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UTILITY PATENT APPLICATION TRANSMITTAL

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

Attorney Docket No.	14-PP-CON1
First Inventor	Shkedi, Roy
Title	Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles
Express Mail Label No.	N/A - FILED VIA EFS - 06/27/2011

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

- ☐ **Fee Transmittal Form** (e.g., PTO/SB/17)
- ☒ **Applicant claims small entity status.**
See 37 CFR 1.27.
- ☒ **Specification** [Total Pages 29]
Both the claims and abstract must start on a new page
(For information on the preferred arrangement, see MPEP 608.01(a))
- ☒ **Drawing(s)** (35 U.S.C. 113) [Total Sheets 2]
- ☐ **Oath or Declaration** [Total Sheets 2]
 - ☐ Newly executed (original or copy)
 - ☒ A copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 18 completed)
 - ☐ **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).
- ☐ **Application Data Sheet.** See 37 CFR 1.76
- ☐ **CD-ROM or CD-R** in duplicate, large table or
Computer Program (Appendix)
☐ Landscape Table on CD
- Nucleotide and/or Amino Acid Sequence Submission**
(if applicable, items a. – c. are required)
 - ☐ Computer Readable Form (CRF)
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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 Champagne, Donald Art Unit: 3688

19. CORRESPONDENCE ADDRESS

☒ The address associated with Customer Number: 26362 OR ☐ Correspondence address below

Name					
Address					
City	State	Zip Code			
Country	Telephone	Email			
Signature	/Louis J. Hoffman/		Date	06/27/2011	
Name (Print/Type)	Louis J. Hoffman		Registration No. (Attorney/Agent)	38,918	

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PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

CROSS REFERENCE TO RELATED APPLICATIONS

- 5 This application claims the benefit of provisional application Serial No. 60/805,114, filed June 19, 2006, which is incorporated herein by reference.

FIELD OF THE INVENTION

- 10 The present invention generally relates to profile-based behavioral targeting advertisement placement services. More specifically, the present invention relates to improving monetization of electronic advertisement placement.

BACKGROUND OF THE INVENTION

- 15 DoubleClick's "Boomerang" is a service for advertisers that places a cookie on computers of visitors to an advertiser's site for the purpose of finding those visitors on other sites where DoubleClick is the ad server ("ad" is short for advertisement). When the same visitors are found on those other sites, additional advertiser's ads are served to them by the DoubleClick ad sever or by the advertiser's ad server following a redirect from the DoubleClick ad server.

- 20 The only server that can read a cookie on a user's computer is a server operating under the same domain as the server that placed the cookie on a user's computer to begin with. In other words, a cookie placed by a server operating under one domain cannot be read by another server working under a separate domain. That is why the advertiser cannot expect to place a cookie of its own (e.g., ford.com cookie) on a visitor
25 to its site and then later expect the DoubleClick ad server (doubleclick.com) to be able to recognize the visitor when that visitor is visiting sites where DoubleClick serves ads by reading the ford.com cookies. Only a server operating under the DoubleClick domain can read a cookie placed by a server operating under the DoubleClick domain. So, DoubleClick needs to place a doubleclick.com cookie on visitors to the ford.com site for

DoubleClick to later find those visitors within other sites, i.e., where the DoubleClick ad server is used to serve ads.

For a site to have its ad served by an ASP-hosted ad server, such as the one operated by DoubleClick, the site needs to redirect visitors from the site to the DoubleClick ad server, to fetch the ad from the server. Following the redirect from the site, the visitor accesses the DoubleClick ad server. Because the DoubleClick server is operating under the DoubleClick domain, it can read the DoubleClick cookie or cookies and then recognize that it encountered the same visitor in the past. In this example, the DoubleClick ad server recognizes the visitor as someone who visited the ford.com site.

AlmondNet, Tacoda, RevenueScience, and other companies (herein “BT companies”; “BT” stands for behavioral targeting) specialize in targeting ads based on observed behavior of sites’ visitors. To record a visitor’s observed behavior, a BT company places a cookie (or cookies) on the computers of visitors to specific sections of a publisher’s website or on the computers of visitors of the publisher who conducted a specific action such as search, click content, click an ad, make a phone call, request information, acquire a product, etc.

The placement of cookies allows those publishers or the BT company itself to sell ads to advertisers. Those ads will be presented to the profiled visitors when they are found later on the same site or on other sites. Such sites can be either a site where the BT company’s software is used or a site where the BT company has bought media. The BT company may buy the media on behalf of itself or on behalf of the publisher, who is interested in delivering ads to its audience outside the publisher’s site.

Although a BT company (AlmondNet, Tacoda, RevenueScience, etc.) acts as an agent that places cookies on the computers of publisher’s visitors for the purpose of delivering targeted ads to the publisher’s visitors on other sites, the publisher can work without an agent and place cookies or tags on the computers of the publisher’s own visitors for the purpose of delivering ads to those visitors on other sites where the publisher buys ad space. Such a publisher, acting without an agent, is also included in the definition of a BT company.

A publisher may also be referred to as a “profile supplier” when it transfers profile information, such as behavioral information, demographic information, etc., to a BT company. Therefore, a publisher that is a BT company may also be its own profile supplier. Furthermore, although the name “BT company” implies the targeting of ads is based on collected behavioral profiles, a BT company may also collect other kinds of profile information, such as demographic information or user-provided information, and target ads to those visitors wherever found based on the collected profile information.

Another kind of a BT company is a company that has software installed on a person’s computer, such as toolbar software, desktop search software, weather software, or any kind of software that is used by the computer’s user. Such software also monitors the computer user’s visits to different publishers’ sites and media properties and collects profile information about the computer user for the purpose of delivering ads to the user within ad space of sites and media properties that the user visits based on the collected profiles.

A BT company using software installed on a user’s computer does not need the cooperation of a visited media property to collect information about the visitor’s visit because that software monitors whatever the user is doing on his or her computer. A BT company that has software installed on a user’s computer is therefore its own profile supplier. Such software can place a cookie or another kind of tag on the user’s computer. Because the software is installed on the user’s computer, it can write cookies readable by any domain. That means that the BT company can place a tag or cookie of a second media property, if the BT company would like the second media property to recognize the visitor when the visitor visits that second media property site, by simply having the software place a cookie operating under the domain of the second property on the visitor’s computer. The software may also report the collected profiles to a central server of the BT company.

The central server may also tag the visitor or arrange for the visitor to be tagged by operators of other media properties. A BT company can place a cookie on a site’s section when a visitor’s computer visits that section, if a code of the company was

integrated into the page of that section by the site that owns the page. The code (e.g., HTML or Java) redirects to the BT company's server all visitors to the page. Also, in the case that the BT company is the publisher itself, the publisher will simply "cookie" (by itself) all visitors that either read a specific content, search, click, ask for information,
5 make a phone call, etc.

The BT company's server, which either gave the site a unique code for a page, received from the page its URL, or received access to the page's content that could be analyzed by the BT company's server, etc., identifies the content read by the page's visitor, the keyword searched for by the user, an ad clicked on the page, a content item
10 clicked on the page, a phone call that was made that was initiated from the page, information that was requested, or a product was acquired, etc. The content read by the page visitor could be identified by the BT company's server whether the content was reported by the site or whether the content was identified following the analysis of the page. The server then places a cookie on the user's computer indicating what content
15 was read by the visitor on the page, what keyword was searched for by the user, or what ad was clicked on the page, etc. The placed cookie indicates that information (1) in the cookie per se, (2) in a central database operated by the server where the cookie ID is used as a record finder, or (3) both in the cookie and in the database.

Although the above description relates to cookies, a cookie is only one example
20 of a possible tag. A tag generally is a unique identifier used to mark a person electronically visiting a media property, such as a web site, TV channel, radio show, or the like, using a computer, a mobile device, a TV set, a TV set top box, or any other device.

The tag is used for the purpose of delivering additional ads to a visitor to one
25 media property when that visitor is found later on other media properties, based on the visitor's profile collected on the first media property. The profile could be the observed behavior of the visitor on the media property, demographic information collected on the media property, profile information provided by the visitor to the media property, etc. The profile could be made available to the other media properties.

Because the purpose of the tag is to enable the delivery of additional ads on other media properties visited by the visitor, and because the delivery of an ad requires only control of the ad space and not necessarily control of the entire media property visited by the visitor, a media property (in the present context) can also be defined as any
5 equipment that controls an ad space viewed by a visitor, including a web site, an ad network's site (where the ad network represents the ad space of different sites), a TV program, some of the ad space within TV programs or TV channels (represented by a cable company), a TV network, or any ad space for which an entity is allowed to sell an advertisement and deliver it within the ad space; whether the ad space is owned by that
10 entity, or whether the entity pays the owner of the ad space when using its ad space to deliver an ad sold by the entity. Ad space can be on a web site, in a TV program, in a text message, in a radio show, in any broadcasted material, in any streaming video or audio, etc. An ad space can be a fixed position on a page, or the ad space can be made available by a web site to an ad network (for example) only when the web site did not
15 sell all of the site's ad inventory and therefore wishes to make some of the inventory available to the ad network.

In the case of a media property controlling an ad space viewed by a visitor, a specific ad space on a page might be controlled only temporarily. For example, in the case of the web site that did not sell all the ad impressions available to be delivered
20 within an ad space on a page and therefore makes the unsold ad space available to the ad network to fill, the ad network will have temporary control of the ad space, i.e., when that ad space is given to it by the web site. Once the site redirects the ad space on the page to the ad network (so the ad network could fill the ad space with an ad sold by the ad network), the ad network controls the ad space and has access to the visitor
25 viewing the ad space that was redirected to the ad network by the site, and therefore the ad network's equipment is considered a media property, as it controls an ad space viewed by a visitor.

The tag can be placed on the device used by the user to access the first media property where the user's profile was collected (in case of observed behavior, that
30 behavior can be reading a specific content, searching, clicking an ad or content, making

a phone call, asking for product information, acquiring a product, or taking any other kind of action). A tag placed on the device (1) could be read only by a server operating under the same domain as the server that placed the tag on the device to begin with as in the case of a cookie for example, (2) could be placed on the device when the user visited the first media property, and then the tag can be read by any second media property visited by the visitor, or (3) could be encrypted and, while accessed by any second media property visited by the visitor, the tag could be deciphered only by second media property computers that received the deciphering code from the first media property. In case of a tag placed by software installed on a user's computer, the tag could be whatever the software wants it to be, including a cookie of any domain.

A tag does not have to be placed on the user's device. A tag can also be used in a central database of a BT company or a central database of any second media property visited by the visitor, where the tag could be a unique identifier either of the device or of the user. In the case where the tag identifies the device, the tag might denote an IP address, a phone number, a device's manufacturer serial number, etc. A cookie placed on the device can also uniquely identify the device and the cookie therefore can be used as a tag in a central database. In the case where the tag identifies the user, the tag might denote the username and password used to access a media property, a user's name and address, a user's e-mail, a user's social security number, or any other personal identifiable information.

As already mentioned, the observed behavior of a visitor to a first media property is referred to as profile information about a specific visitor. A visitor's profile might be enhanced by the visitors' observed behavior on other media properties or by other profile information collected on other media properties.

A visitor's profile can be represented by a unique tag, or the profile can be stored with the tag, whether the tag is placed on the device, on a central database, or both. For example, the profile can be stored within a cookie (tag) on a visitor's device, or the profile can be stored in a central database where the tag connected to the profile is used as a unique identifier of the visitor's device or of the visitor personally. The profile can also be saved on both the device and a central database.

Some 50% to 80% of the ad space on the Internet is considered difficult to monetize, as it is located next to content that tends to be more generalized, such as general news, web based e-mails, instant messages, music or files downloading sites, and software. Advertisers are not willing to pay a high price for delivering an ad to
5 visitors of such sites, as they do not know how many of those sites' visitors are potential clients for their products and services. By contrast, advertisers prefer the placement of ads on dedicated content sites, such as a travel site. For example, an airline is willing to pay a high price per ad on a travel site, as it knows that the ad will be delivered to people who are currently searching for flying tickets. The same is true for TV, where a
10 significant proportion of the ad space is within TV programs where the audience is heterogeneous. It is also true for radio shows and other kind of media.

Using profiles for the delivery of targeted ads within the above-described low-value ad space can turn the low-value ad space into high-value ad space by delivering ads to users that are based on previously collected profiles of the users, rather than ads
15 that are related to the content on the page they are viewing. For example, a "car insurance" related ad, delivered to a person who yesterday searched for "car insurance" within the ad space of a general news page the person is currently reading, will be much more relevant to the person than an ad related to the general news he or she is reading.

20 The BT companies are described above as collecting profiles and later delivering ads to the profiled visitors when found on other sites. The ads delivered by the BT company to the profiled visitors are either sold by the BT company, which pays royalties to the profile suppliers that provided it with profiles whenever ads presented to their audience generate revenues, or paid for by a publisher that is interested in
25 delivering ads to its own audience outside its site and is paying the BT company to find its audience on other sites. As described, the publisher might be the BT company itself.

In addition, where the collected profiles are mainly used to deliver targeted ads within low-value ad space that is acquired from low-value ad space owners, and the ads are delivered by the BT company, there is also the opportunity to make the
30 collected profiles available to low-value ad space owners, because, instead of selling

their low-value ad space to the profile owners, such ad space owners would prefer to monetize their low-value ad space better by themselves, by using the collected profiles to sell targeted ads, delivered to the profiled visitors when found within such low-value ad space.

5 A low-value ad space owner could be any media property owner, whether it owns a web site, a TV program, a radio show, or any other media property. Also, “low-value” ad space is a relative term. Because ad space prices are usually a function of the content next to the ad space, if a profile-based ad garners a higher price for the ad space owner than an ad based on the adjacent content, then the ad space value is considered
10 “low value” (i.e., in relative terms, relative to the price the ad space will garner if used for delivery of a profile-based ad).

 As described, for example, in commonly owned U.S. Patent 6,925,440, (A) profile owners (i.e., who either own the profiles or have the right to resell the profiles on behalf of another profile owner) can provide a databank with access to visitors and their
15 profiles, and (B) either (i) the databank enhances its existing profile on a visitor with a profile owner’s profile information about the visitor or (ii) a profile owner enhances the profile it has on a visitor with the databank’s profile information about the visitor, where the profile information is given in return for royalties paid for every later usage of the profile information for the delivery of targeted ads to the visitor based on the
20 profile (for example).

 Although the invention of the ‘440 Patent provides a media property with additional information about its visitors, several possible challenges arise:

1. If a media property (if acting as a profile owner) wants to enhance the profiles available to it about its visitors and thus contacts a databank and provides it
25 with access to the profiles, the media property might be wasting resources: First, the databank might have no profiles about the media property’s visitors. For example, if the databank has no profile about a visitor, the media property would have provided the databank access to the visitor merely to learn that fact. Second, the profiles that the databank does have might be of no use to the media property because its sales force
30 does not sell ads in the category in which the profiles belong. For example, if the

databank has a profile about the visitor and it is a health-related profile, but the media property's sales force does not sell ads in the health category, the profile available from the databank about that visitor is of no use to the media property.

2. The media property (if acting as a databank) may be given access by a profile owner to many visitors to that profile owner's site for whose profiles the media property has no need, because the media property has no way of monetizing profiles of those kinds. For example, if a media property's sales force specializes in selling ads in the travel and financial services categories, there is no use in providing them with health, auto, and shopping-related profiles. In cases where a large profile owner makes profiles available to a media property, unless the media property has a very large sales force that specializes in selling ads in many different advertising categories, there is a significant probability that the media property will have no use for most of the profiles received.

3. A media property that receives profiles under the system of the '440 Patent described here is committing itself to pay for every usage of a received profile. Because many of the ads (or, depending on the way the profile is transferred, all of the ads) are delivered by the media property after receipt of the profile, it is a challenge for the media property to track usage of the profiles. First, it is not clear which of the visitors (for whom the media owner received profiles) actually visited the media property later on their own accord as opposed to visiting via a redirect, for example from a databank or a profile owner to the media property without the visitor asking for such visit or being aware of it. In the case of a redirect from a databank's server or a profile owner's server, a visitor's browser would simply fetch a 1x1 transparent pixel from the media property's server following the redirect. Second, because it is not clear how many of the profiled visitors will appear later within the ad space of the media property, some tracking of the usage of the profiles by the media property must be established. The problem becomes even more complex when the media property receives the profiles from a databank, because the databank itself aggregates profiles from other profile owners and makes those profiles available to media properties, and it is not clear which of the delivered profiled visitors will visit the media property on their

own accord (whether for the first time or not). In that circumstance, it is not clear how the databank will know which profile suppliers to compensate for usage of their profiles. The problem is especially complex when the databank has several profile suppliers providing it with profiles in the same category (for example, the databank
5 may have 20 different travel sites, all allowing the databank to tag their visitors as “travel” visitors) and the databank gives to a media property all of the profiles from those profile suppliers within that category.

Although BT companies can collect profiles and deliver ads to the profiled visitors within low-value ad space that they buy from media properties, there remains
10 the need, therefore, to provide collected profiles to media properties that will better monetize their low-value ad space by selling ads based on the profiles and delivering the ads within their ad space to the profiled visitors when those visitors visit the media properties and making a payment for the profiles to the profile owners who provided the profiles.

15 What is needed generally is a more efficient method of profile-based behavioral targeting advertisement placement services, particularly for improving monetization of electronic advertisement placement.

SUMMARY OF THE INVENTION

20 Generally, various aspects of the disclosed embodiments relate to systems and methods for providing collected profiles to media properties, for improved monetization of electronic advertisement placement. The methods have particular importance to media properties that have interests in specific profiles or profiles of a specified category or kind.

25 The disclosure more specifically relates to an automatic system operated by a profile owner company (“PO company”) for identifying media properties interested in having a collected profile made available to them. The automatic system makes the identification by recognizing a collected profile as one that a media property has previously requested or one that is within a category that a media property has

previously requested. Thereafter, the PO company arranges for the visitor to be tagged with a tag readable by the media property that requested such a profile.

Using information received from the media property, the PO company then records usage of the profile by the media property. When the PO company also acts as a
5 databank, the PO company determines which profile supplier will be credited for the media property's usage of the profile (i.e., the one that provided the databank with the profile that was used) and records the credit.

In one implementation, when a media property uses a profile, the media property transfers the visitor, along with the profile it is using, to the PO company's
10 system, to let the PO company know which kind of profile was used. The media property might transfer the profile along with the visitor only when the media property receives from the PO company more than one kind of profile, because it is unnecessary if the media property receives only one kind of profile.

Because BT companies collect profiles, any BT company (defined above) could
15 act as a PO company and make profiles available to media properties, whether the PO company owns profiles directly or acts as a databank representing other profile owners. Such other profile owners provide the databank with their profiles in return for (i) royalties paid to them whenever the profiles are used, or (ii) a payment. Any profile supplier (defined above) can also be a PO company.

20 The above summary does not include an exhaustive list of all aspects of the present invention. Indeed, the inventor contemplates that the invention may include all systems and methods that can be practiced from all suitable combinations of the various aspects summarized above, as well as those disclosed in the detailed description below and particularly pointed out in the claims. Such combinations have particular
25 advantages not specifically recited in the above summary.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a flow diagram of an exemplary embodiment of a method for transferring collected profiles to media properties having specified interests.

Figure 2 is a schematic of an exemplary embodiment of entities and associated data flow useful with a method of transferring collected profiles to media properties having specified interests.

5 DESCRIPTION OF PREFERRED EXEMPLARY EMBODIMENTS

In disclosed embodiments, collected profiles are made available by accepting information about desired profiles or profile categories from a media property, identifying an electronic visitor as fitting into the profile category, and arranging for that visitor to be tagged. Preferred additional aspects of disclosed embodiments include
10 automatically electronically recording electronic visits by tagged visitors to a media property, determining which profile supplier will be credited for the recorded electronic visit, and crediting that profile supplier.

The method includes the following basic steps:

1. A PO company's database 12 records (Fig. 1, 1000) the profiles, or the kind
15 of profiles, a media property (e.g., Fig. 2, MP1) is looking for. The profile could be a behavioral profile, a demographic profile, or any other possible profile. For example, a media property (MP1) could ask for visitors who have searched for "car insurance" on a search engine, visitors who were interested in "travel" (MP1(A)), or visitors who were interested in "autos" (MP1(B)), etc. A media property can communicate to the PO
20 company the profiles for which it is looking via e-mail, electronically, via mail, over the phone, or in any other way.

2. A profile supplier (e.g., Fig. 2, PS1) redirects (Fig. 1, 2000) a visitor 20 to a PO company 10 along with the visitor's profile (Pr1). In case the profile supplier is also the PO company (see visitor 25), this step either does not take place or takes place
25 internally, for example via an internal redirect from one server (see 11) to another server 10 operating under the same domain that belongs to the publisher/PO Company. In case the PO company has software on a user's computer that enables it to monitor the user's visits to media properties without the cooperation of the media properties, this step either does not take place or takes place internally, e.g., by the software on the

user's computer communicating the collected profile to the PO company's central server.

3. The PO company's server 10 recognizes (3000) the content read by the user, the category to which the content read by the user belongs, the keyword searched for by the user, an ad clicked by the user, or any other action conducted on the page/site by the user (such as click on an item of content or an ad, purchase of a product, request for more information, etc.) during the site visit. The recognizing might be as simple as pulling a keyword for which the visitor searched from a URL used by the profile supplier to redirect the visitor 10 to the PO company, for example. 10 Alternatively, the recognizing might be as simple as recognizing the kind of content read by the visitor by recognizing the URL used by the profile supplier to redirect the visitor to the PO company because the URL is one that the PO company identified to the profile supplier for use when redirecting visitors who read a specific kind of content. Recognizing of content may also be done through a semantic analysis of 15 content of a page read by the visitor.

4. The PO company's server 10 optionally can categorize (4000) specific content read by the user or an action conducted by a user. In some implementations, this step will not take place. An example action might be a search for a keyword. To illustrate, suppose a person searched for an airline ticket to Florida on a travel site. 20 When the PO company receives that information, in addition to recording the search for the flight to Florida in the visitor's profile (whether the profile is stored in the cookie or tag, the PO company's central database 13, or both of those places), the PO company's server 10 may further categorize the person under the "Travel" category and in the "Search for Flights" subcategory of "Travel." In another example, a visitor would be 25 categorized as "searching for an airline ticket" by virtue of having searched for an airline ticket at least three different times within a week, on one media property or several media properties. In that example, if the visitor were to have searched for an airline ticket fewer than three times within a week, the PO company's server 10 will not categorize the visitor as "searching for an airline ticket," because the visitor would be

considered as less serious about the purchase according to the definition in use by the PO company.

5 5. The PO company's server 10 identifies (5000) the media properties (e.g., MP1 and MP2) that have asked to receive a visitor having a profile such as the one recognized in step 3 or categorized in step 4 (e.g., a profile of kind "A" in Fig. 2). Thereafter, the PO company arranges (6000) for the visitor (e.g., 20) to be tagged with a tag readable by the identified media property (e.g., MP1 or MP2), which can use the tag to recognize the visitor's profile.

10 6. Using information 40 received from the media property, the PO company then records (7000) usage of the profile (e.g., Pr(A)) by the media property (e.g., MP2). When the PO company also acts as a databank, the PO company determines which profile supplier (PS1, PS2, ... PSn) will be credited for the media property's (e.g., MP2's) usage of the profile and records the credit (e.g., in data store 13).

15 The PO company's arranging placement of the tag (see step 5 above) can be achieved in different ways:

20 A. The PO company can redirect (e.g., Pr(X), Pr(Y) in Fig. 2, in cases where media property MPn has expressed interest in those profiles) a visitor to the identified media property with a request to have the identified media property tag the visitor with the media property's own tag, which obviously is readable by the selected media property (such a tag could be a cookie on the visitor's storage device). The tag in this case could be placed by the identified media property following a redirect by the PO company to a specific URL given to the PO company by the media property. The media property would have given the PO company, in this example, different URLs for different kind of profiles, and the PO company would choose the URL for redirecting the visitor to the media property based on the kind of profile recognized.

 B. The PO company can itself place a tag (e.g., TagC denoting profile "C" in Fig. 2) that will be readable by the identified media property.

30 C. The PO company can place an encoded tag that, although accessible by any media property, can be read only by a selected media property to which the PO company gave a deciphering code.

D. In cases when the PO company has software installed on a user's computer, the BT company can arrange for the software to place a tag readable by the identified media property (such a tag could be a cookie operating under the selected media property domain).

5 E. The PO company can arrange for the identified media property to place a tag in the identified media property's central database, in which case the tag can uniquely identify (1) the device that the visitor will use to access the identified media (IP address, set-top box ID, mobile phone number, manufacturer serial number, cookie readable by the identified media property, etc.), or (2) the user as a person (personal
10 identifiable information).

The identified media property can use its tag to recognize the profile of the visitor either (1) by virtue of each profile having a unique tag (e.g., TagC denoting profile "C" in Fig. 2), or (2) by virtue of the profile that was received from the PO company having been stored (a) with the tag, (b) in the tag (which can occur with a
15 cookie), (c) in a central database (where the tag is used as the link between the visitor and profile), or (d) in all of those places.

In another possible implementation (not shown), aside from the PO company arranging placement of the tag readable by the identified media property, the PO company sends the profile and a copy of the tag separately to the identified media
20 property, which will store the tag and the profile in its central database, and when the identified media property recognizes the tag on a visitor's computer, for example, it pulls the visitor's profile from its database.

The PO company can make a profile available to a media property using the same methods that profile suppliers use to give their profiles to PO companies.

25 When an identified media property (e.g., MP2 in Fig. 2) recognizes (at time t2) a tagged visitor (tagged previously, at time t1) within its ad space, the media property will serve an ad 30 to the visitor (e.g., visitor 20) based on the profile provided by the PO company 10. Usually, a profile-based ad will be delivered by the media property when it will generate a higher price for the ad space than other ads available to the
30 media property for placement within the ad space.

The media properties (a profile supplier and an identified media property) can be of the same kind of media (e.g., two web sites on the Internet) or of different media (e.g., first media property, where the profile is collected, can be a web site on the Internet, and the second media property, to which the profile is given by the PO company, can be a TV channel on TV or a text message system on a mobile phone, etc.). In the case where the second media property operates within a different media than the first media property, the tagging of the visitor with a tag readable by the second media property (which is arranged by the PO company) might include finding the device used by the visitor to access the second media property (the identified media property) by using personal identifiable information about the visitor. As there may be no connection between the device used by the visitor to access the first media property (computer, for example) and the device used by the visitor to access the second (identified) media property (TV, for example) besides the commonality of the user (visitor), personally identifiable information about the visitor could be used to allow the second media property to learn which device the visitor uses to access the second media property and tag the visitor. The second media property could tag the device used by the visitor to access the second media property by placing a tag on the device itself or in a central database of the second media property, for example.

The process of the PO company enabling an identified media property to place a cookie on a visitor's computer for the purpose of finding the visitor later within the ad space of the identified media property is similar to the way DoubleClick's Boomerang system places cookies on visitors to an advertiser site for the purpose of finding those visitors later on other sites where Doubleclick serves ads. That process – where identified media properties place cookies on visitors' computers redirected to them by PO companies – is sometimes referred to as "cookie matching."

For example, following a redirect (not shown) from a server 10 of a PO company #1, weather.com might place a weather.com cookie on a visitor's computer 20 marking the visitor as interested in "travel" (profile category "A") and indicating that the profile originated with PO company #1. Later, if and when the weather.com ad server (MP2) recognizes that the same visitor 20 had happened to visit weather.com's site

(weather.com can recognize the visitor by reading its own weather.com cookie), the weather.com ad server (MP2) can choose to deliver a travel-related ad 30 to the visitor 20 within the weather.com ad space. The weather.com ad server's decision whether or not to deliver the travel-related ad will usually depend on the price the ad is expected to bring when compared with the price for other ads available for weather.com to display within the same weather.com ad space.

