identify a conversation type, interpret utterances, identify requests, or perform other tasks, such as those described in the aforementioned ~~co-pending patent applications~~ U.S. Patent Applications and U.S. Patents, which are hereby incorporated by reference in their entirety.

Amendments to the Claims: Please replace all prior versions and listings of claims with the following listing of claims.

LISTING OF CLAIMS:

1. (**Cancelled**)

2. (**Currently Amended**) The method of claim [[1]] 22, wherein the conversational language processor selects the advertisement based on information related to one or more of the recognized words or phrases, an action associated with the request, a personalized cognitive model derived from an interaction pattern for a specific user, a generalized cognitive model derived from an interaction pattern for a plurality of users, or an environmental model derived from environmental conditions or surroundings associated with the specific user.

3. (**Currently Amended**) The method of claim [[1]] 22, wherein the conversational language processor selects the advertisement to resolve the request in response to determining that the natural language utterance includes incomplete or ambiguous information.

4. (**Currently Amended**) The method of claim 2, further comprising:

tracking an interaction pattern with the advertisement presented via the output device; and

updating one or more of the personalized cognitive model, the generalized cognitive model, ~~and~~ or the environmental model based on the interaction pattern tracked for the advertisement.

5. (**Currently Amended**) The method of claim 4, wherein updating one or more of the personalized cognitive model, the generalized cognitive model, ~~and~~ or the environmental model builds statistical profiles for selecting subsequent advertisements in response to subsequent natural language utterances.

6. (**Previously Presented**) The method of claim 5, wherein the statistical profiles identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model.

7. (**Currently Amended**) The method of claim 4, further comprising:

building long-term shared knowledge and short-term shared knowledge in response to updating one or more of the personalized cognitive model, the generalized cognitive model, ~~and~~ or the environmental model;

receiving a subsequent natural language utterance at the input device; and

interpreting the subsequent natural language utterance at the conversational language processor using the long-term shared knowledge and the short-term shared knowledge.

8. (**Previously Presented**) The method of claim 4, wherein the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the advertisement.

9. (**Previously Presented**) The method of claim 8, wherein the action includes executing a task or retrieving information based on the subsequent request that identifies the advertisement.

10. (**Currently Amended**) The method of claim [[1]] 22, wherein the speech recognition engine recognizes the one or more words or phrases in the natural language utterance using a plurality of entries in one or more dictionary and phrase ~~entries~~ tables that are dynamically updated based on a history of a current dialog and one or more prior dialogs.

11. (**Cancelled**)

12. (**Currently Amended**) The system of claim [[11]] 26, wherein the conversational language processor selects the advertisement based on information related to one or more of the recognized words or phrases, an action associated with the request, a personalized cognitive model derived from an interaction pattern for a specific user, a generalized cognitive model derived from an interaction pattern for a plurality of users, or an environmental model derived from environmental conditions or surroundings associated with the specific user.

13. (**Currently Amended**) The system of claim [[11]] 26, wherein the conversational language processor selects the advertisement to resolve the request in response to determining that the natural language utterance includes incomplete or ambiguous information.

14. (**Currently Amended**) The system of claim 12, wherein the conversational language processor is further configured to:

track an interaction pattern with the advertisement presented via the output device; and

update one or more of the personalized cognitive model, the generalized cognitive model, ~~and~~ or the environmental model based on the interaction pattern tracked for the advertisement.

15. (**Currently Amended**) The system of claim 14, wherein the conversational language processor updates one or more of the personalized cognitive model, the generalized cognitive model, ~~and~~ or the environmental model to build statistical profiles for selecting subsequent advertisements in response to subsequent natural language utterances.

16. (**Previously Presented**) The system of claim 15, wherein the statistical profiles identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model.

17. (**Currently Amended**) The system of claim 14, wherein the conversational language processor is further configured to:

build long-term shared knowledge and short-term shared knowledge in response to updating one or more of the personalized cognitive model, the generalized cognitive model, ~~and~~ or the environmental model; and

interpret a subsequent natural language utterance received at the input device language processor using the long-term shared knowledge and the short-term shared knowledge.

18. (**Previously Presented**) The system of claim 14, wherein the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the advertisement.

19. (**Previously Presented**) The system of claim 18, wherein the action includes executing a task or retrieving information based on the subsequent request that identifies the advertisement.

20. (**Currently Amended**) The system of claim [[11]] 26, wherein the speech recognition engine recognizes the one or more words or phrases in the natural language utterance using a plurality of entries in one or more dictionary and phrase ~~entries~~ tables that are dynamically updated based on a history of a current dialog and one or more prior dialogs.

21. (**Currently Amended**) The method of claim 10, wherein the plurality of entries in the one or more dictionary and phrase ~~entries~~ tables are further dynamically updated based on one or more dynamic fuzzy set ~~probabilities~~ possibilities or prior probabilities derived from the history of the current dialog and the prior dialogs.

22. (**Currently Amended**) A [[The]] method ~~of claim 1~~ for selecting and presenting advertisements in response to processing natural language utterances, comprising:

receiving a natural language utterance containing at least one request at an input device;

recognizing one or more words or phrases in the natural language utterance at a speech recognition engine coupled to the input device, wherein recognizing the words or phrases in the natural language utterance includes:

mapping a stream of phonemes contained in the natural language utterance to one or more syllables that are phonemically represented in an acoustic grammar; and

generating a preliminary interpretation for the natural language utterance from the one or more syllables, wherein the preliminary interpretation generated from the one or more syllables includes the recognized words or phrases;

interpreting the recognized words or phrases at a conversational language processor coupled to the speech recognition engine, wherein interpreting the recognized words or phrases includes establishing a context for the natural language utterance;

selecting an advertisement in the context established for the natural language utterance; and

presenting the selected advertisement via an output device coupled to the conversational language processor.

23. (**Currently Amended**) A ~~The~~ method ~~of claim 1~~ for selecting and presenting advertisements in response to processing natural language utterances, ~~further~~ comprising:

receiving a natural language utterance containing at least one request at an input device;

recognizing one or more words or phrases in the natural language utterance at a speech recognition engine coupled to the input device;

interpreting the recognized words or phrases at a conversational language processor coupled to the speech recognition engine, wherein interpreting the recognized words or phrases includes establishing a context for the natural language utterance;

selecting an advertisement in the context established for the natural language utterance;

presenting the selected advertisement via an output device coupled to the conversational language processor; and

determining that the conversational language processor incorrectly interpreted the words or phrases in response to an adaptive misrecognition engine detecting a predetermined event, wherein the conversational language processor reinterprets the words or phrases in response to the predetermined event.

24. (**Previously Presented**) The method of claim 23, wherein the predetermined event includes receiving one or more of a subsequent input proximate in time to the natural language utterance, a subsequent input that stops the conversational language processor from processing the request contained in the natural language utterance, a subsequent input that overrides the request in a time shorter than an expected time to process the request, or a subsequent input that repeats the natural language utterance.

25. (**Currently Amended**) The system of claim 20, wherein the plurality of entries in the one or more dictionary and phrase ~~entries~~ tables are further dynamically updated based on one or more dynamic fuzzy set ~~probabilities~~ possibilities or prior probabilities derived from the history of the current dialog and the prior dialogs.

26. (**Currently Amended**) A [[The]] system ~~of claim 11~~ for selecting and presenting advertisements in response to processing natural language utterances, comprising:

an input device that receives a natural language utterance containing at least one request at an input device;

a speech recognition engine coupled to the input device, wherein the speech recognition engine recognizes one or more words or phrases in the natural language utterance, wherein to recognize the words or phrases in the natural language utterance, the speech recognition engine is configured to:

map a stream of phonemes contained in the natural language utterance to one or more syllables that are phonemically represented in an acoustic grammar; and

generate a preliminary interpretation for the natural language utterance from the one or more syllables, wherein the preliminary interpretation generated from the one or more syllables includes the recognized words or phrases;

a conversational language processor coupled to the speech recognition engine, wherein the conversational language processor is configured to:

interpret the recognized words or phrases, wherein interpreting the recognized words or phrases includes establishing a context for the natural language utterance;

select an advertisement in the context established for the natural language utterance; and

present the selected advertisement via an output device.

27. (**Currently Amended**) A [[The]] system ~~of claim 11~~ for selecting and presenting advertisements in response to processing natural language utterances, ~~further~~ comprising:

an input device that receives a natural language utterance containing at least one request at an input device;

a speech recognition engine coupled to the input device, wherein the speech recognition engine recognizes one or more words or phrases in the natural language utterance;

a conversational language processor coupled to the speech recognition engine, wherein the conversational language processor is configured to:

interpret the recognized words or phrases, wherein interpreting the recognized words or phrases includes establishing a context for the natural language utterance;

select an advertisement in the context established for the natural language utterance; and

present the selected advertisement via an output device; and

an adaptive misrecognition engine configured to determine that the conversational language incorrectly interpreted the words or phrases in response to detecting a

predetermined event, wherein the conversational language processor reinterprets the words or phrases in response to the predetermined event.

28. (**Previously Presented**) The system of claim 27, wherein the predetermined event includes receiving one or more of a subsequent input proximate in time to the natural language utterance, a subsequent input that stops the conversational language processor from processing the request contained in the natural language utterance, a subsequent input that overrides the request in a time shorter than an expected time to process the request, or a subsequent input that repeats the natural language utterance.

29. (**New**) The method of claim 22, further comprising determining that the conversational language processor incorrectly interpreted the words or phrases in response to an adaptive misrecognition engine detecting a predetermined event, wherein the conversational language processor reinterprets the words or phrases in response to the predetermined event.

30. (**New**) The method of claim 29, wherein the predetermined event includes receiving one or more of a subsequent input proximate in time to the natural language utterance, a subsequent input that stops the conversational language processor from processing the request contained in the natural language utterance, a subsequent input that overrides the request in a time shorter than an expected time to process the request, or a subsequent input that repeats the natural language utterance.

31. (**New**) The method of claim 23, wherein recognizing the words or phrases in the natural language utterance includes:

mapping a stream of phonemes contained in the natural language utterance to one or more syllables that are phonemically represented in an acoustic grammar; and

generating a preliminary interpretation for the natural language utterance from the one or more syllables, wherein the preliminary interpretation generated from the one or more syllables includes the recognized words or phrases.

