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**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
			☐	☐	☐
				☐	☐
				☐	☐
				☐	☐



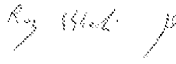
Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[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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DECLARATION — Utility or Design Patent Application

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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 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.					
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					
City	State	Zip	Country		
New York	New York	10012	USA		
☐ 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, Donald *
Filing Date : 09/28/2012 * *In parent application S.N. 11/765,433*
Title : Providing collected profiles to media properties having specified
interests

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

Filed via EFS – September 28, 2012

PRELIMINARY AMENDMENT

Dear Sir:

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

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

Amendments to the Claims begin on page 3 of this paper.

Remarks are on page 6 of this paper.

Amendments

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, now U.S. Patent 8,280,758, 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. (Original) 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. (Original) 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. (Original) 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. (Original) The method of claim 1 wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles.
5. (Original) 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. (Original) The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.

7. (Original) 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. (Original) 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. (Original) 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. (Original) The method of claim 1 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.

11. (Original) The method of claim 10 further comprising, based on the report, recording an amount owed by the selected media property for profile usage.

12. (Original) 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. (Original) 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 profiled visitor by the selected media property.

14. (Original) 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. (Original) The method of claim 14 wherein the redirection occurs by incorporating a redirection instruction into the advertisement.

16. (Original) The method of claim 1 wherein the profile supplier operates in a different media than the selected media property.

17. (Original) The method of claim 16 wherein the profile supplier operates in the Internet and the selected media property operates in a television media.

18. (Original) 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. (Original) The method of claim 18 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, 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.

20. (Original) 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.

21.-33. (Canceled)

Remarks

Assignee cancels all but twenty claims from the parent application to avoid excess claims fees and plans to file a Supplemental Preliminary Amendment as soon as possible to present new claims for prosecution in this application.

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: September 28, 2012

/Louis J. Hoffman/

Louis J. Hoffman

Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.

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Application Number	New Application
Filing Date	09/28/2012
First Named Inventor	Shkedi, Roy
Title	Providing Collected Profiles to Media Properties Having Specified Interests
Art Unit	
Examiner Name	
Attorney Docket Number	14-PP-CON2

SIGNATURE of Applicant or Patent Practitioner

Signature	/Louis J. Hoffman/	Date	09/28/2012
Name	Louis J. Hoffman	Telephone	(480) 948-3295
Registration Number	38918		

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications.

☒ *Total of 1 forms are submitted.

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I hereby revoke all previous powers of attorney given in the application identified in the attached transmittal letter.

- ☒ I hereby appoint Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A or equivalent):

26362

OR

- ☐ I hereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A or equivalent):

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I am the Applicant:

- ☐ Inventor or Joint Inventor
- ☐ Legal Representative of a Deceased or Legally Incapacitated Inventor
- ☒ Assignee or Person to Whom the Inventor is Under an Obligation to Assign
- ☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document)

SIGNATURE of Applicant for Patent

Signature	<i>M. R...</i>	Date	September 28, 2012
Name		Telephone	(646) 867-0647
Title and Company <i>CEO - Datonics, LLC</i>			

NOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. Submit multiple forms for more than one signature; see below *.

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Electronic Patent Application Fee Transmittal				
Application Number:				
Filing Date:				
Title of Invention:		Providing collected profiles to media properties having specified interests		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman/Donald Hertz		
Attorney Docket Number:		14-PP-CON2		
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	95	95
Utility Search Fee	2111	1	310	310
Utility Examination Fee	2311	1	125	125
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				530

Electronic Acknowledgement Receipt	
EFS ID:	13872180
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	Providing collected profiles to media properties having specified interests
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-CON2
Receipt Date:	28-SEP-2012
Filing Date:	
Time Stamp:	17:57:20
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 530
RAM confirmation Number	9775
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		ProvidingProfiles-Spec-FINAL.pdf	117922 cfa2df0701885ee3db8dd4961e8ca1e391da6c7	yes	29
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Specification		1	22	
	Claims		23	28	
	Abstract		29	29	
Warnings:					
Information:					
2	Drawings-only black and white line drawings	ProvidingProfiles-drawings-FINAL.pdf	524588 415d8ef013f10777a8e3df43dd59fcaab08a688	no	2
Warnings:					
Information:					
3	Oath or Declaration filed	ProvidingProfiles-Declaration-parent.pdf	93664 b0634125f5ffe818e23f94b936207599c34b76	no	2
Warnings:					
Information:					
4	Preliminary Amendment	12-09-28-Datonics-PP-CON2-Prelim_Amend.pdf	60415 2b8b0fd02fe97a229e102a77833a114a094becf0	no	6
Warnings:					
Information:					
5	Transmittal of New Application	12-09-28-Datonics-PP-CON2-app_trans.pdf	60010 631df381577a4168f5531d50648cb5081cf8320	no	1
Warnings:					
Information:					
6	Application Data Sheet	12-09-28-Datonics-PP-CON2-ADS.pdf	1396380 75ea5efc1c16cdf58e3ea77143507689f88398523	no	5
Warnings:					
Information:					
7	Power of Attorney	12-09-28-Datonics-PP-CON2-POA2.pdf	3558031 217a58f43d0401901173b1c56eee1172ef1587db	no	2
Warnings:					
Information:					

8	Fee Worksheet (SB06)	fee-info.pdf	32647 59e27f6dd8da43d4db07160262a755091bd99112b	no	2
Warnings:					
Information:					
Total Files Size (in bytes):				5843657	
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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 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 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 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 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 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 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 practices 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