In step 6, the information received by the PO company might be received from the media property electronically 40, via e-mail, in a file on a CD sent by mail, or in any other form. That said, because the goal is to make profiles available to media properties on a large scale, it would be beneficial to demand the least complex approach from media properties. After all, the more complex the tracking system that the media properties must implement to track their usage of profiles, the more difficult it will be for them to use profiles that they do not own.

One implementation – where the media property is required to give only minimal effort to track its usage of profiles – is merely asking a media property to provide the PO company server 10, every time that the media property (MP2) serves an ad based on a profile from the PO company, with access to the visitor 20 viewing an ad 30 based on the PO company's profile (e.g., in TagC). Such access, in that implementation, could be achieved by simply having the media property integrate into every profile-based ad it delivers a 1x1 pixel that will redirect (also denoted by 40 in Fig. 2) the visitor 20, when viewing the ad 30 (at time t2), to the PO company server 10. Such a 1x1 pixel can point to a URL given to the media property by the PO company that is unique to a certain kind or category of profiles (so the PO company could recognize not only the fact that the media property used a profile but also the kind of profile used). The advantage of this implementation is that the PO company is the one that records the profile usage, and the media property does not have to do anything further to keep or transfer records.

In the same implementation, in cases where the PO company has transferred more than one kind of profiles to a media property (for example, profiles "A" indicating interest in travel and profiles "B" indicating interest in autos), the media property can

send the PO company, along with the access to the visitor viewing an ad, an indication of which profile the media property used to deliver the ad currently being viewed by the visitor. In that implementation, a travel profile will be indicated by the media property's use of a first URL to redirect the visitor to the PO company server, an auto
5 profile will be indicated by the media property's use of a second URL to redirect the visitor to the PO company server, etc. (The different URLs for different kind of profiles would be ones given to the media property by the PO company.)

Because different kind of profiles might have different rates (a travel profile might fetch \$2 CPM, auto profiles might fetch \$5 CPM, etc.), it is important to know
10 which of the profiles the media property used. Also, if the PO company is acting as a databank, it might have different ways in which it compensates profile suppliers for their collected profiles.

Based on its profile collection and compensation policy, the PO company can decide which profile suppliers to credit for the delivery of a profile-based ad by a media
15 property. For example, the PO company might decide that, for behavioral profiles, time is important, so only the last profile supplier to report a behavioral profile of a visitor (before an ad based on that profile is served to the visitor) will be compensated but any other profile suppliers that provided the same kind of profile information about the same visitor earlier will not be compensated.

20 The following example illustrates the above-described embodiment. Suppose a visitor 20 searches for airline tickets on three different sites (PS1, PS2, and PSn), and all three sites delivered the visitor 20 to the PO company server 10 along with the information that the visitor searched for an airline ticket. Suppose further that the PO company has recognized that the Yahoo! site (MP2 is Yahoo! this time) is interested in
25 receiving travel ("A") profiles and therefore has redirected (not shown) the visitor 20 to Yahoo! on three different occasions along with the information that the visitor searched for an airline ticket; that is, each time the PO company server 10 itself received access to the visitor 20 following a redirect from a profile supplier (PS1, PS2, or PSn), it immediately redirected the visitor to Yahoo!, because it recognized the visitor 20 as

interested in “travel” (in this example, according to a definition that recognizes a visitor as interested in “travel” after only one search for an airline ticket).

Later (time t_2), when the visitor 20 chooses to visit yahoo.com (MP2) on his or her own accord, Yahoo! recognizes the profiled visitor 20 and delivers a travel-related ad 30 to the visitor 20; however, Yahoo! has that opportunity only after Yahoo! has received the profile about the visitor 20 from the PO company three times. If Yahoo! has integrated into the travel ad 30 delivered to the visitor 20 a 1x1 pixel redirecting the visitor 20 to the PO company, the visitor’s browser, when fetching the ad from the Yahoo! ad server (MP2), also approaches the PO company server 10. The PO company server 10 learns, from the URL that the visitor’s browser is using to access it, that Yahoo! (MP2) has served a travel-related ad 30 to the visitor 20.

Based on that information, the PO company records (in data store 13) a charge of two tenths of a cent to Yahoo! (in this example, \$2 CPM, or \$2 per 1,000, is the rate the PO company charges for travel-related (“A”) ads delivered based on travel profiles provided by the PO company to a media property).

The PO company stores, as part of the visitor’s profile, data indicating which profile suppliers provided profiles about the visitor and the date and time the profiles were supplied. The PO company stores the profile (1) in the tag (a cookie, for example), (2) along the tag, (3) in a central database (e.g., 13), in which case the tag is used as a link between the visitor’s computer and the profile information in the database, or (4) in all of those places.

Note that the PO company’s tag is different from the identified media property’s tag. The PO company’s tag is used to uniquely identify a visitor about which the PO company has a profile, where the profile itself includes the profile suppliers that provided the profile, the dates and times they have done so, and possibly other information, all part of the visitor’s profile definition. The identified media property’s tag is used by the media property to recognize the profile of the visitor.

The PO company uses its own tag to access the visitor profile and learn which profile supplier (PS1, PS2, or PS n) was the last one to supply the travel-related (“A”) profile (the visitor’s search for airline tickets), which Yahoo! (MP2) used to deliver the

ad. The PO company then records (also, e.g., in 13) a credit of one tenth of a cent (half of the charge to Yahoo!) to that profile supplier. In this example, a revenue share of 50%-50% between the profile supplier and the PO company is used. If the PO company had agreed with the profile supplier on a 40% revenue share, the profile supplier would
5 have been given a credit of eight hundredths of a cent ($\$2/1000*40\%$), or if the profile supplier was promised \$0.001 for every use of its profile, the PO company would have recorded a credit of \$0.001 to the profile supplier.

In a second illustration, the PO company might decide that a visitor should be considered interested in "travel" only if the visitor searches for airline tickets three
10 different times within a week, on the same site or different sites. In that case, only when the visitor is recognized as interested in "travel" according to that definition will the PO company make the visitor's "travel" profile available to media properties (MP2) interested in "travel" ("A") profiles. In this example, if a first profile supplier PS1 delivers the visitor 20 and the information (Pr1) that the visitor 20 is searching for
15 airline tickets on Sunday, a second profile supplier PS2 delivers the visitor 20 to the PO company 10 on Monday along with the information (Pr2) that the visitor 20 is searching for airline tickets, and the first profile supplier PS1 again delivers the visitor 20 to the PO company 10 on Wednesday along with the information (not shown) that the visitor 20 is searching for airline tickets, then only at that time on Wednesday will the PO
20 company's server 10 recognize the visitor 20 as a "travel" ("A") visitor and redirect (not shown) the visitor's computer 20 to Yahoo! (MP2).

In that second illustration, when Yahoo! (MP2) serves a travel-related ad 30 to the visitor 20 and redirects (40) the visitor 20 to the PO company 10, the PO company might credit (in 13) the first profile supplier PS1 with two thirtieths of a cent
25 ($\$2/1000*50\%*2/3$) and the second profile supplier PS2 with one thirtieth of a cent ($\$2/1000*50\%*1/3$). In other words, in that illustration, (a) Yahoo! agreed to pay \$2 for every thousand travel-related ads delivered based on profiles provided by the PO company, (b) the PO company promised to give profile suppliers half of the revenues the PO company generates from ads delivered by media properties based on the
30 profiles it makes available to them, and (c) the visitor was recognized as interested in

“travel” thanks to two visits (out of the three visits to travel sites that defined the visitor as interested in “travel”) made to the first profile supplier’s site and one visit to the second profile supplier’s site. Therefore, the first profile supplier is entitled to two thirds of the amount due to the profile suppliers altogether, and the one visit made by
5 the visitor to the second profile supplier’s site entitles the second profile supplier to one third of the amount due to the profile suppliers altogether.

Alternatively, the PO company – when making a profile available to a media property by arranging for placement of a tag readable by the identified media property – can add a unique ID to the profile (or to the tag in cases where the tag is used by the
10 media property to recognize the visitor’s profile) and ask the media property to report the ID back to the PO company whenever the media property uses the transferred profile. The PO company can use the unique ID to record in its database the profile suppliers that will be entitled to a credit when the media property delivers ads based on the transferred profile. The media property could report 40 to the PO company (at the
15 end of the month, for example) the number of ads it has served, for each unique ID. Because each unique ID represents a kind of profile, the PO company will know what rate it should charge the media property for usage of the profile, and because the unique ID also tells the PO company which profile suppliers should be entitled to a credit for the usage of a profile, the PO company can also credit the deserving profile
20 suppliers.

The media property might pay the PO company for every ad impression delivered based on the received profile or only when an action takes place that is connected to the ad (perhaps occurring on the advertiser’s site immediately following a click on the ad or perhaps occurring a few days after viewing the ad or clicking the ad),
25 such as a click on the ad, a registration on the advertiser’s site, a request for information, a product acquisition, or the making of a phone call.

Different implementations might be chosen depending on the relative sizes of a profile owner (in terms of number of profiled visitors; note that the profile owner may also be a databank) and a media property (in terms of number of visitors). In cases
30 where the media property has many visitors and is considered to have an extensive

reach ("reach" is a figure used to express the percentage of the population using a media that visits the media property; for example, Valueclick, a web-based ad network of sites reaches 80% of the US web population), a profile owner might transfer to the media property all visitors within the categories requested by the media property, because the probability of finding a profiled visitor within the media property's ad space is high (in the case of Valueclick, the probability is 80%).

In cases where the media property's reach is not very significant, but the profile owner has a relatively large number of profiles, the media property may choose to make its visitors accessible to the profile owner to check whether the profile owner can enhance the profiles of some of its visitors, in the ad categories of interest to the media property, instead of having the profile owner send all of its visitors in the categories of interest, because, as a result of the media property's low reach, only a small percentage of visitors sent to the media property by the profile owner will later choose to visit the low-reach media property.

15

PUBLIC NOTICE REGARDING THE SCOPE OF THE INVENTION AND CLAIMS

The inventor considers various elements of the aspects and methods recited in the claims filed with the application as advantageous, perhaps even critical to certain implementations of the invention. However, the inventor regards no particular element as being "essential," except as set forth expressly in any particular claim.

20

Although the invention has been described in terms of preferred embodiments and generally associated methods, the inventor contemplates that alterations and permutations of the preferred embodiments and methods will become apparent to those skilled in the art upon a reading of the specification and a study of the drawings.

I claim:

1. A method for providing collected profiles comprising:
 - (a) responsive to receiving profile information about an electronic visitor to a profile supplier, automatically selecting a media property based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to the media property; and
 - (b) automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.
2. The method of claim 1 wherein part (a) comprises automatically selecting a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles.
3. The method of claim 1 wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier.
4. The method of claim 1 wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles.
5. The method of claim 1 further comprising recording a fee to the profile supplier in exchange for the profile information received from the profile supplier.
6. The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.
7. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in the tag.
8. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in a database locatable through the tag.

9. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.
10. The method of claim 1 further comprising, after parts (a) and (b),
5 electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property.
11. The method of claim 10 further comprising, based on the report, recording an amount owed by the selected media property for profile usage.
- 10 12. The method of claim 11 further comprising calculating fees owed to a plurality of profile suppliers based on respective contributions of said profile suppliers to the profile identified in the report as having been used.
13. The method of claim 10 wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the
15 profiled visitor by the selected media property.
14. The method of claim 11 wherein the report comprises a redirection of the visitor from the selected media property when the selected media property utilizes the profile to deliver the advertisement.
15. The method of claim 14 wherein the redirection occurs by incorporating a
20 redirection instruction into the advertisement.
16. The method of claim 1 wherein the profile supplier operates in a different media than the selected media property.
17. The method of claim 16 wherein the profile supplier operates in the Internet and the selected media property operates in a television media.
- 25 18. The method of claim 1 wherein part (a) comprises automatically selecting a media property based on a comparison of the profile information received about the visitor with a plurality of requests, previously received from the media property, each request being for a specific profile or kind of profiles.
19. The method of claim 18 further comprising, after parts (a) and (b),
30 electronically receiving a report from the selected media property containing

information about usage of the profile in association with a visit by the profiled visitor to the selected media property, and wherein the report further contains information identifying which profile or kind of profiles the selected media property used in connection with usage of the profile.

5 20. The method of claim 19 wherein the report comprises a redirection of the visitor from the selected media property when the selected media property utilizes the profile to deliver the advertisement, and wherein the information identifying which profile or kinds of profiles the selected media property used is contained in the URL to which the visitor is redirected.

10 21. The method of claim 1:

 (i) wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier;

15 (ii) wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles;

 (iii) wherein part (a) comprises automatically selecting at least one of a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles;

20 (iv) wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.

25 (v) further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property;

(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property; and

5 (vii) further comprising, based on the report, recording (A) an amount owed by the selected media property for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected media property.

22. A computer server programmed to implement a method for providing collected profiles comprising:

10 (a) responsive to receiving profile information about an electronic visitor to a profile supplier, automatically selecting a media property based on a comparison of the profile information received about the visitor with a previously received request for specific profiles or kinds of profiles of interest to the media property; and

15 (b) automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by the selected media property.

23. The computer server of claim 22 wherein the server is further programmed to implement a method for providing collected profiles:

20 (i) wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier;

(ii) wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles;

25 (iii) wherein part (a) comprises automatically selecting at least one of a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles;

(iv) wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.

5 (v) further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property;

(vi) wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor
10 by the selected media property; and

(vii) further comprising, based on the report, recording (A) an amount owed by the selected media property for profile usage, and (B) a fee owed to the profile supplier for providing the profile information that was used by the selected media property.

15 24. A method for receiving collected profiles comprising:

(a) providing to a profile owner a request for specific profiles or kinds of profiles of interest along with a request for the profile owner to automatically arrange for electronic storage of a tag that is associated with visitors to a first media property having profile information matching the requested profiles or
20 kinds of profiles; and

(b) later, automatically checking visitors to a second media property for the tag and, when found, automatically causing the delivery of a profile-dependent advertisement to the tagged visitors.

25 25. The method of claim 24 further comprising, after part (a) and before part (b), automatically tagging visitors redirected by the profile owner.

26. The method of claim 24 further comprising, after parts (a) and (b), electronically reporting to the profile owner information about delivery of the advertisement to the tagged visitors.

27. The method of claim 26 wherein electronically reporting comprises automatically redirecting tagged visitors to the profile owner along with delivery of the advertisement.

28. The method of claim 27 wherein automatically redirecting comprises
5 delivering an advertisement containing a redirection instruction.

29. The method of claim 26 wherein reporting further comprises automatically electronically identifying to the profile owner one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

30. The method of claim 29 wherein electronically reporting comprises
10 automatically redirecting tagged visitors to the profile owner along with delivery of the advertisement and identifying comprises redirecting tagged visitors to one of a plurality of URLs depending on which of the plurality of profiles or kinds of profiles was used in association with delivery of the advertisement.

31. The method of claim 24 further comprising, after parts (a) and (b), paying
15 a fee to the profile owner as a result of delivery of the ad to the tagged visitors.

32. The method of claim 24 wherein the act of automatically causing delivery of a profile-dependent advertisement in part (b) is performed only when a price for delivery of the profile-dependent advertisement to the tagged visitor is higher than a price for delivery to the tagged visitor of an advertisement based on content adjacent to
20 the ad space into which the advertisement is delivered.

33. The method of claim 32 further comprising:

(i) after part (a) and before part (b), automatically tagging visitors redirected by the profile owner;

(ii) after parts (a) and (b), automatically electronically reporting to the
25 profile owner information about delivery of the advertisement to the tagged visitors, which information includes identifying to the profile owner one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement; and

(iii) after parts (a) and (b), paying a fee to the profile owner as a result
30 of delivery of the advertisement to the tagged visitors.

ABSTRACT

To improve monetization of electronic advertisement placement, a profile owner company operates an automatic system for identifying media properties that have interests in specific profiles or profiles of a specified category or kind. The profile owner
5 recognizes a collected visitor profile as one that a media property has previously requested or one that is within a category that a media property has previously requested and arranges for the visitor to be tagged with a tag readable by the media property that requested such a profile. The media property can use the tag in displaying customized advertising to the visitor. Using information received from the media
10 property, the profile owner company then records usage of the profile by the media property.

1/2

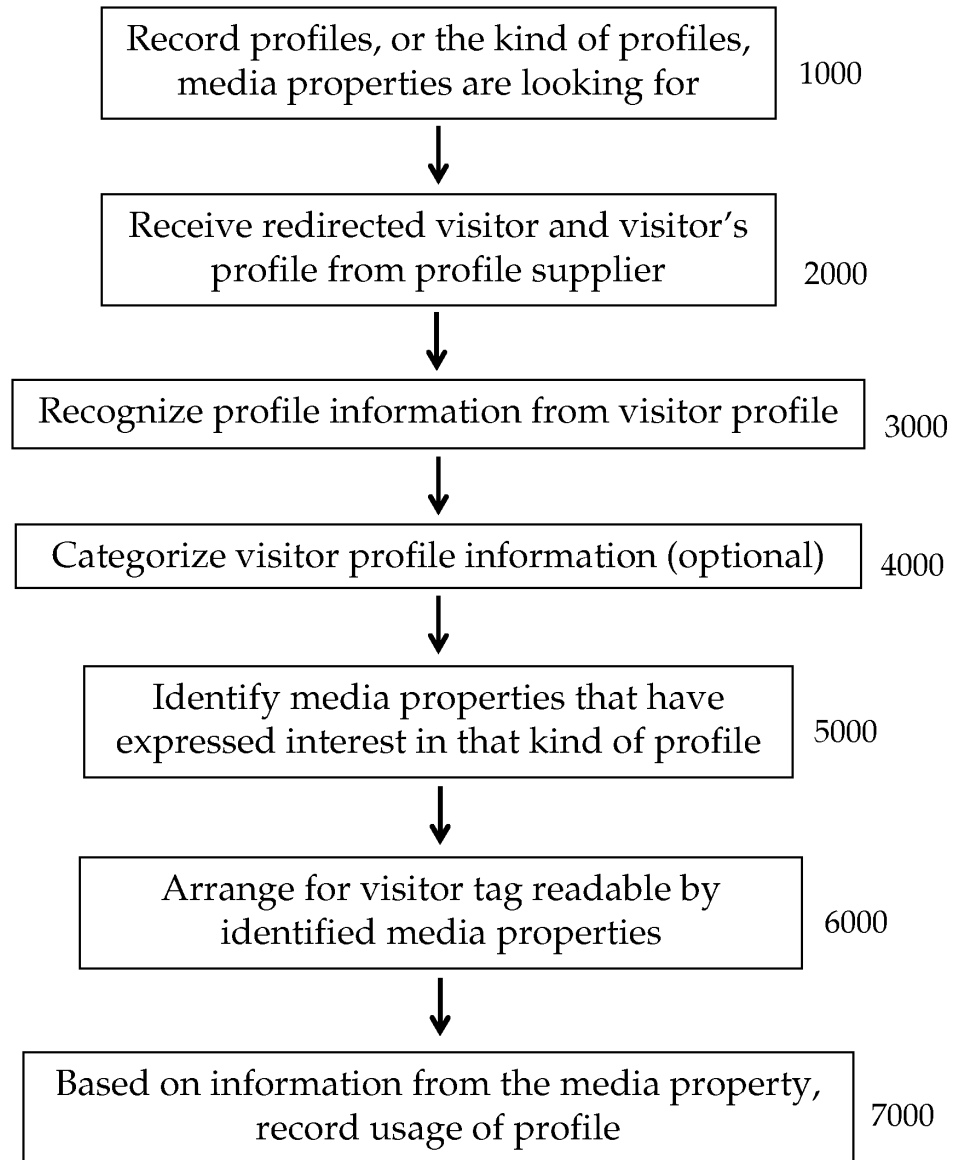


FIG. 1

2/2

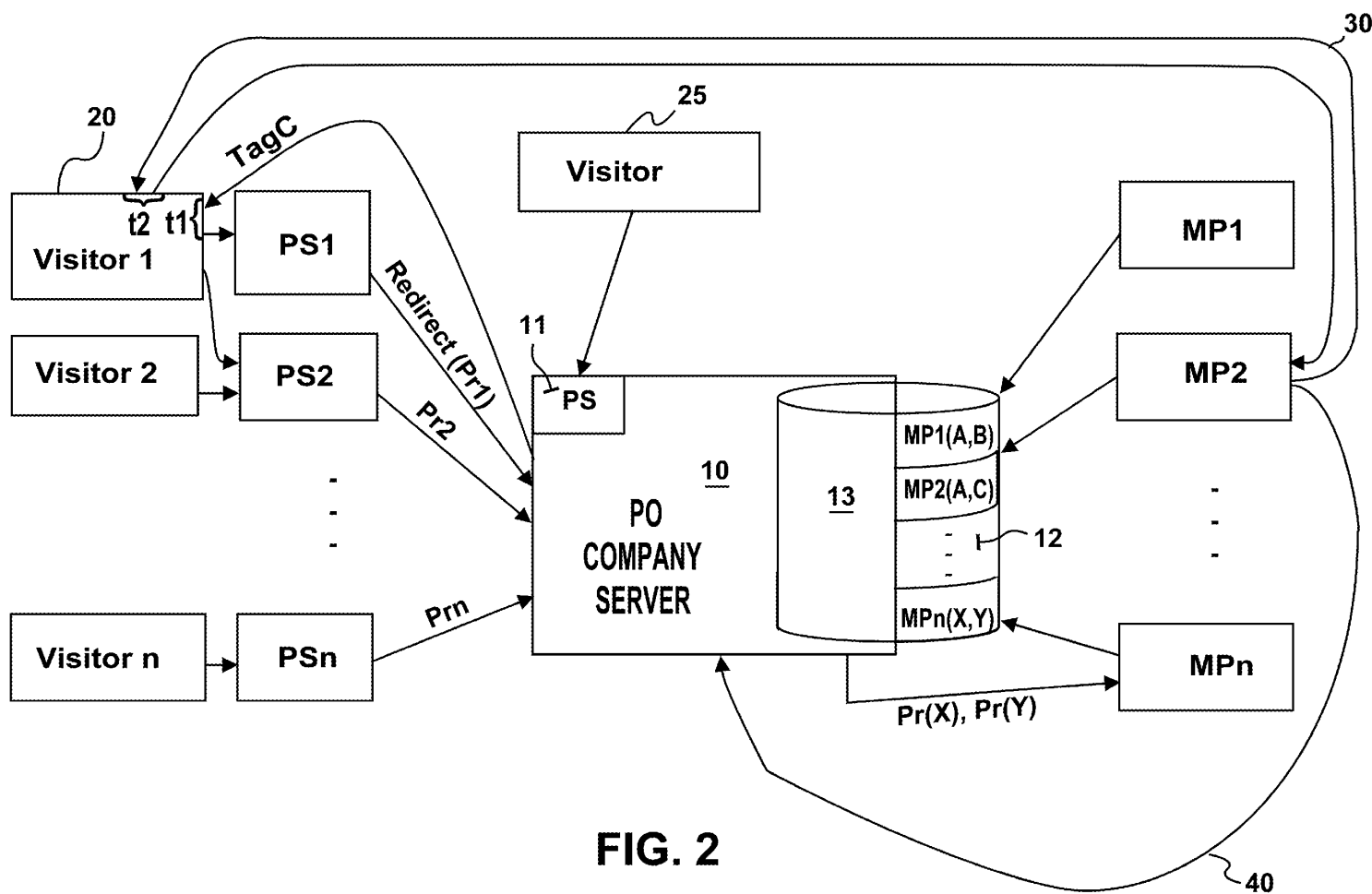


FIG. 2

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

**DECLARATION FOR UTILITY OR
DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

Declaration
Submitted
With Initial
Filing

OR

Declaration
Submitted after Initial
Filing (surcharge
(37 CFR 1.16 (e))
required)Attorney Docket
Number

14-PP

First Named Inventor

Shkedi, Roy

COMPLETE IF KNOWN

Application Number

NEW APPLICATION

Filing Date

June 19, 2007

Art Unit

n/a

Examiner Name

n/a

I hereby declare that:

Each inventor's residence, mailing address, and citizenship are as stated below next to their name.

I believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Providing Collected Profiles to Media Properties Having Specified Interests

(Title of the Invention)

the specification of which



is attached hereto

OR



was filed on (MM/DD/YYYY)

as United States Application Number or PCT International

Application Number

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐



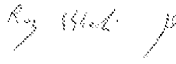
Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[Page 1 of 2]

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 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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NAME OF SOLE OR FIRST INVENTOR:			☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])			Family Name or Surname	
Roy			Shkedi	
Inventor's Signature				Date
				June 19, 2007
Residence: City	State	Country	Citizenship	
New York	New York	USA	IL	
Mailing Address				
c/o AlmondNet, Inc.; 134 Spring Street, Suite 302				
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☐ Additional inventors or a legal representative are being named on the supplemental sheet(s) PTO/SB/02A or 02LR attached hereto.				

[Page 2 of 2]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Shkedi, Roy	Art Unit	: 3688*
Serial No.	: _____	Examiner	: Champagne*
Filing Date	: 06/27/2011	* In parent application S.N. 11/765,433	
Title	: Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles		

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

Filed via EFS – June 27, 2011

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Applicant discloses the references listed on the forms PTO/SB/08 and PTO-1449 attached to this document. All of the foreign and non-patent references were cited in parent application Serial No. 11/765,433, therefore, pursuant to Office Rules, copies of those references are not included here.

Applicant also wishes to direct the Examiner to the following co-pending applications, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,107	12/31/2007	
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/131,824	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/823,709	06/25/2010	06/16/2006 (prov.)
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12/906,007	10/15/2010	
61/393,834	10/15/2010	
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Page 1 of 2

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13/024,217	02/09/2011	01/15/2009 (prov.)
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13/167,605	06/23/2011	04/17/2007

If the Office has any questions, please feel free to contact assignee's undersigned attorney of record.

Respectfully submitted,

ROY SHKEDI

by his attorney

Dated: June 23, 2011

/Louis J. Hoffman/

Louis J. Hoffman

Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard
Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

Form PTO-1449 (Modified)
List of Patents and Publications For
Information Disclosure Statement

Serial No.:
Applicant: Shkedi, Roy
Filed: 06/27/2011
Art Unit: 3688 (in parent)
Conf. No.:

Page 1 of 3

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	5710884	1/20/1998	Dedrick	
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	5	5794210	8/11/1998	Goldhaber et al.	
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	10	6055513	4/25/2000	Katz et al.	
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	29	7346615	3/18/2008	Bem	
	30	7373599	5/13/2008	McElfresh et al.	

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Form PTO-1449 (Modified)
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Serial No.:
Applicant: Shkedi, Roy
Filed: 06/27/2011
Art Unit: 3688 (in parent)
Conf. No.:

Page 2 of 3

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	31	6,925,440	08/02/05	Shkedi	
	32	6973436	12/06/05	Shkedi	
	33	7072853	07/04/06	Shkedi	
	34	7428493	9/23/2008	Shkedi	
	35	7454364	11/18/2008	Shkedi	
	36	7822637	10/26/10	Shkedi	
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	39	7546249	6/9/2009	Main	
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Page 3 of 3

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Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
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	63	20060069614	3/30/2006	Agarwal et al.	
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Examiner Initials	Item	Document Number	Publication Date	Country	Name of Patentee	Translation Yes / No
	73	WO2005/046237	5/19/2005		Gutta et al.	No

OTHER ART

Examiner Initials	Item	Author, Title, Date, Pertinent Pages, Etc.
	74	Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.
	75	"The e-Marketing Report"; Morgan Stanley Dean Whitter; May, 2000; portions.
	76	New York Times Reference Dictionary definition of "computer," downloaded April 7, 2010.