32. (**New**) The method of claim 23, wherein the conversational language processor selects the advertisement to resolve the request in response to determining that the natural language utterance includes incomplete or ambiguous information.

33. (**New**) The method of claim 23, wherein the conversational language processor selects the advertisement based on information related to one or more of the recognized words or phrases, an action associated with the request, a personalized cognitive model derived from an interaction pattern for a specific user, a generalized cognitive model derived from an interaction pattern for a plurality of users, or an environmental model derived from environmental conditions or surroundings associated with the specific user.

34. (**New**) The method of claim 33, further comprising:

tracking an interaction pattern with the advertisement presented via the output device; and

updating one or more of the personalized cognitive model, the generalized cognitive model, or the environmental model based on the interaction pattern tracked for the advertisement.

35. (**New**) The method of claim 34, wherein updating one or more of the personalized cognitive model, the generalized cognitive model, or the environmental model builds statistical profiles for selecting subsequent advertisements in response to subsequent natural language utterances.

36. (**New**) The method of claim 35, wherein the statistical profiles identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model.

37. (**New**) The method of claim 34, further comprising:

building long-term shared knowledge and short-term shared knowledge in response to updating one or more of the personalized cognitive model, the generalized cognitive model, or the environmental model;

receiving a subsequent natural language utterance at the input device; and

interpreting the subsequent natural language utterance at the conversational language processor using the long-term shared knowledge and the short-term shared knowledge.

38. (**New**) The method of claim 34, wherein the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the advertisement.

39. (**New**) The method of claim 38, wherein the action includes executing a task or retrieving information based on the subsequent request that identifies the advertisement.

40. (**New**) The method of claim 23, wherein the speech recognition engine recognizes the one or more words or phrases in the natural language utterance using a plurality of entries in one or more dictionary and phrase tables that are dynamically updated based on a history of a current dialog and one or more prior dialogs.

41. (**New**) The method of claim 40, wherein the plurality of entries in the one or more dictionary and phrase tables are further dynamically updated based on one or more dynamic fuzzy set possibilities or prior probabilities derived from the history of the current dialog and the prior dialogs.

42. (**New**) The system of claim 26, further comprising an adaptive misrecognition engine configured to determine that the conversational language incorrectly interpreted the words or phrases in response to detecting a predetermined event, wherein the conversational language processor reinterprets the words or phrases in response to the predetermined event.

43. (**New**) The system of claim 42, wherein the predetermined event includes receiving one or more of a subsequent input proximate in time to the natural language utterance, a subsequent input that stops the conversational language processor from processing the request contained in the natural language utterance, a subsequent input that overrides the request in a time shorter than an expected time to process the request, or a subsequent input that repeats the natural language utterance.

44. (**New**) The system of claim 27, wherein to recognize the words or phrases in the natural language utterance, the speech recognition engine is configured to:

map a stream of phonemes contained in the natural language utterance to one or more syllables that are phonemically represented in an acoustic grammar; and

generate a preliminary interpretation for the natural language utterance from the one or more syllables, wherein the preliminary interpretation generated from the one or more syllables includes the recognized words or phrases.

45. (**New**) The system of claim 27, wherein the conversational language processor selects the advertisement to resolve the request in response to determining that the natural language utterance includes incomplete or ambiguous information.

46. (**New**) The system of claim 27, wherein the conversational language processor selects the advertisement based on information related to one or more of the recognized words or phrases, an action associated with the request, a personalized cognitive model derived from an interaction pattern for a specific user, a generalized cognitive model derived from an interaction pattern for a plurality of users, or an environmental model derived from environmental conditions or surroundings associated with the specific user.

47. (**New**) The system of claim 46, wherein the conversational language processor is further configured to:

track an interaction pattern with the advertisement presented via the output device; and

update one or more of the personalized cognitive model, the generalized cognitive model, or the environmental model based on the interaction pattern tracked for the advertisement.

48. (**New**) The system of claim 47, wherein the conversational language processor updates one or more of the personalized cognitive model, the generalized cognitive model, or the environmental model to build statistical profiles for selecting subsequent advertisements in response to subsequent natural language utterances.

49. (**New**) The system of claim 48, wherein the statistical profiles identify affinities between the advertisement presented via the output device and one or more of the recognized words or phrases, the action associated with the request, the personalized cognitive model, the generalized cognitive model, or the environmental model.

50. (**New**) The system of claim 47, wherein the conversational language processor is further configured to:

build long-term shared knowledge and short-term shared knowledge in response to updating one or more of the personalized cognitive model, the generalized cognitive model, or the environmental model; and

interpret a subsequent natural language utterance received at the input device language processor using the long-term shared knowledge and the short-term shared knowledge.

51. (**New**) The system of claim 47, wherein the interaction pattern tracked for the advertisement includes an action performed in response to a subsequent request that identifies the advertisement.

52. (**New**) The system of claim 51, wherein the action includes executing a task or retrieving information based on the subsequent request that identifies the advertisement.

53. (**New**) The system of claim 27, wherein the speech recognition engine recognizes the one or more words or phrases in the natural language utterance using a plurality of entries in one or more dictionary and phrase tables that are dynamically updated based on a history of a current dialog and one or more prior dialogs.

54. (**New**) The system of claim 53, wherein the plurality of entries in the one or more dictionary and phrase tables are further dynamically updated based on one or more dynamic fuzzy set possibilities or prior probabilities derived from the history of the current dialog and the prior dialogs.

REMARKS

Upon entry of the foregoing Amendment, claims 2-10 and 12-54 are pending in the application. Claims 2-5, 7, 10, 12-15, 17, 20-23, and 25-27 have been amended. Claims 1 and 11 have been cancelled. Claims 29-54 have been newly added. The Specification has been amended to include material previously incorporated by reference. Furthermore, pursuant to 37 C.F.R. § 1.57 and MPEP § 2163.07(b), Applicants hereby submit that the foregoing Amendment does not add new matter. In view of the foregoing Amendment and the following Remarks, allowance of all the pending claims is requested.

ALLOWABLE SUBJECT MATTER

Applicants thank the Examiner for indicating that claims 22-24 and 26-28 would be allowable if rewritten in independent form including the subject matter of any intervening claims. As such, Applicants note that claims 22, 23, 26, and 27 have been rewrite the claims in independent form, and amended independent claims 22, 23, 26, and 27 therefore recite subject matter that the Examiner has identified as allowable.

Applicants also note that claims 2-10, 12-21, 22, 24-25, and 28-54 depend from and add features to one of amended independent claims 22, 23, 26, and 27, whereby claims 2-10, 12-21, 22, 24-25, and 28-54 therefore recite allowable subject matter for at least the reason that they depend from independent claims 22, 23, 26, and 27, which recite subject matter that the Examiner has identified as allowable.

Accordingly, for at least the reason that all of the pending claims either recite subject matter that the Examiner has identified as allowable or depend from an independent claim reciting subject matter that the Examiner has identified as allowable, allowance of all of the pending claims is respectfully requested.

CLAIM OBJECTIONS

The Examiner has objected to claims 3, 11, 13, and 23 because of alleged informalities. In particular, the Examiner alleges that claims 3, 11, 13, and 23 contain various typographical errors. Applicants initially note that previously pending claim 11 has been cancelled, and

therefore the objection with respect to claim 11 has been rendered moot. Further, solely to expedite prosecution of this application, and without acknowledging the propriety of the alleged basis for the objection, Applicants have amended claims 3, 13, and 23 to address the alleged typographical errors that the Examiner has identified therein. Accordingly, Applicants request that the Examiner withdraw this objection to the claims.

REJECTION UNDER 35 U.S.C. § 112, FIRST PARAGRAPH

The Examiner has rejected claims 4-5, 7, 10, 14-15, 17, 20, 24-25, and 27-28 under 35 U.S.C. § 112, first paragraph, as allegedly failing to comply with the written description requirement. In particular, the Examiner alleges that various terms recited therein lack written description in the Specification.

More particularly, the Examiner alleges that the features in claims 4-5, 7, 14-15, and 17, which relate to updating an environmental model based on an interaction pattern tracked for the advertisement, lack written description in the Specification. Solely to expedite prosecution of this application, and without acknowledging the propriety of the alleged basis for the rejection, Applicants have amended ¶ **[017]** in the Specification to include material previously incorporated by reference from U.S. Patent Application Serial No. 11/200,164, and Applicants have further amended claims 4-5, 7, 14-15, and 17 to clarify the features recited therein.

Applicants therefore request that the Examiner withdraw the written description rejection with respect to these claims for at least the reason that the amendments to the Specification provide written description for the features recited therein (e.g., "an environmental model may be accessed to determine user location, user activity, track user actions, and/or other environmental information to invoke . . . cognitive qualities to enhance the interpretation of questions and/or commands" and "provide statistical abstracts of user interaction patterns").

Furthermore, the Examiner alleges that the features in claims 10 and 20, which relate to a speech recognition engine using a plurality of dictionary and phrase entries to recognize words or phrases in a natural language utterance, and further alleges that the features in claims 21 and 25, which relate to dynamically updating a plurality of dictionary and phrase

entries based one dynamic fuzzy set probabilities or prior probabilities, lack written description in the Specification. Solely to expedite prosecution of this application, and without acknowledging the propriety of the alleged basis for the rejection, Applicants have amended ¶ **[012]** in the Specification to include material previously incorporated by reference from U.S. Patent Application Serial No. 10/452,147, and Applicants have further amended claims 10, 20, 21, and 25 to further clarify the features recited therein.

Applicants therefore request that the Examiner withdraw the written description rejection with respect to these claims for at least the reason that the amendments to the Specification provide written description for the features recited therein (e.g., "a speech recognition engine . . . may recognize words and phrases in an utterance using entries in one or more dictionary and phrase tables," wherein "fuzzy set possibilities or prior probabilities for the words in the dictionary and phrase tables may be dynamically updated [based on application domains, questions or commands, contexts, user profiles and preferences, user dialog histories, recognizer dictionary and phrase tables, word spellings, and/or other criteria] to maximize the probability of correct recognition at each stage of the dialog").

Accordingly, Accordingly, for at least the reason that the features recited in amended claims 4-5, 7, 10, 14-15, 17, 20, 24-25, and 27-28 satisfy the written description requirement, Applicants respectfully request that the Examiner withdraw this rejection of the claims.