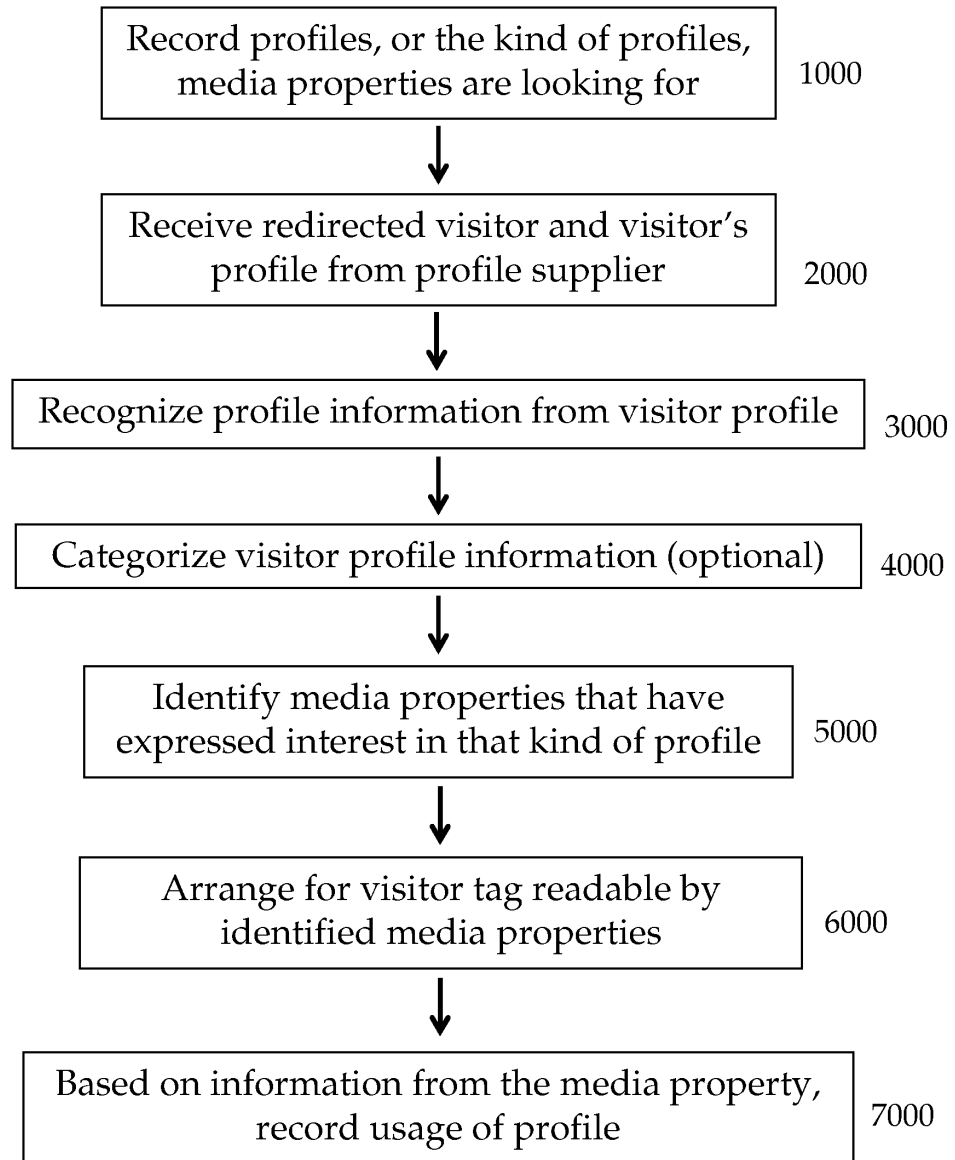
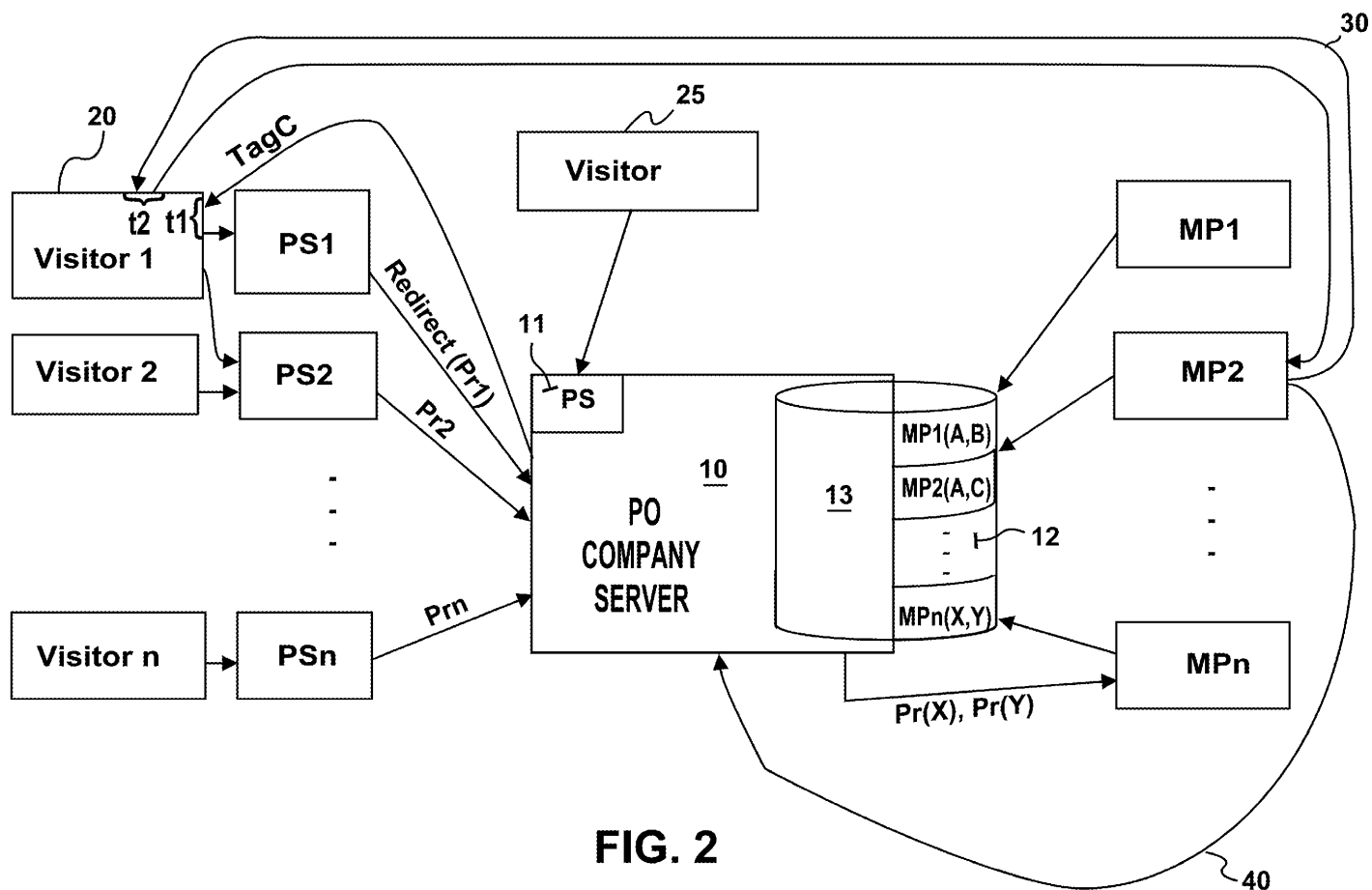