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Sheet

1

of

2

Application Number

Filing Date

June 27, 2011

First Named Inventor

Shkedi, Roy

Art Unit

3688 (in parent)

Examiner Name

Champagne (in parent)

Attorney Docket Number

14-PP-CON1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	1	US- 6832207	12-14-2004	Shkedi	
	2	US- 6925440	08-02-2005	Shkedi	
	3	US- 6973436	12-06-2005	Shkedi	
	4	US- 7043531	05-09-2006	Seibel, et al.	
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Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours 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, 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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Complete if Known**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet **2**of **2**

Application Number	
Filing Date	June 27, 2011
First Named Inventor	Shkedi, Roy
Art Unit	3688 (in parent)
Examiner Name	Champagne (in parent)
Attorney Docket Number	14-PP-CON1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	20	US- 20050038702	02-17-2005	Merriman, et al.	
	21	US- 20050131762	06-16-2005	Bharat, et al.	
	22	US- 20050165644	07-28-2005	Beyda, et al.	
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		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

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Sheet 1 of 1

Application Number	
Filing Date	June 27, 2011
First Named Inventor	Shkedi, Roy
Art Unit	3688 (in parent)
Examiner Name	Champagne (in parent)
Attorney Docket Number	14-PP-CON1

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		Number-Kind Code ² (if known)			
		US- 20040059632	03-25-2004	Kang et al.	
		US-			
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		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
		WO2004084109A1	09-30-2004	NHN Corporation		☒
		KR2004099222A	11-26-2004	Echo Marketing Co., Ltd.		☒
		KR20040026167	03-30-2004	IBM Corporation		☒
						☐
						☐
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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours 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, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Roy Shkedi Art Unit : 3688*
Serial No. : _____ Examiner : Champagne*
Filed : June 27, 2011 * In parent Serial No. 11/765,433
Title : Method, computer system, and stored program for causing
delivery of electronic advertisements based on provided profiles

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

Filed via EFS June 27, 2011

PRELIMINARY AMENDMENT

Dear Sir:

In this continuation application, applicant requests entry of the following amendments to the title, specification, and claims and consideration of the following remarks.

Amendment to the Title is on page 2 of this paper.

Amendment to the Specification is on page 3 of this paper.

Amendments to the Claims begin on page 4 of this paper.

Remarks begin on page 12 of this paper.

The application as amended now includes twenty-four (24) total claims, three (3) of which are independent claims. Accordingly, the fees for four (4) extra total claims ($4 \times \$26 = \$104$) and zero (0) extra independent claims ($0 \times \$110 = \$0$), for a total of \$104, are submitted concurrently, in addition to the filing, search, and examination fees.

Amendments

IN THE TITLE:

Please amend the title as follows:

~~Providing Collected Profiles to Media Properties Having Specified Interests~~ Method,
computer system, and stored program for causing delivery of electronic advertisements
based on provided profiles

IN THE SPECIFICATION:

Please amend the paragraph after the CROSS REFERENCE TO RELATED APPLICATIONS header as follows:

This application is a continuation of application Serial No. 11/765,433, filed June 19, 2007, which claims the benefit of provisional application Serial No. 60/805,114, filed June 19, 2006, which is incorporated herein by reference.

IN THE CLAIMS:

Please amend the claims as follows:

1-33. (Cancelled)

34. (New) A method of causing delivery of electronic advertisements based on provided profiles comprising:

- (a) with a computer system automatically tagging a device of a visitor following receipt from an independently controlled profile owner computer of indicia of a profile associated with the visitor, for profiles matching a profile or kind of profiles desired by an entity controlling the computer system;
- (b) wherein the profile owner computer is programmed:
 - (i) to automatically select an electronic-advertising-space-controlling entity based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from different independent entities, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the desired profile or kind of profiles, and
 - (ii) to automatically arrange for electronic storage of a tag that is associated with the visitor and that is readable by an electronic-advertising-space-controlling equipment controlled by the selected entity, which equipment is part of the computer system of part (a) when the selected entity is the entity controlling the computer system; and
- (c) later, with the computer system, automatically checking electronic devices of a multitude of visitors accessing the computer system for the tag readable by the computer system and, when found, automatically causing delivery of a profile-dependent electronic advertisement to the tagged visitor devices.

35. (New) The method of claim 34 wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to

automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity.

36. (New) The method of claim 34 further comprising, after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the tagged visitor devices, which report is provided to the profile owner company.

37. (New) The method of claim 36 wherein electronically reporting comprises automatically placing the tagged visitor devices that are computers in communication with computer equipment controlled by the profile owner, via URL redirection from the computer system when the computer system utilizes the profile to cause delivery of the advertisement.

38. (New) The method of claim 37 wherein URL redirection comprises delivering an advertisement containing a redirection instruction.

39. (New) The method of claim 36 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

40. (New) The method of claim 39 wherein electronically reporting comprises automatically placing the tagged visitor devices that are computers in communication with computer equipment controlled by the profile owner, via URL redirection from the computer system when the computer system utilizes the profile to cause delivery of the advertisement, and identifying comprises placing the tagged visitor computers in communication with one of a plurality of URLs depending on which of the plurality of profiles or kinds of profiles was used in association with delivery of the advertisement.

41. (New) The method of claim 34 further comprising, after parts (a) and (c), with the computer system automatically creating electronic data used to identify a payment amount due to the profile owner company as a result of delivery of the profile-dependent electronic advertisement to the tagged visitor devices.

42. (New) The method of claim 34 wherein the act of automatically causing delivery of a profile-dependent electronic advertisement in part (c) is performed only

when a price for delivery of the profile-dependent electronic advertisement to the tagged visitor devices is higher than a price for delivery to the tagged visitor devices of a first advertisement based on content adjacent to the advertising space into which the first advertisement is delivered.

43. (New) The method of claim 42 further comprising:

(i) wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity;

(ii) after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the tagged visitor computers, which information includes identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement; and

(iii) after parts (a) and (c), with the computer system automatically creating electronic data used to identify a payment amount due to the profile owner company as a result of delivery of the profile-dependent electronic advertisement to the tagged visitor devices.

44. (New) A computer system comprising one or more computers, wherein the one or more computers are programmed and connected:

(a) to automatically tag a device of a visitor following receipt from an independently controlled profile owner computer of indicia of a profile associated with the visitor, for profiles matching a profile or kind of profiles desired by an entity controlling the computer system;

(b) wherein the profile owner computer is programmed:

(i) to automatically select an electronic-advertising-space-controlling entity based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile

supplier with (B) a plurality of stored requests from different independent entities, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the desired profile or kind of profiles, and

(ii) to automatically arrange for electronic storage of a tag that is associated with the visitor and that is readable by an electronic-advertising-space-controlling equipment controlled by the selected entity, which equipment is part of the computer system when the selected entity is the entity controlling the computer system; and

(c) later, to automatically check electronic devices of a multitude of visitors accessing the computer system for the tag readable by the computer system and, when found, to automatically cause delivery of a profile-dependent electronic advertisement to the tagged visitor devices.

45. (New) The computer system of claim 44 wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity.

46. (New) The computer system of claim 44 wherein the one or more computers are further programmed to, after parts (a) and (c), electronically report information about delivery of the advertisement to the tagged visitor devices, which report is provided to the profile owner company.

47. (New) The computer system of claim 46 wherein the one or more computers are programmed to electronically report by automatically placing the tagged visitor devices that are computers in communication with computer equipment controlled by the profile owner, via URL redirection from the computer system when the computer system utilizes the profile to cause delivery of the advertisement.

48. (New) The computer system of claim 46 wherein the one or more computers are programmed to electronically report by further automatically

electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

49. (New) The computer system of claim 44 wherein the one or more computers are further programmed to, after parts (a) and (c), automatically create electronic data used to identify a payment amount due to the profile owner company as a result of delivery of the profile-dependent electronic advertisement to the tagged visitor devices.

50. (New) The computer system of claim 49:

(i) wherein the one or more computers are programmed to automatically cause delivery of a profile-dependent electronic advertisement in part (c) only when a price for delivery of the profile-dependent electronic advertisement to the tagged visitor devices is higher than a price for delivery to the tagged visitor devices of a first advertisement based on content adjacent to the advertising space into which the first advertisement is delivered;

(ii) wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity; and

(ii) wherein the one or more computers are further programmed to, after parts (a) and (c), electronically report information about delivery of the advertisement to the tagged visitor computers, which information includes identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

51. (New) An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to a computer system comprising one or more computers, instruct the one or more computers to perform a method comprising:

- (a) automatically tagging a device of a visitor following receipt from an independently controlled profile owner computer of indicia of a profile associated with the visitor, for profiles matching a profile or kind of profiles desired by an entity controlling the computer system;
- (b) wherein the profile owner computer is programmed:
 - (i) to automatically select an electronic-advertising-space-controlling entity based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from different independent entities, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the desired profile or kind of profiles, and
 - (ii) to automatically arrange for electronic storage of a tag that is associated with the visitor and that is readable by an electronic-advertising-space-controlling equipment controlled by the selected entity, which equipment is part of the computer system of part (a) when the selected entity is the entity controlling the computer system; and
- (c) later automatically checking electronic devices of a multitude of visitors accessing the computer system for the tag readable by the computer system and, when found, automatically causing delivery of a profile-dependent electronic advertisement to the tagged visitor devices.

52. (New) The article of claim 51 wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity.

53. (New) The article of claim 51 wherein the computer-readable instructions instruct the one or more computers to perform a method further comprising, after parts

(a) and (c), electronically reporting information about delivery of the advertisement to the tagged visitor devices, which report is provided to the profile owner company.

54. (New) The article of claim 53 wherein electronically reporting comprises automatically placing the tagged visitor devices that are computers in communication with computer equipment controlled by the profile owner, via URL redirection from the computer system when the computer system utilizes the profile to cause delivery of the advertisement.

55. (New) The article of claim 53 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

56. (New) The article of claim 51 wherein the computer-readable instructions instruct the one or more computers to perform a method further comprising, after parts (a) and (c), automatically creating electronic data used to identify a payment amount due to the profile owner company as a result of delivery of the profile-dependent electronic advertisement to the tagged visitor devices.

57. (New) The article of claim 56 the computer-readable instructions instruct the one or more computers to perform a method:

- (i) wherein the act of automatically causing delivery of a profile-dependent electronic advertisement in part (c) is performed only when a price for delivery of the profile-dependent electronic advertisement to the tagged visitor devices is higher than a price for delivery to the tagged visitor devices of a first advertisement based on content adjacent to the advertising space into which the first advertisement is delivered;

- (ii) wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity;

(iii) further comprising, after parts (a) and (c), electronically reporting information about delivery of the advertisement to the tagged visitor computers, which information includes identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

Remarks

Claims 34-57 are pending; claims 34, 44, and 51 are independent claims. Examination and allowance of the application are respectfully requested.

Claims 1-33 have been cancelled without prejudice. No admission of unpatentability is intended, nor should such an admission be inferred.

New claims 34-57 have been added, are supported by the original specification, and introduce no new matter into the application.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,

ROY SHKEDI

by his attorney

Dated: June 27, 2011

/Louis J. Hoffman/

Louis J. Hoffman

Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.

11811 North Tatum Boulevard

Suite 2100

Phoenix, Arizona 85028

(480) 948-3295

Electronic Patent Application Fee Transmittal				
Application Number:				
Filing Date:				
Title of Invention:		Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman/Donald Hertz		
Attorney Docket Number:		14-PP-CON1		
Filed as Small Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Utility filing Fee (Electronic filing)	4011	1	82	82
Utility Search Fee	2111	1	270	270
Utility Examination Fee	2311	1	110	110
Pages:				
Claims:				
Claims in excess of 20	2202	4	26	104
Miscellaneous-Filing:				
Petition:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				566

Electronic Acknowledgement Receipt	
EFS ID:	10398457
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	27-JUN-2011
Filing Date:	
Time Stamp:	20:42:20
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 566
RAM confirmation Number	6763
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Transmittal of New Application	11-06-27-AlmondNet-PP-CON1-App_Trans.pdf	50992 c1150f12eda03174b8a65a5163c9d20798cefcd8	no	1
Warnings:					
Information:					
2		ProvidingProfiles-Spec-FINAL.pdf	117922 cffa2df0701885ee36b8dd4961e8ca1e391da6c7	yes	29
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Specification		1	22	
	Claims		23	28	
	Abstract		29	29	
Warnings:					
Information:					
3	Drawings-only black and white line drawings	ProvidingProfiles-drawings-FINAL.pdf	524588 415d8ef013f10777a8e3df43dd59fcaab08a688	no	2
Warnings:					
Information:					
4	Oath or Declaration filed	ProvidingProfiles-Declaration-parent.pdf	93664 b0634125ff5f6e818e23f94b936207599c34b76	no	2
Warnings:					
Information:					
5	Transmittal Letter	11-06-27-AlmondNet-PP-CON1-IDS_Cover.pdf	23336 08b25513cd9fef0c62f44e2167dda2cf20daf35a	no	2
Warnings:					
Information:					
6	Information Disclosure Statement (IDS) Form (SB08)	11-06-27-AlmondNet-PP-CON1-IDS.pdf	127675 f0d370c38a18058a54723a286b040cea36290b2d	no	6
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
7	Preliminary Amendment	11-06-27-AlmondNet-ProvProfiles-PrelimAm.pdf	56923 b57db304c54cf97feb13c71c95b30e1c38d96b76	no	12
Warnings:					
Information:					

8	Fee Worksheet (SB06)	fee-info.pdf	36537 9880b0494408ef6d73a269ff062687e9ff58aeb8	no	2
Warnings:					
Information:					
Total Files Size (in bytes):				1031637	
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 13/170,110		Filing Date 06/27/2011		☐ 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), (l), 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 \$ =		OR	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	
AMENDMENT	07/11/2011	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)				
	Total (37 CFR 1.16(i))	* 24	Minus	** 24	= 0	X \$26 =	0	OR	X \$ =			
	Independent (37 CFR 1.16(h))	* 3	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))											
					TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE				
AMENDMENT	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)					
	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$ =		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))											
					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.												

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Legal Instrument Examiner:
/LAWRENCE BRITT JR/



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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/170,110	06/27/2011	2447	566	14-PP-CON1	24	3

CONFIRMATION NO. 3115

FILING RECEIPT



OC000000048639036

26362
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

Date Mailed: 07/12/2011

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Applicant(s)

Roy Shkedi, New York, NY;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CON of 11/765,433 06/19/2007
which claims benefit of 60/805,114 06/19/2006

Foreign Applications (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.)

If Required, Foreign Filing License Granted: 07/07/2011

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/170,110**

Projected Publication Date: 10/20/2011

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles

Preliminary Class

709

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 13/170,110			
APPLICATION AS FILED - PART I									
(Column 1)		(Column 2)		SMALL ENTITY		OTHER THAN SMALL ENTITY			
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)		
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	82		N/A			
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	270		N/A			
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	110		N/A			
TOTAL CLAIMS (37 CFR 1.16(i))	24	minus 20 = *	4	x 26 =	104				
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 = *		x 110 =	0.00				
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$270 (\$135 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				0.00				
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					0.00				
* If the difference in column 1 is less than zero, enter "0" in column 2.						TOTAL	566		
APPLICATION AS AMENDED - PART II									
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)	
	Total (37 CFR 1.16(i))	*	Minus **	=	x	=	x	=	
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x	=	x	=	
	Application Size Fee (37 CFR 1.16(s))								
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))								
TOTAL ADD'L FEE							TOTAL ADD'L FEE		
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)	
	Total (37 CFR 1.16(i))	*	Minus **	=	x	=	x	=	
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x	=	x	=	
	Application Size Fee (37 CFR 1.16(s))								
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))								
TOTAL ADD'L FEE							TOTAL ADD'L FEE		
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.									



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/170,110	06/27/2011	Roy Shkedi	14-PP-CON1

CONFIRMATION NO. 3115

PUBLICATION NOTICE

26362
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028



OC000000050495928

Title:Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles

Publication No.US-2011-0258051-A1

Publication Date:10/20/2011

NOTICE OF PUBLICATION OF APPLICATION

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

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Form PTO-1449 (Modified)
List of Patents and Publications For
Information Disclosure Statement

Serial No.: 13/170,110
Applicant: Shkedi Roy
Filed: 06/27/2011
Art Unit: 3688
Conf. No.: 3115

Page 1 of 2

U.S. PATENT DOCUMENTS

Examiner <u>Initials</u>	<u>Item</u>	Document <u>Number</u>	Publication <u>Date</u>	Name of Patentee <u>or Applicant</u>	Filing Date <u>(if appropriate)</u>
	1	7937383	05/03/2011	Hintze et al.	
	2	7756744	07/13/2010	Schiff et al.	
	3	7725944	05/25/2010	Spalink et al.	
	4	7698422	04/13/2010	Vanderhook et al.	
	5	7360251	04/15/2008	Spalink et al.	
	6	6983379	01/03/2006	Spalink et al.	
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	8	20110167043	07/07/2011	Hintze et al.	
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	10	20100198705	08/05/2010	Spalink et al.	
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	17	20050120091	06/02/2005	Casais	
	18	20020112013	08/15/2002	Walsh	
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	26	20110035256	02/10/2011	Shkedi	
	27	20090172728	07/02/2009	Shkedi	
	28	20090172723	07/02/2009	Shkedi	
	29	20090049468	02/19/2009	Shkedi	

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_____	30 KR2001-0096343	11/07/2001	MyOne Card Corp.	Yes

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
_____	31	KERWIN; "NY Times Web Site Lets Advertisers Get Personal: Profile Info From Users Allows Ads to be Highly Targeted;" Advertising Age; July 14, 1997.

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(71) 출원인 디앰에스랩 주식회사
현진석
서울 강남구 역삼1동 645 -18 동북빌딩 2층

(72) 발명자 현진석
서울특별시영등포구신길동삼환아파트106동1102호

(74) 대리인 박대진
정은섭

심사청구 : 있음

(54) 고객 성향 분석정보 획득 시스템 및 방법

요약

본 발명은 고객 성향 분석정보 획득 시스템 및 방법에 관한 것으로서, 제휴된 인터넷 포탈 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 공동 마케팅 및 타겟 마케팅을 행할 수 있도록 한다.

대표도

도 1

색인어

이용자성향 사이트현황 타겟마케팅 공동마케팅 쿠키셋

명세서

도면의 간단한 설명

도 1은 본 발명에 의한 고객 성향 분석 정보 획득 방법을 구현하기 위한 구성도이다.

도 2는 본 발명에 의한 고객 성향 분석 정보 획득 방법을 설명하기 위한 흐름도이다.

도 3은 본 발명에 의한 사이트 현황정보로써 시간대별 이용자 프로파일 현황을 나타낸 예시도이다.

도 4는 본 발명에 의한 사이트 현황정보로써 계층서비스별 이용자 프로파일 현황을 나타낸 예시도이다.

도 5는 도 2의 이용자 성향 분석 과정을 나타낸 흐름도이다.

도 6은 본 발명에 의해 이용자를 유사성향 그룹으로 정의한 상태를 나타낸 예시도이다.

- 도면의 주요부분에 대한 부호의 설명 -

10 : 인증서버 20 : 웹서버

30 : 고객DB 40 : 로그서버

50 : 분석DB 60 : 현황분석서버

70 : 고객정보 추출서버 80 : 성향분석서버

100 : 고객서버

발명의 상세한 설명

발명의 목적

발명이 속하는 기술 및 그 분야의 종래기술

본 발명은 고객 성향 분석정보 획득 시스템 및 방법에 관한 것으로서, 보다 상세하게는 제휴된 인터넷 포털 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 공동 마케팅 및 타겟 마케팅을 행할 수 있도록 한 고객 성향 분석정보 획득 시스템 및 방법에 관한 것이다.

인터넷 분야에서 고객을 확보하는 방법이란 인터넷 포털 또는 일반 기업이 회원을 확보하는 방법을 의미하는 것으로서, 일반적으로 회원을 확보하는 방법은 직접 회원에게 이익을 주고 회원 가입을 유도하는 것이 일반적이다. 그 예로는 다양한 콘텐츠를 제공하고 회원을 확보하는 방법이나 광고를 보면 금전적으로 혜택을 주어서 회원을 확보하는 방법이나 또는 무료 e-mail을 제공함으로써 회원을 확보하는 방법 등이 있다.

이와 같은 종래의 회원을 확보하기 위한 방법의 특징은 고객과의 직접적인 접촉 하에서 고객정보를 획득하는 것으로써 고객에게 이익을 직접적으로 제공해야 하기 때문에 금전적인 부담이 많이 든다는 문제점이 있다. 보통 1인당 고객을 획득하는 비용은 적게는 수 천원부터 수 만원이 든다.

또한, 인터넷 포털 사이트가 회원을 확보하게 되면 이를 기반으로 다양한 사업을 하는데 광고 영업의 경우 페이지뷰 기준으로 광고 영업을 하기 때문에 실제로 회원이나 방문자가 실제로 그 배너 광고를 보는지는 알 수 없는 문제이다. 따라서, 이를 해결하기 위해 좀 더 발전시킨 방법이 콘텐츠 타겟팅과 프로파일 타겟팅 방법인데 이 또한 매스마케팅 기반이라서 이루어지기 때문에 고객 일대일 기반으로 개인 성향에 맞추어 광고를 할 수는 없는 문제점이 있다.

따라서, 결국 광고 수입은 페이지뷰에 근거한 고정액으로 제약될 수밖에 없고, 더 높은 광고 수입을 기대할 수는 없는 문제점이 있다.

발명이 이루고자 하는 기술적 과제

본 발명은 상기와 같은 문제점을 해결하기 위해 창작된 것으로서, 본 발명의 목적은 제휴된 인터넷 포탈 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 제휴 업체간 공동 마케팅 및 이용자에 대한 타겟 마케팅을 행할 수 있도록 한 고객 성향 분석정보 획득방법을 제공함에 있다.

발명의 구성 및 작용

상기와 같은 목적을 실현하기 위한 본 발명의 고객 성향 분석 정보 획득 시스템은 각 사이트에서 각종 컨텐츠, 커뮤니티, 전자상거래를 서비스하는 웹서버와, 각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB와, 웹서버에 접속하는 사용자를 고객DB의 정보와 비교하여 인증하는 인증서버와, 웹서버에 접속한 사용자의 로그정보를 저장하는 로그서버와, 로그서버의 정보와 사이트 고객DB를 통해 이용자 중심으로 모델링하여 저장하는 분석DB와, 분석DB의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버와, 분석DB의 데이터를 기반으로 성향분석을 수행하는 성향 분석서버와, 분석DB의 데이터를 분석하고 저장하여 고객서버로 인터넷을 통해 전송하는 고객정보 추출서버와, 각 사이트의 고객정보 추출서버로부터 전송 받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버로 이루어진 것을 특징으로 한다.

또한, 고객 성향 분석 정보 획득 방법은 각 사이트에서 요구하는 솔루션의 내용에 따라 각 사이트에서 제공하는 서비스를 분류하여 표준 분류체계로 맵핑하는 단계와, 이용자가 각 사이트에 방문할 때 웹 로그와 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹 서버 환경별 로그 형태를 설계하는 단계와, 설계된 로그 정보를 통합하여 데이터를 로그서버로 전송하여 로그 데이터베이스에 저장하는 단계와, 로그서버에 저장된 로그 정보를 이용자 중심으로 모델링하여 분석DB를 구축하는 단계와, 분석DB의 데이터를 기반으로 현황분석서버를 통해 사이트 현황정보와 성향분석서버를 통해 이용자 성향을 분석하는 단계와, 각 사이트에서 분석된 데이터를 고객정보 추출서버를 통해 인터넷으로 고객 서버로 전송하는 단계와, 고객 서버에 저장된 각 사이트의 이용자 성향 및 행태 정보로 통합 이용자 성향을 분석하는 단계와, 통합 이용자 성향 분석 정보를 각 사이트에 전송하여 공동 마케팅 및 타겟 마케팅을 수행하도록 하는 단계로 이루어진 것을 특징으로 한다.

또한, 위에서 이용자 성향 분석을 할 때 사이트에서 제공되는 서비스를 일정한 분류체계를 정리하는 단계와, 분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출하는 단계와, 클러스터링 알고리즘을 이용하여 유사한 성향을 가지는 이용자들을 그룹핑하여 세부집단을 분류하고 정의하는 단계로 이루어진 것을 특징으로 한다.

위와 같이 이루어진 본 발명은 각각의 인터넷 포탈 사이트를 대상으로 공동 마케팅 제휴 네트워크를 구축하고 제휴된 인터넷 포탈 사이트에게 사이트에서 원하는 사이트의 현황정보와 이용자 성향 정보를 각각의 사이트에 제공하면서 획득한 이용자 성향 정보를 통해 통합적인 이용자 성향 정보를 분석하여 다시 제휴된 네트워크에 제공하면서 회원고객을 획득함으로써 제휴된 인터넷 기업들과 공동 마케팅 사업 및 타겟 마케팅을 수행할 수 있도록 한다.

이하, 본 발명의 바람직한 실시예를 첨부된 도면을 참조하여 설명한다. 또한 본 실시예는 본 발명의 권리범위를 한정하는 것은 아니고, 단지 예시로 제시된 것이다.

도 1은 본 발명에 의한 고객 성향 분석 정보 획득 방법을 구현하기 위한 구성도이다.

여기에 도시된 바와 같이 각 사이트에서 각종 컨텐츠, 커뮤니티, 전자상거래를 서비스하는 웹서버(20)와, 각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB(30)와, 웹서버(20)에 접속하는 사용자를 고객DB(30)의 정보와 비교하여 인증하는 인증서버(10)와, 웹서버(20)에 접속한 사용자의 로그정보를 저장하는 로그서버(40)와, 로그서버(40)의 정보와 사이트 고객DB(30)를 통해 이용자 중심으로 모델링하여 저장하는 분석DB(50)와, 분석DB(50)의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버(60)와, 분석DB(40)의 데이터를 기반으로 성향분석을 수

행하는 성향분석서버(80)와, 분석DB(50)의 데이터를 분석하고 저장하여 고객서버(100)로 인터넷(90)을 통해 전송하는 고객정보 추출서버(70)와, 각 사이트의 고객정보 추출서버(70)로부터 전송받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버(100)로 이루어진다.

위에서 현황분석서버(60)는 사용자들이 접속하여 로그정보와 분석된 사용자 정보를 조회할 수 있도록 구성된다.

위와 같이 이루어진 본 발명의 고객 성향 분석 정보 획득 시스템에 의한 고객 성향 분석 정보 획득 방법을 설명하기 위해 도 2에 도시된 흐름도를 참조하여 설명하면 다음과 같다.

먼저, 인터넷 업계의 전문 포털 중심으로 공동마케팅 제휴 계약을 통해 각 사이트에서 원하는 각 사이트의 현황분석이나 이용자 성향 분석 정보 등의 솔루션을 제공하면서 얻게 되는 각 사이트의 현황분석이나 이용자 성향 분석 정보를 제공받을 수 있도록 선행 작업이 이루어져야 한다.

웹서버(20)를 통해 각종 콘텐츠나, 커뮤니티, 전자상거래 등의 서비스를 제공하는 각 사이트에서 원하는 정보의 내용과 사이트의 전반적인 사이트의 시스템 상황을 분석하고 정의한다(S10).

그런다음, 각 사이트에서 제공하는 콘텐츠, 커뮤니티, 상거래 아이템을 각각 분류하고 표준 분류체계에 따라 맵핑한다(S20).

이후, 이용자가 각 사이트에 방문하게 되면 남게 되는 웹 로그에 남게 되는데 이때 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹서버(20)의 환경별 로그 형태를 설계하여 최적화 한다(S30). 이때 이용자들의 신원을 확보할 때 각 사이트의 이용자들의 허락을 받아서 확보하게 된다.