REJECTION UNDER 35 U.S.C. § 102

The Examiner has rejected claims 1-3 and 11-13 under 35 U.S.C. § 102(e) as allegedly being anticipated by U.S. Patent Application Pub. No. 2010/0063880 to Atsmon et al. ("Atsmon"). Applicants initially note that previously pending claims 1 and 11 have been cancelled, whereby the rejection has been rendered moot with respect to claims 1 and 11. Furthermore, the rejection with respect to claims 2-3 and 12-13 is improper and must be withdrawn for at least the reason that claims 2-3 and 12-13 recite subject matter that the Examiner has identified as allowable.

More particularly, as discussed above, claims 22 and 26 have been amended to rewrite the claims in independent form, wherein the Examiner has indicated that claims 22 and 26

would be allowable if rewritten in independent form. Thus, because claims 2-3 and 12-13 depend from and add features to one of amended independent claims 22 and 26, claims 2-3 and 12-13 are allowable for at least the reason that they depend from independent claims reciting subject matter that the Examiner has identified as allowable. As such, Applicant respectfully requests that the Examiner withdraw this rejection.

REJECTIONS UNDER 35 U.S.C. § 103

The Examiner has rejected claims 4-6, 8-9, 14-16, and 18-19 under 35 U.S.C. § 103 as allegedly being unpatentable over Atsmon in view of U.S. Patent Application Pub. No. 2007/0186165 to Maislos et al. ("Maislos"), and has further rejected claims 10, 20-21, and 25 under 35 U.S.C. § 103 as allegedly being unpatentable over Atsmon in view of U.S. Patent Application Pub. No. 2004/0193420 to Kennewick et al. ("Kennewick"). These rejections are improper and must be withdrawn for at least the reason that claims 4-6, 8-10, 14-16, 18-21, and 25 recite subject matter that the Examiner has identified as allowable.

More particularly, as discussed above, claims 22 and 26 have been amended to rewrite the claims in independent form, wherein the Examiner has indicated that claims 22 and 26 would be allowable if rewritten in independent form. Thus, because claims 4-6, 8-10, 14-16, 18-21, and 25 depend from and add features to one of amended independent claims 22 and 26, claims 4-6, 8-10, 14-16, 18-21, and 25 are allowable for at least the reason that they depend from independent claims reciting subject matter that the Examiner has identified as allowable. As such, Applicant respectfully requests that the Examiner withdraw this rejection.

NEW CLAIMS 29-54

As indicated above, the Examiner has indicated that claims 22-24 and 26-28 would be allowable if rewritten in independent form including the subject matter of any intervening claims. Thus, because newly added claims 29-54 depend from and add features to one of amended independent claims 22, 23, 26, and 27, newly added claims 29-54 are allowable for at least the reason that they depend from independent claims reciting subject matter that the Examiner has identified as allowable. Notice to that effect is respectfully requested.

CONCLUSION

Having addressed each of the foregoing rejections, it is respectfully submitted that a full and complete response has been made to the outstanding Office Action. As such, the application is in condition for allowance. Notice to that effect is respectfully requested.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Date: **July 22, 2010**

Respectfully submitted,

By: _____

Syed Jafar Ali
Registration No. 58,780

PILLSBURY WINTHROP SHAW PITTMAN LLP
P.O. Box 10500
McLean, Virginia 22102
Main: 703-770-7900
Direct: 703-770-7540
Fax: 703-770-7901

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	EXAMINER:	Brian Louis Albertalli
FILING DATE :	February 6, 2007	ART UNIT:	2626
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT		

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

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

Sir:

Pursuant to the duty of disclosure under 37 C.F.R. §§ 1.56, 1.97 and 1.98, Applicants hereby make of record in the above-identified application the documents listed on the attached Form PTO-1449.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

This Supplemental Information Disclosure Statement is being filed within three months of the filing date of a national application other than a continued prosecution application under 37 C.F.R. § 1.53(d), or within three months of the date of entry of the national stage as set forth

in 37 C.F.R. § 1.491 in an international application, or before the mailing date of a first Office Action on the merits, or before the mailing date of a first Office Action after the filing of a request for continued examination under 37 C.F.R. § 1.114. No certification or fee is required. 37 C.F.R. § 1.97(b).

It is respectfully requested that the Examiner initial and return a copy of the enclosed PTO-1449.

Respectfully submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP

By _____
Syed Jafar Ali
Registration No.: 58,780

Customer No.
00909

P. O. Box 10500
McLean, Virginia 22102
Telephone: (703) 770-7900
Telefax: (703) 770-7901

Dated: July 22, 2010

INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	1A	5,488,652	01/30/1996	Bielby *et al.*	379	88	
	1B	5,748,841	05/05/1998	Morin *et al.*	395	2.66	
	1C	6,144,938	11/07/2000	Surace *et al.*	704	257	
	1D	6,154,526	11/28/2000	Dahlke *et al.*	379	88.03	
	1E	6,226,612	05/01/2001	Srenger *et al.*	704	256	
	1F	6,308,151	10/23/2001	Smith	704	235	
	1G	6,374,214	04/16/2002	Friedland *et al.*	704	235	
	1H	6,430,531	08/06/2002	Polish	704	257	
	1I	6,801,893	10/05/2004	Backfried *et al.*	704	257	
	1J	6,950,821	09/27/2005	Faybishenko *et al.*	707	10	
	1K	7,016,849	03/21/2006	Arnold *et al.*	704	275	
	1L	7,203,644	04/10/2007	Anderson *et al.*	704	246	
	1M	7,228,276	06/05/2007	Omote *et al.*	704	243	
	1N	7,487,088	02/03/2009	Gorin *et al.*	704	240	
	1O	7,693,720	04/06/2010	Kennewick *et al.*	704	275	
	1P	2002/0069059	06/06/2002	Smith	704	257	
	1Q	2002/0138248	09/26/2002	Corston-Oliver *et al.*	704	1	
	1R	2003/0097249	05/22/2003	Walker *et al.*	704	1	
	1S	2005/0015256	01/20/2005	Kargman	704	272	
	1T	2007/0043574	02/22/2007	Coffman *et al.*	704	275	
	1U	2008/0235023	09/25/2008	Kennewick *et al.*	704	257	
	1V	2008/0235027	09/25/2008	Cross	704	270.1	
	1W	2008/0319751	12/25/2008	Kennewick *et al.*	704	257	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

EXAMINER	DATE CONSIDERED

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

INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	2A	2009/0150156	06/11/2009	Kennewick *et al.*	704	257	
	2B	2009/0171664	07/02/2009	Kennewick *et al.*	704	257	
	2C	2009/0299745	12/03/2009	Kennewick *et al.*	704	257	
	2D	2010/0023320	01/28/2010	Di Cristo *et al.*	704	9	
	2E	2010/0049501	02/25/2010	Kennewick *et al.*	704	9	
	2F	2010/0049514	02/25/2010	Kennewick *et al.*	704	233	
	2G	2010/0057443	03/04/2010	Di Cristo *et al.*	704	9	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

EXAMINER	DATE CONSIDERED

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

Electronic Patent Application Fee Transmittal

Application Number:	11671526
Filing Date:	06-Feb-2007
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Filer:	Syed Jafar Ali/Miriam E. Nelsen
Attorney Docket Number:	090611-0358957

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Claims in excess of 20	2202	24	26	624
Independent claims in excess of 3	2201	1	110	110
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
Request for continued examination	2801	1	405	405
		Total in USD ($)		**1139**

Electronic Acknowledgement Receipt

EFS ID:	8072552
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Customer Number:	00909
Filer:	Syed Jafar Ali/Miriam E. Nelsen
Filer Authorized By:	Syed Jafar Ali
Attorney Docket Number:	090611-0358957
Receipt Date:	22-JUL-2010
Filing Date:	06-FEB-2007
Time Stamp:	17:07:01
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$1139
RAM confirmation Number	3645
Deposit Account	033975
Authorized User	
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 C.F.R. Section 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		090611-0358957_RCE_Reply_Amend_IDS.pdf	1212401 3bdd343641f5489944f83cd52ea5da96ca9d5565	yes	28

Multipart Description/PDF files in .zip description

Document Description	Start	End
Request for Continued Examination (RCE)	1	1
Amendment Submitted/Entered with Filing of CPA/RCE	2	2
Specification	3	6
Claims	7	19
Applicant Arguments/Remarks Made in an Amendment	20	24
Transmittal Letter	25	26
Information Disclosure Statement (IDS) Filed (SB/08)	27	28

Warnings:

Information:

2	Fee Worksheet (PTO-875)	fee-info.pdf	33671 5adde5afeb4f64c12badd4dfbf54ea3cd373d3c1	no	2

Warnings:

Information:

Total Files Size (in bytes):	1246072

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

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

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

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NOTICE OF ALLOWANCE AND FEE(S) DUE

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PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

EXAMINER	
ALBERTALLI, BRIAN LOUIS	
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2626	

DATE MAILED: 08/11/2010

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	02/06/2007	Tom Freeman	090611-0358957	9176

TITLE OF INVENTION: SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$755	$300	$0	$1055	11/12/2010

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

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

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

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

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

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PTOL-85 (Rev. 08/07) Approved for use through 08/31/2010.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

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

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

909 7590 08/11/2010

PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

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

Certificate of Mailing or Transmission

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

(Depositor's name)

(Signature)

(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	02/06/2007	Tom Freeman	090611-0358957	9176

TITLE OF INVENTION: SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$755	$300	$0	$1055	11/12/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
ALBERTALLI, BRIAN LOUIS	2626	704-270000

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

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

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

2. For printing on the patent front page, list

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

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

1 _____

2 _____

3 _____

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

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

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

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

4a. The following fee(s) are submitted:

❑ Issue Fee

❑ Publication Fee (No small entity discount permitted)

❑ Advance Order - # of Copies _____

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

❑ A check is enclosed.

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

❑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

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

❑ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

❑ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 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, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	02/06/2007	Tom Freeman	090611-0358957	9176

909 7590 08/11/2010

PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

EXAMINER	
ALBERTALLI, BRIAN LOUIS	
ART UNIT	PAPER NUMBER
2626	

DATE MAILED: 08/11/2010

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

The Patent Term Adjustment to date is 593 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 593 day(s).