FIG. 1

2/2



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UTILITY PATENT APPLICATION TRANSMITTAL <i>(Only for new nonprovisional applications under 37 CFR 1.53(b))</i>		Attorney Docket No. First Inventor Title Express Mail Label No.	14-PP-CON2 Shkedi, Roy Providing collected profiles to media properties ... n/a - filed via EFS
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APPLICATION ELEMENTS <i>See MPEP chapter 600 concerning utility patent application contents.</i>	ADDRESS TO: Commissioner for Patents P.O. Box 1450 Alexandria VA 22313-1450
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1. ☐ Fee Transmittal Form. (PTO/SB/17 or equivalent) 2. ☒ Applicant claims small entity status. See 37 CFR 1.27. 3. ☒ Specification. [Total Pages <u>29</u>] Both the claims and abstract must start on a new page (For information on the preferred arrangement, see MPEP § 608.01(a)) 4. ☒ Drawing(s). (35 U.S.C. 113) [Total Sheets <u>2</u>] 5. ☐ Inventor's Oath or Declaration. [Total Sheets <u>2</u>] (including substitute statements under 37 CFR 1.64 and assignments serving as an oath or declaration under 37 CFR 1.63(e)) a. ☐ Newly executed (original or copy) b. ☒ A copy from a prior application (37 CFR 1.63(d)) 6. ☒ Application Data Sheet. *See Note below. See 37 CFR 1.76 (PTO/AIA/14 or equivalent) 7. ☐ CD-ROM or CD-R. in duplicate, large table or Computer Program (Appendix) ☐ Landscape Table on CD 8. Nucleotide and/or Amino Acid Sequence Submission. (if applicable, items a. – c. are required) a. ☐ Computer Readable Form (CRF) b. ☐ Specification Sequence Listing on: i. ☐ CD-ROM or CD-R (2 copies); or ii. ☐ Paper c. ☐ Statements verifying identity of above copies	ACCOMPANYING APPLICATION PARTS 9. ☒ Assignment Papers. (cover sheet & document(s)) Name of Assignee <u>Datonic, LLC</u> 10. ☒ 37 CFR 3.73(c) Statement. ☐ Power of Attorney. (when there is an assignee) 11. ☐ English Translation Document. (if applicable) 12. ☐ Information Disclosure Statement. (PTO/SB/08 or PTO-1449) ☐ Copies of citations attached 13. ☒ Preliminary Amendment. 1. ☐ Return Receipt Postcard. 4. (MPEP § 503) (Should be specifically itemized) 15. ☐ Certified Copy of Priority Document(s). (if foreign priority is claimed) 16. ☐ Nonpublication Request. Under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent. 17. ☐ Other: _____
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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	14-PP-CON2
		Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests		
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Title of the Invention	Providing collected profiles to media properties having specified interests		
Attorney Docket Number	14-PP-CON2	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Suggested Class (if any)	705	Sub Class (if any)	
Suggested Technology Center (if any)	3688		
Total Number of Drawing Sheets (if any)	2	Suggested Figure for Publication (if any)	2

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	14-PP-CON2
		Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests		

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Prior Application Status		Patented		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
	Continuation of	11765433	2007-06-19	8280758	2012-10-02
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Application Number	Country i	Filing Date (YYYY-MM-DD)
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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	14-PP-CON2
		Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests		

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	14-PP-CON2
		Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests		

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7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

STATEMENT UNDER 37 CFR 3.73(c)

Applicant/Patent Owner: Datonics, LLC

Application No./Patent No.: 13/631,244 Filed/Issue Date: 09/28/2012

Titled: Providing collected profiles to media properties having specified interests

Datonics, LLC, a limited liability company

(Name of Assignee)

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

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2, 3 or 4 below):

1. ☒ The assignee of the entire right, title, and interest.
2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):
- ☐ The extent (by percentage) of its ownership interest is ____%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.
- ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

4. ☐ The recipient, via a court proceeding or the like (e.g., bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose **one** of options A or B below):

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Roy Shkedi To: AlmondNet, Inc.

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

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

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

[Page 1 of 2]

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

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

STATEMENT UNDER 37 CFR 3.73(c)

3. From: _____ To: _____

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

4. From: _____ To: _____

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

5. From: _____ To: _____

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

6. From: _____ To: _____

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

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


As required by 37 CFR 3.73(c)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature

Michael Benedek

Printed or Typed Name

September 28, 2012

Date

CEO - Datonics, LLC

Title or Registration Number

[Page 2 of 2]

ASSIGNMENT

FOR VALUE RECEIVED, I, the named inventor of the below-referenced patent application, sell, assign, and transfer to AlmondNet, Inc., a Delaware corporation, and any successor, assign, legal representative, or designated nominee ("Assignee"), the entire right, title, and interest, for all countries, in and to certain inventions relating to: "Providing Collected Profiles to Media Properties Having Specified Interests," described in a U.S. utility patent application filed June 19, 2007, and a PCT application of the same date, and all the rights and privileges under all Letters Patent that may be granted for those inventions, including any regular applications and continuations, continuations-in-part, and divisions thereof, and reissue patents or applications thereof, and any foreign counterparts, international applications, or national applications related to those inventions.

I request that all patents for the inventions be issued to Assignee.

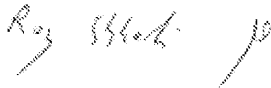
I agree that, when requested, I will, without charge to Assignee but at Assignee's expense, sign all papers, take all rightful oaths, and do all acts that may be necessary, desirable, or convenient for securing and maintaining patents for the inventions in all countries and for vesting title to such patents in Assignee.

I authorize and empower Assignee to invoke and claim, for any application for patent or other form of protection for the inventions filed by Assignee, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention that may be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me.

I consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file, or like document that may be required in any country for any purpose and more particularly in proof of the right of Assignee to claim the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention that may be substituted for it.

I represent and covenant with Assignee that the rights and property conveyed by this Assignment are free and clear of any encumbrance, and that I have full right to convey those rights and property.

Agreed:



_____ at New York, New York, June 19, 2007.

Roy Shkedi

ASSIGNMENT AND LICENSE

This Assignment and License is executed, acknowledged, and delivered by (1) AlmondNet, Inc., a corporation organized and existing under the laws of Delaware, with a principal place of business at 134 Spring Street, New York, New York 10012 ("AlmondNet"), and (2) Datonics, LLC, a Delaware limited liability company with its principal place of business at 84 Wooster Street, New York, NY 10012 ("Datonics"), in accordance with, and pursuant to the terms and conditions of the confidential Technology Contribution, Assignment and Licensing Agreement between AlmondNet and Datonics having an Effective Date of March 1, 2011 (the "Agreement").

AlmondNet hereby sells and assigns to, its entire right, title, and interest in all currently existing patents and patent applications listed in the attached Exhibit A, and all parents, priority applications, continuations, continuations-in-part, divisionals, reexamination certificates, reissues, and foreign counterparts thereof (the "AlmondNet Patent Rights"), free and clear of any liens, security interests, or other encumbrances whatsoever, to be held and enjoyed by Datonics, its successors, and assigns; and

Datonics hereby grants to AlmondNet a royalty-free, exclusive, worldwide, perpetual, irrevocable, freely transferable, and freely sub-licensable license in, for, and under the AlmondNet Patent Rights, and for the full term thereof in all fields except the Datonics Field (as that term is defined in the Agreement).

Capitalized terms used herein and not expressly defined shall have the meaning ascribed to such terms in the Agreement. Notwithstanding anything to the contrary herein, the parties are executing and delivering this Assignment and License in accordance with and subject to all of the terms and provisions of the Agreement. In the event of any conflict between the terms of this Assignment and License and those of the Agreement, the terms of the Agreement shall be controlling.

ALMONDNET, INC.

By: Roy Shkedi
Roy Shkedi
Title: President and CEO
Date: September 15, 2011

DATONICS, LLC

By: Michael Benedek
Michael Benedek
Title: CEO
Date: October 25, 2011

Exhibit A

<u>Short Name</u>	<u>Application No.</u>	<u>Filing Date</u>
Providing Profiles-PPA	60/805,114	06/19/2006
Providing Profiles-US Original	11/765,433	06/19/2007
Providing Profiles-PCT	PCT/US07/71608	06/19/2007
Providing Profiles-CON1	13/170,110	06/27/2011
Prioritized Selection-US Original	12/536,451	08/05/2009
Prioritized Selection-PCT	PCT/US10/44616	08/05/2010

N.S.