이와 같이 각 사이트에 방문하는 다수의 이용자가 방문하여 제공하는 서비스를 이용하거나 접속할 때 남기는 웹 로그들과 쿠키셋을 통해 설계된 로그 형태대로 정보를 통합하여 각 인터넷 사이트의 부하 정도를 고려하여 사용자가 많이 접속하지 않는 새벽에 스케줄링된 작업을 수행하여 자동으로 데이터를 로그서버(40)로 전송하여 로그 데이터베이스에 저장한다(S40).

이와 같이 로그서버(40)에 저장된 로그 정보는 데이터 과잉기술을 이용하여 이용자 중심으로 모델링하여 분석DB(50)를 구축한다(S50).

즉, 이용자들에 대한 등록데이터, 등록된 관심사, 클릭스트림, 선호 콘텐츠, 가입커뮤니티, 구매성향 등을 저장한다.

그런다음, 분석DB(50)의 데이터를 기반으로 현황분석서버(60)를 통해 사이트 현황정보를 분석한다(S60).

사이트 현황 정보는 사이트에 접속한 기간에 대한 현황 즉, 시간대, 요일, 월, 분기별로 제공하며, 이용자의 상태 즉, 회원과 비회원, 신규회원과 기존회원, 우량, 일반, 휴면, 이탈회원 등 최근 방문일, 방문주기 등을 제공하고, 이용자의 프로파일 현황으로 성별, 연령, 직업, 지역 등을 제공한다. 또한, 제공서비스별 현황으로 콘텐츠, 커뮤니티, 상거래 등의 현황을 제공한다.

위와 같은 사이트 현황 정보를 예를 들면, 도 3에 도시된 바와 같이 시간대별 이용자 프로파일 현황을 제공하거나 도 4에 도시된 바와 같이 제공서비스별 이용자 프로파일 현황 즉, 건강정보에 접속한 이용자의 프로파일 현황, 뉴스정보에 접속한 이용자의 프로파일 현황을 제공한다. 그리고, 콘텐츠 분류별 이용자 프로파일 현황 등을 제공하게 된다.

또한, 분석DB(50)의 데이터를 기반으로 성향분석서버(80)를 통해 이용자 성향을 분석한다(S70).

이용자 성향 분석은 도 5에 도시된 바와 같이 먼저, 사이트에서 제공되는 서비스 즉, 콘텐츠, 커뮤니티, 상거래 상품 등에 따라 일정한 분류체계에 따라 정리한다(S702). 이때 누락된 자료는 재정리하여 정제된 자료를 확보한다.

그런다음, 분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출한다(S704).

위와 같이 도출된 개인별 성향은 클러스터링 알고리즘을 이용하여 도 6과 같이 유사한 성향을 가지는 이용자들을 그룹핑하여 유사한 성향을 가지는 수십 개의 세부집단을 분류하고 정의한다(S706).

이와 같이 각 사이트에서 분석된 데이터를 고객정보 추출서버(70)로 보내면 인터넷(90)을 통해 고객서버(100)로 전송된다(S80).

그러면, 고객서버(100)는 각 사이트에서 전송된 사이트의 현황 분석정보나 이용자 성향 분석정보, 항해 정보를 통해 고객 정보를 획득한 후 이 정보를 통합하여 통합적인 이용자 성향을 분석한다(S90).

이와 같이 통합적으로 분석된 이용자 성향 분석 정보는 다시 각 사이트에 제공되어 이용자의 성향을 세부적인 집단으로 분류하여 각 집단에 적합한 일대일 타겟팅 광고가 가능하고 각각 제휴된 각 사이트간에 공동 마케팅을 수행할 수 있게 된다(S100).

이렇게 각 사이트에서 원하는 요구사항에 따라 사이트 현황 분석 및 이용자 성향을 분석하면서 획득하는 각 사이트에 가입된 수십만의 이용자를 정보를 통합하여 통합적인 이용자 성향을 분석함으로써 정확한 이용자의 성향을 기반으로 체계적인 이용자를 관리할 뿐만 아니라 일대일 마케팅을 수행할 수 있게 된다.

발명의 효과

상기한 바와 같이 본 발명은 직접 고객과 인터넷에서 접촉하여 고객 정보를 획득하는 것이 아니고, 인터넷 기업에게 사이트의 현황 분석 정보 및 이용자 성향 분석 정보 등의 솔루션 제공을 하고 이의 대가로 각 사이트의 고객의 허가를 받아서 고객 정보를 획득하는 간접적인 방식으로 고객의 성향 정보를 획득하여 통합적인 이용자의 성향을 분석하고 분석된 정보를 제공함으로써 제휴된 인터넷 기업들과 공동 마케팅 사업 및 일대일 타겟팅 광고를 수행할 수 있도록 하는 효과가 있다.

또한, 일대일 솔루션을 제공받아서 고객에게 원투원 마케팅을 할 수 있어 개인화된 콘텐츠를 제공할 수 있으며, 성향 분석에 의한 타겟팅을 할 수 있으므로 클릭 기준으로 광고 계약할 수 있고 더 높은 광고 수입을 기대할 수 있는 이점이 있다.

한편, 간접적인 방법으로 이용자의 정보를 확보하기 때문에 이용자의 정보를 확보하기 위해 소요되는 비용을 줄일 수 있으며 제휴 사이트간 네트워크를 구축함으로써 이용자 정보를 기준으로 다양한 공동 마케팅 사업을 할 수 있는 이점이 있다.

그리고, 통합된 이용자 성향 분석 및 제휴 사이트의 폭이 넓고 깊이가 깊은 매체를 통하여 광고주에게 원하는 타겟팅 광고를 구성구성에 구사할 수 있는 이점이 있다.

(57) 청구의 범위

청구항 1.

각 사이트에서 각종 서비스를 제공하는 웹서버와,

각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB와,

웹서버에 접속하는 사용자를 고객DB의 정보와 비교하여 인증하는 인증서버와,

웹서버에 접속한 사용자의 로그정보를 저장하는 로그서버와,
로그서버의 정보와 사이트 고객DB를 통해 이용자 중심으로 모델링하여 저장하는 분석DB와,
분석DB의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버와,
분석DB의 데이터를 기반으로 성향분석을 수행하는 성향분석서버와,
분석DB의 데이터를 분석하고 저장하여 고객서버로 인터넷을 통해 전송하는 고객정보 추출서버와,
각 사이트의 고객정보 추출서버로부터 전송받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여
각 사이트로 다시 제공하는 고객서버
로 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 시스템.

청구항 2.

제 1항에 있어서, 상기 현황분석서버는 사용자들이 로그정보와 분석된 사용자 정보를 조회할 수 있도록 구성된 것을 특징으로 하는 고객 성향 분석 정보 획득 시스템.

청구항 3.

각 사이트에서 요구하는 솔루션의 내용에 따라 각 사이트에서 제공하는 서비스를 분류하여 표준 분류체계로 맵핑하는 단계와,

이용자가 각 사이트에 방문할 때 웹 로그와 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹 서버 환경별 로그 형태를 설계하는 단계와,

설계된 로그 정보를 통합하여 데이터를 로그서버로 전송하여 로그 데이터베이스에 저장하는 단계와,

로그서버에 저장된 로그 정보를 이용자 중심으로 모델링하여 분석DB를 구축하는 단계와,

분석DB의 데이터를 기반으로 현황분석서버를 통해 사이트 현황정보와 성향분석서버를 통해 이용자 성향을 분석하는 단계와,

각 사이트에서 분석된 데이터를 고객정보 추출서버를 통해 인터넷으로 고객 서버로 전송하는 단계와,

고객 서버에 저장된 각 사이트의 이용자 성향 및 항해 정보로 통합 이용자 성향을 분석하는 단계와,

통합 이용자 성향 분석 정보를 각 사이트에 전송하여 공동 마케팅 및 타겟 마케팅을 수행하도록 하는 단계

를 포함하여 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

청구항 4.

제 3항에 있어서, 상기 이용자 성향을 분석하는 단계는

사이트에서 제공되는 서비스를 일정한 분류체계를 정리하는 단계와,

분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출하는 단계와,

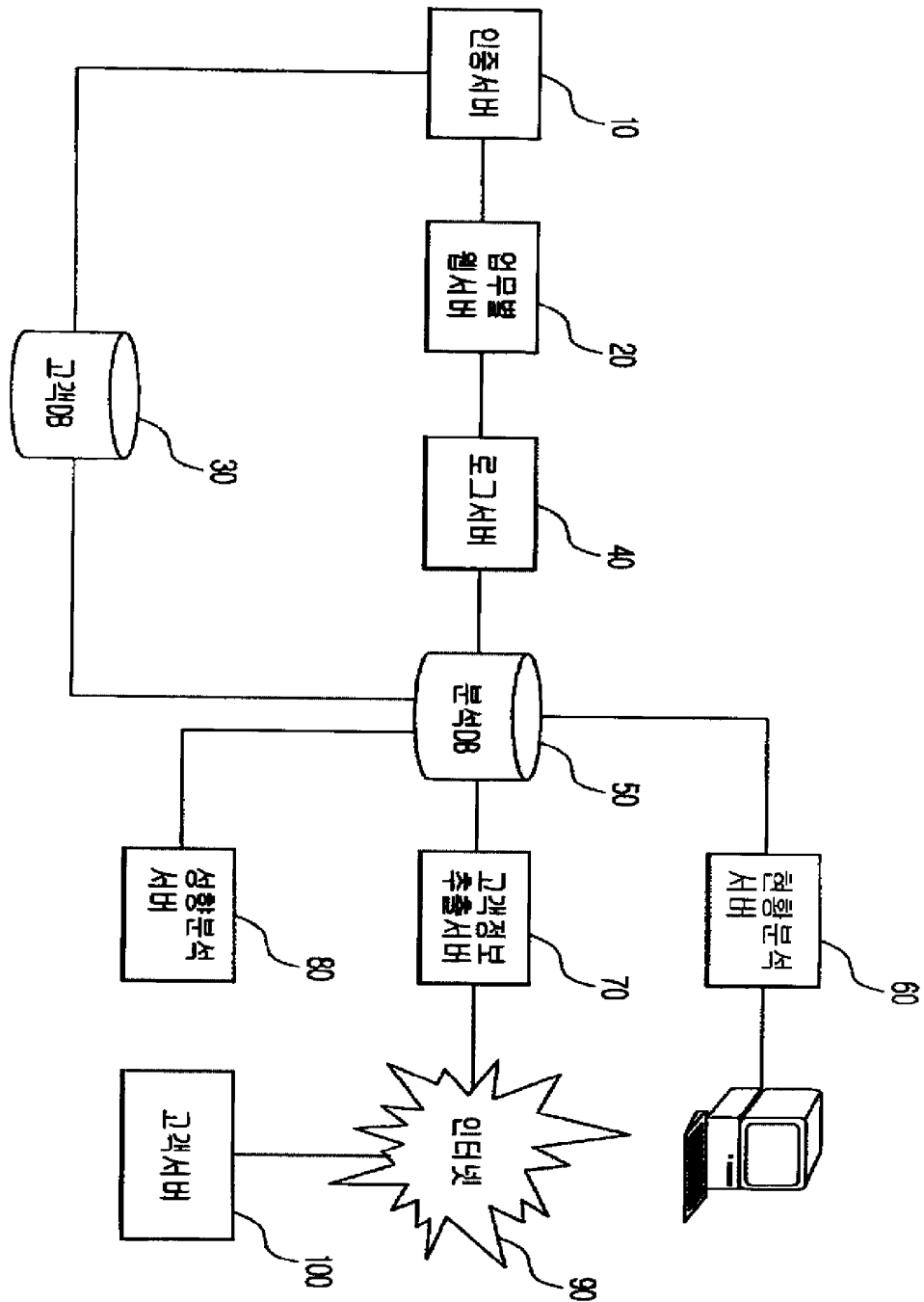
클러스터링 알고리즘을 이용하여 유사한 성향을 가지는 이용자들을 그룹핑하여 세부집단을 분류하고 정의하는 단계
를 포함하여 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

청구항 5.

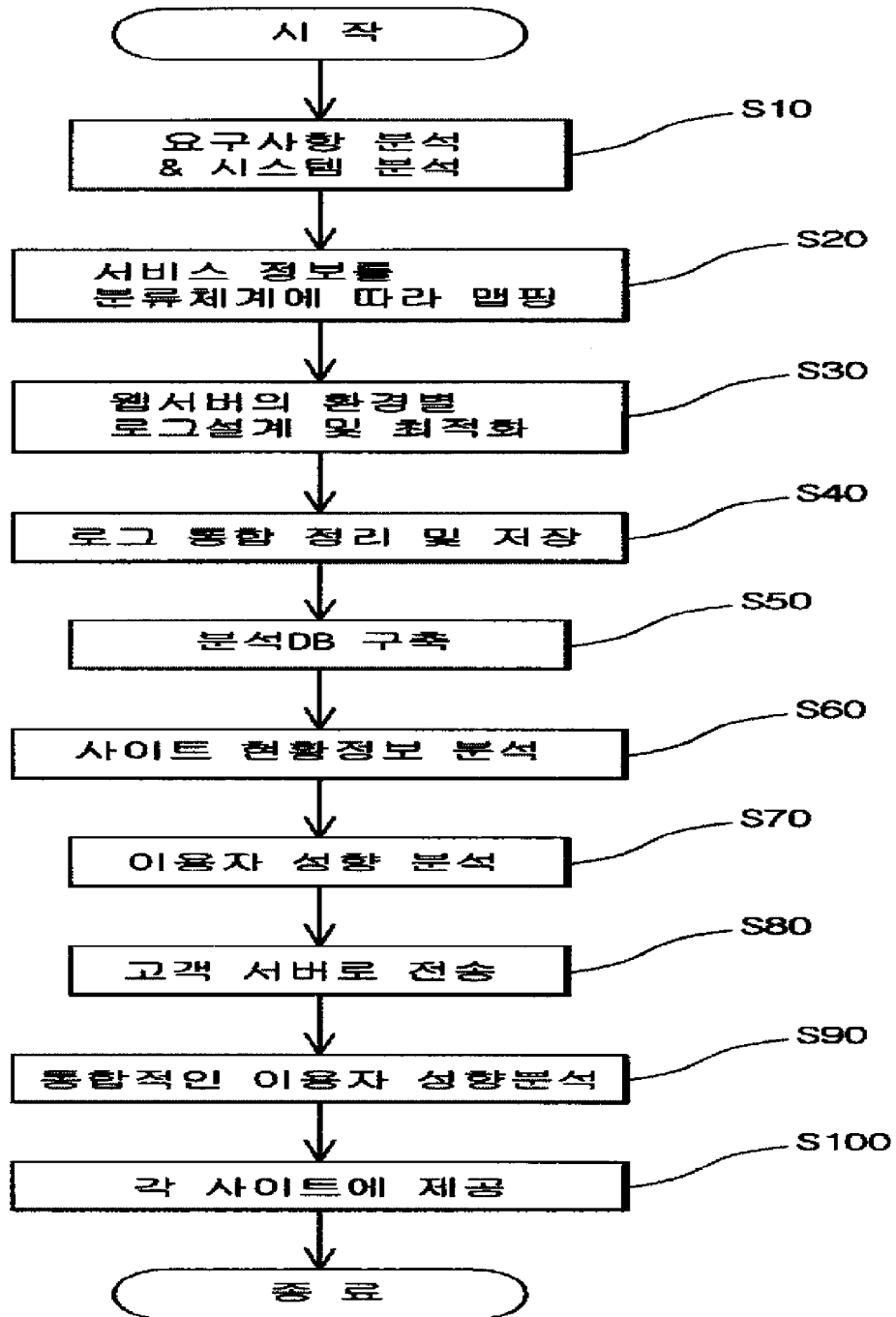
제 3항에 있어서, 상기 사이트 현황 정보는 사이트에 접속한 기간 현황과, 이용자의 상태 현황과, 이용자의 프로필 현황과, 제공서비스별 현황 중 어느 하나 이상인 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

도면

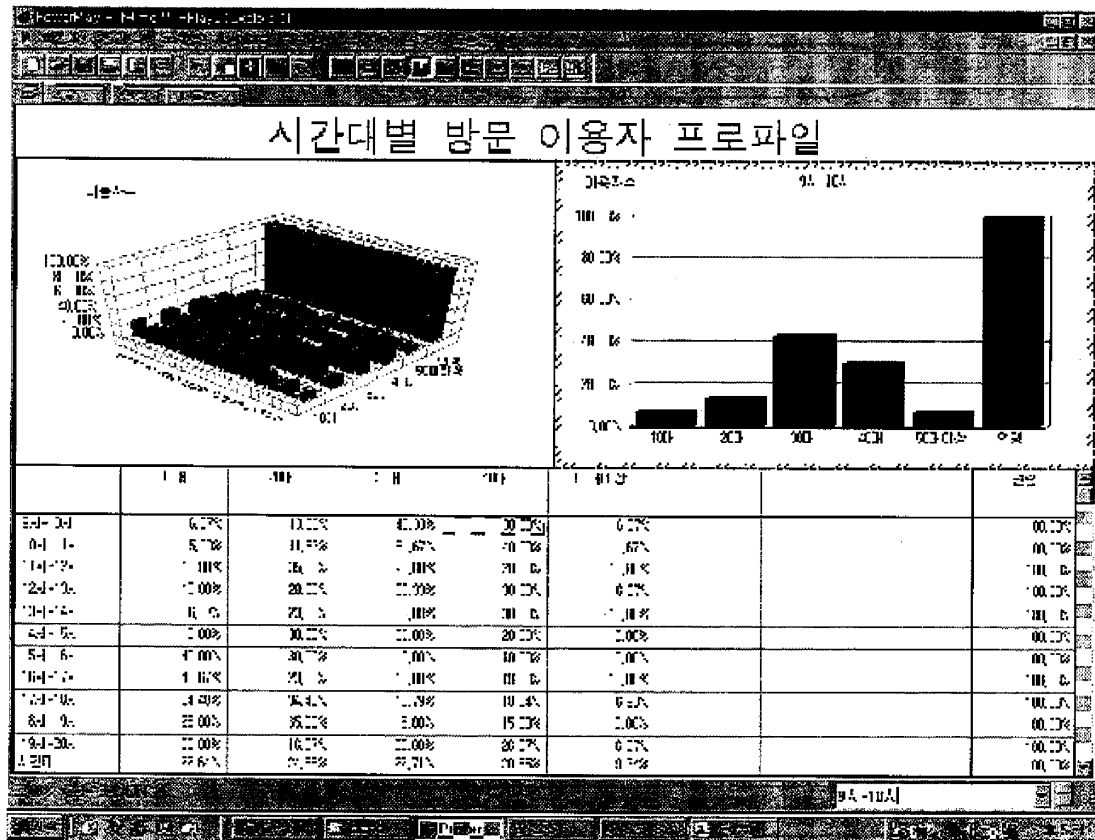
도면 1



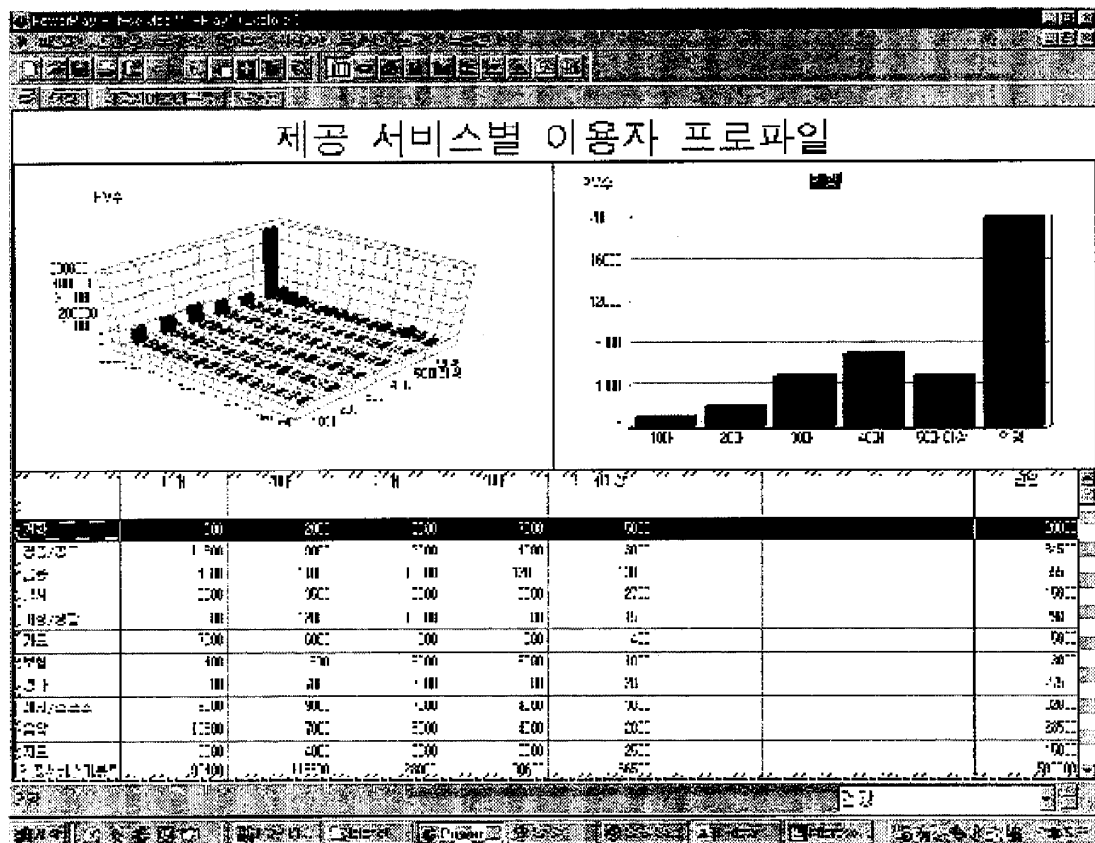
도면 2



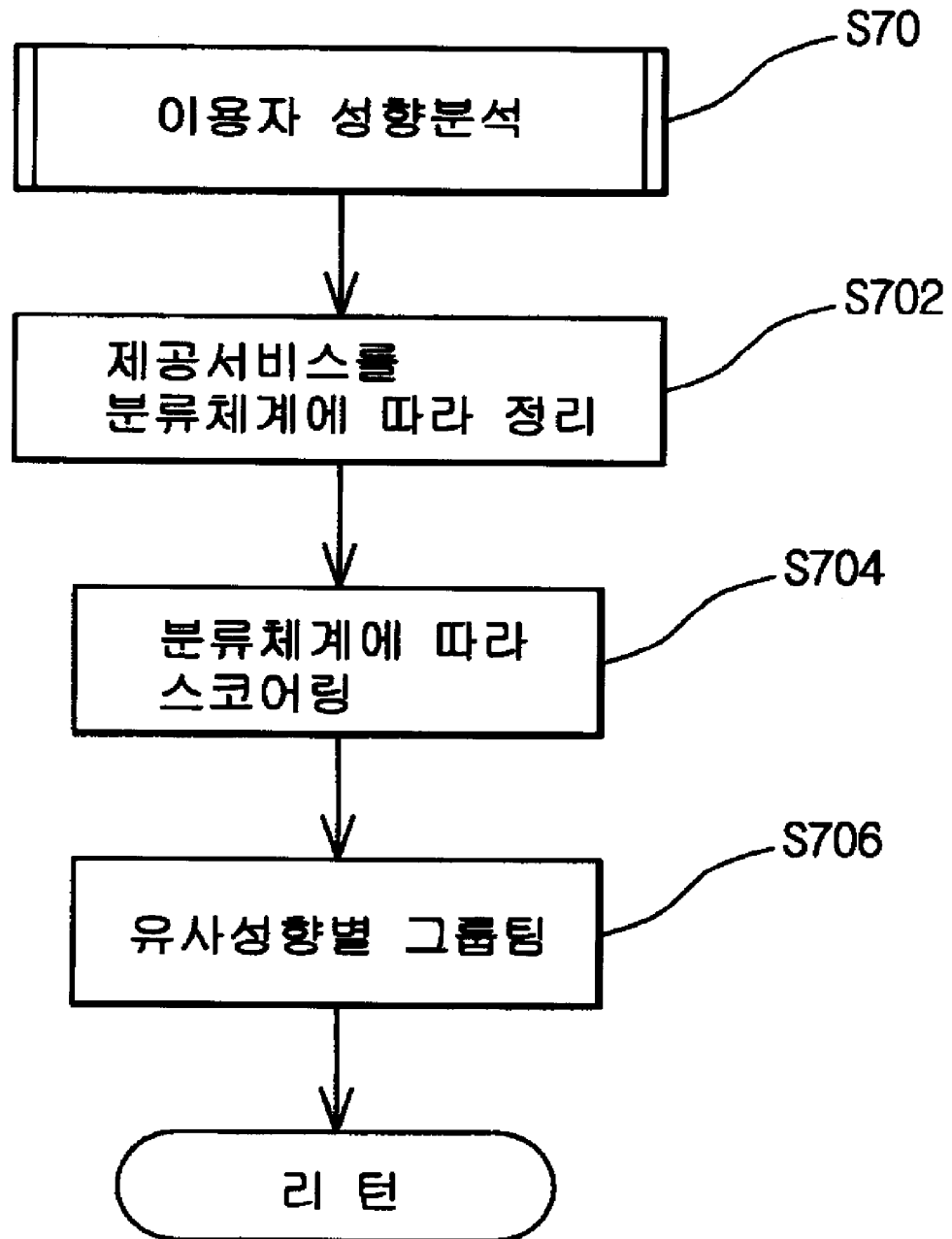
도면 3



도면 4



도면 5



도면 6

[illegible]

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Inventor	HYUN, JinSok
Applicant	MyOne Card Corp.
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요약

본 발명은 고객 성향 분석정보 획득 시스템 및 방법에 관한 것으로서, 제휴된 인터넷 포털 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 공동 마케팅 및 타겟 마케팅을 행할 수 있도록 한다.

Abstract

The invention relates to the system for obtaining analysis information of user propensity and method. And in the cooperated internet portal site, by its unification, the propensity analysis information of the user which gets while offering solution including the status information of site and tendency information of user etc. being analyzed and again offering to the affiliated site co-marketing and target marketing are done.

대표도면

도면. 1

Representative drawing

Fig. 1

키워드

이용자성향 사이트현황 타겟마케팅 공동마케팅 쿠키셋

Keyword(s)

User inclination site present condition target marketing co-marketing cookie set

명세서

Description

■ 배경기술

본 발명은 고객 성향 분석정보 획득 시스템 및 방법에 관한 것으로서, 보다 상세하게는 제휴된 인터넷 포털 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 공동 마케팅 및 타겟 마케팅을 행할 수 있도록 한 고객 성향 분석정보 획득 시스템 및 방법에 관한 것이다.

■ Background Art

The invention relates to the system for obtaining analysis information of user propensity and method, more specifically, to co-marketing, the system for obtaining analysis information of user propensity and the method doing the target marketing it again offers to the affiliated site the propensity analysis information of the user which gets solution including the status information of site and tendency information of user etc. is offered to the cooperated internet portal site are analyzed its unification.

인터넷 분야에서 고객을 확보하는 방법이란 인터넷 포털 또는 일반 기업이 회원을 확보하는 방법을 의미하는 것으로서, 일반적으로 회원을 확보하는 방법은 직접 회원에게 이익을 주고 회원 가입을 유도하는 것이 일반적이다. 그 예로는 다양한 콘텐츠를 제공하고 회원을 확보하는 방법이나 광고를 보면 금전적으로 혜택을 주어서 회원을 확보하는 방법이나 또는 무료 e-mail을 제공함으로써 회원을 확보하는 방법 등이 있다.

It is general that in the internet field, the method for securing client implies the method in which the internet portal or the private enterprise secures the members. It directly decreases the benefit to the members and the method for generally securing the members induces join. For example, method etc. in other words have as the method for offering the various contents and securing the members or the method it monetaries

if advertisement is at looked, for the benefit being given and securing the members secures the members by offering no charge e-mail.