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

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

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

PTOL-85 (Rev. 08/07) Approved for use through 08/31/2010.

Notice of Allowability	Application No.	Applicant(s)	
	11/671,526	FREEMAN ET AL.	
	Examiner	Art Unit	
	BRIAN L. ALBERTALLI	2626	

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

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *22 July 2010*.

2. ☒ The allowed claim(s) is/are *2-10 and 12-54*.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a) ☐ All b) ☐ Some* c) ☐ None of the:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
      3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____.

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

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
   (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

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

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

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

DETAILED ACTION

Allowable Subject Matter

1. Claims 2-10 and 12-54 are allowed.

The following is an examiner's statement of reasons for allowance:

The amendments made to the specification overcome the rejections under 35 U.S.C. 112, 1st paragraph made in the previous Office Action. Additionally, new claims 29-54 find support in the specification, either directly, or through an incorporated by reference application in accordance with MPEP 2163.07(b).

With respect to the prior art, claims 22, 23, 26, and 27 have been rewritten in independent form including all limitations of the base claim and any intervening claims. Accordingly, claims 22, 23, 26, and 27 are now allowable. The remaining claims depend from one of claims 22, 23, 26, and 27 and are therefore also allowable.

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

Conclusion

2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to BRIAN L. ALBERTALLI whose telephone number is (571)272-7616. The examiner can normally be reached on Monday-Thursday, 8 AM to 6:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Hudspeth can be reached on (571) 272-7843. 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.

BLA 7/29/10
/Brian L Albertalli/
Primary Examiner, Art Unit 2626

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11671526	FREEMAN ET AL.
	Examiner	Art Unit
	BRIAN L ALBERTALLI	2626

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

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

CLAIM		DATE								
Final	Original	11/17/2009	05/24/2010	07/29/2010						
	1	✓	✓	-						
2	2	✓	✓	=						
9	3	✓	✓	=						
3	4	✓	✓	=						
4	5	✓	✓	=						
5	6	✓	✓	=						
6	7	✓	✓	=						
7	8	✓	✓	=						
8	9	✓	✓	=						
10	10	✓	✓	=						
	11	✓	✓	-						
28	12	✓	✓	=						
35	13	✓	✓	=						
29	14	✓	✓	=						
30	15	✓	✓	=						
31	16	✓	✓	=						
32	17	✓	✓	=						
33	18	✓	✓	=						
34	19	✓	✓	=						
36	20	✓	✓	=						
11	21		✓	=						
1	22		O	=						
14	23		O	=						
15	24		O	=						
37	25		✓	=						
27	26		O	=						
40	27		O	=						
41	28		O	=						
12	29			=						
13	30			=						
16	31			=						
17	32			=						
18	33			=						
19	34			=						
20	35			=						
21	36			=						

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11671526	FREEMAN ET AL.
	Examiner	**Art Unit**
	BRIAN L ALBERTALLI	2626

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

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

CLAIM		DATE								
Final	Original	11/17/2009	05/24/2010	07/29/2010						
22	37			=						
23	38			=						
24	39			=						
25	40			=						
26	41			=						
38	42			=						
39	43			=						
42	44			=						
43	45			=						
44	46			=						
45	47			=						
46	48			=						
47	49			=						
48	50			=						
49	51			=						
50	52			=						
51	53			=						
52	54			=						

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11671526	FREEMAN ET AL.
	Examiner	**Art Unit**
	BRIAN L ALBERTALLI	2626

ORIGINAL		INTERNATIONAL CLASSIFICATION	
CLASS	SUBCLASS	CLAIMED	NON-CLAIMED
704	270	G 1 0 L 11 / 00 (2006.0)	
		G 1 0 L 15 / 18 (2006.0)	
CROSS REFERENCE(S)		G 0 6 F 17 / 27 (2006.0)	
		G 0 6 Q 30 / 00 (2006.0)	

CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)				
704	9	257			
705	14.49				

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

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
	1	32	17	18	33	47	49								
2	2	33	18	19	34	48	50								
9	3	34	19	20	35	49	51								
3	4	36	20	21	36	50	52								
4	5	11	21	22	37	51	53								
5	6	1	22	23	38	52	54								
6	7	14	23	24	39										
7	8	15	24	25	40										
8	9	37	25	26	41										
10	10	27	26	38	42										
	11	40	27	39	43										
28	12	41	28	42	44										
35	13	12	29	43	45										
29	14	13	30	44	46										
30	15	16	31	45	47										
31	16	17	32	46	48										

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	52	
/BRIAN L ALBERTALLI/ Primary Examiner.Art Unit 2626	7/29/10	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	22	2

U.S. Patent and Trademark Office

Part of Paper No. 20100728

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11671526	FREEMAN ET AL.
	Examiner	Art Unit
	BRIAN L ALBERTALLI	2626

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
EAST Search - see search history printout	11/17/09	BA
Updated EAST Search - see search history printout	5/24/10	BA
Google Scholar Search	5/24/10	BA
Updated EAST Search - see search history printout	7/29/10	BA

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner
	Interference Search - see search history printout	7/29/10	BA

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	46	US-5488652-$.DID. OR US-5748841-$.DID. OR US-6144938-$.DID. OR US-6154526-$.DID. OR US-6226612-$.DID. OR US-6308151-$.DID. OR US-6374214-$.DID. OR US-6430531-$.DID. OR US-6801893-$.DID. OR US-6950821-$.DID. OR US-7016849-$.DID. OR US-7203644-$.DID. OR US-7228276-$.DID. OR US-7487088-$.DID. OR US-7693720-$.DID. OR US-20020069059-$.DID. OR US-20020138248-$.DID. OR US-20030097249-$.DID. OR US-20050015256-$.DID. OR US-20070043574-$.DID. OR US-20080235023-$.DID. OR US-20080235027-$.DID. OR US-20080319751-$.DID.	US-PGPUB; USPAT; USOCR; DERWENT	OR	OFF	2010/07/29 11:36
L2	6	US-20090150156-$.DID. OR US-20090171664-$.DID. OR US-20090299745-$.DID.	US-PGPUB; USPAT; USOCR; DERWENT	OR	OFF	2010/07/29 11:37
S1	1110	"704"/$.ccls. and advertis$5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/13 13:37

S2	1242	"704"/$.ccls. and advertis$10	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/13 13:37
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S4	82	"704"/$.ccls. and advertis$10.ab.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 11:45
S5	11	S4 and location$5.ab.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 11:45
S6	11	S4 and (statistic$5 with user$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 11:50
S7	1244	"704"/$.ccls. and advertis$10	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 11:54
S8	96	S7 and (statistic$5 with user$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 11:54
S9	82	S8 and location$5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 11:55

S10	2	"5696965".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 12:01
S11	184	"704"/$.ccls. and (advertis$10 with (request$5 or quer$5 or search$5))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 12:06
S12	5	"704"/$.ccls. and (advertis$10 with (resolv$5))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 12:08
S13	22	S11 and (statistic$5 with user$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 13:31
S14	84	S11 and (statistic$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/11/17 13:31
S15	23	US-5155743-$.DID. OR US-5386556-$.DID. OR US-5424947-$.DID. OR US-5471318-$.DID. OR US-5475733-$.DID. OR US-5499289-$.DID. OR US-5517560-$.DID. OR US-5533108-$.DID. OR US-5537436-$.DID. OR US-5539744-$.DID. OR US-5557667-$.DID. OR US-5563937-$.DID. OR US-5590039-$.DID. OR US-5633922-$.DID. OR US-5675629-$.DID. OR US-5708422-$.DID. OR US-5721938-$.DID. OR US-5722084-$.	US-PGPUB; USPAT; USOCR	OR	OFF	2009/11/17 15:19

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S32	19	S30 and S31	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:35
S33	113	"704"/$.ccls. and (advertis$10 same ((speech or voice) near2 recogni$10))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:37
S34	21	S33 and S31	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:37
S35	61	(S31 or S33) and (user $2 with profile$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:45

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S39	34	S38 and "704"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/18 10:20
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S43	20	S40 and (natural$3 near2 language$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/18 10:43
S44	699	"704"/$.ccls. and (dialog$5 with recogni $10)	USPAT	OR	OFF	2010/05/21 10:42
S45	36	"704"/$.ccls. and ((dialog$5 with recogni $10) same dictionar $5)	USPAT	OR	OFF	2010/05/21 10:43

S46	1	(10/618633).APP.	US-PGPUB; USOCR	OR	OFF	2010/05/21 10:45
S47	113	(long near2 term) with (short near2 term) with knowledge$2	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 10:48
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S50	70	"704"/$.ccls. and (shared with knowledge)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 10:58
S51	19	preliminary$5 with syllable$5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 11:34
S52	33	adaptive with misrecogni$10	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/21 11:40
S53	19	preliminary$5 with syllable$5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/07/28 15:33
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EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
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S60	2	(prelim$10 with syllable$5).clm.	US-PGPUB; USPAT; UPAD	OR	OFF	2010/07/28 15:35
S61	27160	advertis$10.clm.	US-PGPUB; USPAT; UPAD	OR	OFF	2010/07/28 15:36
S62	353	S61 and ((speech or voice) near2 recogni$10).clm.	US-PGPUB; USPAT; UPAD	OR	OFF	2010/07/28 15:36
S63	1	S62 and syllable$5.clm.	US-PGPUB; USPAT; UPAD	OR	OFF	2010/07/28 15:36
S64	2	S62 and misrecogni$10.clm.	US-PGPUB; USPAT; UPAD	OR	OFF	2010/07/28 15:37