Electronic Acknowledgement Receipt	
EFS ID:	13872452
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	Providing collected profiles to media properties having specified interests
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-CON2
Receipt Date:	28-SEP-2012
Filing Date:	
Time Stamp:	18:15:35
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	Assignee showing of ownership per 37 CFR 3.73.	12-09-28-Datronics-PP-CON2- Stmt_373c.pdf	184345 8e2224f26267b0542e83c5d7e2b021b0c81393e2	no	5

Warnings:

Information:

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 13/631,244		Filing Date 09/28/2012		☐ 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 (\$)	OR	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 \$ =			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	09/28/2012	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	+ 19	Minus **	= 19	X \$30 =	570	OR	X \$ =		
	Independent (37 CFR 1.16(h))	+ 1	Minus ***	= 1	X \$125 =	125	OR	X \$ =		
	☐ Application Size Fee (37 CFR 1.16(s))						OR			
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						OR			
				TOTAL ADD'L FEE	695	OR	TOTAL ADD'L FEE			
AMENDMENT	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	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))						OR			
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						OR			
				TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE			
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.										

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

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

Legal Instrument Examiner:
/PRASAD JANDHYALA/

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

Page 1 of 6

Serial No.: 13/631,244
Applicant: Shkedi Roy
Filed: 09/28/2012
Art Unit: 3688 (in parent)
Conf. No.: 4626

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	20110167043	7/7/2011	Hintze et al.	
	2	20100299431	11/25/2010	Vanderhook et al.	
	3	20100198705	8/5/2010	Spalink et al.	
	4	20090132559	5/21/2009	Chamberlain et al.	
	5	20090129377	5/21/2009	Chamberlain et al.	
	6	20090049469	2/19/2009	Small et al.	
	7	20080183561	7/31/2008	Zohar et al.	
	8	20080133342	6/5/2008	Criou et al.	
	9	20070283384	12/6/2007	Haeuser et al.	
	10	20070121843	5/31/2007	Atazky et al.	
	11	20060161553	7/20/2006	Woo	
	12	20060122879	6/28/2006	O'Kelley	
	13	20060116924	6/1/2006	Angles et al.	
	14	20060106710	5/18/2006	Meek et al.	
	15	20060095322	4/4/2006	Dierks	
	16	20060085263	4/20/2006	Greer, et al.	
	17	20060070117	3/30/2006	Spalink et al.	
	18	20060069614	3/30/2006	Agarwal et al.	
	19	20060064351	3/23/2006	Hamor et al	
	20	20060053047	3/9/2006	Garcia, et al.	
	21	20060020510	1/26/2006	Vest	
	22	20060020508	1/26/2006	Gorti, et al.	
	23	20050278443	12/15/2005	Winner et al.	
	24	20050222905	10/6/2005	Wills	
	25	20050216823	9/29/2005	Petersen	
	26	20050216336	9/29/2005	Roberts, et al.	
	27	20050165644	7/28/2005	Beyda, et al.	
	28	20050131762	6/16/2005	Bharat, et al.	
	29	20050125289	6/9/2005	Beyda et al.	
	30	20050120091	6/2/2005	Casais	
	31	20050038702	2/17/2005	Merriman, et al.	

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.

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

Page 2 of 6

Serial No.: 13/631,244
Applicant: Shkedi Roy
Filed: 09/28/2012
Art Unit: 3688 (in parent)
Conf. No.: 4626

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>
	32	20050038698	2/17/2005	Lukose, et al.	
	33	20050028188	2/3/2005	Latona et al.	
	34	20050021397	1/27/2005	Cui et al.	
	35	20050010472	1/13/2005	Quatse, et al.	
	36	20040260605	12/23/2004	McIntyre, et al.	
	37	20040117322	6/17/2004	Bjorksten, et al.	
	38	20040068436	4/8/2004	Boubek	
	39	20040059632	3/25/2004	Kang et al.	
	40	20040024632	2/5/2004	Perry	
	41	20030220837	12/27/2003	Asayama	
	42	20030171990	9/11/2003	Rao et al.	
	43	20030154126	8/14/2003	Gehlot, et al.	
	44	20030135413	7/17/2003	Nishi et al.	
	45	20030110497	6/12/2003	Yassin et al.	
	46	20030083938	5/1/2003	Smith, et al.	
	47	20030065558	4/3/2003	Shaw, et al.	
	48	20030046156	3/6/2003	Cromer et al.	
	49	20030036944	2/20/2003	Lesandrini, et al.	
	50	20020194589	12/19/2002	Cristofalo et al.	
	51	20020194058	12/19/2002	Eldering	
	52	20020161636	10/31/2002	Takahashi	
	53	20020143632	10/3/2002	Walter, et al.	
	54	20020123928	9/5/2002	Eldering, et al.	
	55	20020112013	8/15/2002	Walsh	
	56	20020099603	7/25/2002	Bandura	
	57	20020091568	7/11/2002	Kraft, et al.	
	58	20020082923	6/27/2002	Merriman et al.	
	59	20020082910	6/27/2002	Kontogouris	
	60	20020072971	6/13/2002	DeBusk et al.	
	61	20020072965	6/13/2002	Merriman et al	
	62	20020072965	6/13/2002	Merriman et al.	

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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.

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

Page 3 of 6

Serial No.: 13/631,244
Applicant: Shkedi Roy
Filed: 09/28/2012
Art Unit: 3688 (in parent)
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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>
	63	20020056109	5/9/2002	Tomsen	
	64	20020029267	3/7/2002	Sankuratripati	
	65	20020002541	1/3/2002	Williams	
	66	20010044743	11/22/2001	McKinley, et al.	
	67	20010039515	11/8/2001	Mayadas	
	68	20010020242	9/6/2001	Gupta et al.	
	69	8086491	12/27/2011	Matz et al.	
	70	8036929	10/11/2011	Reisman	
	71	7937383	5/3/2011	Hintze et al.	
	72	7756744	7/13/2010	Schiff et al.	
	73	7725944	5/25/2010	Spalink et al.	
	74	7698422	4/13/2010	Vanderhook et al.	
	75	7558795	7/7/2009	Malik	
	76	7546249	6/9/2009	Main	
	77	7373599	5/13/2008	McElfresh et al.	
	78	7360251	4/15/2008	Spalink et al.	
	79	7346615	3/18/2008	Bem	
	80	7343354	3/11/2008	Hennessey	
	81	7194424	3/20/2007	Greer et al.	
	82	7188076	3/6/2007	Bensemama	
	83	7181438	2/20/2007	Szabo	
	84	7155508	12/26/2006	Sankuratripati et al.	
	85	7065550	6/20/2006	Raghuandan	
	86	7058593	6/6/2006	Merritt	
	87	7051351	5/23/2006	Goldman et al.	
	88	7043531	5/9/2006	Seibel, et al.	
	89	7039594	5/2/2006	Gersting	
	90	7013290	3/14/2006	Ananian	
	91	7003792	2/21/2006	Yuen	
	92	6983379	1/3/2006	Spalink et al.	
	93	6868392	3/15/2005	Ogasawara	

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.