이와 같은 종래의 회원을 확보하기 위한 방법의 특징은 고객과의 직접적인 접촉 하에서 고객정보를 획득하는 것으로서 고객에게 이익을 직접적으로 제공해야 하기 때문에 금전적인 부담이 많이 든다는 문제점이 있다. 보통 1인당 고객을 획득하는 비용은 적게는 수 천원부터 수 만원이 든다.

In the feature of the method for securing this kind of the conventional members, the problem that the burden it monetaries, because with getting the customer information under the direct contact with client it directly has to offer the benefit to client very much comes in has. Normal, in the cost getting 1 ophryon client, the number ten thousand won at the least comes in from the number thousand won.

또한, 인터넷 포탈 사이트가 회원을 확보하게 되면 이를 기반으로 다양한 사업을 하는데 광고 영업의 경우 페이지뷰 기준으로 광고营업을 하기 때문에 실제로 회원이나 방문자가 실제로 그 배너 광고를 보는지는 알 수 없는 문제이다. 따라서, 이를 해결하기 위해 좀 더 발전시킨 방법이 콘텐츠 타겟팅과 프로파일 타겟팅 방법인데 이 또한 매스마케팅 기반이라서 이루어지기 때문에 고객 일대일 기반으로 개인 성향에 맞추어 광고를 할 수 없는 문제점이 있다.

Moreover, it is therefore the advertisement business the problem whether the members or visitor in fact in fact looks at the banner ad or not of knowing in case of the advertisement business to the page view standards to the various business based on this if the internet portal site secures the members. Therefore, there is a problem that it gives an order with the client one-to-one basis with the individual inclination in order to solve this because the contents targeting and profile targeting method but the method which it little more develops is included a, moreover, the mass marketing *** west and it cannot advertise.

따라서, 결국 광고 수입은 페이지뷰에 근거한 고정액으로 계약될 수밖에 없고, 더 높은 광고 수입을 기대할 수는 없는 문제점이 있다.

Therefore, in conclusion, there is a problem that the advertisement income cannot help being contracted to the fixative basing on on the page view. The higher advertisement income cannot be expected.

■ 발명의 내용

발명의 효과

상기한 바와 같이 본 발명은 직접 고객과 인터넷에서 접촉하여 고객 정보를 획득하는 것이 아니고, 인터넷 기업에게 사이트의 현황 분석 정보 및 이용자 성향 분석 정보 등의 솔루션 제공을 하고 이의 대가로 각 사이트의 고객의 허가를 받아서 고객 정보를 획득하는 간접적인 방식으로 고객의 성향 정보를 획득하여 통합적인 이용자의 성향을 분석하고 분석된 정보를 제공함으로써 제휴된 인터넷 기업들과 공동 마케팅 사업 및 일대일 타겟팅 광고를 수행할 수 있도록 하는 효과가 있다.

■ Summary of invention

Effects of the invention

As described above, the present invention has the effect that it directly touches in client and internet and the customer information is not gotten, but the internet enterprises in which the tendency information of client is gotten to the indirect mode in which the solution supply including the analysis of current situation information and user propensity analysis information of site etc. is to the internet enterprise and the authorization of the client of each site is received as this cost and getting the customer information and analyzing the inclination of the user unificationals, and which are cooperated by providing the analyzed information, the co-marketing business and one-to-one targeting advertisement are proceed.

또한, 일대일 솔루션을 제공받아서 고객에게 원투원 마케팅을 할 수 있어 개인화된 콘텐츠를 제공할 수 있으며, 성향 분석에 의한 타겟팅을 할 수 있으므로 클릭 기준으로 광고 계약할 수 있고 더 높은 광고 수입을 기대할 수 있는 이점이 있다.

Moreover, there can be the advantage contracting advertisement and expect the higher advertisement income as the click standards by the inclination analysis the contents which the one-to-one solution is provided can be offered.

한편, 간접적인 방법으로 이용자의 정보를 확보하기 때문에 이용자의 정보를 확보하기 위해 소요되는 비용을 줄일 수 있으며 제휴 사이트간 네트워크를 구축함으로써 이용자 정보를 기준으로 다양한 공동 마케팅 사업을 할 수 있는 이점이 있다.

In the meantime, there can be the advantage which can run a business based on the user information the various co-marketing by driving away network between the affiliated site while reducing the cost which is required in order to secure the information of user because of securing the information of user as the indirect method.

그리고, 통합된 이용자 성향 분석 및 제휴 사이트의 폭이 넓고 깊이가 깊은 매체를 통하여 광고주에게 원하는 타겟팅 광고를 구석구석에 구사할 수 있는 이점이 있다.

And the advantage can have at one's beck and call has the desired targeting advertisement through the media in which the width of the affiliated site and the integrated user inclination analysis widens and depth deeps to advertiser in every nook and corner.

■ 도면에 대한 간단한 설명

도 1은 본 발명에 의한 고객 성향 분석 정보 획득 방법을 구현하기 위한 구성도이다.

도 2는 본 발명에 의한 고객 성향 분석 정보 획득 방법을 설명하기 위한 흐름도이다.

도 3은 본 발명에 의한 사이트 현황정보로써 시간대별 이용자 프로파일 현황을 나타낸 예시도이다.

도 4는 본 발명에 의한 사이트 현황정보로써 제공서비스별 이용자 프로파일 현황을 나타낸 예시도이다.

도 5는 도 2의 이용자 성향 분석 과정을 나타낸 흐름도이다.

도 6은 본 발명에 의해 이용자를 유사성향 그룹으로 정의한 상태를 나타낸 예시도이다.

- 도면의 주요부분에 대한 부호의 설명 -

10: 인증서버 20: 웹서버

30: 고객DB 40: 로그 서버

50: 분석DB 60: 현황분석서버

70: 고객정보 추출서버 80: 성향분석서버

100: 고객서버

■ 기술적 과제

본 발명은 상기와 같은 문제점을 해결하기 위해 창작된 것으로서, 본 발명의 목적은 제휴된 인터넷 포탈 사이트에서 사이트의 현황정보와 이용자의 성향 정보 등의 솔루션을 제공하면서 획득한 이용자의 성향 분석 정보들을 통합적으로 분석하여 다시금 제휴 사이트에 제공함으로써 제휴 업체간 공동 마케팅 및 이용자에 대한 타겟 마케팅을 행할 수 있도록 한 고객 성향 분석정보 획득방법을 제공함에 있다.

■ 발명의 구성 및 작용

상기와 같은 목적을 실현하기 위한 본 발명의 고객 성향 분석 정보 획득 시스템은 각 사이트에서 각종 컨텐츠, 커뮤니티, 전자상거래를 서비스하는 웹서버와, 각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB와, 웹서버에 접속하는 사용자들 고객DB의 정보와 비교하여 인증하는 인증서버와, 웹서버에 접속한 사용자의 로그정보를 저장하는 로그서버와, 로그서버의 정보와 사이트 고객DB를 통해 이용자 중심으로 모델링하여 저장하는 분석DB와, 분석DB의 데이터를 기반으로 사이트의 현

■ Brief explanation of the drawing

Fig. 1 the configuration diagram for embodying the user trend analysis method for achieving information.

Figure 2 is flowchart for illustrating the user trend analysis method for achieving information.

Figure 3 is an example diagram showing the time slot user profile present condition with the site status information.

Figure 4 is an example diagram showing the service offered user profile present condition with the site status information.

Figure 5 is flowchart showing the user inclination analysis process of fig. 2.

The example diagram showing the state defining user with the fig. 6 silver the invention as the similarity flavor group.

Description - of the denotation about the main part of - drawing.

10: certificate server 20: web server.

30: client DB 40: log server.

50: analysis DB 60: analysis of current situation server.

70: customer information extraction server 80: inclination analysis server.

100: customer server.

■ Technical Task

The invention provides the status information of the site in the internet portal site which is to solve problems described in the above created, and the object of the present invention is cooperated and the user trend analysis method for achieving information which does the target marketing for user and co-marketing between the affiliated company by it unificationals, the propensity analysis information of the user which gets while offering solution including the tendency information of user etc. being analyzed and again offering to the affiliated site.

■ Structure & Operation of the Invention

The system for obtaining analysis information of user propensity of the present invention for realizing the purpose as described above it characterizes to be included of the inclination analysis server performing the inclination analysis based on data of the certificate server, certified and the log server, storing the log information of the user connecting to the web server and the analysis DB, which it stores it models through the information and site customer database of the log server to the user central

현정보를 분석하여 제공하는 현황분석서버와, 분석DB의 데이터를 기반으로 성향분석을 수행하는 성향분석서버와, 분석DB의 데이터를 분석하고 저장하여 고객서버로 인터넷을 통해 전송하는 고객정보 추출서버와, 각 사이트의 고객정보 추출서버로부터 전송 받은 정보들을 다시 정리하고 분석하여 통합적인 사용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버로 이루어진 것을 특징으로 한다.

and the analysis of current situation server, the customer information extraction server analyzing data of the analysis DB and stores and transmits with the customer server through internet, and the customer server compared to the information of the customer database the web server, giving one's service all kinds of the contents, the community, and the electronic commerce at each site and the customer database, recording the information of the authorized users in each site and the user connecting to the web server. As to the inclination analysis server, the status information of site is analyzed based on data of the analysis DB and offered and analysis DB. As to the customer server, information which it is transmitted from the customer information extraction server of each site are arranged again and analyzing and in which the user inclination it unificationals, is analyzed and which it again offers to each site.

또한, 고객 성향 분석 정보 획득 방법은 각 사이트에서 요구하는 솔루션의 내용에 따라 각 사이트에서 제공하는 서비스를 분류하여 표준 분류체계로 맵핑하는 단계와, 이용자가 각 사이트에 방문할 때 웹 로그와 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹 서버 환경별 로그 형태를 설계하는 단계와, 설계된 로그 정보를 통합하여 데이터를 로그서버로 전송하여 로그 데이터베이스에 저장하는 단계와, 로그서버에 저장된 로그 정보를 사용자 중심으로 모델링하여 분석DB를 구축하는 단계와, 분석DB의 데이터를 기반으로 현황분석서버를 통해 사이트 현황정보와 성향분석서버를 통해 사용자 성향을 분석하는 단계와, 각 사이트에서 분석된 데이터를 고객정보 추출서버를 통해 인터넷으로 고객 서버로 전송하는 단계와, 고객 서버에 저장된 각 사이트의 사용자 성향 및 현재 정보로 통합 사용자 성향을 분석하는 단계와, 통합 사용자 성향 분석 정보를 각 사이트에 전송하여 공동 마케팅 및 타겟 마케팅을 수행하도록 하는 단계로 이루어진 것을 특징으로 한다.

Moreover, the user trend analysis method for achieving information comprises the user central step of transmitting with the customer server to the internet through the customer information extraction server the step of driving away the analysis DB it models, and step of analyzing the user inclination through the site status information through the analysis of current situation server based on data of the analysis DB and inclination analysis server, and data analyzed in each site, and step of analyzing the integration user inclination to the user inclination and navigation information of each site saved in the customer server, and step performing co-marketing and target marketing the integration user propensity analysis information is transmitted in each site the step, that it stores in the log database data is transmitted with the log server the log information designed with the step of mapping to the normal sort system the service offered to each site is classified according to the content of the solution demanded in each site, and the step that designs the environment of web server log type the identity of user is secured weblog and cookie set are established user visits in each site is with merged and the log information saved in the log server.

또한, 위에서 사용자 성향 분석을 할 때 사이트에서 제공되는 서비스를 일정한 분류체계를 정리하는 단계와, 분류체계에 따라 분리된 내용별로 사용자들을 스코어링 하여 개인별 성향을 도출하는 단계와, 클러스터링 알고리즘을 이용하여 유사한 성향을 가지는 사용자들을 그룹핑하여 세부집단을 분류하고 정의하는 단계로 이루어진 것을 특징으로 한다.

Moreover, it comprises the step of arranging the fixed classification system the service, the step of drawing in something the individualized disposition it scores the classified by contents separating according to the classification system user, and the step that the users having the inclination. The step of arranging the fixed classification system the service is offered from site when in the upper part the user inclination analysis. The step that the users having the inclination is similar by using the clustering algorithm is grouped and that classifies the detail population and defined.

위와 같이 이루어진 본 발명은 각각의 인터넷 포털 사이트를 대상으로 공동 마케팅 제휴 네트워크를 구축하고 제휴된 인터넷 포털 사이트에게 사이트에서 원하는 사이트의 현황정보와 사용자 성향 정보를 각각의 사이트에 제공하면서 획득한 사용자 성향 정보를 통해 통합적인 사용자 성향 정보를 분석하여 다시 제휴된 네트워크에 제공하면서 회원고객을 획득함으로써 제휴된 인터넷 기업들과 공동 마케팅 사업 및 타겟 마케팅을 수행할 수 있도록 한다.

The internet enterprises which are cooperated by getting the member customer while the user tendency information unificationals, being analyzed through the user tendency information which gets while offering the status information and user tendency information of the site wanting to the internet portal site driving away the co-marketing consortium network for the invention included like the upper part is each internet portal site and is cooperated in site to each site and offering to the again cooperated network, the co-marketing business and target marketing are proceed.

이하, 본 발명의 바람직한 실시예를 첨부된 도면을 참조하여 설명한다. 또한 본 실시예는 본 발명의 권리범위를 한정하는 것은 아니고, 단지 예시로 제시된 것이다.

Hereinafter, the preferred embodiment of the present invention is explained referring to the figure. Moreover, this working example does not limit the scope of right of the present invention. It is only as an example reindicated.

도 1은 본 발명에 의한 고객 성향 분석 정보 획득 방법을 구현하기 위한 구성도이다.

Fig. 1 the configuration diagram for embodying the user trend analysis method for achieving information.

여기에 도시된 바와 같이 각 사이트에서 각종 콘텐츠, 커뮤니

It is included of the inclination analysis server (80) performing

터, 전자상거래를 서비스하는 웹서버(20)와, 각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB(30)와, 웹서버(20)에 접속하는 사용자들 고객DB(30)의 정보와 비교하여 인증하는 인증서버(10)와, 웹서버(20)에 접속한 사용자의 로그정보를 저장하는 로그서버(40)와, 로그서버(40)의 정보와 사이트 고객DB(30)를 통해 이용자 중심으로 모델링하여 저장하는 분석DB(50)와, 분석DB(50)의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버(60)와, 분석DB(40)의 데이터를 기반으로 성향분석을 수행하는 성향분석서버(80)와, 분석DB(50)의 데이터를 분석하고 저장하여 고객서버(100)로 인터넷(90)을 통해 전송하는 고객정보 추출서버(70)와, 각 사이트의 고객정보 추출서버(70)로부터 전송받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버(100)로 이루어진다.

the inclination analysis based on data of the certificate server (10), which it when all kinds of the contentses in each site as shown in activating, the community, and the electronic commerce are compared with the information of the customer database (30) the web server (20), given one's service and the customer database (30), recording the information of the authorized users in each site and the user connecting to the web server (20) certifies and the log server (40), storing the log information of the user connecting to the web server (20) and the analysis DB (50), which it stores it models through the information and site customer database (30) of the log server (40) to the user central and the analysis of current situation server (60), the customer information extraction server (70), and the customer server (100). As to inclination analysis server (80), the status information of site is analyzed based on data of the analysis DB (50) and offered and analysis DB (40). The customer information extraction server (70) analyzes data of the analysis DB (50) and which stores and transmitted with the customer server (100) through the internet (90). As to the customer server (100), information which it is transmitted from the customer information extraction server (70) of each site are arranged again and analyzing and in which the user inclination it unificationals, is analyzed and which it again offers to each site.

위에서 현황분석서버(60)는 사용자들이 접속하여 로그정보와 분석된 사용자 정보를 조회할 수 있도록 구성된다.

In the upper part, in order to users connect and it inquires the analyzed user information with the log information the analysis of current situation server (60) is composed.

위와 같이 이루어진 본 발명의 고객 성향 분석 정보 획득 시스템에 의한 고객 성향 분석 정보 획득 방법을 설명하기 위해 도 2에 도시된 흐름도를 참조하여 설명하면 다음과 같다.

If it explains with reference to the flowchart illustrated in Figure 2 in order to explain the user trend analysis method for achieving information by the system for obtaining analysis information of user propensity of the present invention included like the upper part, it the same like next.

먼저, 인터넷 업계의 전문 포털 중심으로 공동마케팅 제휴 계약을 통해 각 사이트에서 원하는 각 사이트의 현황분석이나 이용자 성향 분석 정보 등의 솔루션을 제공하면서 얻게 되는 각 사이트의 현황분석이나 이용자 성향 분석 정보를 제공받을 수 있도록 선행 작업이 이루어져야 한다.

Firstly, in order to be provided the analysis of current situation or the user propensity analysis information of each site which obtains while offering solution including the analysis of current situation or the user propensity analysis information of desired each site etc. to the speciality portal center of the internet community through the co-marketing *** to each site predecessor has to be included.

웹서버(20)를 통해 각종 콘텐츠나, 커뮤니티, 전자상거래 등의 서비스를 제공하는 각 사이트에서 원하는 정보의 내용과 사이트의 전반적인 사이트의 시스템 상황을 분석하고 정의한다(S10).

The system status of the overall site of the content of the information wanting in each site offering service including all kinds of the contentses or the community, the electronic commerce etc. through the web server (20) and site are analyzed and it defines (S10).

그런다음, 각 사이트에서 제공하는 콘텐츠, 커뮤니티, 상거래 아이템을 각각 분류하고 표준 분류체계에 따라 맵핑한다(S20).

Next, the contents, offered to each site the community, and the commercial transaction item are classified respectively and it maps according to the normal sort system (S20).

이후, 이용자가 각 사이트에 방문하게 되면 남게 되는 웹 로그에 남게 되는데 이때 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹서버(20)의 환경별 로그 형태를 설계하여 최적화 한다(S30). 이때 이용자의 신원을 확보할 때 각 사이트의 사용자들의 허락을 받아서 확보하게 된다.

Thereafter, the cookie set is established at this time to remain in the weblog which remains if user visits in each site and the identity of user is secured and the environment log type of the web server (20) is designed and it optimizes (S30). At this time, when securing the identity of the users, the permission of the users of each site is received and it secures.

이와 같이 각 사이트에 방문하는 다수의 이용자가 방문하여 제공하는 서비스를 이용하거나 접속할 때 남기는 웹 로그들과 쿠키셋을 통해 설계된 로그 형태로 정보를 통합하여 각 인터넷 사이트의 부하 정도를 고려하여 사용자가 많이 접속하지 않는 새벽에 스케줄링된 작업을 수행하여 자동으로 데이터를 로그 서버(40)로 전송하여 로그 데이터베이스에 저장한다(S40).

In this way, the information is with merged according to the log type designed through the weblogs and the cookie set which it leaves when the service in which a plurality of users visited in each site visits and offered being used or connecting and the task scheduled in the early morning when user very much does not connect in consideration of the load degree of each internet site is proceed and data is transmitted automatically with the log server (40) and it stores in the log database (S40).

이와 같이 로그서버(40)에 저장된 로그 정보는 데이터 파싱 기술을 이용하여 이용자 중심으로 모델링하여 분석DB(50)를 구축한다(S50).

In this way, by using data parsing technology, it models to the user central and the log information saved in the log server (40) drives away the analysis DB (50) (S50).

즉, 이용저들에 대한 등록데이터, 등록된 관심사, 클릭스트림, 선호 콘텐츠, 가입커뮤니티, 구매성향 등을 저장한다.

That is, registration data about the users, and the registered concern, click stream, preference contents, subscription community, the purchasing disposition etc is stored.

그런다음, 분석DB(50)의 데이터를 기반으로 현황분석서버(60)를 통해 사이트 현황정보를 분석한다(S60).

Next, the site status information is analyzed based on data of the analysis DB (50) through the analysis of current situation server (60) (S60).

사이트 현황 정보는 사이트에 접속한 기간에 대한 현황 즉, 시간대, 요일, 월, 분기별로 제공하며, 이용자의 상태 즉, 회원과 비회원, 신규회원과 기존회원, 우량, 일반, 휴면, 이탈회원 등 최근 방문일, 방문주기 등을 제공하고, 이용자의 프로필 현황으로 성별, 연령, 직업, 지역 등을 제공한다. 또한, 제공서비스별 현황으로 콘텐츠, 커뮤니티, 상거래 등의 현황을 제공한다.

The site status information offers to the present condition about the period, connecting to site in other words, the time slot, day, month, per quarter. And the visit date, the period of visiting etc. are offered recently the state of user, in other words, the members and nonmember, and the new member and existing members, excellence, general, sleep, the secession members etc. The sex, age, job, area light is offered to the profile present condition of user. Moreover, the present condition including the contents, the community, the commercial transaction etc. is offered to the service offered present condition.

위와 같은 사이트 현황 정보를 예를 들면, 도 3에 도시된 바와 같이 시간대별 이용자 프로필 현황을 제공하거나 도 4에 도시된 바와 같이 제공서비스별 이용자 프로필 현황 즉, 건강 정보에 접속한 이용자의 프로필 현황, 뉴스정보에 접속한 이용자의 프로필 현황을 제공한다. 그리고, 콘텐츠 분류별 이용자 프로필 현황 등을 제공하게 된다.

The time slot user profile present condition is offered as shown in fig. 3 or the profile present condition of the user connecting as shown in fig. 4 to the service offered user profile present condition, in other words, the health information, and the profile present condition of the user connecting to the news information are offered in case of the site status information as in the above. And the content category user profile present condition etc. are offered.

또한, 분석DB(50)의 데이터를 기반으로 성향분석서버(80)를 통해 이용자 성향을 분석한다(S70).

Moreover, the user inclination is analyzed based on data of the analysis DB (50) through the inclination analysis server (80) (S70).

이용자 성향 분석은 도 5에 도시된 바와 같이 먼저, 사이트에서 제공되는 서비스 즉, 콘텐츠, 커뮤니티, 상거래 상품 등에 따라 일정한 분류체계에 따라 정리한다(S702). 이때 누락된 자료는 재정리하여 정제된 자료를 확보한다.

The user inclination analysis arranges according to the classification system constant according to the service, firstly offered as shown in fig. 5 from site in other words, the service, in other words, the contents, the community, the commercial transaction goods etc (S702). At this time, data in which omitted data readjusts and which is refined is secured.

그런다음, 분류체계에 따라 분리된 내용별로 이용저들을 스코어링 하여 개인별 성향을 도출한다(S704).

Next, users are scored to the classified by contents separating according to the classification system and the individualized disposition is in something drawn (S704).

위와 같이 도출된 개인별 성향은 클러스터링 알고리즘을 이용하여 도 6과 같이 유사한 성향을 가지는 이용저들을 그룹핑하여 유사한 성향을 가지는 수십 개의 세부집단을 분류하고 정의한다(S706).

The detail population of several dozen having the inclination grouping and is similar is classified and the users having the inclination which the individualized disposition drawn like the upper part is similar like the fig. 6 by using the clustering algorithm is defined (S706).

이와 같이 각 사이트에서 분석된 데이터를 고객정보 추출서버(70)로 보내면 인터넷(90)을 통해 고객서버(100)로 전송된다(S80).

In this way, if data analyzed in each site is sent to the customer information extraction server (70), it is transmitted through the internet (90) to the customer server (100) (S80).

그러면, 고객서버(100)는 각 사이트에서 전송된 사이트의 현황 분석정보나 이용자 성향 분석정보, 항해 정보를 통해 고객 정보를 획득한 후 이 정보를 통합하여 통합적인 이용자 성향을 분석한다(S90).

And then, after getting the customer information through the analysis of current situation information or the user propensity analysis information of the site transmitted from each site, and the navigation information, it merges with this information and the customer server (100) analyzes the user inclination it unificationals (S90).

이와 같이 통합적으로 분석된 이용자 성향 분석 정보는 다시 각 사이트에 제공되어 이용자의 성향을 세부적인 집단으로 분류하여 각 집단에 적합한 일대일 타겟팅 광고가 가능하고 각각 제휴된 각 사이트간에 공동 마케팅을 수행할 수 있게 된다 (S100).

In this way, it is again offered to each site and it classifies the inclination of user into the detail population and the one-to-one targeting advertisement suitableness for each population possibilities and the user propensity analysis information which unificationals, is analyzed is proceed co-marketing between the respective cooperated each site (S100).

이렇게 각 사이트에서 원하는 요구사항에 따라 사이트 현황 분석 및 이용자 성향을 분석하면서 획득하는 각 사이트에 가입된 수십만의 이용자를 정보를 통합하여 통합적인 이용자 성향을 분석함으로써 정확한 이용자의 성향을 기반으로 체계적인 이용자를 관리할 뿐만 아니라 일대일 마케팅을 수행할 수 있게 된다.

In this way, according to the requirement wanting in each site, by, in addition the information being with merged and subscribed to each site which it gets while analyzing the site analysis of current situation and user inclination analyzing the user inclination it unificationals, the systematic user is managed based on the inclination of the exact user one to one marketing is proceed.

청구의 범위

Scope of Claims

■ 청구 1항 :

각 사이트에서 각종 서비스를 제공하는 웹서버와,
각 사이트에 등록된 사용자들의 정보를 기록하는 고객DB와,
웹서버에 접속하는 사용자를 고객DB의 정보와 비교하여 인증하는 인증서버와,
웹서버에 접속한 사용자의 로그정보를 저장하는 로그서버와,
로그서버의 정보와 사이트 고객DB를 통해 이용자 중심으로 모델링하여 저장하는 분석DB와,
분석DB의 데이터를 기반으로 사이트의 현황정보를 분석하여 제공하는 현황분석서버와,
분석DB의 데이터를 기반으로 성향분석을 수행하는 성향분석서버와,
분석DB의 데이터를 분석하고 저장하여 고객서버로 인터넷을 통해 전송하는 고객정보 추출서버와,
각 사이트의 고객정보 추출서버로부터 전송받은 정보들을 다시 정리하고 분석하여 통합적인 이용자 성향을 분석하여 각 사이트로 다시 제공하는 고객서버
로 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 시스템.

■ Claim 1:

The customer server in which data of inclination analysis server performing the inclination analysis based on data of the certificate server, which it when the various services in each site is compared with the information of the customer database the web server, offered and the customer database, recording the information of the authorized users in each site and the user connecting to the web server certifies and the log server, storing the log information of the user connecting to the web server and the analysis DB, which it stores it models through the information and site customer database of the log server to the user central and the analysis of current situation server, in which the status information of site is analyzed based on data of the analysis DB and offered and analysis DB, and analysis DB is analyzed and which stores and in which information which it is transmitted from the customer information extraction server of the customer information extraction server, transmitted with the customer server through internet and each site are arranged again and analyzing and in which the user inclination it unificationals, is analyzed and which it again offers to each site.

The included system for obtaining analysis information of user propensity.

■ 청구 2항 :

제 1항에 있어서, 상기 현황분석서버는 사용자들이 로그정보와 분석된 사용자 정보를 조회할 수 있도록 구성된 것을 특징으로 하는 고객 성향 분석 정보 획득 시스템.

■ Claim 2:

The system for obtaining analysis information of user propensity, wherein the analysis of current situation server as to the first claim it is composed so that users inquire the analyzed user information with the log information.