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INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	1A	5,488,652	01/30/1996	Bielby *et al.*	379	88	
	1B	5,748,841	05/05/1998	Morin *et al.*	395	2.66	
	1C	6,144,938	11/07/2000	Surace *et al.*	704	257	
	1D	6,154,526	11/28/2000	Dahlke *et al.*	379	88.03	
	1E	6,226,612	05/01/2001	Srenger *et al.*	704	256	
	1F	6,308,151	10/23/2001	Smith	704	235	
	1G	6,374,214	04/16/2002	Friedland *et al.*	704	235	
	1H	6,430,531	08/06/2002	Polish	704	257	
	1I	6,801,893	10/05/2004	Backfried *et al.*	704	257	
	1J	6,950,821	09/27/2005	Faybishenko *et al.*	707	10	
	1K	7,016,849	03/21/2006	Arnold *et al.*	704	275	
	1L	7,203,644	04/10/2007	Anderson *et al.*	704	246	
	1M	7,228,276	06/05/2007	Omote *et al.*	704	243	
	1N	7,487,088	02/03/2009	Gorin *et al.*	704	240	
	1O	7,693,720	04/06/2010	Kennewick *et al.*	704	275	
	1P	2002/0069059	06/06/2002	Smith	704	257	
	1Q	2002/0138248	09/26/2002	Corston-Oliver *et al.*	704	1	
	1R	2003/0097249	05/22/2003	Walker *et al.*	704	1	
	1S	2005/0015256	01/20/2005	Kargman	704	272	
	1T	2007/0043574	02/22/2007	Coffman *et al.*	704	275	
	1U	2008/0235023	09/25/2008	Kennewick *et al.*	704	257	
	1V	2008/0235027	09/25/2008	Cross	704	270.1	
	1W	2008/0319751	12/25/2008	Kennewick *et al.*	704	257	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

EXAMINER	DATE CONSIDERED

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

402188950v1

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.A./

INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	2A	2009/0150156	06/11/2009	Kennewick *et al.*	704	257	
	2B	2009/0171664	07/02/2009	Kennewick *et al.*	704	257	
	2C	2009/0299745	12/03/2009	Kennewick *et al.*	704	257	
	2D	2010/0023320	01/28/2010	Di Cristo *et al.*	704	9	
	2E	2010/0049501	02/25/2010	Kennewick *et al.*	704	9	
	2F	2010/0049514	02/25/2010	Kennewick *et al.*	704	233	
	2G	2010/0057443	03/04/2010	Di Cristo *et al.*	704	9	

FOREIGN PATENT DOCUMENTS

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OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

EXAMINER	DATE CONSIDERED
/Brian Albertalli/	07/29/2010

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

402188950v1

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.A./

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
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S29	49	S26 and environment $5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/15 13:10
S30	57	"704"/$.ccls. and (advertis$10 with context$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 10:20
S31	91	"704"/$.ccls. and advertis$10.ab.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:23
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S33	113	"704"/$.ccls. and (advertis$10 same ((speech or voice) near2 recogni$10))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:37

S34	21	S33 and S31	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:37
S35	61	(S31 or S33) and (user $2 with profile$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/04/27 11:45
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INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	A	6,801,604	10/05/2004	Maes *et al.*	379	88.17	
	B	7,340,040	03/04/2008	Saylor *et al.*	379	67.1	
	C	2003/0088421	05/08/2003	Maes *et al.*	704	270.1	
	D	2003/0135488	07/17/2003	Amir *et al.*	707	3	
	E	2010/0145700	06/10/2010	Kennewick *et al.*	704	257	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

EXAMINER	DATE CONSIDERED

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

402250205v1

Electronic Patent Application Fee Transmittal

Application Number:	11671526
Filing Date:	06-Feb-2007
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Filer:	Syed Jafar Ali/Susan Trader
Attorney Docket Number:	090611-0358957

Filed as Large Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
		Total in USD ($)		**180**

Electronic Acknowledgement Receipt

EFS ID:	8305611
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Customer Number:	00909
Filer:	Syed Jafar Ali/Susan Trader
Filer Authorized By:	Syed Jafar Ali
Attorney Docket Number:	090611-0358957
Receipt Date:	27-AUG-2010
Filing Date:	06-FEB-2007
Time Stamp:	11:24:23
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$180
RAM confirmation Number	10027
Deposit Account	033975
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1		0358957_SIDS.pdf	113745 06a48a875be4ccb67a2f32c81664c8e6d06347ad	yes	4

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Transmittal Letter	1	3
	Information Disclosure Statement (IDS) Filed (SB/08)	4	4

Warnings:

Information:

2	Fee Worksheet (PTO-875)	fee-info.pdf	30452 2130251b855900072938d6420b31c256a751930a	no	2

Warnings:

Information:

Total Files Size (in bytes):	144197

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

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

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	EXAMINER:	Brian Louis Albertalli
FILING DATE :	February 6, 2007	ART UNIT:	2626
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT		

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

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

Sir:

Pursuant to the duty of disclosure under 37 C.F.R. §§ 1.56, 1.97 and 1.98, Applicants hereby make of record in the above-identified application the documents listed on the attached Form PTO-1449.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

This Supplemental Information Disclosure Statement is being filed more than three months after the filing date of a national application other than a continued prosecution application under 37 C.F.R. § 1.53(d), or more than three months after the date of entry of the national stage as set forth in 37 C.F.R. § 1.491 in an international application, and after the mailing date of any of a Final Action under 37 C.F.R. § 1.113, a Notice of Allowance under 37 C.F.R. § 1.311, or an action that otherwise closes prosecution in the application, but on or before payment of the Issue Fee. 37 C.F.R. § 1.97(d).

These documents were cited by the U.S. Patent Office in co-pending Application Serial No. 12/168,554, filed July 7, 2008, in an Office Action dated July 26, 2010. I hereby certify that no item of information contained in this Supplemental Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to my knowledge after making reasonable inquiry, no item of information contained in this Supplemental Information Disclosure Statement was known to any individual designated in 37 C.F.R. § 1.56(c) more than three months prior to the filing of this Supplemental Information Disclosure Statement. 37 C.F.R. § 1.97(e)(2).

Please charge the $180.00 fee [37 C.F.R. § 1.17(p)] to Deposit Account No. 03-3975. In addition, please charge any fee deficiencies, or credit any overpayment, to Deposit Account No. 03-3975 as needed to ensure consideration of the Supplemental Information Disclosure Statement.

It is respectfully requested that the Examiner initial and return a copy of the enclosed PTO-1449.

Respectfully submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP

By _____
Syed Jafar Ali
Registration No.: 58,780

P. O. Box 10500
McLean, Virginia 22102
Telephone: (703) 770-7900
Telefax: (703) 770-7901

Customer No.
00909

Dated: August 27, 2010

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	02/06/2007	Tom Freeman	090611-0358957	9176

909 7590 09/13/2010

PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

EXAMINER	
ALBERTALLI, BRIAN LOUIS	
ART UNIT	PAPER NUMBER
2626	
MAIL DATE	DELIVERY MODE
09/13/2010	PAPER

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

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

Supplemental Notice of Allowability	Application No. 11/671,526	Applicant(s) FREEMAN ET AL.	
	Examiner BRIAN L. ALBERTALLI	Art Unit 2626	

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

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *27 August 2010*.

2. ☐ The allowed claim(s) is/are _____.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a) ☐ All b) ☐ Some* c) ☐ None of the:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
      3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____.

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

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
   (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

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

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

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
7. ☐ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

/Brian L Albertalli/
Primary Examiner, Art Unit 2626

INFORMATION DISCLOSURE CITATION IN AN APPLICATION	Docket Number	Application Number
	090611-0358957	11/671,526
	Applicant(s)	
	Tom FREEMAN *et al.*	
	Filing Date	Group Art Unit
Form PTO-1449	February 6, 2007	2626

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	A	6,801,604	10/05/2004	Maes *et al.*	379	88.17	
	B	7,340,040	03/04/2008	Saylor *et al.*	379	67.1	
	C	2003/0088421	05/08/2003	Maes *et al.*	704	270.1	
	D	2003/0135488	07/17/2003	Amir *et al.*	707	3	
	E	2010/0145700	06/10/2010	Kennewick *et al.*	704	257	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translations YES	Translations NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

EXAMINER	DATE CONSIDERED
/Brian Albertalli/	08/31/2010

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

402250205v1

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.A./

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax **(571) 273-2885**

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

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

909 7590 08/11/2010

PILLSBURY WINTHROP SHAW PITTMAN LLP
P. O. BOX 10500
MCLEAN, VIRGINIA 22102

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

Certificate of Mailing or Transmission

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

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	02/06/2007	Tom Freeman	090611-0358957	9176

TITLE OF INVENTION: SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$755	$300	$1055.	11/12/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
ALBERTALLI, BRIAN LOUIS	2626	704-270000

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

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

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

2. For printing on the patent front page, list

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

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

1 Pillsbury Winthrop Shaw Pittman LLP
2
3

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

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

(A) NAME OF ASSIGNEE	(B) RESIDENCE: (CITY and STATE OR COUNTRY)
VoiceBox Technologies, Inc.	Bellevue, Washington

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

4a. The following fee(s) are enclosed:

☑ Issue Fee
☑ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _

4b. Payment of Fee(s):

☐ A check in the amount of the fee(s) is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☑ The Director is hereby authorized by charge the required fee(s), or credit any overpayment, to Deposit Account Number 033975

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

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.
☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above. NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature  Date September 14, 2010

Typed or printed name Syed Jafar Ali Registration No. 58,780

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 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, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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

Electronic Patent Application Fee Transmittal

Application Number:	11671526
Filing Date:	06-Feb-2007
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Filer:	Syed Jafar Ali/Susan Trader
Attorney Docket Number:	090611-0358957

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl issue fee	2501	1	755	755
Publ. Fee- early, voluntary, or normal	1504	1	300	300

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**1055**

Electronic Acknowledgement Receipt

EFS ID:	8415874
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Customer Number:	00909
Filer:	Syed Jafar Ali/Susan Trader
Filer Authorized By:	Syed Jafar Ali
Attorney Docket Number:	090611-0358957
Receipt Date:	14-SEP-2010
Filing Date:	06-FEB-2007
Time Stamp:	15:54:22
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$1055
RAM confirmation Number	2232
Deposit Account	033975
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Issue Fee Payment (PTO-85B)	0358957_IssueFee.pdf	112490 28161f904c2962d42d60dce8f816ab6d6572c983	no	1
Warnings:					
Information:					
2	Fee Worksheet (PTO-875)	fee-info.pdf	31852 e1809c86903dde6d9b5cf458a91a097e30fff4cb	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	144342		

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

National Stage of an International Application under 35 U.S.C. 371
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New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	10/19/2010	7818176	090611-0358957	9176