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

Page 4 of 6

Serial No.: 13/631,244
Applicant: Shkedi Roy
Filed: 09/28/2012
Art Unit: 3688 (in parent)
Conf. No.: 4626

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>
	94	6839680	1/4/2005	Liu et al.	
	95	6615247	9/2/2003	Murphy	
	96	6487538	11/26/2002	Gupta et al.	
	97	6484492	11/26/2002	Meholic et al.	
	98	6446261	9/3/2002	Rosser	
	99	6385592	5/7/2002	Angles et al.	
	100	6366298	4/2/2002	Haitsuka et al.	
	101	6324519	11/27/2001	Eldering	
	102	6285987	9/4/2001	Roth	
	103	6216129	4/10/2001	Eldering	
	104	6141010	10/31/2000	Hoyle	
	105	6073241	6/6/2000	Rosenberg et al.	
	106	6055513	4/25/2000	Katz et al.	
	107	6044376	3/28/2000	Kurtzman II	
	108	6026368	2/15/2000	Brown et al.	
	109	5948061	9/7/1999	Merriman et al.	
	110	5918014	6/29/1999	Robinson	
	111	5855008	12/29/1998	Goldhaber et al.	
	112	5794210	8/11/1998	Goldhaber et al.	
	113	5752238	5/12/1998	Dedrick	
	114	5724521	3/3/1998	Dedrick	
	115	5717923	2/10/1998	Dedrick	
	116	5710884	1/20/1998	Dedrick	
	117	20050086112	4/21/2005	Shkedi	
	118	8281336	10/2/2012	Shkedi	
	119	8280758	10/2/2012	Shkedi	
	120	8244586	8/14/2012	Shkedi	
	121	8244583	8/14/2012	Shkedi	
	122	8244582	8/14/2012	Shkedi	
	123	8244574	8/14/2012	Shkedi	
	124	8239264	8/7/2012	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.

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

Serial No.: 13/631,244
Applicant: Shkedi Roy
Filed: 09/28/2012
Art Unit: 3688 (in parent)
Conf. No.: 4626

Page 5 of 6

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>
	125	8204965	6/19/2012	Shkedi	
	126	8204783	6/19/2012	Shkedi	
	127	8200822	6/12/2012	Shkedi	
	128	8051444	11/1/2011	Shkedi	
	129	7979307	7/12/2011	Shkedi	
	130	7890609	2/15/2011	Shkedi	
	131	7861260	12/28/2010	Shkedi	
	132	7822639	10/26/2010	Shkedi	
	133	7822637	10/26/2010	Shkedi	
	134	7747745	6/29/2010	Shkedi	
	135	7454364	11/18/2008	Shkedi	
	136	7428493	9/23/2008	Shkedi	
	137	7072853	7/4/2006	Shkedi	
	138	6973436	12/6/2005	Shkedi	
	139	6925440	8/2/2005	Shkedi	
	140	6832207	12/14/2004	Shkedi	

FOREIGN PATENT DOCUMENTS

Examiner <u>Initials</u>	<u>Document Number</u>	Publication <u>Date</u>	Name of Patentee	Translation <u>Yes / No</u>
	141 KR20010096343	11/07/2001	MyOne Card Corp.	Yes
	142 WO2005/046237	5/19/2005	Gutta et al.	No
	143 WO2004084109A1	09-30-2004	NHN Corporation	Yes
	144 KR2004099222A	11-26-2004	Echo Marketing Co., Ltd.	Yes
	145 KR20040026167	03-30-2004	IBM Corporation	Yes

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.

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

Page 6 of 6

Serial No.: 13/631,244
Applicant: Shkedi Roy
Filed: 09/28/2012
Art Unit: 3688 (in parent)
Conf. No.: 4626

OTHER ART

Examiner		
<u>Initials</u>	<u>Item</u>	<u>Author Title Date Pertinent Pages Etc.</u>
_____	146	KERWIN; "NY Times Web Site Lets Advertisers Get Personal: Profile Info From Users Allows Ads to be Highly Targeted;" Advertising Age; July 14, 1997.
_____	147	Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.
_____	148	"The e-Marketing Report"; Morgan Stanley Dean Whitter; May, 2000; portions.
_____	149	New York Times Reference Dictionary definition of "computer," downloaded April 7, 2010.

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:	13933955
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	Providing collected profiles to media properties having specified interests
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-CON2
Receipt Date:	08-OCT-2012
Filing Date:	
Time Stamp:	19:00:54
Application Type:	Utility under 35 USC 111(a)

Payment information:

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	12-10-08-Datronics-PP-CON2-IDS_Cover.pdf	84955 9db4bab9f33dccc3533a9d3d25d3ce9a6427a46d9	no	2

Warnings:

Information:

2	Information Disclosure Statement (IDS) Form (SB08)	12-10-08-Datronics-PP-CON2- Form_1449.pdf	109782 651da687394f0e59b479f1d1d7c6f9e9806595c3	no	6
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
Total Files Size (in bytes):			194737		
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. : 13/631,244 Examiner : Champagne, Donald *
Filing Date : 09/28/2012 * In parent application S.N. 11/765,433
Title : Providing collected profiles to media properties having specified
interests

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

Filed via EFS – October 8, 2012

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document. All foreign and non-patent references listed were previously cited in parent application Serial No. 11/765,433, therefore copies of those references are not included here.

Assignee also wishes to direct Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/906,007	10/15/2010	
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/097,885	04/29/2011	04/17/2007
13/167,605	06/23/2011	04/17/2007
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)
61/655,951	06/05/2012	
13/491,454	06/07/2012	06/16/2006 (prov.)
13/524,409	06/15/2012	01/15/2009 (prov.)

13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000
13/585,779	08/14/2012	06/14/2000

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: October 8, 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

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 13/631,244				
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	98		N/A				
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	310		N/A				
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	125		N/A				
TOTAL CLAIMS (37 CFR 1.16(i))	20	minus 20 = *	x 31 =	0.00	OR					
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1	minus 3 = *	x 125 =	0.00						
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00						
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL		TOTAL				
				533						
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	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
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	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.										



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
13/631,244	09/28/2012	2447	530	14-PP-CON2	20	1

CONFIRMATION NO. 4626

FILING RECEIPT



OC000000057108977

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

Date Mailed: 10/19/2012

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

Inventor(s)

Roy Shkedi, Forest Hills, NY;

Applicant(s)

Roy Shkedi, Forest Hills, NY;

Assignment For Published Patent Application

Datonics, LLC

Power of Attorney: The patent practitioners associated with Customer Number 26362

Domestic Priority data as claimed by applicant

This application is a CON of 11/765,433 06/19/2007 PAT 8280758
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: 10/16/2012

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/631,244**

Projected Publication Date: 01/24/2013

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

page 1 of 3

Title

Providing collected profiles to media properties having specified interests

Preliminary Class

709

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

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

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as

page 2 of 3

set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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

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

NOT GRANTED

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

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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, facilitate, and accelerate 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.