■ 청구 3항 :

각 사이트에서 요구하는 솔루션의 내용에 따라 각 사이트에서 제공하는 서비스를 분류하여 표준 분류체제로 맵핑하는 단계와,

■ Claim 3:

The user trend analysis method for achieving information wherein the step of mapping to the normal sort system the service offered to each site is classified according to the content of the solution demanded in each site, the step weblog and

이용자가 각 사이트에 방문할 때 웹 로그와 쿠키셋을 설정하여 이용자의 신원을 확보하여 웹 서버 환경별 로그 형태를 설계하는 단계와,

설계된 로그 정보를 통합하여 데이터를 로그서버로 전송하여 로그 데이터베이스에 저장하는 단계와,

로그서버에 저장된 로그 정보를 이용자 중심으로 모델링하여 분석DB를 구축하는 단계와,

분석DB의 데이터를 기반으로 현황분석서버를 통해 사이트 현황정보와 성향분석서버를 통해 이용자 성향을 분석하는 단계와,

각 사이트에서 분석된 데이터를 고객정보 추출서버를 통해 인터넷으로 고객 서버로 전송하는 단계와,

고객 서버에 저장된 각 사이트의 이용자 성향 및 향해 정보로 통합 이용자 성향을 분석하는 단계와,

통합 이용자 성향 분석 정보를 각 사이트에 전송하여 공동 마케팅 및 타겟 마케팅을 수행하도록 하는 단계

를 포함하여 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

■ 청구 4항 :

제 3항에 있어서, 상기 이용자 성향을 분석하는 단계는

사이트에서 제공되는 서비스를 일정한 분류체계를 정리하는 단계와,

분류체계에 따라 분리된 내용별로 이용자들을 스코어링 하여 개인별 성향을 도출하는 단계와,

클러스터링 알고리즘을 이용하여 유사한 성향을 가지는 이용자들을 그룹핑하여 세부집단을 분류하고 정의하는 단계

를 포함하여 이루어진 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

■ 청구 5항 :

제 3항에 있어서, 상기 사이트 현황 정보는 사이트에 접속한 기간 현황과, 이용자의 상태 현황과, 이용자의 프로파일 현황과, 제공서비스별 현황 중 어느 하나 이상인 것을 특징으로 하는 고객 성향 분석 정보 획득 방법.

cookie set are established when user visits in each site and that the identity of user is secured and designing the environment of web server log type, the step that the designed log information is with merged and that data is transmitted with the log server and storing in the log database, the user central step of transmitting with the customer server to the internet through the customer information extraction server the step of driving away the analysis DB it models, and step of analyzing the user inclination through the site status information through the analysis of current situation server based on data of the analysis DB and inclination analysis server, and data analyzed in each site the log information saved in the log server, step of analyzing the integration user inclination to the user inclination and navigation information of each site saved in the customer server, and step performing co-marketing and target marketing the integration user propensity analysis information is transmitted in each site is by including comprised.

■ Claim 4:

The user trend analysis method for achieving information, wherein the step of analyzing the user inclination as to claim 3 the step of arranging the fixed classification system the service offered from site, the step of drawing in something the individualized disposition it scores the classified by contents separating according to the classification system user, and the step that the users having the inclination is by including comprised, and the step that the users having the inclination is similar by using the clustering algorithm is grouped and that classifies the detail population and defined.

■ Claim 5:

The user trend analysis method for achieving information, wherein the site status information as to claim 3 among the profile present condition, of the state present condition, of the period present condition, connecting to site and user and user and service offered present condition one or greater.

Drawing

■ Fig. 1

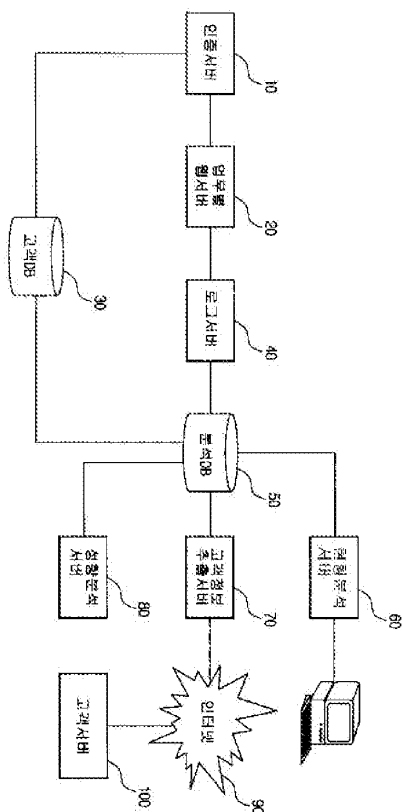


Fig. 2

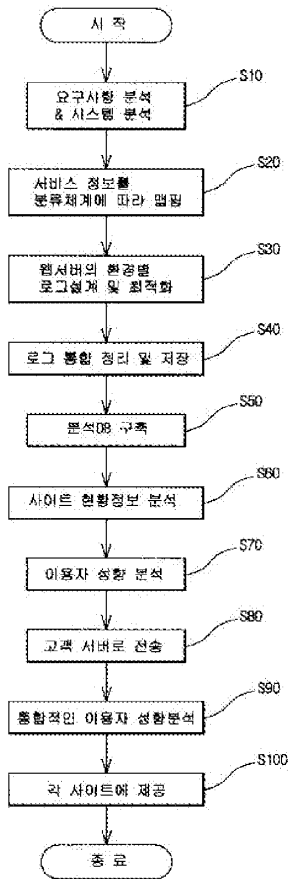


Fig. 3

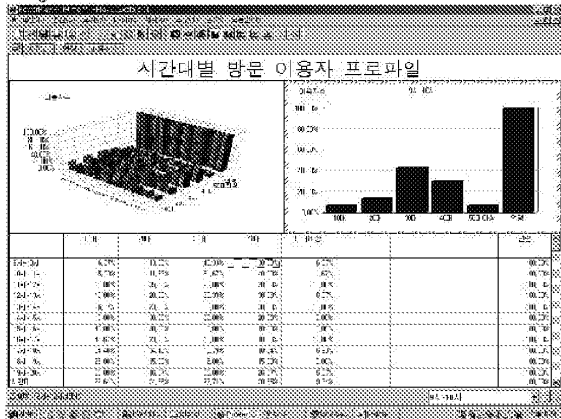


Fig. 4

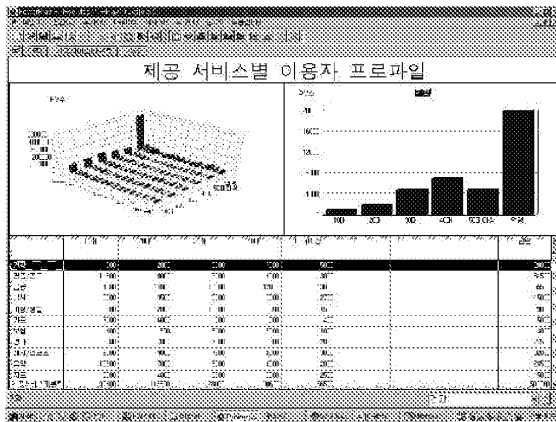


Fig. 5

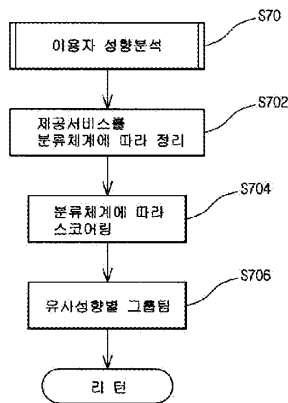


Fig. 6

Legal Status

Date	Type of Document	Status
2000. 04. 18	Patent Application	수리 (Acceptance)
2000. 04. 19	Submission of Attached Electronic Document	수리 (Acceptance)
2001. 10. 15	Request for Prior Art Search	수리 (Acceptance)
2001. 11. 14	Report of Prior Art Search	수리 (Acceptance)

2002.02.27	Notification of reason for refusal	발송처리완료 (Dispatched)
2002.06.26	Decision to Refuse a Patent	발송처리완료 (Dispatched)
2006.10.27	Notification of change of applicant's information	수리 (Acceptance)
2009.07.07	Notification of change of applicant's information	수리 (Acceptance)

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(PDF Creation Date : 2011.04.26)

Electronic Acknowledgement Receipt	
EFS ID:	11944854
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	27-JAN-2012
Filing Date:	27-JUN-2011
Time Stamp:	20:13:51
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	12-01-27-DAT-PP-CON1-IDS_Cover.pdf	18956 c27391300c9232b66a7066c10e9329a8a79e6f4c	no	2

Warnings:

Information:

2	Information Disclosure Statement (IDS) Form (SB08)	12-01-27-DAT-PP-CON1- Form_1449.pdf	30009 13bc7c9b90459df40701168b59adb20b98c2c3ac	no	2
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Non Patent Literature	Kerwin- NY_Times_Web_Site_Lets_Adv ertisers_Get_Personal.pdf	14254 6710ac0ae21ac56bee4fd0c5436e6ff90608d033	no	2
Warnings:					
Information:					
4	Foreign Reference	KR10-2001-0096343.pdf	642657 e/d9f82fd74341897100e9fa9de62cad95f5896	no	13
Warnings:					
Information:					
5	Foreign Reference	KR10-2001-0096343- machine_trans.pdf	735572 d79ea33523dda9b8f3b7921efa805576b0d2dfb7	no	12
Warnings:					
Information:					
Total Files Size (in bytes):				1441448	
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Shkedi, Roy Art Unit: : 3688
 Serial No. : 13/170,110 Examiner: : Champagne, Donald
 Filing Date : 06/27/2011 Conf. No. : 3115
 Title : Method, computer system, and stored program for causing
 delivery of electronic advertisements based on provided profiles

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

Filed via EFS – January 27, 2012

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document. Pursuant to Office Rules, copies of the U.S. patent references are not included here. Assignee also wishes to direct the Examiner to the following related applications which share the same inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/765,433	06/19/2007	06/19/2006 (prov.)
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/823,709	06/25/2010	06/16/2006 (prov.)
12/860,666	08/20/2010	04/17/2007
12/906,007	10/15/2010	
12/911,601	10/25/2010	11/28/2000
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/024,217	02/09/2011	01/15/2009 (prov.)
13/097,885	04/29/2011	04/17/2007
13/115,946	05/25/2011	06/14/2000
13/115,949	05/25/2011	06/14/2000
13/115,952	05/25/2011	06/14/2000
13/167,605	06/23/2011	04/17/2007
61/514,840	08/03/2011	08/03/2011
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)

If the Office has any questions, please feel free to contact applicant's undersigned attorney of record.

Respectfully submitted,
DATONICS, LLC
by its attorney

Dated: January 27, 2012

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

Form PTO-1449 (Modified)
List of Patents and Publications For
Information Disclosure Statement

Serial No.: 13/170,110
Applicant: Shkedi Roy
Filed: 06/27/2011
Art Unit: 3688
Examiner: Champagne, Donald
Conf. No.: 3115

Page 1 of 1

U.S. PATENT DOCUMENTS

Examiner <u>Initials</u>	<u>Item</u>	Document <u>Number</u>	Publication <u>Date</u>	Name of Patentee <u>or Applicant</u>	Filing Date (if appropriate)
_____	1	8086491	12/27/2011	Matz et al.	
_____	2	8036929	10/11/2011	Reisman	
_____	3	6868392	03/15/2005	Ogasawara	
_____	4	20070121843	05/31/2007	Atazky et al.	
_____	5	20060020510	01/26/2006	Vest	
_____	6	20030220837	12/27/2003	Asayama	

Examiner: _____ Date Considered: _____

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

Electronic Acknowledgement Receipt	
EFS ID:	12787333
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	15-MAY-2012
Filing Date:	27-JUN-2011
Time Stamp:	19:47:41
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	12-05-15-DAT-PP-CON1-Form_1449.pdf	19163 aafeb1aa52942d7d4f8e9c58f65b02c25c312d5d	no	1

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Total Files Size (in bytes):

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New Applications Under 35 U.S.C. 111

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

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

New International Application Filed with the USPTO as a Receiving Office

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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POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS	Application Number	13/170,110
	Filing Date	06/27/2011
	First Named Inventor	Shkedi, Roy
	Title	Method, computer system, and stored program
	Art Unit	3688
	Examiner Name	Champagne, Donald
	Attorney Docket Number	14-PP-CON1

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

☐ A Power of Attorney is submitted herewith.

OR

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

26362

OR

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

Practitioner(s) Name	Registration Number

Please recognize or change the correspondence address for the above-identified application to:

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Address			
City	State	Zip	
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I am the:

☐ Applicant/Inventor.

OR

☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith or filed on _____.

SIGNATURE of Applicant or Assignee of Record

Signature		Date	06/05/2012
Name	Michael Benedek	Telephone	
Title and Company	CEO - Datonics, LLC		

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

☐ *Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to 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.

STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Datonics, LLC

Application No./Patent No.: 13/170,110 Filed/Issue Date: 06/27/2011

Titled: Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles

Datonics, LLC, a limited liability company

(Name of Assignee)

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

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in
(The extent (by percentage) of its ownership interest is _____ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

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 therefore is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: the inventors To: AlmondNet, Inc.

The document was recorded in the United States Patent and Trademark Office at
Reel 026943, Frame 0706, or for which a copy thereof is attached.

2. From: AlmondNet, Inc. To: Datonics, LLC

The document was recorded in the United States Patent and Trademark Office at
Reel 027119, Frame 0264, or for which a copy thereof is attached.

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.

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

☒ As required by 37 CFR 3.73(b)(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.

Michael Benedek
Signature

06/05/2012
Date

Michael Benedek
Printed or Typed Name

CEO - Datonics, LLC
Title

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

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Electronic Acknowledgement Receipt	
EFS ID:	12942258
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	05-JUN-2012
Filing Date:	27-JUN-2011
Time Stamp:	18:56:44
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	12-06-05-Datronics-PP-CON1-POA-signed.pdf	38359 e611be0ae128ee318b3076d7aa89d9801448fd3e	no	1

Warnings:

Information:

2	Assignee showing of ownership per 37 CFR 3.73(b).	12-06-05-Datronics-PP-CON1-Ownership_Stmt-signed.pdf	35849 814c2291efb4e562aab1f6e34b2a8f63a04703ab	no	1
Warnings:					
Information:					
Total Files Size (in bytes):			74208		
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Doc Code: DIST.E.FILE Document Description: Electronic Terminal Disclaimer - Filed		PTO/SB/25 U.S. Patent and Trademark Office Department of Commerce
Electronic Petition Request	TERMINAL DISCLAIMER TO OBVIATE A PROVISIONAL DOUBLE PATENTING REJECTION OVER A PENDING "REFERENCE" APPLICATION	
Application Number	13170110	
Filing Date	27-Jun-2011	
First Named Inventor	Roy Shkedi	
Attorney Docket Number	14-PP-CON1	
Title of Invention	Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles	
☒ Filing of terminal disclaimer does not obviate requirement for response under 37 CFR 1.111 to outstanding Office Action ☒ This electronic Terminal Disclaimer is not being used for a Joint Research Agreement.		
Owner	Percent Interest	
DATONICS, LLC	100 %	
The owner(s) of percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of any patent granted on pending reference Application Number(s) 11765433 filed on 06/19/2007 as the term of any patent granted on said reference application may be shortened by any terminal disclaimer filed prior to the grant of any patent on the pending reference application. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and any patent granted on the reference application are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns. In making the above disclaimer, the owner does not disclaim the terminal part of any patent granted on the instant application that would extend to the expiration date of the full statutory term of any patent granted on said reference application, "as the term of any patent granted on said reference application may be shortened by any terminal disclaimer filed prior to the grant of any patent on the pending reference application," in the event that any such patent granted on the pending reference application: expires for failure to pay a maintenance fee, is held unenforceable, is found invalid by a court of competent jurisdiction, is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321, has all claims canceled by a reexamination certificate, is reissued, or is in any manner terminated prior to the expiration of its full statutory term as shortened by any terminal disclaimer filed prior to its grant.		
☒ Terminal disclaimer fee under 37 CFR 1.20(d) is included with Electronic Terminal Disclaimer request.		

☐ I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.	
☐ Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2). ☒ Applicant(s) status remains as SMALL ENTITY. ☐ Applicant(s) status remains as other than SMALL ENTITY.	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.	
THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES I certify, in accordance with 37 CFR 1.4(d)(4) that I am: ☒ An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application Registration Number <u>38918</u> ☐ A sole inventor ☐ A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors ☐ A joint inventor; all of whom are signing this request ☐ The assignee of record of the entire interest that has properly made itself of record pursuant to 37 CFR 3.71	
Signature	/Louis J. Hoffman/
Name	Louis J. Hoffman

*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).
 Form PTO/SB/96 may be used for making this certification. See MPEP § 324.

Electronic Patent Application Fee Transmittal				
Application Number:		13170110		
Filing Date:		27-Jun-2011		
Title of Invention:		Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman/Donald Hertz		
Attorney Docket Number:		14-PP-CON1		
Filed as Small Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Statutory or terminal disclaimer	2814	1	80	80
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:				
Total in USD (\$)				80

Doc Code: DISQ.E.FILE
Document Description: Electronic Terminal Disclaimer – Approved

Application No.: 13170110

Filing Date: 27-Jun-2011

Applicant/Patent under Reexamination: Shkedi et al.

Electronic Terminal Disclaimer filed on June 8, 2012

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

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U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt	
EFS ID:	12971163
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	08-JUN-2012
Filing Date:	27-JUN-2011
Time Stamp:	15:38:05
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 80
RAM confirmation Number	2180
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Electronic Terminal Disclaimer-Filed	eTerminal-Disclaimer.pdf	34169 0242938bb40377a1c6337e2d39a49e4069 df21a1	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30068 b4365d4d602e9a0b5d9f3e16ce57faf1e2a3 3ecb	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			64237		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/170,110	06/27/2011	Roy Shkedi	14-PP-CON1

26362
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

CONFIRMATION NO. 3115
POA ACCEPTANCE LETTER



OC000000054734333

Date Mailed: 06/13/2012

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 06/05/2012.

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.

/erimando/

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



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/170,110	06/27/2011	Roy Shkedi	14-PP-CON1	3115
26362	7590	06/15/2012		
LOUIS J. HOFFMAN, P.C. 14301 North 87th Street, Suite 312 Scottsdale, AZ 85260			EXAMINER CHAMPAGNE, DONALD	
			ART UNIT	PAPER NUMBER
			3688	
			NOTIFICATION DATE	DELIVERY MODE
			06/15/2012	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):

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

Office Action Summary	Application No. 13/170,110	Applicant(s) SHKEDI, ROY	
	Examiner DONALD CHAMPAGNE	Art Unit 3688	

-- 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 15 May 2012.

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

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

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

Disposition of Claims

5) ☒ Claim(s) 34-57 is/are pending in the application.

5a) Of the above claim(s) ____ is/are withdrawn from consideration.

6) ☐ Claim(s) ____ is/are allowed.

7) ☒ Claim(s) 34-57 is/are rejected.

8) ☐ Claim(s) ____ is/are objected to.

9) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

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

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

12) ☐ 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

13) ☐ 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 four documents.

4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____.

5) ☐ Notice of Informal Patent Application

6) ☒ Other: Bib sheet.

DETAILED ACTION

Double Patenting

1. The **nonstatutory double patenting** rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. See *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and, *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) may be used to overcome an actual or provisional rejection based on a non-statutory double patenting ground provided the conflicting application or patent is shown to be commonly owned with this application. See 37 CFR 1.130(b).

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

2. Claims 34-57 are rejected under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claim of copending Application No. 11/765433, for which an allowance action was sent to mailing on 2 June 2012. Although the conflicting claims are not identical, they are not patentably distinct from each other because instant method claims 34-43 are materially the same as claims 24 and 26-33 in the '433 application. Instant claims 44-50 and 51-57 are merely the "computer system" and "article" variants of some of the method claims 34-43.

Claim Rejections - 35 USC § 112

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

4. Claims 34-57 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for

Art Unit: 3688

failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. In each of the three independent claims 34, 44 and 51, the phrases, "an independently controlled profile owner computer" (e.g., at claim 34, line 4) and "different independent entities" (e.g., at claim 34, lines 11-12) are indefinite.

5. Neither phrase is disclosed in the specification. Both phrases are indefinite because no reasonable standard exists by which one of ordinary skill in the art can determine when the claim is infringed. This rejection can be overcome by deleting "independently controlled" and "independent" from each independent claim.
6. The problem with "independent/ly" is that one of ordinary skill in the art would understand these words denote an extreme standard that is difficult if not impossible to verify in practice. For example, two buyer entities could be "different" in the eyes of a seller merely by having different account numbers, but could be "independent" only if completely separate, including separate ownership. Since most business entities are owned through stock, it is practically impossible for one of skill in the art to determine if two entities are "independent". The situation is analogous to the distinction in patent law between "distinct" and "independent" inventions (MPEP § 802.01).

Allowable Subject Matter

7. Claims 34-57 would be allowable over the prior art by another if rewritten to overcome the rejection(s) under 35 U.S.C. 112, second paragraph, set forth in this Office action. The claims would be allowable for the reasons given in the allowance action in parent application 11/765433.

Conclusion

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 571-272-6717. The examiner can normally be reached on Monday to Wednesday and Friday. The examiner can also be contacted by e-mail at donald.champagne@uspto.gov, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.
9. The examiner's supervisor, John Weiss, can be reached on 571-272-6812. The fax phone

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number for all *formal* fax communications is 571-273-8300.

10. 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).

4 June 2012

/Donald L. Champagne/
Primary Examiner, Art Unit 3688

Form PTO-1449 (Modified)
List of Patents and Publications For
Information Disclosure Statement

Serial No.: 13/170,110
Applicant: Shkedi Roy
Filed: 06/27/2011
Art Unit: 3688
Conf. No.: 3115

Page 1 of 2

U.S. PATENT DOCUMENTS

Examiner <u>Initials</u>	<u>Item</u>	Document <u>Number</u>	Publication <u>Date</u>	Name of Patentee <u>or Applicant</u>	Filing Date <u>(if appropriate)</u>
	1	7937383	05/03/2011	Hintze et al.	
	2	7756744	07/13/2010	Schiff et al.	
	3	7725944	05/25/2010	Spalink et al.	
	4	7698422	04/13/2010	Vanderhook et al.	
	5	7360251	04/15/2008	Spalink et al.	
	6	6983379	01/03/2006	Spalink et al.	
	7	6044376	03/28/2000	Kurtzman II	
	8	20110167043	07/07/2011	Hintze et al.	
	9	20100299431	11/25/2010	Vanderhook et al.	
	10	20100198705	08/05/2010	Spalink et al.	
	11	20090132559	05/21/2009	Chamberlain et al.	
	12	20090049469	02/19/2009	Small et al.	
	13	20090129377	05/21/2009	Chamberlain et al.	
	14	20080133342	06/05/2008	Criou et al.	
	15	20060070117	03/30/2006	Spalink et al.	
	16	20060161553	07/20/2006	Woo	
	17	20050120091	06/02/2005	Casais	
	18	20020112013	08/15/2002	Walsh	
	19	20020002541	01/03/2002	Williams	
	20	20020072965	06/13/2002	Merriman et al	
	21	8051444	11/01/2011	Shkedi	
	22	7890609	02/15/2011	Shkedi	
	23	7822639	10/26/2010	Shkedi	
	24	7072853	07/04/2006	Shkedi	
	25	6832207	12/14/2004	Shkedi	
	26	20110035256	02/10/2011	Shkedi	
	27	20090172728	07/02/2009	Shkedi	
	28	20090172723	07/02/2009	Shkedi	
	29	20090049468	02/19/2009	Shkedi	

Examiner: _____

Date Considered: _____

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.C./

Form PTO-1449 (Modified)
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Page 2 of 2

Serial No.: 13/170,110
Applicant: Shkedi Roy
Filed: 06/27/2011
Art Unit: 3688
Conf. No.: 3115

FOREIGN PATENT DOCUMENTS

Examiner Initials	Document Number	Publication Date	Name of Patentee	Translation Yes / No
	30 KR2001-0096343	11/07/2001	MyOne Card Corp.	Yes

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
	31	KERWIN; "NY Times Web Site Lets Advertisers Get Personal: Profile Info From Users Allows Ads to be Highly Targeted;" Advertising Age; July 14, 1997.

Examiner: /Donald Champagne/ (06/04/2012) Date Considered: _____

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 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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Serial No.:
Applicant: Shkedi, Roy
Filed: 06/27/2011
Art Unit: 3688 (in parent)
Conf. No.:

Page 1 of 3

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	5710884	1/20/1998	Dedrick	
	2	5717923	2/10/1998	Dedrick	
	3	5724521	3/3/1998	Dedrick	
	4	5752238	5/12/1998	Dedrick	
	5	5794210	8/11/1998	Goldhaber et al.	
	6	5855008	12/29/1998	Goldhaber et al.	
	7	5918014	6/29/1999	Robinson	
	8	5948061	9/7/1999	Merriman et al.	
	9	6026368	2/15/2000	Brown et al.	
	10	6055513	4/25/2000	Katz et al.	
	11	6073241	6/6/2000	Rosenberg et al.	
	12	6141010	10/31/2000	Hoyle	
	13	6216129	4/10/2001	Eldering	
	14	6285987	9/4/2001	Roth	
	15	6324519	11/27/2001	Eldering	
	16	6366298	4/2/2002	Haitsuka et al.	
	17	6385592	5/7/2002	Angles et al.	
	18	6484492	11/26/2002	Meholic et al.	
	19	6487538	11/26/2002	Gupta et al.	
	20	6615247	9/2/2003	Murphy	
	21	7013290	3/14/2006	Ananian	
	22	7039594	5/2/2006	Gersting	
	23	7051351	5/23/2006	Goldman et al.	
	24	7058593	6/6/2006	Merritt	
	25	7065550	6/20/2006	Raghunandan	
	26	7155508	12/26/2006	Sankuratripati et al.	
	27	7194424	3/20/2007	Greer et al.	
	28	7343354	3/11/2008	Hennessey	
	29	7346615	3/18/2008	Bem	
	30	7373599	5/13/2008	McElfresh et al.	

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Date Considered: _____

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U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	31	6,925,440	08/02/05	Shkedi	
	32	6973436	12/06/05	Shkedi	
	33	7072853	07/04/06	Shkedi	
	34	7428493	9/23/2008	Shkedi	
	35	7454364	11/18/2008	Shkedi	
	36	7822637	10/26/10	Shkedi	
	37	7861260	12/28/10	Shkedi	
	38	20110040620	02/17/2011	Shkedi	
	39	7546249	6/9/2009	Main	
	40	7558795	7/7/2009	Malik	
	41	20010020242	9/6/2001	Gupta et al.	
	42	20010039515	11/8/2001	Mayadas	
	43	20020029267	03/07/2002	Sankuratripati	
	44	20020072965	6/13/2002	Merriman et al.	
	45	20020072971	6/13/2002	DeBusk et al.	
	46	20020082910	6/27/2002	Kontogouris	
	47	20020082923	6/27/2002	Merriman et al.	
	48	20020099603	7/25/2002	Bandura	
	49	20020161636	10/31/2002	Takahashi	
	50	20030046156	3/6/2003	Cromer et al.	
	51	20030110497	6/12/2003	Yassin et al.	
	52	20030135413	7/17/2003	Nishi et al.	
	53	20030171990	9/11/2003	Rao et al.	
	54	20040024632	2/5/2004	Perry	
	55	20040068436	4/8/2004	Boubek	
	56	20050021397	1/27/2005	Cui et al.	
	57	20050028188	2/3/2005	Latona et al.	
	58	20050086112	4/21/2005	Shkedi	
	59	20050086113	4/21/2005	Shkedi	
	60	20050216823	9/29/2005	Petersen	

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Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	61	20050278443	12/15/2005	Winner et al.	
	62	20060064351	3/23/2006	Hamor et al	
	63	20060069614	3/30/2006	Agarwal et al.	
	64	20060095322	4/4/2006	Dierks	
	65	20060106710	5/18/2006	Meek et al.	
	66	20060116924	6/1/2006	Angles et al.	
	67	20060122879	6/28/2006	O'Kelley	
	68	20070294401	12/20/2007	Shkedi	
	69	7747745	06/29/10	Shkedi	
	70	7979307	07/12/11	Shkedi	
	71	6446261	09/03/2002	Rosser	
	72	7181438	02/20/2007	Szabo	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Country	Name of Patentee	Translation Yes / No
	73	WO2005/046237	5/19/2005		Gutta et al.	No

OTHER ART

Examiner Initials	Item	Author, Title, Date, Pertinent Pages, Etc.
	74	Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.
	75	"The e-Marketing Report"; Morgan Stanley Dean Whitter; May, 2000; portions.
	76	New York Times Reference Dictionary definition of "computer," downloaded April 7, 2010.