909 7590 09/29/2010

PILLSBURY WINTHROP SHAW PITTMAN, LLP
P.O. BOX 10500
MCLEAN, VA 22102

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

The Patent Term Adjustment is 740 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

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

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

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

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

Tom Freeman, Mercer Island, WA;
Mike Kennewick, Bellevue, WA;

IR103 (Rev. 10/09)

PTO/SB/80 (11-08)
Approved for use through 11/30/2011. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

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

I hereby appoint:

☑ Practitioners associated with the Customer Number: 133759

OR

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

Name	Registration Number	Name	Registration Number

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

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

☑ The address associated with Customer Number: 133759

OR

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

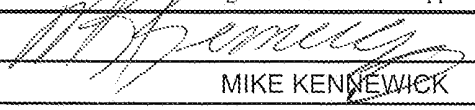
Assignee Name and Address:

VOICEBOX TECHNOLOGIES CORPORATION
11980 NE 24th Street, Suite 100
Bellevue, WA 98005

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

SIGNATURE of Assignee of Record

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

Signature		Date
Name	MIKE KENNEWICK	Telephone
Title	CEO OF VOICEBOX TECHNOLOGIES CORPORATION	

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

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

Electronic Acknowledgement Receipt

EFS ID:	24024946
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Customer Number:	909
Filer:	James G. Gatto/Todd Yarborough
Filer Authorized By:	James G. Gatto
Attorney Docket Number:	090611-0358957
Receipt Date:	09-NOV-2015
Filing Date:	06-FEB-2007
Time Stamp:	14:56:05
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		VoiceBox_373b_POA_45HV_218164.pdf	736164 5c8595b01d7000005c1f2197e7413daa216345b3	yes	4

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Assignee showing of ownership per 37 CFR 3.73	1	3
	Power of Attorney	4	4
Warnings:			
Information:			
	Total Files Size (in bytes):	736164	

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
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PTO/AIA/96 (08-12)
Approved for use through 01/31/2013. OMB 0651-0031
U.S. Patent and Trademark Office;U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of1995, no persons arerequired to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(c)

Applicant/Patent Owner: Tom FREEMAN et al.

Application No./Patent No.: 11/671,526 Filed/Issue Date: February 6, 2007

Titled: SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT

Voicebox Technologies Corporation, a corporation

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

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

1. ☑ The assignee of the entire right, title, and interest.

2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):

   ☐ The extent (by percentage) of its ownership interest is _____%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.

   ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

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

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

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

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

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

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

B. ☑ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Tom Freeman et al. To: Voicebox Technologies, Inc.

   The document was recorded in the United States Patent and Trademark Office at
   Reel 019219, Frame 0019, or for which a copy thereof is attached.

2. From: Voicebox Technologies, Inc. To: Voicebox Technologies Corporation

   The document was recorded in the United States Patent and Trademark Office at
   Reel 032620, Frame 0956, or for which a copy thereof is attached.

This collection of information is required by37 CFR3.73(b). The information is required toobtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentialityis governed by35 U.S.C. 122and 37 CFR1.11 and1.14. Thiscollection is estimated to take 12 minutes to complete, including gathering, preparing, and submittingthe 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 tothe Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS.**SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450**

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

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

STATEMENT UNDER 37 CFR 3.73(c)

3. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

4. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

5. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

6. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

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

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

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

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

/James G. Gatto/	November 9, 2015
Signature	Date
James G. Gatto	32,694
Printed or Typed Name	Title or Registration Number

Privacy Act Statement

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

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

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the informationin 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 InternationalApplication 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, arecord may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from thissystem of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/671,526	02/06/2007	Tom Freeman	

CONFIRMATION NO. 9176

133759
Sheppard Mullin Richter & Hampton LLP
12275 El Camino Real, Suite 200
San Diego, CA 92130

POA ACCEPTANCE LETTER

OC000000078590525

Date Mailed: 11/12/2015

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 11/09/2015.

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**.

/rmturner myles/

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/671,526	02/06/2007	Tom Freeman	

CONFIRMATION NO. 9176

909
Pillsbury Winthrop Shaw Pittman, LLP (NV)
PO Box 10500
McLean, VA 22102

POWER OF ATTORNEY NOTICE

OC000000078590506

Date Mailed: 11/12/2015

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 11/09/2015.

- The Power of Attorney to you in this application has been revoked by the assignee who has intervened as provided by 37 CFR 3.71. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

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

/rmturner myles/

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	PATENT NO.:	7,818,176
FILING DATE :	February 6, 2007	ISSUE DATE:	October 19, 2010
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT		

DEFICIENCY PAYMENT UNDER 37 C.F.R. § 1.28(c)

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

Sir:

This paper is being submitted to address a good faith error in payment of small entity fees. In this application, small entity status was established in good faith, and fees as a small entity were paid in good faith. It was later discovered that such status as a small entity was established in error. As such, Applicant believes small entity status is no longer appropriate in the instant application. Applicant notes that the erroneous payments of small entity fees were made inadvertently, without deceptive intent.

Pursuant to 37 C.F.R. § 1.28(c)(1)-(2), the fees paid in error and an itemization of the deficiencies owed for each previous fee erroneously paid as a small entity is attached as **APPENDIX A**, including an itemization of the requirements of 37 C.F.R. § 1.28(c)(2)(ii).

Accordingly, pursuant to 37 C.F.R. § 1.28(c), Applicant requests that the Commissioner excuse the good faith error in payment of small entity fees, and charge the deficiency payment owed, which is calculated to be **$7,928.00,** to Deposit Account No. 504561 **(Ref. No. 62KC-218164).**

Respectfully submitted,

SHEPPARD MULLIN RICHTER & HAMPTON LLP

By /Mark A. Patrick/
Mark A. Patrick
Registration No.: 72,958

2099 Pennsylvania Avenue, NW
Suite 100
Washington, D.C. 20006-6801
Telephone: (202) 747-2192

Customer No.
133759

Dated: June 5, 2019

APPENDIX A
ITEMIZATION OF DEFICIENCY PAYMENTS

Deficient Payment	Type of Fee Erroneously Paid as Small Entity 37 C.F.R. 1.28(c)(2)(ii)(A)	Current Fee for Non-Small Entity 37 C.F.R. 1.28(c)(2)(ii)(A)	Small Entity Fee Actually Paid 37 C.F.R. 1.28(c)(2)(ii)(B)	Date Small Entity Fee Paid 37 C.F.R. 1.28(c)(2)(ii)(B)	Deficiency Owed 37 C.F.R. 1.28(c)(2)(ii)(C)
First Deficient Payment	Basic Filing Fee – Utility (electronic filing for small entities) – Fee Code 4011	$300.00	$75.00	Application filed February 6, 2007	$300.00 - $75.00 = **$225.00**
Second Deficient Payment	Utility Search Fee – Fee Code 2111	$660.00	$250.00	Application filed February 6, 2007	$660.00 - $250.00 = **$410.00**
Third Deficient Payment	Utility Examination Fee – Fee Code 2311	$760.00	$100.00	Application filed February 6, 2007	$760.00 - $100.00 = **$660.00**
Fourth Deficient Payment	Surcharge – Late filing fee, search fee, examination fee, inventor's oath or declaration – Fee Code 2051	$160.00	$65.00	Response to Notice to File Missing Parts filed April 20, 2007	$160.00 - $65.00 = **$95.00**
Fifth Deficient Payment	8 Claims in excess of 20 – Fee Code 2202	$800.00	$208.00	Response filed February 17, 2010	$800.00 - $208.00 = **$592.00**
Sixth Deficient Payment	Request for Continued Examination – Fee Code 2801	$1,300.00	$405.00	Response filed July 22, 2010	$1,300.00 - $405.00 = **$895.00**
Seventh Deficient Payment	1 Independent claim in excess of 3 – Fee Code 2201	$460.00	$110.00	Response filed July 22, 2010	$460.00 - $110.00 = **$350.00**

Deficiency Payment Under 37 C.F.R. § 1.28(c)
Application Serial No.: 11/671,526
Patent No.: 7,818,176
Attorney Docket No.: 62KC-218164

EIGHTH DEFICIENT PAYMENT	24 Claims in excess of 20 – Fee Code 2202	$2,400.00	$624.00	Response filed July 22, 2010	$2,400.00 - $624.00 = **$1,776.00**
NINTH DEFICIENT PAYMENT	Utility Issue Fee – Fee Code 2501	$1,000.00	$755.00	Issue Fee paid September 14, 2010	$1,000.00 - $755.00 = **$245.00**
TENTH DEFICIENT PAYMENT	3.5-Year Maintenance Fee – Fee Code 2551	$1,600.00	$800.00	Maintenance Fee paid March 19, 2014	$1,600.00 - $800.00 = **$800.00**
ELEVENTH DEFICIENT PAYMENT	7.5-Year Maintenance Fee – Fee Code 2552	$3,600.00	$1,800.00	Maintenance Fee paid May 10, 2018	$3,600.00 - $1,800.00 = **$1,800.00**
TWELFTH DEFICIENT PAYMENT	Surcharge – 7.5-Year – Late Payment Within 6 Months – Fee Code 2555	$160.00	$80.00	Surcharge paid May 10, 2018	$160.00 - $80.00 = **$80.00**
TOTAL DEFICIENCY PAYMENT OWED **37 C.F.R. 1.28(c)(2)(ii)(D)**	$225.00 + $410.00 + $660.00 + $95.00 + $592.00 + $895.00 + $350.00 + $1,776.00 + $245.00 + $800.00 + $1,800.00 + $80.00 = **$7,928.00** Total Deficiency Owed				

SMRH:4827-8384-7064.1

United States Patent and Trademark Office

- Sales Receipt -

06/07/2019 DALLEN 00000005 504561 11671526

01 FC:1599 5248.00 DA

United States Patent and Trademark Office

- Sales Receipt -

06/07/2019 DALLEN 00000006 504561 7818176

01 FC:1599 2680.00 DA

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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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	REQUEST ID
11/671,526	02/06/2007	Tom Freeman	62KC-218164	89174

Acknowledgement of Loss of Entitlement to Entity Status Discount

The entity status change request below filed through Private PAIR on 06/05/2019 has been accepted.

CERTIFICATIONS:

Change of Entity Status:

☒ Applicant changing to regular undiscounted fee status.