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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/631,244	09/28/2012	Roy Shkedi	14-PP-CON2

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

CONFIRMATION NO. 4626
POA ACCEPTANCE LETTER



OC000000057109071

Date Mailed: 10/19/2012

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 09/28/2012.

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.

/Nguyen/

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

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

Serial No.: 13/631,244
Applicant: Shkedi, Roy
Filed: 09/28/2012
Art Unit: 3688
Examiner: Champagne, Donald
Conf. No.: 4626

Page 1 of 1

U.S. PATENT DOCUMENTS

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Document</u> <u>Number</u>	<u>Publication</u> <u>Date</u>	<u>Name of Patentee</u> <u>or Applicant</u>	<u>Filing Date</u> <u>(if appropriate)</u>
_____	1	7966647	06/21/2011	Igoe et al.	
_____	2	6327574	12/04/2011	Kramer et al.	
_____	3	20110258049	10/20/2011	Ramer et al.	
_____	4	20090106100	04/23/2009	Mashinsky	
_____	5	20020046105	04/18/2002	Gardenswartz et al.	

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:	14352946
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	Providing collected profiles to media properties having specified interests
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-CON2
Receipt Date:	30-NOV-2012
Filing Date:	28-SEP-2012
Time Stamp:	14:38:19
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	12-11-30-Datronics-PP-CON2-Supp_IDS_Cover.pdf	38513 e6e74f0e00cb64a2a6c37c7f014acc0393ff9b4a	no	2

Warnings:

Information:

2	Information Disclosure Statement (IDS) Form (SB08)	12-11-30-Datronics-PP-CON2- Form_1449.pdf	67938 f92460fc850724fb6c194a7cc49d4ee9e5a cf6	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
Total Files Size (in bytes):				106451	
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

Applicants	:	Shkedi, Roy	Art Unit	:	3688
Serial No.	:	13/631,244	Examiner	:	Champagne, Donald
Filing Date	:	09/28/2012	Conf. No.	:	4626
Title	:	Providing collected profiles to media properties having specified interests			

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

Filed via EFS – November 30, 2012

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on forms PTO-1449 attached to this document.

Assignee continues to direct the Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/536,451	08/05/2009	
12/906,007	10/15/2010	
12/912,726	10/26/2010	12/28/1999
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13/097,885	04/29/2011	04/17/2007
13/167,605	06/23/2011	04/17/2007
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)
61/655,951	06/05/2012	
13/491,454	06/07/2012	06/16/2006 (prov.)
13/524,409	06/15/2012	01/15/2009 (prov.)
13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000
13/585,779	08/14/2012	06/14/2000

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: November 30, 2012

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

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



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/631,244	09/28/2012	Roy Shkedi	14-PP-CON2

CONFIRMATION NO. 4626

PUBLICATION NOTICE

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



OC000000058845456

Title:Providing collected profiles to media properties having specified interests

Publication No.US-2013-0024295-A1

Publication Date:01/24/2013

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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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Shkedi, Roy Art Unit : 3688
Serial No. : 13/631,244 Examiner : Champagne, Donald
Filing Date : 09/28/2012 Conf. No. : 4626
Title : Providing collected profiles to media properties having specified interests

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

Filed via EFS – March 7, 2013

SUPPLEMENTAL PRELIMINARY AMENDMENT

Dear Sir:

Assignee respectfully requests examination based the following amendments after consideration of the following remarks.

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

Remarks begin on page 9 of this paper.

Upon entry of this amendment, there will be twenty-three (23) total claims pending, of which three (3) are independent claims. Assignee previously paid for twenty (20) total claims and three (3) independent claims. Accordingly, the fees for three (3) extra total claims ($3 \times \$31 = \$93$) are submitted concurrently.

Amendments

IN THE CLAIMS:

Please amend the claims as follows:

1.-33. (Canceled)

34. (New) A method implemented using a hardware computer system programmed to provide collected profiles comprising:

(a) responsive to receiving profile information about a visitor who electronically accessed equipment of a profile supplier, with the computer system automatically selecting an electronic-advertising-space-controlling entity that has identified a URL, which selection is 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 entity, which request is stored in the computer system;

(b) with the computer system automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment, controlled by the selected entity, which equipment is accessible via a domain specified in the URL identified by the selected entity;

(c) after parts (a) and (b), with the computer system electronically receiving a report from the selected entity containing information about usage of profile data about the visitor, including the profile information received in part (a), in association with an electronic access by the computer of the profiled visitor to the equipment of the selected entity;

(d) based on the report, with the computer system recording an amount owed by the selected entity for usage of the profile data; and

(e) with the computer system calculating fees owed to a plurality of profile suppliers based on respective contributions of said profile suppliers to the profile data identified in the report as having been used.

35. (New) The method of claim 34 wherein part (a) comprises automatically selecting a plurality of electronic-advertising-space-controlling entities, each of which has identified respective URLs, which selection is 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 respective entities, each request being for specific profiles or kinds of profiles, which requests are stored in the computer system.

36. (New) The method of claim 34 wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically accessed equipment of the profile supplier comprises performing part (a) responsive to receiving the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor.

37. (New) The method of claim 34 wherein part (a) further comprises with the computer system categorizing the profile information received about the visitor into a category of profiles.

38. (New) The method of claim 34 further comprising with the computer system recording a fee to the profile supplier in exchange for the profile information received from the profile supplier.

39. (New) The method of claim 34 wherein the tag comprises personally identifiable information identifying the visitor.

40. (New) The method of claim 34 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in the tag.

41. (New) The method of claim 34 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.

42. (New) The method of claim 34 wherein automatically arranging for electronic storage of the tag comprises automatic redirection to the URL provided by

the selected entity to place a computer of the visitor in communication with computer equipment controlled by the selected entity to enable tagging of the computer of the visitor.

43. (New) The method of claim 34 wherein the report contains information about usage of the profile data in association with a profile-based advertisement electronically delivered to the computer of the profiled visitor by the equipment of the selected entity.

44. (New) The method of claim 43 wherein receiving the report comprises electronically communicating with the computer of the visitor via URL redirection from the equipment of the selected entity when the equipment of the selected entity utilizes the profile data to deliver an electronic advertisement to the computer of the visitor.

45. (New) The method of claim 44 wherein the URL redirection occurs in accordance with a redirection instruction incorporated into the advertisement.

46. (New) The method of claim 34 wherein the equipment of the profile supplier operates in the Internet and the equipment of the selected entity utilizes the profile data to cause delivery of electronic advertisements on a television of the visitor.

47. (New) The method of claim 34 wherein part (a) comprises automatically selecting an electronic-advertising-space-controlling entity based on a comparison of the profile information received about the visitor with a plurality of requests, previously received from the entity, each request being for a specific profile or kind of profiles.

48. (New) The method of claim 47 wherein the report further contains information identifying which profile or kind of profiles the equipment of the selected entity used in connection with usage of the profile data.