Examiner: /Donald Champagne/ (06/11/2012) Date Considered: _____

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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if KnownSheet **1** of **2**

Application Number	
Filing Date	June 27, 2011
First Named Inventor	Shkedi, Roy
Art Unit	3688 (in parent)
Examiner Name	Champagne (in parent)
Attorney Docket Number	14-PP-CON1

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	1	US- 6832207	12-14-2004	Shkedi	
	2	US- 6925440	08-02-2005	Shkedi	
	3	US- 6973436	12-06-2005	Shkedi	
	4	US- 7043531	05-09-2006	Seibel, et al.	
	5	US- 7072853	07-04-2006	Shkedi	
	6	US- 7188076	03-06-2007	Bensemana	
	7	US- 20010044743	11-22-2001	McKinley, et al.	
	8	US- 20020091568	07-11-2002	Kraft, et al.	
	9	US- 20020123928	09-05-2002	Eldering, et al.	
	10	US- 20020143632	10-03-2002	Walter, et al.	
	11	US- 20020194058	12-19-2002	Eldering	
	12	US- 20030036944	02-20-2003	Lesandrini, et al.	
	13	US- 20030065558	04-03-2003	Shaw, et al.	
	14	US- 20030083938	05-01-2003	Smith, et al.	
	15	US- 20030154126	08-14-2003	Gehlot, et al.	
	16	US- 20040117322	06-17-2004	Bjorksten, et al.	
	17	US- 20040260605	12-23-2004	McIntyre, et al.	
	18	US- 20050010472	01-13-2005	Quatse, et al.	
	19	US- 20050038698	02-17-2005	Lukose, et al.	

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)			

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours 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, 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 (1-800-786-9199) and select option 2.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.C./

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Substitute for form 1449/PTO

Complete if Known**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet **2** of **2**

Application Number	
Filing Date	June 27, 2011
First Named Inventor	Shkedi, Roy
Art Unit	3688 (in parent)
Examiner Name	Champagne (in parent)
Attorney Docket Number	14-PP-CON1

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	20	US- 20050038702	02-17-2005	Merriman, et al.	
	21	US- 20050131762	06-16-2005	Bharat, et al.	
	22	US- 20050165644	07-28-2005	Beyda, et al.	
	23	US- 20050216336	09-29-2005	Roberts, et al.	
	24	US- 20050222905	10-06-2005	Wills	
	25	US- 20060020508	01-26-2006	Gorti, et al.	
	26	US- 20060053047	03-09-2006	Garcia, et al.	
	27	US- 20060085263	04-20-2006	Greer, et al.	
	28	US-			
	29	US-			
	30	US-			
	31	US-			
	32	US-			
	33	US-			
	34	US-			
	35	US-			
	36	US-			
	37	US-			
	38	US-			

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document Country Code ³ Number ⁴ Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear

Examiner Signature	/Donald Champagne/ (06/11/2012)	Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if KnownSheet **1** of **1**

Application Number	
Filing Date	June 27, 2011
First Named Inventor	Shkedi, Roy
Art Unit	3688 (in parent)
Examiner Name	Champagne (in parent)
Attorney Docket Number	14-PP-CON1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20040059632	03-25-2004	Kang et al.	
		US-			
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document Country Code ³ Number ⁴ Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		WO2004084109A1	09-30-2004	NHN Corporation		☒
		KR2004099222A	11-26-2004	Echo Marketing Co., Ltd.		☒
		KR20040026167	03-30-2004	IBM Corporation		☒
						☐
						☐
						☐

Examiner
Signature

/Donald Champagne/ (06/11/2012)

Date
Considered

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Shkedi, Roy Art Unit: : 3688
 Serial No. : 13/170,110 Examiner: : Champagne, Donald
 Filing Date : 06/27/2011 Conf. No. : 3115
 Title : Method, computer system, and stored program for causing
 delivery of electronic advertisements based on provided profiles

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

Filed via EFS – January 27, 2012

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document. Pursuant to Office Rules, copies of the U.S. patent references are not included here. Assignee also wishes to direct the Examiner to the following related applications which share the same inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/765,433	06/19/2007	06/19/2006 (prov.)
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/823,709	06/25/2010	06/16/2006 (prov.)
12/860,666	08/20/2010	04/17/2007
12/906,007	10/15/2010	
12/911,601	10/25/2010	11/28/2000
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/024,217	02/09/2011	01/15/2009 (prov.)
13/097,885	04/29/2011	04/17/2007
13/115,946	05/25/2011	06/14/2000
13/115,949	05/25/2011	06/14/2000
13/115,952	05/25/2011	06/14/2000
13/167,605	06/23/2011	04/17/2007
61/514,840	08/03/2011	08/03/2011
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)

/Donald Champagne/ (06/04/2012)

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.C./

If the Office has any questions, please feel free to contact applicant's undersigned attorney of record.

Respectfully submitted,
DATONICS, LLC
by its attorney

Dated: January 27, 2012

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

/Donald Champagne/ (06/04/2012)

Serial No. 13/170,110

Page 2 of 2

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UNITED STATES PATENT AND TRADEMARK OFFICE

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 Alexandria, Virginia 22313-1450
 www.uspto.gov



Bib Data Sheet

CONFIRMATION NO. 3115

SERIAL NUMBER 13/170,110	FILING OR 371(c) DATE 06/27/2011 RULE	CLASS 705	GROUP ART UNIT 3688	ATTORNEY DOCKET NO. 14-PP-CON1
APPLICANTS Roy Shkedi, New York, NY; OK - /DLC/ 4 June 2012				
** CONTINUING DATA ***** This application is a CON of 11/765,433 06/19/2007 which claims benefit of 60/805,114 06/19/2006				
** FOREIGN APPLICATIONS *****				
IF REQUIRED, FOREIGN FILING LICENSE GRANTED** SMALL ENTITY ** ** 07/07/2011				
Foreign Priority claimed ☐ yes ☒ no 35 USC 119 (a-d) conditions met ☐ yes ☒ no ☐ Met after Allowance		STATE OR COUNTRY NY	SHEETS DRAWING 2	TOTAL CLAIMS 24
Verified and Acknowledged _____ Examiner's Signature Initials			INDEPENDENT CLAIMS 3	
ADDRESS 26362				
TITLE Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles				
FILING FEE RECEIVED 566	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	

Form PTO-1449 (Modified)
List of Patents and Publications For
Information Disclosure Statement

Serial No.: 13/170,110
Applicant: Shkedi Roy
Filed: 06/27/2011
Art Unit: 3688
Examiner: Champagne, Donald
Conf. No.: 3115

Page 1 of 1

U.S. PATENT DOCUMENTS

Examiner <u>Initials</u>	<u>Item</u>	Document <u>Number</u>	Publication <u>Date</u>	Name of Patentee <u>or Applicant</u>	Filing Date <u>(if appropriate)</u>
_____	1	8086491	12/27/2011	Matz et al.	
_____	2	8036929	10/11/2011	Reisman	
_____	3	6868392	03/15/2005	Ogasawara	
_____	4	20070121843	05/31/2007	Atazky et al.	
_____	5	20060020510	01/26/2006	Vest	
_____	6	20030220837	12/27/2003	Asayama	

Examiner: /Donald Champagne/ (06/04/2012)

Date Considered: _____

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 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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www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

26362 7590 06/28/2012
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER

CHAMPAGNE, DONALD

ART UNIT PAPER NUMBER

3688

DATE MAILED: 06/28/2012

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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13/170,110

06/27/2011

Roy Shkedi

14-PP-CON1

3115

TITLE OF INVENTION: METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$870	\$300	\$0	\$1170	09/28/2012

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.

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)

26362 7590 06/28/2012
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

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.
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13/170,110 06/27/2011 Roy Shkedi 14-PP-CON1 3115

TITLE OF INVENTION: METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
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nonprovisional YES \$870 \$300 \$0 \$1170 09/28/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
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CHAMPAGNE, DONALD 3688 705-014660

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

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

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document 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. _____

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UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/170,110	06/27/2011	Roy Shkedi	14-PP-CON1	3115
26362 7590 06/28/2012 LOUIS J. HOFFMAN, P.C. 14301 North 87th Street, Suite 312 Scottsdale, AZ 85260			EXAMINER CHAMPAGNE, DONALD	
			ART UNIT	PAPER NUMBER
			3688	

DATE MAILED: 06/28/2012

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 0 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 0 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.

Privacy Act Statement

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

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

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

Notice of Allowability	Application No.	Applicant(s)	
	13/170,110	SHKEDI, ROY	
	Examiner	Art Unit	
	DONALD CHAMPAGNE	3688	

-- 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 approval of examiner's amendment and filing of a TD.

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

3. ☒ The allowed claim(s) is/are 34-57.

4. ☐ 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.

5. ☐ 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.

6. ☐ 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).

7. ☐ 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 Draftsperson'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 ____ .
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DETAILED ACTION

Examiner's Amendment

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.
2. Authorization for this examiner's amendment was given in an email message received from Louis J. Hoffman, Esq., on 4 June 2012.
3. The application has been amended as follows:

Amend each claim 34, 44 and 51 in two places as indicated in the enclosed examiner's amendment.

Allowable Subject Matter

4. Claims 34-57 are allowed.
5. Reasons for allowance are given in the Office action mailed 15 June 2012 and the allowance action mailed 6 June 2012 in the parent application, 11/765,433.
6. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 571-272-6717. The examiner can normally be reached on Monday to Wednesday and Friday. The examiner can also be contacted by e-mail at donald.champagne@uspto.gov, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.

Art Unit: 3688

8. Expedited consideration of continuing applications of an allowed application –

Applicant can get expedited consideration with the possibility of immediate allowance for a continuing (continuation or divisional) application of the instant case by filing claims such that the examiner “is satisfied that [the application] is in condition for allowance” (MPEP § 708.01). That essentially means the examiner does not have to do a *de novo* search and no rejection is possible other than for minor formalities or obviousness double patenting.

Applicant is welcome to submit proposed claims informally to the examiner for review to determine if the continuing application would qualify for expedited consideration.

9. The examiner’s supervisor, John Weiss, can be reached on 571-272-6812. The fax phone number for all formal fax communications is 571-273-8300.

10. 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).

16 July 2012

/Donald L. Champagne/
Primary Examiner, Art Unit 3688

Issue Classification 	Application/Control No. 13170110	Applicant(s)/Patent Under Reexamination SHKEDI, ROY
	Examiner DONALD CHAMPAGNE	Art Unit 3688

ORIGINAL						INTERNATIONAL CLASSIFICATION														
CLASS		SUBCLASS				CLAIMED					NON-CLAIMED									
705		7.33				G	0	6	Q	30 / 00 (2012.0)										
CROSS REFERENCE(S)																				
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)																			
705	14.53																			

☒ 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

NONE		Total Claims Allowed:	
		24	
(Assistant Examiner)	(Date)		
/DONALD L. CHAMPAGNE/ Primary Examiner, Art Unit 3688	06-16-2012	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

IN THE CLAIMS:

Please amend the claims as follows:

1-33. (Cancelled)

34. (New) A method of causing delivery of electronic advertisements based on provided profiles comprising:

(a) with a computer system automatically tagging a device of a visitor following receipt from ~~an independently controlled~~ profile owner computer of indicia of a profile associated with the visitor, for profiles matching a profile or kind of profiles desired by an entity controlling the computer system;

(b) wherein the profile owner computer is programmed:

(i) to automatically select an electronic-advertising-space-controlling entity based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from different ~~independent~~ entities, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the desired profile or kind of profiles, and

(ii) to automatically arrange for electronic storage of a tag that is associated with the visitor and that is readable by an electronic-advertising-space-controlling equipment controlled by the selected entity, which equipment is part of the computer system of part (a) when the selected entity is the entity controlling the computer system; and

(c) later, with the computer system, automatically checking electronic devices of a multitude of visitors accessing the computer system for the tag readable by the computer system and, when found, automatically causing delivery of a profile-dependent electronic advertisement to the tagged visitor devices.

35. (New) The method of claim 34 wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to

when a price for delivery of the profile-dependent electronic advertisement to the tagged visitor devices is higher than a price for delivery to the tagged visitor devices of a first advertisement based on content adjacent to the advertising space into which the first advertisement is delivered.

43. (New) The method of claim 42 further comprising:

(i) wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity;

(ii) after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the tagged visitor computers, which information includes identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement; and

(iii) after parts (a) and (c), with the computer system automatically creating electronic data used to identify a payment amount due to the profile owner company as a result of delivery of the profile-dependent electronic advertisement to the tagged visitor devices.

44. (New) A computer system comprising one or more computers, wherein the one or more computers are programmed and connected:

(a) to automatically tag a device of a visitor following receipt from ~~an independently-controlled~~ profile owner computer of indicia of a profile associated with the visitor, for profiles matching a profile or kind of profiles desired by an entity controlling the computer system; 2
/

(b) wherein the profile owner computer is programmed:

(i) to automatically select an electronic-advertising-space-controlling entity based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile

supplier with (B) a plurality of stored requests from different ~~independent~~ entities, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the desired profile or kind of profiles, and

(ii) to automatically arrange for electronic storage of a tag that is associated with the visitor and that is readable by an electronic-advertising-space-controlling equipment controlled by the selected entity, which equipment is part of the computer system when the selected entity is the entity controlling the computer system; and

(c) later, to automatically check electronic devices of a multitude of visitors accessing the computer system for the tag readable by the computer system and, when found, to automatically cause delivery of a profile-dependent electronic advertisement to the tagged visitor devices.

45. (New) The computer system of claim 44 wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity.

46. (New) The computer system of claim 44 wherein the one or more computers are further programmed to, after parts (a) and (c), electronically report information about delivery of the advertisement to the tagged visitor devices, which report is provided to the profile owner company.

47. (New) The computer system of claim 46 wherein the one or more computers are programmed to electronically report by automatically placing the tagged visitor devices that are computers in communication with computer equipment controlled by the profile owner, via URL redirection from the computer system when the computer system utilizes the profile to cause delivery of the advertisement.

48. (New) The computer system of claim 46 wherein the one or more computers are programmed to electronically report by further automatically

electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

49. (New) The computer system of claim 44 wherein the one or more computers are further programmed to, after parts (a) and (c), automatically create electronic data used to identify a payment amount due to the profile owner company as a result of delivery of the profile-dependent electronic advertisement to the tagged visitor devices.

50. (New) The computer system of claim 49:

(i) wherein the one or more computers are programmed to automatically cause delivery of a profile-dependent electronic advertisement in part (c) only when a price for delivery of the profile-dependent electronic advertisement to the tagged visitor devices is higher than a price for delivery to the tagged visitor devices of a first advertisement based on content adjacent to the advertising space into which the first advertisement is delivered;

(ii) wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity; and

(ii) wherein the one or more computers are further programmed to, after parts (a) and (c), electronically report information about delivery of the advertisement to the tagged visitor computers, which information includes identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

51. (New) An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to a computer system comprising one or more computers, instruct the one or more computers to perform a method comprising:

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λ (a) automatically tagging a device of a visitor following receipt from ~~an independently controlled~~ profile owner computer of indicia of a profile associated with the visitor, for profiles matching a profile or kind of profiles desired by an entity controlling the computer system;))

(b) wherein the profile owner computer is programmed:

(i) to automatically select an electronic-advertising-space-controlling entity based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from different ~~independent~~ entities, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the desired profile or kind of profiles, and))

(ii) to automatically arrange for electronic storage of a tag that is associated with the visitor and that is readable by an electronic-advertising-space-controlling equipment controlled by the selected entity, which equipment is part of the computer system of part (a) when the selected entity is the entity controlling the computer system; and

(c) later automatically checking electronic devices of a multitude of visitors accessing the computer system for the tag readable by the computer system and, when found, automatically causing delivery of a profile-dependent electronic advertisement to the tagged visitor devices.

52. (New) The article of claim 51 wherein the device in part (a) is a computer of the visitor that has accessed the computer system as a result of URL redirection from the profile owner computer, and wherein the profile owner computer is programmed to automatically arrange for electronic storage of the tag by automatically placing the computer of the visitor in communication with the equipment via redirection to a URL specified by the selected entity.

53. (New) The article of claim 51 wherein the computer-readable instructions instruct the one or more computers to perform a method further comprising, after parts

Search Notes 	Application/Control No. 13170110	Applicant(s)/Patent Under Reexamination SHKEDI, ROY
	Examiner DONALD CHAMPAGNE	Art Unit 3688

SEARCHED			
Class	Subclass	Date	Examiner
705	7.33, 14.53	1 June 2012	DLC

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor name search in PALM & EAST in parent appl. 11/765,433	14 Oct 2010	
EAST srch "clms_1&22" in parent appl. 11/765,433	18 Oct 2010	DLC
EAST "srch02" in parent appl. 11/765,433	29 Oct 2011	DLC
EAST searches "Fee for contribution" an "Internet_TV" in parent appl. 11/765,433	2-8 Jan 2012	DLC
EAST searc "auto redirect for tag" in parent appl. 11/765,433	13 March 2012	DLC
EAST search "classif"	1 June 2012	DLC

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner
705	7.33 and 14.53	1 June 2012	DLC

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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)

26362 7590 06/28/2012

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

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

FILED VIA E.F.S.

Donald Hertz	(Depositor's name)
/Donald Hertz/	(Signature)
07/10/2012	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/170,110	06/27/2012	Roy Shkedi	14-PP-CON1	3115

TITLE OF INVENTION:

METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$870	\$300	\$1170	09/28/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
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CHAMPAGNE, DONALD 3688 705-014660

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 Louis J. Hoffman

2 David S. Alavi

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

DATONICS, LLC

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

NEW YORK, NEW YORK

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.

☐ The Director is hereby authorized by charge the required fee(s), 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).

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 /Louis J. Hoffman/

Date 07/10/2012

Typed or printed name Louis J. Hoffman

Registration No. 38,918

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:		13170110		
Filing Date:		27-Jun-2011		
Title of Invention:		METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman/Donald Hertz		
Attorney Docket Number:		14-PP-CON1		
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	870	870
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 (\$)				1170

Electronic Acknowledgement Receipt	
EFS ID:	13215366
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	10-JUL-2012
Filing Date:	27-JUN-2011
Time Stamp:	15:31:07
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 1170
RAM confirmation Number	2236
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Issue Fee Payment (PTO-85B)	12-07-10-Datonics-PP-CON1- issue_fee_trans.pdf	117552 571fe16660964b8d8f60cddb1583f6c8cd84b82	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	31843 22b1147fb6cd993176368e0572b8f72523b7eb4a	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			149395		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					



UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/170,110	08/14/2012	8244574	14-PP-CON1	3115

26362 7590 07/25/2012
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

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

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

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):

Roy Shkedi, New York, NY;

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Shkedi, Roy	Art Unit	: 3688
Serial No.	: 13/170,110	Examiner	: Champagne, Donald
Filing Date	: 06/27/2011	Conf. No.	: 3115
Title	: Method, Computer System, and Stored Program for Causing Delivery of Electronic Advertisements Based on Provided Profiles		

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

Filed via EFS – September 27, 2012

REQUEST FOR CERTIFICATE OF CORRECTION

Dear Sir:

Enclosed is a proposed Certificate of Correction correcting typographical errors under the “References Cited” section of the patent.

Corrections are needed to correct some of the patent numbers on page 2, column 1 [See attachments to Office Action dated 6/15/2012]

Because the errors for which this Certificate of Correction are sought were due to mistakes on the part of the Office, no fee is due (35 U.S.C. 254). Please forward Certificate to assignee’s attorney at the address below.

Respectfully submitted,
DATONICS, LLC
by its attorney

Dated: September 27, 2012

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

Page 1 of 1

PATENT NO. : 8,244,574

APPLICATION NO.: 13/170,110

ISSUE DATE : August 14, 2012

INVENTOR(S) : Roy Shkedi

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Page 2, column 1, line 12, "683,220" should be --6,832,207--

Page 2, column 1, line 15, "692,544" should be --6,925,440--

Page 2, column 1, line 17, "697,343" should be --6,973,436--

Page 2, column 1, line 21, "704,353" should be --7,043,531--

Page 2, column 1, line 26, "707,285" should be --7,072,853--

Page 2, column 1, line 30, "718,807" should be --7,188,076--

MAILING ADDRESS OF SENDER (Please do not use customer number below):

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This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Attention Certificate of Corrections Branch, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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Electronic Acknowledgement Receipt	
EFS ID:	13853427
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	27-SEP-2012
Filing Date:	27-JUN-2011
Time Stamp:	14:08:32
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	Request for Certificate of Correction	12-09-27-Datronics-PP-CON1-Rqst_Cert_Correct.pdf	33498 cee020c6cb6f47880c5424c1d81efa8ab7b1a22e	no	1
Warnings:					
Information:					

2	Request for Certificate of Correction	12-09-27-Datronics-PP-CON1-CofC-file.pdf	98397 16e32699e4df739df741514562c115ad58e18cddc	no	1
Warnings:					
Information:					
Total Files Size (in bytes):			131895		
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UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

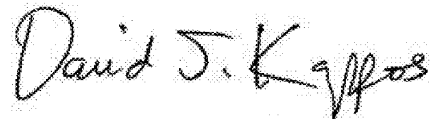
PATENT NO. : 8,244,574 B2
APPLICATION NO. : 13/170110
DATED : August 14, 2012
INVENTOR(S) : Roy Shkedi

Page 1 of 1

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Page 2, column 1, line 12, "683,220" should be --6,832,207--
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Page 2, column 1, line 26, "707,285" should be --7,072,853--
Page 2, column 1, line 30, "718,807" should be --7,188,076--

Signed and Sealed this
Thirtieth Day of October, 2012



David J. Kappos
Director of the United States Patent and Trademark Office

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor : Shkedi, Roy Patent No. : 8,244,574 B2
Serial No. : 13/170,110 Issue Date : 08/14/2012
Filing Date : 06/27/2011 Conf. No. : 3115
Title : Method, Computer System, and Stored Program for Causing
Delivery of Electronic Advertisements Based on Provided Profiles

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

Filed via EFS-Web - January 20, 2016

NOTIFICATION OF LOSS OF ENTITLEMENT TO SMALL ENTITY STATUS

Dear Sir:

Assignee notifies the USPTO of the loss of entitlement to small entity status in the above-captioned patent.

If the Office has any questions, please feel free to contact assignee's undersigned attorney of record.

Respectfully submitted,
DATONICS, LLC
by its attorney

Dated: January 20, 2016

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

Electronic Acknowledgement Receipt	
EFS ID:	24675938
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	20-JAN-2016
Filing Date:	27-JUN-2011
Time Stamp:	16:24:52
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	Notification of loss of entitlement to small entity status	15-01-20-AN-PP_CON1- Notif_Loss_Small_Entity_Status .pdf	34259 8e2b246fb0090520089e5f6f167e0eaf2ce76288	no	1
Warnings:					
Information:					

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New Applications Under 35 U.S.C. 111

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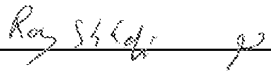
National Stage of an International Application under 35 U.S.C. 371

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

New International Application Filed with the USPTO as a Receiving Office

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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.

DISCLAIMER IN PATENT UNDER 37 CFR 1.321(a)	
Name of Patentee Roy Shkedi	Docket Number (Optional) 14-PP-CON1
Patent Number 8,244,574	Date Patent Issued 08/14/2012
Title of Invention Method, computer system, and stored program for causing delivery of electronic advertisements based on provided profiles	
I hereby disclaim the following complete claims in the above identified patent: <u>8, 16, and 23</u>	
The extent of my interest in said patent is (if assignee of record, state liber and page, or reel and frame, where assignment is recorded): <u>100% owner and assignee of record, see Reel 026943/Frame 0706 and Reel 027119/Frame 0264,</u> <u>on behalf of me and my successors and assigns.</u>	
The fee for this disclaimer is set forth in 37 CFR 1.20(d).	
☐ Patentee claims small entity status. See 37 CFR 1.27. ☐ Small entity status has already been established in this case, and is still proper. ☐ A check in the amount of the fee is enclosed. ☒ Payment by credit card. Form PTO-2038 is attached. ☐ The Director is hereby authorized to charge any fees which may be required or credit any overpayment to Deposit Account No. _____ .	
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.	
Signed at <u>Forest Hills</u> , State of <u>NY</u> , this <u>12th</u> day of <u>September</u> 20 <u>17</u> .	
 _____ Signature	_____ Registration Number, if applicable (646) 217-0930 _____ Telephone Number
<u>Roy Shkedi for Datonics, LLC</u> _____ Typed or printed name of patentee/ attorney or agent of record	
<u>37-18 Northern Boulevard, Suite 404</u> _____ Address	
<u>Long Island City, New York 11101</u> _____ City, State, Zip Code or Foreign Country as applicable	

This collection of information is required by 37 CFR 1.321. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Electronic Patent Application Fee Transmittal				
Application Number:		13170110		
Filing Date:		27-Jun-2011		
Title of Invention:		METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman/Donald Hertz		
Attorney Docket Number:		14-PP-CON1		
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:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
STATUTORY OR TERMINAL DISCLAIMER	1814	1	160	160

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				160

Electronic Acknowledgement Receipt	
EFS ID:	30356474
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	13-SEP-2017
Filing Date:	27-JUN-2011
Time Stamp:	17:54:29
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	\$ 160
RAM confirmation Number	091417INTEFSW17551000
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	Statutory disclaimers per MPEP 1490	17-09-12-DAT-PP_CON1-8244574-Stat_Disclaimer-signed.pdf	170911	no	1
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Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30616	no	2
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Warnings:					
Information:					
Total Files Size (in bytes):			201527		
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UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

YAHOO! INC.,
Petitioner,

v.

DATONICS, LLC,
Patent Owner.

Case CBM2017-00059
Patent 8,244,574 B2

Before JAMESON LEE, MICHAEL R. ZECHER, and
KEVIN W. CHERRY, *Administrative Patent Judges*.

ZECHER, *Administrative Patent Judge*.

DECISION

Denying Institution of Covered Business Method Patent Review
35 U.S.C. § 324(a) and 37 C.F.R. § 42.208

I. INTRODUCTION

Petitioner, Yahoo! Inc. (“Yahoo”), filed a Petition requesting a review under the transitional program for covered business method patents of claims 1–3, 6, 8, 11–13, 15, 16, 18–20, 22, and 23 of U.S. Patent No. 8,244,574 B2 (Ex. 1001, “the ’574 patent”). Paper 2 (“Pet.”). Patent Owner, Datonics, LLC (“Datonics”), filed a Preliminary Response (Paper 6 (“Prelim. Resp.”)), along with a statutory disclaimer pursuant to 37 C.F.R. § 1.321(a) that disclaims dependent claims 8, 16, and 23 (Ex. 3001). Consequently, only claims 1–3, 6, 11–13, 15, 18–20, and 22 of the ’574 patent (“the challenged claims”) remain for our consideration.

We have jurisdiction under 35 U.S.C. § 324,¹ which provides that a covered business method patent review may not be instituted unless the information presented in the Petition demonstrates “that it is more likely than not that at least 1 of the claims challenged in the petition is unpatentable.” Taking into account the arguments presented in Datonics’ Preliminary Response, we determine that the information presented in the Petition does not establish that the ’574 patent qualifies as a covered business method patent that is eligible for review, as defined by § 18(d)(1) of the AIA. We, therefore, *deny* the Petition.