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

This portion must be completed by the signatory or signatories making the entity status change in accordance with 37 CFR 1.4(d)(4).

Signature:	/Mark A. Patrick/
Name:	Mark A. Patrick
Registration Number:	72958

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 07/19/2019

CKHLOK ADJ #00000009 Mailroom Dt: 06/05/2019
Seq No: 5 Sales Acctg Dt: 06/07/2019 504561 11671526
01 FC : 1599 5248.00 CR

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 07/19/2019

CKHLOK ADJ #00000008 Mailroom Dt: 06/05/2019
Seq No: 6 Sales Acctg Dt: 06/07/2019 11671526
01 FC : 1599 2680.00 CR

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	PATENT NO.:	7,818,176
FILING DATE :	February 6, 2007	ISSUE DATE:	October 19, 2010
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT		

PETITION TO EXPEDITE UNDER 37 C.F.R.§ 1.182

Office of Petitions
P. O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is a Petition to Expedite Under 37 C.F.R. § 1.182 to expedite the processing of the Deficiency Payment Under 37 C.F.R. § 1.28(c) filed herewith.

Please charge the processing fee required under 37 C.F.R. § 1.17(f) in the amount of $400.00 for this Petition to Expedite to Deposit Account No. 504561 (Ref. No. **62KC-218164**). Please contact the undersigned by telephone if there are any questions regarding this matter.

Respectfully submitted,

SHEPPARD MULLIN RICHTER & HAMPTON LLP

By /Mark A. Patrick/
Mark A. Patrick
Registration No.: 72,958

Customer No.
133759

2099 Pennsylvania Avenue, NW
Suite 100
Washington, D.C. 20006-6801
Telephone: (202) 747-2192

Dated: June 5, 2019

Electronic Patent Application Fee Transmittal

Application Number:	11671526
Filing Date:	06-Feb-2007
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Filer:	Mark Andrew Patrick/Diane Bogusz
Attorney Docket Number:	62KC-218164

Filed as Large 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:				
PETITION FEE- 37 CFR 1.17(F) (GROUP I)	1462	1	400	400
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**400**

Electronic Acknowledgement Receipt

EFS ID:	36215864
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Customer Number:	133759
Filer:	Mark Andrew Patrick/Diane Bogusz
Filer Authorized By:	Mark Andrew Patrick
Attorney Docket Number:	62KC-218164
Receipt Date:	05-JUN-2019
Filing Date:	06-FEB-2007
Time Stamp:	18:26:29
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$400
RAM confirmation Number	060619INTEFSW00005371504561
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	Notification of loss of entitlement to small entity status	62KC-218164_Deficiency_Payment.pdf	149907 60b9f5e45b7b724d6351cf95b9c08565d6a1ef1f	no	4
Warnings:					
Information:					
2	Petition for review by the Office of Petitions	62KC-218164_Petition_to_Expedite.pdf	112337 c27be0282a52e3fce5ebd35131e251e6e1a592c7	no	1
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	30883 f9f3493fa19771bb4cb9c17e2fa5e3efe64ac6b2	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	293127		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	PATENT NO.:	7,818,176
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Commissioner for Patents
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SHEPPARD MULLIN RICHTER & HAMPTON LLP

By /Mark A. Patrick/
Mark A. Patrick
Registration No.: 72,958

Customer No.
133759

2099 Pennsylvania Avenue, NW
Suite 100
Washington, D.C. 20006-6801
Telephone: (202) 747-2192

Dated: June 5, 2019

APPENDIX A
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First Deficient Payment	Basic Filing Fee – Utility (electronic filing for small entities) – Fee Code 4011	$300.00	$75.00	Application filed February 6, 2007	$300.00 - $75.00 = **$225.00**
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Deficiency Payment Under 37 C.F.R. § 1.28(c)
Application Serial No.: 11/671,526
Patent No.: 7,818,176
Attorney Docket No.: 62KC-218164

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NINTH DEFICIENT PAYMENT	Utility Issue Fee – Fee Code 2501	$1,000.00	$755.00	Issue Fee paid September 14, 2010	$1,000.00 - $755.00 = **$245.00**
TENTH DEFICIENT PAYMENT	3.5-Year Maintenance Fee – Fee Code 2551	$1,600.00	$800.00	Maintenance Fee paid March 19, 2014	$1,600.00 - $800.00 = **$800.00**
ELEVENTH DEFICIENT PAYMENT	7.5-Year Maintenance Fee – Fee Code 2552	$3,600.00	$1,800.00	Maintenance Fee paid May 10, 2018	$3,600.00 - $1,800.00 = **$1,800.00**
TWELFTH DEFICIENT PAYMENT	Surcharge – 7.5-Year – Late Payment Within 6 Months – Fee Code 2555	$160.00	$80.00	Surcharge paid May 10, 2018	$160.00 - $80.00 = **$80.00**
TOTAL DEFICIENCY PAYMENT OWED **37 C.F.R. 1.28(c)(2)(ii)(D)**	$225.00 + $410.00 + $660.00 + $95.00 + $592.00 + $895.00 + $350.00 + $1,776.00 + $245.00 + $800.00 + $1,800.00 + $80.00 = **$7,928.00** Total Deficiency Owed				

SMRH:4827-8384-7064.1

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
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	02/06/2007	Tom Freeman	62KC-218164	9176

133759 7590 07/05/2019

Sheppard Mullin Richter & Hampton LLP
650 Town Center Drive, 10th Floor
Costa Mesa, CA 92626

EXAMINER	
ALBERTALLI, BRIAN LOUIS	

ART UNIT	PAPER NUMBER
2626	

NOTIFICATION DATE	DELIVERY MODE
07/05/2019	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):

SheppardMullin_Pair@firsttofile.com
dmipdocketing@sheppardmullin.com

PTOL-90A (Rev. 04/07)

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450
www.uspto.gov

In re Application of	:	
Freeman et al.	:	
Application No. 11/671,526	:	
Filed: 6 Feb 2007	:	DECISION ON PETITION
For: SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT	:	

This is a decision in response to the petition under 37 CFR 1.182, filed June 5, 2019 to expedite consideration of a simultaneously filed petition, for acceptance of a fee deficiency submission under 37 CFR 1.28(c).

The file does not indicate a change of address has been submitted, although the address given on the petition differs from the address of record. If appropriate, a change of address should be filed in accordance with MPEP 601.03. A courtesy copy of this decision is being mailed to the address given on the petition; however, the Office will mail all future correspondence solely to the address of record.

The petition under 37 CFR 1.182 is **GRANTED**. A decision on the request for acceptance of a fee deficiency under 37 CFR 1.28(c) follows.

Your fee deficiency submission under 37 CFR 1.28(c) is hereby **DISMISSED**.

It is noted that an itemization of the fee deficiency was submitted; however, the calculation of the deficiency owed is not in compliance with the requirements of 37 CFR 1.28(c)(2)(i), which reads:

> (i) *Calculation of the deficiency owed.* The deficiency owed for each previous fee erroneously paid as a small entity is the difference between the current fee amount (for other than a small entity) on the date the deficiency is paid in full and the amount of the previous erroneous (small entity) fee payment. The total deficiency payment owed is the sum of the individual deficiency owed amounts for each fee amount previously erroneously paid as a small entity. Where a fee paid in error as a small entity was subject to a fee decrease between the time the fee was paid in error and the time the deficiency is paid in full, the deficiency owed is equal to the amount (previously) paid in error;" Emphasis added

37 CFR 1.28(c)(2)(ii) goes on to say:

> (ii) *Itemization of the deficiency payment.* An itemization of the total deficiency payment is required. The itemization must include the following information:

(A) Each particular type of fee that was erroneously paid as a small entity, (*e.g.*, basic statutory filing fee, two-month extension of time fee) along with the current fee amount for a non-small entity;

(B) The small entity fee actually paid, and when. This will permit the Office to differentiate, for example, between two one-month extension of time fees erroneously paid as a small entity but on different dates;

(C) The deficiency owed amount (for each fee erroneously paid); and

(D) The total deficiency payment owed, which is the sum or total of the individual deficiency owed amounts set forth in paragraph (c)(2)(ii)(C) of this section.

In reviewing the application it is noted, that the issue fee is incorrect since it was paid before the fees was reduce, it is not entitle to the lower amount. ($1510-$1000 = $510 deficient).

Applicant is given **ONE MONTH or THIRTY DAYS**, whichever is longer, from the mailing date of this decision to submit the fees required pursuant to 37 CFR 1.28(2)(i) and a replacement itemized listing of each fee erroneously paid as a small entity in compliance with 37 CFR 1.28(c)(2)(ii). **NO EXTENSION OF TIME UNDER 37 CFR 1.136 IS PERMITTED.**

Further correspondence with respect to this matter should be delivered through one of the following mediums:

By mail:	Mail Stop PETITIONS Commissioner for Patents Post Office Box 1450 Alexandria, VA 22313-1450
By hand:	Customer Service Window Mail Stop Petitions Randolph Building 401 Dulany Street Alexandria, VA 22314
By fax:	(571) 273-8300 ATTN: Office of Petitions
By Internet:	EFS-Web[1]

[1] www.uspto.gov/ebc/efs_help.html (for help using EFS-Web call the Patent Electronic Business Center at (866) 217-9197)

Any questions concerning this matter may be directed to the undersigned at (571) 272-1058.

/Angela Walker/
Angela Walker
Paralegal Specialist
Office of Petitions

cc: Mark A. Patrick
2099 Pennsylvania Ave., NW
Ste. 100
Washington, DC 20006-6801

Transmittal Communication on Petition	Application/Control No. 11/671,526	Applicant(s)/Patent Under Reexamination Freeman et al.	
	Deciding Official ALBERTALLI, BRIAN LOUIS	Office of Petitions OPET	

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

(ADDITIONAL PARTY'S CORRESPONDENCE ADDRESS)

Mark A. Patrick
2099 Pennsylvania Ave., NW
Ste. 100
Washington, DC 20006-6801

Enclosed is a copy of the latest communication from the United States Patent and Trademark Office in the above-identified Application/Patent.