49. (New) The method of claim 34:

(i) wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically accessed equipment of the profile supplier comprises performing part (a) responsive to receiving the profile information as a result of URL redirection from a website

that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor;

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

(iii) wherein part (a) comprises automatically selecting a plurality of electronic-advertising-space-controlling entities, each of which has identified respective URLs, which selection is 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 respective entities, each request being for specific profiles or kinds of profiles, which requests are stored in the computer system; and

(iv) wherein the report contains information about usage of the profile data in association with a profile-based advertisement electronically delivered to the computer of the profiled visitor by the equipment of the selected entity.

50. (New) A machine comprising a hardware computer system comprising a computer server programmed to implement a method for providing collected profiles comprising:

(a) responsive to receiving profile information about a visitor who electronically accessed equipment of a profile supplier, with the computer server automatically selecting an electronic-advertising-space-controlling entity that has identified a URL, which selection is 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 entity, which request is stored in the machine;

(b) with the machine automatically arranging for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment, controlled by the selected entity, which

equipment is accessible via a domain specified in the URL identified by the selected entity;

(c) after parts (a) and (b), with the machine electronically receiving a report from the selected entity containing information about usage of profile data about the visitor, including the profile information received in part (a), in association with an electronic access by the computer of the profiled visitor to the equipment of the selected entity;

(d) based on the report, with the machine recording an amount owed by the selected entity for usage of the profile data; and

(e) with the machine calculating fees owed to a plurality of profile suppliers based on respective contributions of said profile suppliers to the profile data identified in the report as having been used.

51. (New) The machine of claim 50 wherein the computer server is further programmed to implement a method for providing collected profiles:

(i) wherein performing part (a) responsive to receiving profile information about the visitor who, with a computer, electronically accessed equipment of the profile supplier comprises performing part (a) responsive to receiving the profile information as a result of URL redirection from a website that is served by a computer comprising the profile supplier equipment, which website is accessed by the computer of the visitor;

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

(iii) wherein part (a) comprises automatically selecting a plurality of electronic-advertising-space-controlling entities, each of which has identified respective URLs, which selection is 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 respective entities, each request being for specific profiles or kinds of profiles, which requests are stored in the machine.

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

- (a) electronically providing, for storage at a hardware computer system controlled by a profile owner company, (i) a request for specific profiles or kinds of profiles of interest, and (ii) a URL;
- (b) wherein the profile owner computer system is programmed:
 - (i) to automatically select an electronic-advertising-space-controlling entity that has identified a URL, which selection is based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) stored requests for profiles or kinds of profiles, and
 - (ii) to automatically arrange for electronic storage of a tag that is associated with the visitor and that is readable by electronic-advertising-space-controlling equipment, which equipment is controlled by the selected entity and accessible via a domain specified in the URL provided by the selected entity; and
- (c) later, with the equipment, automatically checking electronic devices of a multitude of visitors accessing the equipment via the domain for the tag readable by the equipment and, when found, automatically causing delivery of a profile-dependent electronic advertisement to the tagged visitor devices; and
- (d) after parts (a) and (c), automatically with the equipment:
 - (i) electronically reporting information about delivery of the advertisement to the tagged visitor devices, which report is provided to the profile owner company and identifies to the profile owner company profile data about the tagged visitors used in association with delivery of the advertisement; and
 - (ii) recording the amount of a fee owed to the profile owner company as a result of delivery of the advertisement to the tagged visitor devices;

(e) wherein the profile owner computer system is further programmed to calculate fees owed by the profile owner to a plurality of profile suppliers based on respective contributions of said profile suppliers to profile information reported to the profile owner company as having been used in association with delivery of the advertisement.

53. (New) The method of claim 52 further comprising, after part (a) and before part (c), with the equipment automatically tagging a device of the visitor that is a computer that has accessed the equipment as a result of URL redirection from the profile owner computer system.

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

55. (New) The method of claim 54 wherein URL redirection comprises delivering an advertisement containing a redirection instruction.

56. (New) The method of claim 52 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.

Remarks

Upon entry of this amendment, claims 34-56 are pending in this application. Claims 34, 50, and 52 are independent claims.

Independent claim 34 is substantially similar to dependent claim 12 from the grandparent to this application (Serial No. 11/765,433, now U.S. Patent 8,280,758) as it was written when the Office indicated likely allowability of that dependent claim (subject to final search and a double-patenting evaluation) in paragraph 20 of the January 12, 2012, Office Action in that grandparent application.

Compared to parent claim 12, assignee has modified the claim to place it into independent form and, in current part (c), clarified the meaning of “the profile” (and its antecedent basis) by substituting the language: “profile data about the visitor, including the profile information received in part (a).”¹

At the time, assignee did not pursue allowability of dependent claim 12 and instead incorporated other limitations into the independent claim. Now, however, assignee wishes to pursue in this continuation the subject matter previously indicated likely allowable.

Dependent claims 35-49 correspond to certain dependent claims of the grandparent application, with modifications to conform with claim 34. Dependent claim 49 contains some but not all of the subparts, compared to the counterpart in the grandparent application.

Independent claim 50 corresponds to the apparatus counterpart of the grandparent application, with modifications to parallel independent claim 34, in some but not all instances taken from dependent claims of the grandparent application depending on the apparatus claim there. The apparatus counterpart should be allowable for the same reasons as claim 34.

Assignee has changed the preamble of independent claim 50 as compared to the version in the grandparent application so that it now reads, “A machine comprising a

¹ Although there is no substantive difference between the terms “profile data” and “profile information,” assignee has used different terms to make antecedent references clear and unambiguous.

hardware computer system comprising a computer server.” The purpose of that change is to conform better with independent claim 34, which also used the phrase “hardware computer system.”

Dependent claim 51 corresponds to a dependent claim of the grandparent application depending on the apparatus claim there, but it contains some but not all of the subparts.

All of the above-discussed claims 34-51 (apparatus and method) are addressed to specially programmed computer systems of profile owners, which computer systems arrange for storage of tags that are associated with user devices for the benefit of selected electronic-advertising-space-controlling entities. By contrast, independent claim 52 is a method performed by equipment of such an electronic-advertising-space-controlling entity, as a result of the profile owner’s actions. The limitations of independent claim 52 generally parallel the limitations of independent claim 34, in some but not all instances using language taken from dependent claims of the grandparent application. This independent claim should be allowable for reasons similar to those applicable to allowing claim 34.

Dependent claims 53-56 correspond to certain dependent claims of the grandparent application depending on the corresponding independent claim that was present there.

In view of the indication of likely allowability in the grandparent, and the supplemental search done by the examiner in that application, assignee respectfully submits that the claims pending here are likely allowable after the examiner considers the double-patenting question.

With respect to double-patenting, assignee notes that the claims here differ from the grandparent, but asks that the examiner consider the issue. To accelerate evaluation of this application, assignee requests the examiner to telephone the undersigned (or email) to request a terminal disclaimer if only double-patenting issue stand in the way of allowance, because such a communication might save the examiner from doing the work to write up a formal rejection.