¹ See Section 18(a)(1) of the Leahy-Smith America Invents Act, Pub. L. No. 112-29, 125 Stat. 284, 329–31 (2011) (“AIA”), which provides that the transitional program for covered business method patents will be regarded as a post-grant review under Chapter 32 of Title 35 of the United States Code, and will employ the standards and procedures of a post-grant review, subject to certain exceptions.

A. Related Matter

The parties indicate that the '574 patent has been asserted in a district court case currently captioned *AlmondNet, Inc. v. Yahoo! Inc.*, No. 1:16-cv-01557-ILG-SMG (E.D.N.Y.). Pet. 2 (citing Ex. 1004); Paper 4, 2.

B. The '574 Patent

The '574 patent generally relates to profile-based behavioral targeting advertisement placement services that seek to improve upon the monetization of electronic advertisement placement. Ex. 1001, 1:18–21. According to the '574 patent, it is well known that behavioral targeting companies (“BT companies”) specialize in targeting ads based on observing the behavior of those who visit websites. *Id.* at 1:61–64. These BT companies create a profile of each visitor to a website (e.g., by placing a cookie or cookies on the visitor’s computer to track specific actions, such as searches, content clicks, ad clicks, phone calls, information requests, acquisition of products, etc.). *Id.* at 1:64–2:3. Once a profile for each visitor has been created, these BT companies use the profiles to sell ads to advertisers. *Id.* at 2:4–5. When a particular visitor later visits the same website or another website affiliated with the BT companies, that visitor will be presented targeted ads based on his/her profile. *Id.* at 2:5–7.

The '574 patent purports to improve upon this technique of targeted advertising by disclosing an automatic system operated by a profile owner company (“PO company”) that identifies media properties interested in a particular profile. Ex. 1001, 7:5–8. Because the aforementioned BT companies collect profiles, any BT company may act as a PO company and make profiles available to media properties, whether the PO company owns profiles directly or acts as a databank representing other profile owners. *Id.*

at 7:31–35. In the present context, a media property is any equipment that controls an ad space viewed by a visitor (e.g., a web site, an ad network’s site, a television program (“TV”), some of the ad space within TV programs or TV channels, a TV network, any ad space for which an entity is allowed to sell an advertisement and deliver it within the ad space). *Id.* at 3:38–52.

The ’574 patent discloses that the automatic system identifies a particular profile by recognizing that it was one that the media property previously requested or one that falls within a category of profiles that the media property previously requested. Ex. 1001, 7:8–12. Once the identification has been made, the PO company arranges for the visitor to be tagged with a tag readable by the media property who requested the profile. *Id.* at 7:12–14. Using the information received from the media property, the PO company records usage of the profile by the media company. *Id.* at 7:15–17. In the scenario where the PO company acts as a databank, the PO company determines the profile supplier (i.e., the profile owner that provided the databank with the profile that was used) that will be credited for the selected profile and records the credit accordingly. *Id.* at 7:17–21.

C. Illustrative Claim

Of the challenged claims, claims 1, 11, and 18 are independent claims. Independent claim 1 is directed to a method of causing delivery of electronic advertisements based on provided profiles; independent claim 11 is directed to a computer system performing the same; and independent claim 18 is directed to a non-transitory computer-readable medium performing the same. Claims 2, 3, and 6 directly or indirectly depend from independent claim 1; claims 12, 13, and 15 directly or indirectly depend from independent claim 11; and claims 19, 20, and 22 directly or indirectly

depend from independent claim 18. Independent claim 1 is illustrative of the challenged claims and is reproduced below:

1. A method of causing delivery of electronic advertisements based on provided profiles comprising:

(a) with a computer system automatically tagging a device of a visitor following receipt from a profile owner computer of indicia of a profile associated with the visitor, for profiles matching a profile or kind of profiles desired by an entity controlling the computer system;

(b) wherein the profile owner computer is programmed:

(i) to automatically select an electronic-advertising-space-controlling entity based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from different entities, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the desired profile or kind of profiles, and

(ii) to automatically arrange for electronic storage of a tag that is associated with the visitor and that is readable by an electronic-advertising-space-controlling equipment controlled by the selected entity, which equipment is part of the computer system of part (a) when the selected entity is the entity controlling the computer system; and

(c) later, with the computer system, automatically checking electronic devices of a multitude of visitors accessing the computer system for the tag readable by the computer system and, when found, automatically causing delivery of a profile-dependent electronic advertisement to the tagged visitor devices.

Ex. 1001, 14:30–59.

D. Asserted Ground of Unpatentability

Yahoo challenges claims 1–3, 6, 11–13, 15, 18–20, and 22 of the '574 patent as unpatentable under 35 U.S.C. § 101. Pet. 37–63.

II. ANALYSIS

A. Claim Construction

In a covered business method patent review, we interpret claim terms in an unexpired patent according to the broadest reasonable interpretation in light of the specification of the patent in which it appears. 37 C.F.R. § 42.300(b). Under the broadest reasonable interpretation standard, claim terms are generally given their ordinary and customary meaning, as would be understood by one of ordinary skill in the art, in the context of the entire disclosure. *In re Translogic Tech., Inc.*, 504 F.3d 1249, 1257 (Fed. Cir. 2007). An inventor may provide a meaning for a term that is different from its ordinary and customary meaning by defining the term in the specification with reasonable clarity, deliberateness, and precision. *In re Paulsen*, 30 F.3d 1475, 1480 (Fed. Cir. 1994).

In its Petition, Yahoo proposes constructions for the following claim terms: (1) “an electronic-advertising-space-controlling entity” (all the challenged claims); and (2) “electronic advertisement” (all the challenged claims). Pet. 17–27. In response, Datonics contends that Yahoo improperly imports monetization elements into its proposed constructions of these two claim terms. Prelim. Resp. 20–31. For purposes of this Decision, we determine that both of these claim terms require construction in order to resolve the dispositive issue discussed below—namely, whether at least one of the challenged claims of the ’574 patent satisfies the financial prong of covered business method patent eligibility.

1. “an electronic-advertising-space-controlling entity”

In its Petition, Yahoo contends that one of ordinary skill in the art would have understood that the specification of the ’574 patent defines the

claim term “an electronic-advertising-space-controlling entity” by including unequivocal statements that characterize this claim term as meaning “an entity monetizing an advertising space.” Pet. 19–21 (citing Ex. 1001, 1:1–21, 4:55–5:5, 6:52–68; Ex. 1002 ¶ 65). Yahoo also argues that the specification clearly and consistently indicates that the claim term “an electronic-advertising-space-controlling entity” is “an entity monetizing an advertising space.” *Id.* at 21–22 (citing Ex. 1001, 2:4–5, 3:38–52, 3:60–4:7, 4:55–5:13, 5:30–32, 6:50–58, 9:11–17, 10:10–13, 10:59–64, 11:41–46, 12:20–32, 12:41–54, 13:8–27, Figs. 1 and 2). According to Yahoo, there is not a single instance in the specification where this claim term is described in a contradictory manner. *Id.* at 23. Yahoo asserts that, if we decline to adopt its proposed construction, the challenged claims would fail to reflect the specification’s repeated and consistent characterization of “an electronic-advertising-space-controlling entity” and would read onto prior art disparaged by the ’574 patent. *Id.* at 25 (citing Ex. 1002 ¶¶ 66–68).

In response, Datonics contends that Yahoo improperly imports monetization elements from the specification into its proposed construction of the claim term “an electronic-advertising-space-controlling entity.” Prelim. Resp. 20–22. Datonics further argues that Yahoo fails to consider the prosecution history of the parent patent to the ’574 patent in its claim construction analysis, particularly an exchange between the Examiner and applicant regarding the scope and meaning of the claim term “an electronic-advertising-space-controlling entity.” *Id.* at 28–29 (citing Ex. 1007, 11, 13,

21, 56, 131–32).² According to Datonics, this exchange resulted in the Examiner and applicant ultimately agreeing that the broadest reasonable construction of this claim term may include “‘advertisers seeking to gain access to profile information’ and ‘intermediaries’ (such as the listed sorts).” *Id.* at 29.

Generally, we would determine the ordinary and customary meaning of the claim term “an electronic-advertising-space-controlling entity,” as would be understood by one of ordinary skill in the art, in the context of the entire disclosure of the ’574 patent. *See Translogic*, 504 F.3d at 1257. This claim term, however, does not appear in the specification of the ’574 patent outside of independent claims 1, 11, and 18. *See, e.g.*, Ex. 1001, 14:38–39 (claim 1), 16:7–8 (claim 11), 17:29–30 (claim 18). Because this claim term is not used in the specification outside of independent claims 1, 11, and 18, the specification provides limited guidance, by itself, as to its ordinary and customary meaning. Nonetheless, even reviewing the portions of the specification relied upon by Yahoo more generally, we see no clear or unambiguous effort to limit the claimed invention to only situations involving monetization of an advertising space. *See, e.g., Absolute Software, Inc. v. Stealth Signal, Inc.*, 659 F.3d 1121, 1136–37 (Fed. Cir. 2011) (describing certain circumstances where statements in the specification, such as the phrase “present invention,” can limit the entire invention to only the preferred embodiment). We, therefore, are not persuaded by Yahoo’s argument that one of ordinary skill in the art would

² All references to the page numbers in Exhibit 1007 refer to the page numbers inserted by Yahoo in the bottom, right-hand corner of each page.

have understood that the specification defines the claim term “an electronic-advertising-space-controlling entity” by including unequivocal statements that purportedly characterize this claim term as “an entity monetizing an advertising space,” nor are we persuaded by Yahoo’s argument that the specification defines this claim term through clear and consistent usage. *See* Pet. 19–25.

The U.S. Court of Appeals for the Federal Circuit has instructed that we “should also consult the patent’s prosecution history in proceedings in which the patent has been brought back to the agency for a second review.” *Microsoft v. Proxyconn, Inc.*, 789 F.3d 1292, 1298 (Fed. Cir. 2015) (citing *Tempo Lighting Inc. v. Tivoli LLC*, 742 F.3d 973, 978 (Fed. Cir. 2014)). This prosecution history has a significant impact on the construction of the term “an electronic-advertising-space-controlling entity” because, as we explain above, this claim term does not appear in the specification outside of independent claims 1, 11, and 18.

The ’574 patent is a continuation of U.S. Patent Application No. 11/765,433 (Ex. 1001, at [63]), which issued as U.S. Patent No. 8,280,758 (“the ’758 patent”) (Ex. 1007, 4). The prosecution history of the ’758 patent contains an exchange between the Examiner and applicant regarding the claim term “an electronic-advertising-space-controlling entit[y]” and, therefore, it applies with equal force to the ’574 patent. *See Elkay Mfg. Co. v. Ebco Mfg. Co.*, 192 F.3d 973, 980 (Fed. Cir. 1999) (“When multiple patents derive from the same initial application, the prosecution history regarding a claim limitation in any patent that has issued applies with equal force to the subsequently issued patents that contain the same claim limitation.”); *see also* Ex. 1008, 20, 32 (allowing the subject matter of the

'574 patent for the same reasons given in the prosecution history of the '758 patent).³

After reviewing the prosecution history of the '758 patent, we agree with Datonics that there was an exchange between the Examiner and applicant that ultimately resulted in both parties agreeing to the scope and meaning of the claim term “an electronic-advertising-space-controlling entity.” *See* Prelim. Resp. 28–29. This claim term was first introduced by the applicant in an amendment filed on June 20, 2011. Ex. 1007, 157–65. After this claim term was introduced via amendment and determined to have sufficient written description support in the specification (*id.* at 142), there was a progressive discussion between the Examiner and applicant (*id.* at 130–32, 56, 21–22) that ultimately resulted in the parties agreeing that this claim term should be interpreted as “advertisers seeking to gain access to profile information,” wherein “advertisers” include both “entities wishing to place ads for products that they can sell to profiled users” and “intermediaries . . . assisting in the placement of such ads” (*id.* at 13, 11). Notably, neither Yahoo nor its declarant, Mr. Stephen Gray, addresses this portion of the prosecution history in their proposed claim constructions. *See* Pet. 19–25; Ex. 1002 ¶¶ 65–68.

In summary, applying the broadest reasonable interpretation in light of the '574 patent, we adopt Datonics' proposed construction of the claim term “an electronic-advertising-space-controlling entity,” which is consistent with the intrinsic evidence, particularly the prosecution history of the '758 patent

³ All references to the page numbers in Exhibit 1008 refer to the page numbers inserted by Yahoo in the bottom, right-hand corner of each page.

(i.e., the parent patent of the '574 patent), and does not otherwise conflict with the specification of the '574 patent. As a result, we construe this claim term as “advertisers seeking to gain access to profile information.” We further clarify that “advertisers” include both “entities wishing to place ads for products that they can sell to profiled users” and “intermediaries assisting in the placement of such ads.”

2. “*electronic advertisement*”

In its Petition, Yahoo contends that one of ordinary skill in the art would have understood that the specification of the '574 patent defines the claim term “electronic advertisement” by implication as “a paid announcement in electronic media” for the following two reasons: (1) the central focus of the '574 patent is monetizing advertising space; and (2) the specification consistently and repeatedly indicates that an advertiser pays for delivering of advertisements. Pet. 25–26 (citing Ex. 1001, 1:19–21, 6:52–68; Ex. 1002 ¶¶ 69, 70). Relying on two dictionary definitions of “advertisement,” Yahoo further argues that the extrinsic evidence confirms this implicit definition. *Id.* at 27 (citing 1005, 20; Ex. 1006, 20; Ex. 1002 ¶¶ 44, 71).

In response, Datonics contends that Yahoo improperly imports monetization elements from the specification into its proposed construction of the claim term “electronic advertisement.” Prelim. Resp. 20–22. Datonics argues that, under the broadest reasonable interpretation standard, it is not unreasonable to construe an “electronic advertisement” as simply “‘a notice or announcement’ (including free ads).” *Id.* at 25. Indeed, Datonics argues that Yahoo does not direct us to an explicit definition of the word “advertisement” in the specification of the '574 patent, nor does Yahoo

provide specific citations to the specification expressly stating that the advertisement must be paid for. *Id.* Lastly, Datonics argues that we should not accept the dictionary definitions of “advertisement” offered by Yahoo because these definitions use the term “*such as*,” thereby implying that payment is not a requirement. *Id.* To further bolster its position, Datonics directs us to another dictionary that defines “advertisement” as “a public notice or announcement, *usually* paid for.” *Id.* at 26 (quoting Ex. 2001, 20).

Beginning with the intrinsic record, the specification of the ’574 patent uses the claim term “electronic advertisement” on four occasions. For instance, the claim term “electronic advertisement” appears in the Abstract with reference “to improv[ing] monetization of electronic advertisement placement.” Ex. 1001, Abstract. This claim term appears again in the specification in the context that it “relates to improving monetization of electronic advertisement placement.” *Id.* at 1:19–21; *see also id.* at 6:59–62, 6:66–7:2 (stating essentially the same).

We note that these aforementioned statements in the specification that reference what the invention of the ’574 patent “relates to” or disclose the stated objective of the present invention are different from what is claimed. Each of independent claims 1, 11, and 18 merely recites delivery of an “electronic advertisement” without delineating whether that advertisement is paid or unpaid, much less the intended purpose of the advertisement. In contrast to each of these independent claims, the specification separately refers to “monetization of electronic advertisement placement.” We decline to conflate any monetization or payment activities that occur in connection with the placement of an electronic advertisement—separate and apart from

the steps recited in each independent claim—with the generic recitation of “electronic advertisement.”

Turning now to the extrinsic evidence, Yahoo directs us to two dictionary definitions of the word “advertisement” to support its assertion that the claim term “electronic advertisement” should be construed as “a paid announcement in electronic media.” *See* Pet. 27. Yahoo asserts that THE AMERICAN HERITAGE COLLEGE DICTIONARY (4th ed. 2002) defines “advertisement” as “[a] notice, such as a poster or a paid announcement in the print, broadcast, or electronic media, designed to attract public attention or patronage.” *Id.* (emphasis omitted) (quoting Ex. 1005, 20). Yahoo also asserts that THE AMERICAN HERITAGE COLLEGE DICTIONARY (3d ed. 1997) defines “advertisement” as “[a] notice, such as a poster, newspaper display, or paid announcement in the electronic media to attract public attention or patronage.” *Id.* (alteration in original) (emphasis omitted) (quoting Ex. 1006, 20).

Although Yahoo asserts that only these two particular definitions in the dictionaries it introduced as extrinsic evidence are useful in determining the scope and meaning of “advertisement” (*see* Pet. 10), “[i]f the intrinsic record supports several definitions of a term, the term may be construed to encompass all such consistent meanings.” *Wasica Fin. GmbH v. Cont’l Auto. Sys., Inc.*, 853 F.3d 1272, 1281 (Fed. Cir. 2017). Here, Yahoo does not explain adequately why we must limit an “advertisement” to “a paid announcement in electronic media” when the very definitions it relies upon also includes examples of “a poster” or “newspaper display” in electronic media. Arguably, these particular examples of the word “advertisement” could be used to support Datonics’ assertion that an advertisement in light of

the '574 patent should not be limited to a paid advertisement. *See* Prelim. Resp. 25. Consequently, because the dictionaries introduced as extrinsic evidence by Yahoo include multiple examples of the word “advertisement” that reasonably could be read to support both parties’ claim construction positions, we do not view the particular dictionary definitions relied upon by Yahoo as dispositive in ascertaining the scope and meaning of the claim term “electronic advertisement.”

In summary, upon weighing all the evidence bearing on the construction of the claim term “electronic advertisement,” the extrinsic evidence is inconclusive and does not overcome the intrinsic evidence, which does not limit an electronic advertisement only to a paid announcement in electronic media. Applying the broadest reasonable interpretation in light of the '574 patent, we construe the claim term “electronic advertisement” in accordance with its ordinary and customary meaning as “an announcement in electronic media.”

B. Covered Business Method Patent Eligibility

Under § 18(a)(1)(E) of the AIA, we may institute a transitional review proceeding only for a covered business method patent. A “covered business method patent” is a patent that “claims a method or corresponding apparatus for performing data processing or other operations used in the practice, administration, or management of a financial product or service, except that the term does not include patents for technological inventions.” AIA § 18(d)(1); *see also* 37 C.F.R. § 42.301 (defining “[c]overed business method patent” and “[t]echnological invention”).

1. Financial Product or Service

For purposes of determining whether a patent is eligible for a covered business method patent review, the focus is on the claims to determine whether there is anything “explicitly or inherently financial in the construed claim language.” *Blue Calypso, LLC v. Groupon, Inc.*, 815 F.3d 1331, 1340 (Fed. Cir. 2016). Stated differently, the Federal Circuit recently clarified that, “[n]ecessarily, the statutory definition of a [covered business method] patent requires that the patent have a claim that contains, however phrased, a financial activity element.” *Secure Axxess, LLC v. PNC Bank Nat’l Ass’n*, 848 F.3d 1370, 1381 (Fed. Cir. 2017).

Yahoo contends that, because each of dependent claims 8, 16, and 23 recites, in relevant part, “a payment amount due to the profile owner company as a result of delivery of the profile-dependent electronic advertisement,” each of these claims satisfies the financial prong of covered business method patent eligibility. Pet. 29 (quoting Ex. 1001, 15:30–35, 16:55–60, 18:20–28) (citing Ex. 1002 ¶ 73). Alternatively, Yahoo contends that, because the broadest reasonable interpretation of the claim term “an electronic-advertising-space-controlling entity” is “an entity monetizing an advertising space,” each of independent claims 1, 11, and 18 that includes this claim term satisfies the financial prong of covered business method patent eligibility. *Id.* at 30 (quoting Ex. 1001, 14:38–39, 16:7–8, 17:29–30) (citing Ex. 1002 ¶ 74). Yahoo also argues that, because the broadest reasonable interpretation of the claim term “electronic advertisement” is “a paid announcement in electronic media,” each of independent claims 1, 11, and 18 that includes this claim term satisfies the financial prong of covered

business method patent eligibility. *Id.* at 30–31 (quoting Ex. 1001, 14:54–59, 16:23–28, 17:45–50) (citing Ex. 1002 ¶ 75).⁴

In response, Datonics contends that Yahoo fails to meet its burden of demonstrating that at least one challenged claim of the '574 patent satisfies the financial prong of covered business method patent eligibility. Prelim. Resp. 18–19; *see also id.* at 32–33 (arguing the same). In particular, Datonics argues that we should treat the '574 patent as if dependent claims 8, 16, and 23 never existed because it filed a statutory disclaimer that disclaims these dependent claims. Prelim. Resp. 31–32; Ex. 3001. Datonics further argues that we should decline to adopt Yahoo's proposed constructions for the claim terms "an electronic-advertising-space-controlling entity" and "electronic advertisement" because Yahoo improperly imports monetization elements from the specification of the '574 patent into its proposed constructions. Prelim. Resp. 20–31.

We agree with Datonics that Yahoo has not demonstrated that at least one challenged claim of the '574 patent is directed to a method or an

⁴ Yahoo contends that, because the specification of the '574 patent repeatedly emphasizes that its core purpose is "improving monetization of electronic advertisement placement," such statements make clear that the '574 patent is "used in the practice, administration, or management of a financial product or service" and, therefore, satisfies the financial prong of covered business method patent eligibility. Pet. 32–33 (citing Ex. 1002 ¶ 76). Yahoo, "submits this argument for [our] consideration should the Federal Circuit or Supreme Court overrule or modify the *Secure Access* decision." *Id.* at 32 n.5. The current situation does not require us to assess the merits of this argument because, after the Petition in this proceeding was filed on June 2, 2017, the Federal Circuit entered an Order denying en banc review in *Secure Access* on June 6, 2017. *Secure Access, LLC v. PNC Bank Nat'l Ass'n*, 859 F.3d 998 (Fed. Cir. 2017).

apparatus for performing data processing or other operations used in the practice, administration, or management of a financial product or service. As an initial matter, “[covered business method] patent review eligibility is determined based on the claims of the challenged patent as they exist at the time of the decision whether to institute, and statutorily disclaimed claims must be treated as if they never existed.” *Facebook, Inc. v. Skky, LLC*, Case CBM2016-00091, slip op. at 11 (PTAB Sept. 28, 2017) (Paper 12). Here, because dependent claims 8, 16, and 23 have been statutorily disclaimed (Ex. 3001), we must treat the ’574 patent as if these claims never existed.

Turning to the language of independent claims 1, 11, and 18, we are not persuaded by Yahoo’s argument that these claims recite language, as construed, that is explicitly or inherently financial. As explained above in our claim construction section, we decline to adopt Yahoo’s proposed construction of the claim term “an electronic-advertising-space-controlling entity” as “an entity monetizing an advertising space,” nor do we adopt Yahoo’s proposed construction of the claim term “electronic advertisement” as “a paid announcement in electronic media.” *See supra* Section II.A.1–2. Instead, we construe the claim term “an electronic-advertising-space-controlling entity” for purposes of this Decision as “advertisers seeking to gain access to profile information,” wherein “advertisers” include both “entities wishing to place ads for products that they can sell to profiled users” and “intermediaries assisting in the placement of such ads.” We also construe the claim term “electronic advertisement” for purposes of this Decision as “an announcement in electronic media.” Because Yahoo’s Petition is not based on these constructions and, instead, is based on erroneous claim interpretations, we are not persuaded that Yahoo has

demonstrated that any one of independent claims 1, 11, and 18 satisfies the financial prong of covered business method patent eligibility.

In any event, even considering the claim terms “an electronic-advertising-space-controlling entity” and “electronic advertisement” under their proper constructions, we are not persuaded that these claim terms invoke anything explicitly or inherently financial. Beginning with the claim term “an electronic-advertising-space-controlling entity,” we recognize that under the proper construction “advertisers” may include “entities wishing to place ads for products that they can sell to profiled users.” The Federal Circuit, however, has explained that “it cannot be the case that a patent covering a method and corresponding apparatuses becomes a [covered business method] patent because its practice could involve a potential sale of a good or service.” *Unwired Planet, LLC v. Google Inc.*, 841 F.3d 1376, 1382 (Fed. Cir. 2016). The Federal Circuit further explained that “[i]t is not enough that a sale has occurred or may occur, or even that the specification speculates such a potential sale might occur.” *Id.* Although advertisers in this particular context may constitute entities wishing to place ads for products that they can sell to profiled users, the fact that a sale may occur is not enough when the challenged claims neither recite a sale nor otherwise are directed to the practice, administration, or management of a financial product or service.

Turning to the claim term “electronic advertisement,” we note that the proper construction is its ordinary and customary meaning, which is simply an announcement in electronic media. With this in mind, the proper construction of this claim term does not invoke anything explicitly or inherently financial that would justify concluding that the ’574 patent is a

covered business method patent eligible for review. For these additional reasons, we are not persuaded that Yahoo has demonstrated that any one of independent claims 1, 11, and 18 satisfies the financial prong of covered business method patent eligibility.

2. Technological Invention

The parties dispute whether the challenged claims of the '574 patent are for a technological invention. Pet. 33–37; Prelim. Resp. 33–38. The current situation does not require us to assess the merits of those arguments because, as we explain above, Yahoo has not demonstrated that any of the challenged claims satisfies the financial prong of covered business method patent eligibility.

III. CONCLUSION

Taking into account the arguments presented in Datonics' Preliminary Response, we determine that the information presented in the Petition does not establish that the '574 patent qualifies as a covered business method patent that is eligible for review, as defined by § 18(d)(1) of the AIA. We, therefore, do not institute a covered business method patent review based on the sole asserted ground as to any of the challenged claims.

IV. ORDER

In consideration of the foregoing, it is ORDERED that the Petition is DENIED and no trial is instituted.

CBM2017-00059
Patent 8,244,574 B2

For PETITIONER:

James M. Glass
John T. McKee
Ognjen Zivojnovic
Quinn Emanuel Urquhart & Sullivan, LLP
jimglass@quinnemanuel.com
johnmckee@quinnemanuel.com
ogizivojnovic@quinnemanuel.com

For PATENT OWNER:

Louis J. Hoffman
Louis J. Hoffman, P.C.
Louis@valuablepatents.com

Justin J. Lesko
Law Offices of Steven G. Lisa, Ltd.
justinlesko@patentit.com

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CHANGE OF CORRESPONDENCE ADDRESS <i>Patent</i> Address to: Mail Stop Post Issue Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Patent Number	8,244,574
	Issue Date	8/14/2012
	Application Number	13/170,110
	Filing Date	6/27/2011
	First Named Inventor	Shkedi, Roy
	Attorney Docket Number	PP-CON1

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37-18 Northern Boulevard
Suite 404

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☒ Attorney or agent of record. Registration Number 38918

☐ Patent practitioner acting in a representative capacity whose correspondence address is the correspondence address of record. Notice has been given to the patentee or owner. Registration Number 38918

Signature /Louis J. Hoffman/

Typed or Printed Name Louis J. Hoffman

Date 10/23/2020 **Telephone** (480) 948-3295

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EFS ID:	40936797
Application Number:	13170110
International Application Number:	
Confirmation Number:	3115
Title of Invention:	METHOD, COMPUTER SYSTEM, AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON1
Receipt Date:	23-OCT-2020
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Change of Address	20-10-23-DAT-PP_CON1-COA.pdf	198638 9a9706b56a0a37b51e6854da3de30a60e0bfc573	no	1

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Disclaimer

8,244,574 B2 - Roy Shked, New York, NY (US). METHOD, COMPUTER SYSTEM AND STORED PROGRAM FOR CAUSING DELIVERY OF ELECTRONIC ADVERTISEMENTS BASED ON PROVIDED PROFILES. Patent dated August 14, 2012. Disclaimer filed September 13, 2017, by the inventor.

I hereby disclaim the following complete claims 8, 16, and 23 of said patent.

(Official Gazette, September 6, 2022)