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 07/19/2019

CKHLOK SALE #00000008 Mailroom Dt: 07/09/2019 504561 11671526

01 FC : 1461 5,758.00 DA

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 07/19/2019

CKHLOK SALE #00000009 Mailroom Dt: 07/09/2019 11671526
01 FC : 1559 2,680.00 DA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS :	Tom FREEMAN *et al.*	CONFIRMATION NO.:	9176
SERIAL NUMBER :	11/671,526	PATENT NO.:	7,818,176
FILING DATE :	February 6, 2007	ISSUE DATE:	October 19, 2010
FOR :	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT		

CORRECTED DEFICIENCY PAYMENT UNDER 37 C.F.R. § 1.28(c)

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

Sir:

In response to the Decision on Petition mailed July 5, 2019, this paper is being submitted to address a good faith error in payment of small entity fees. In this application, small entity status was established in good faith, and fees as a small entity were paid in good faith. It was later discovered that such status as a small entity was established in error. As such, Applicant believes small entity status is no longer appropriate in the instant application. Applicant notes that the erroneous payments of small entity fees were made inadvertently, without deceptive intent.

Pursuant to 37 C.F.R. § 1.28(c)(1)-(2), the fees paid in error and an itemization of the deficiencies owed for each previous fee erroneously paid as a small entity is attached as **APPENDIX A**, including an itemization of the requirements of 37 C.F.R. § 1.28(c)(2)(ii).

Accordingly, pursuant to 37 C.F.R. § 1.28(c), Applicant requests that the Commissioner excuse the good faith error in payment of small entity fees, and charge the remaining deficiency payment owed, which is calculated to be **$510.00,** to Deposit Account No. 504561 **(Ref. No. 62KC-218164).**

Respectfully submitted,

SHEPPARD MULLIN RICHTER & HAMPTON LLP

By /Mark A. Patrick/
Mark A. Patrick
Registration No.: 72,958

2099 Pennsylvania Avenue, NW
Suite 100
Washington, D.C. 20006-6801
Telephone: (202) 747-2192

Customer No.
133759

Dated: July 9, 2019

APPENDIX A
ITEMIZATION OF DEFICIENCY PAYMENTS

Deficient Payment	Type of Fee Erroneously Paid as Small Entity 37 C.F.R. 1.28(c)(2)(ii)(A)	Current Fee for Non-Small Entity 37 C.F.R. 1.28(c)(2)(ii)(A)	Small Entity Fee Actually Paid 37 C.F.R. 1.28(c)(2)(ii)(B)	Date Small Entity Fee Paid 37 C.F.R. 1.28(c)(2)(ii)(B)	Deficiency Owed 37 C.F.R. 1.28(c)(2)(ii)(C)
First Deficient Payment	Basic Filing Fee – Utility (electronic filing for small entities) – Fee Code 4011	$300.00	$75.00	Application filed February 6, 2007	$300.00 - $75.00 = **$225.00**
Second Deficient Payment	Utility Search Fee – Fee Code 2111	$660.00	$250.00	Application filed February 6, 2007	$660.00 - $250.00 = **$410.00**
Third Deficient Payment	Utility Examination Fee – Fee Code 2311	$760.00	$100.00	Application filed February 6, 2007	$760.00 - $100.00 = **$660.00**
Fourth Deficient Payment	Surcharge – Late filing fee, search fee, examination fee, inventor's oath or declaration – Fee Code 2051	$160.00	$65.00	Response to Notice to File Missing Parts filed April 20, 2007	$160.00 - $65.00 = **$95.00**
Fifth Deficient Payment	8 Claims in excess of 20 – Fee Code 2202	$800.00	$208.00	Response filed February 17, 2010	$800.00 - $208.00 = **$592.00**
Sixth Deficient Payment	Request for Continued Examination – Fee Code 2801	$1,300.00	$405.00	Response filed July 22, 2010	$1,300.00 - $405.00 = **$895.00**
Seventh Deficient Payment	1 Independent claim in excess of 3 – Fee Code 2201	$460.00	$110.00	Response filed July 22, 2010	$460.00 - $110.00 = **$350.00**

EIGHTH DEFICIENT PAYMENT	24 Claims in excess of 20 – Fee Code 2202	$2,400.00	$624.00	Response filed July 22, 2010	$2,400.00 - $624.00 = **$1,776.00**
NINTH DEFICIENT PAYMENT	Utility Issue Fee – Fee Code 2501	~~$1,000.00~~ $1,510.00	$755.00 $245.00	Issue Fee paid September 14, 2010 Deficiency paid June 7, 2019	$1,510.00 - $755.00 - $245.00 = **$510.00**
TENTH DEFICIENT PAYMENT	3.5-Year Maintenance Fee – Fee Code 2551	$1,600.00	$800.00	Maintenance Fee paid March 19, 2014	$1,600.00 - $800.00 = **$800.00**
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TOTAL DEFICIENCY PAYMENT OWED **37 C.F.R. 1.28(c)(2)(ii)(D)**	$225.00 + $410.00 + $660.00 + $95.00 + $592.00 + $895.00 + $350.00 + $1,776.00 + $245.00 + $510.00 + $800.00 + $1,800.00 + $80.00 = ~~**$7,928.00**~~ **$8,438.00** Total Deficiency Owed Please note that $5,248.00 and $2,680.00 were previously charged on June 7, 2019. Accordingly, the remaining deficiency payment owed is **$510.**				

Electronic Acknowledgement Receipt

EFS ID:	36534715
Application Number:	11671526
International Application Number:	
Confirmation Number:	9176
Title of Invention:	SYSTEM AND METHOD FOR SELECTING AND PRESENTING ADVERTISEMENTS BASED ON NATURAL LANGUAGE PROCESSING OF VOICE-BASED INPUT
First Named Inventor/Applicant Name:	Tom Freeman
Customer Number:	133759
Filer:	Mark Andrew Patrick/Susan Trader
Filer Authorized By:	Mark Andrew Patrick
Attorney Docket Number:	62KC-218164
Receipt Date:	09-JUL-2019
Filing Date:	06-FEB-2007
Time Stamp:	16:54:01
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	Petition for review by the Office of Petitions	62KC-218164_Corrected_Deficiency_Payment.pdf	152242 63dae02a7a56412b1fdff6cba0bb128b1c3b8c3e	no	4

Warnings:

Information:	
Total Files Size (in bytes):	152242

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/671,526	02/06/2007	Tom Freeman	62KC-218164	9176

133759 7590 07/23/2019

Sheppard Mullin Richter & Hampton LLP
650 Town Center Drive, 10th Floor
Costa Mesa, CA 92626

EXAMINER	
ALBERTALLI, BRIAN LOUIS	

ART UNIT	PAPER NUMBER
2626	

NOTIFICATION DATE	DELIVERY MODE
07/23/2019	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):

SheppardMullin_Pair@firsttofile.com
dmipdocketing@sheppardmullin.com

PTOL-90A (Rev. 04/07)

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450
www.uspto.gov

In re Application of	:	
Freeman et al.	:	
Application No. 11/671,526	:	
Filed: 6 Feb 2007	:	DECISION ON PETITION
For: SYSTEM AND METHOD FOR	:	
SELECTING AND PRESENTING	:	
ADVERTISEMENTS BASED ON	:	
NATURAL LANGUAGE PROCESSING		
OF VOICE-BASED INPUT		

This is a notice regarding your renewed request filed July 9, 2019, for acceptance of a fee deficiency submission under 37 CFR 1.28(c).

The file does not indicate a change of address has been submitted, although the address given on the petition differs from the address of record. If appropriate, a change of address should be filed in accordance with MPEP 601.03. A courtesy copy of this decision is being mailed to the address given on the petition; however, the Office will mail all future correspondence solely to the address of record.

The Office no longer investigates or rejects original or reissue applications under 37 CFR 1.56. **1098 Off. Gaz. Pat. Office 502 (January 3, 1989)**. Therefore, nothing in this Notice is intended to imply that an investigation was done.

Your fee deficiency submission under 37 CFR 1.28(c) is hereby **ACCEPTED**.

Status a small entity has been removed. Accordingly, all future fees paid in this patent must be paid at the undiscounted entity rate.

Inquiries related to this communication should be directed to the undersigned at (571) 272-1058.

/Angela Walker/
Angela Walker
Paralegal Specialist
Office of Petitions

cc: Mark A. Patrick
2099 Pennsylvania Ave., NW
Suite 100
Washington, DC 2006-6801

Transmittal Communication on Petition	Application/Control No. 11/671,526	Applicant(s)/Patent Under Reexamination Freeman et al.	
	Deciding Official ALBERTALLI, BRIAN LOUIS	Office of Petitions OPET	

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

(ADDITIONAL PARTY'S CORRESPONDENCE ADDRESS)

Mark A. Patrick
2099 Pennsylvania Ave., NW
Suite 100
Washington, DC 2006-6801

Enclosed is a copy of the latest communication from the United States Patent and Trademark Office in the above-identified Application/Patent.

AO 120 (Rev. 08/10)

TO:	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court for the District of Delaware on the following

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

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT for the District of Delaware
PLAINTIFF VB Assets, LLC		DEFENDANT Amazon.com, Inc, Amazon.com LLC; Amazon Web Services, Inc.; A2Z Development Center, Inc. d/b/a Lab126; Rawles LLC; AMZN Mobile LLC; AMZN Mobile 2 LLC; Amazon.com Services, Inc. f/k/a Amazon, et al.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	US 8,073,681 B2	12/6/2011	VB Assets, LLC
2	US 9,015,049 B2	4/21/2015	VB Assets, LLC
3	US 9,626,703 B2	4/18/2017	VB Assets, LLC
4	US 7,818,176 B2	10/19/2010	VB Assets, LLC
5	US 8,886,536 B2	11/11/2014	VB Assets, LLC

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

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
4		
5		

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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

AO 120 (Rev. 08/10)

TO:	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT for the District of Delaware
PLAINTIFF VB Assets, LLC		DEFENDANT Amazon.com, Inc, Amazon.com LLC; Amazon Web Services, Inc.; A2Z Development Center, Inc. d/b/a Lab126; Rawles LLC; AMZN Mobile LLC; AMZN Mobile 2 LLC; Amazon.com Services, Inc. f/k/a Amazon, et al.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	US 9,269,097 B2	2/23/2016	VB Assets, LLC
2			
3			
4			
5			

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

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
4		
5		

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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