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: March 7, 2012

/Louis J. Hoffman/

Louis J. Hoffman

Reg. No. 38,918

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Electronic Patent Application Fee Transmittal				
Application Number:		13631244		
Filing Date:		28-Sep-2012		
Title of Invention:		Providing collected profiles to media properties having specified interests		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman/Donald Hertz		
Attorney Docket Number:		14-PP-CON2		
Filed as Small Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Claims in excess of 20	2202	3	31	93
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 (\$)				93

Electronic Acknowledgement Receipt	
EFS ID:	15148192
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	Providing collected profiles to media properties having specified interests
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-CON2
Receipt Date:	07-MAR-2013
Filing Date:	28-SEP-2012
Time Stamp:	16:55:57
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 93
RAM confirmation Number	4912
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	Preliminary Amendment	13-03-07-Datonics-PP-CON2-Supp_Prelim_Amend.pdf	74970 ffe2edece7fc9976d48b5221ddccdb7ba9e973f4	no	11
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	29976 d08600ec1845bdd8d721eb37ab90d5fd909aa80b	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			104946		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 13/631,244		Filing Date 09/28/2012		☐ 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 (\$)	OR	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 \$ =			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	03/07/2013	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	+ 23	Minus	** 20	= 3	X \$31 =	93	OR	X \$ =	
	Independent (37 CFR 1.16(h))	+ 3	Minus	***3	= 0	X \$125 =	0	OR	X \$ =	
	☐ Application Size Fee (37 CFR 1.16(s))							OR		
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE	93	OR	TOTAL ADD'L FEE		
AMENDMENT	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	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))							OR		
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE		
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.										

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

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

Legal Instrument Examiner:
/DONNA 1. SMALLS LOGAN/

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

Page 1 of 1

Serial No.: 13/631,244
Applicant: Shkedi, Roy
Filed: 09/28/2012
Art Unit: 3688
Conf. No.: 4626

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	20100293057	11/18/2010	Haveliwala et al.	

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:	15969106
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	Providing collected profiles to media properties having specified interests
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-CON2
Receipt Date:	06-JUN-2013
Filing Date:	28-SEP-2012
Time Stamp:	15:13:34
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	13-06-06-Datronics-PP-CON2-Supp_IDS_Cover.pdf	38597 666e50e4640621862c391a9156c98b00cd71d7b3	no	2

Warnings:

Information:

2	Information Disclosure Statement (IDS) Form (SB08)	13-06-06-Datronics-PP-CON2- Form_1449.pdf	56544 8b4fad1f658a4a588815fb5a3ef2d5443e28 bc4c	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
Total Files Size (in bytes):				95141	
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

Applicants : Shkedi, Roy Art Unit : 3688
Serial No. : 13/631,244 Examiner : Champagne, Donald
Filing Date : 09/28/2012 Conf. No. : 4626
Title : Providing collected profiles to media properties having specified interests

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

Filed via EFS – June 6, 2013

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the reference listed on form PTO-1449 attached to this document.

Assignee continues to direct the Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/536,451	08/05/2009	
12/906,007	10/15/2010	
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	
13/097,885	04/29/2011	04/17/2007
13/167,605	06/23/2011	
13/243,314	09/23/2011	
13/274,242	10/14/2011	10/15/2010 (prov.)
13/491,454	06/07/2012	06/16/2006 (prov.)
13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000
13/585,779	08/14/2012	06/14/2000
13/725,309	12/21/2012	01/15/2009 (prov.)
13/754,639	01/30/2013	
13/906,211	05/30/2013	06/05/2012 (prov.)

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: June 6, 2012

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

LOUIS J. HOFFMAN, P.C.
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Scottsdale, Arizona 85260
(480) 948-3295

Doc Code: DIST.E.FILE Document Description: Electronic Terminal Disclaimer - Filed		PTO/SB/26 U.S. Patent and Trademark Office Department of Commerce
Electronic Petition Request	TERMINAL DISCLAIMER TO OBIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT	
Application Number	13631244	
Filing Date	28-Sep-2012	
First Named Inventor	Roy Shkedi	
Attorney Docket Number	14-PP-CON2	
Title of Invention	Providing collected profiles to media properties having specified interests	
☒ 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) with 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 prior patent number(s) 8280758 as the term of said prior patent is presently shortened by any terminal disclaimer. 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 the prior patent are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns. In making the above disclaimer, the owner does not disclaim the terminal part of the term of any patent granted on the instant application that would extend to the expiration date of the full statutory term of the prior patent, "as the term of said prior patent is presently shortened by any terminal disclaimer," in the event that said prior patent later: - expires for failure to pay a maintenance fee; - is held unenforceable; - is found invalid by a court of competent jurisdiction; - is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321; - has all claims canceled by a reexamination certificate; - is reissued; or - is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer. ☒ 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:		13631244		
Filing Date:		28-Sep-2012		
Title of Invention:		Providing collected profiles to media properties having specified interests		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman/Donald Hertz		
Attorney Docket Number:		14-PP-CON2		
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	1814	1	160	160
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 (\$)				160

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

Application No.: 13631244

Filing Date: 28-Sep-2012

Applicant/Patent under Reexamination: Shkedi et al.

Electronic Terminal Disclaimer filed on June 20, 2013

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

Approved/Disapproved by: Electronic Terminal Disclaimer automatically approved by EFS-Web

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt	
EFS ID:	16108383
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	Providing collected profiles to media properties having specified interests
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-CON2
Receipt Date:	20-JUN-2013
Filing Date:	28-SEP-2012
Time Stamp:	20:45:57
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 160
RAM confirmation Number	6894
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	33596 ce64edbb342e6258ec72168a6a28f8de7a835461	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	29876 f8f85f187cd5c89d1815ea76011abb02636d2b	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			63472		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					



UNITED STATES PATENT AND TRADEMARK OFFICE

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

26362 7590 07/18/2013
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER

CHAMPAGNE, DONALD

ART UNIT

PAPER NUMBER

3688

DATE MAILED: 07/18/2013

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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13/631,244

09/28/2012

Roy Shkedi

14-PP-CON2

4626

TITLE OF INVENTION: PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$890	\$300	\$0	\$1190	10/18/2013

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

IMPORTANT REMINDER: 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 07/18/2013
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.
13/631,244	09/28/2012	Roy Shkedi	14-PP-CON2	4626

TITLE OF INVENTION: PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$890	\$300	\$0	\$1190	10/18/2013

EXAMINER	ART UNIT	CLASS-SUBCLASS
CHAMPAGNE, DONALD	3688	705-007330

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

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

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

1 _____
2 _____
3 _____

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

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

(A) NAME OF ASSIGNEE

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

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

- ☐ Applicant certifying micro entity status. See 37 CFR 1.29
- ☐ Applicant asserting small entity status. See 37 CFR 1.27
- ☐ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see form PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/631,244	09/28/2012	Roy Shkedi	14-PP-CON2	4626
26362 7590 07/18/2013 LOUIS J. HOFFMAN, P.C. 14301 North 87th Street, Suite 312 Scottsdale, AZ 85260			EXAMINER CHAMPAGNE, DONALD	
			ART UNIT	PAPER NUMBER
			3688	

DATE MAILED: 07/18/2013

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)	
	13/631,244	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 filing of an acceptable TD on 20 June 2013.

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 34-56.

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 <u>three documents</u> 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

Allowable Subject Matter

1. Claims 34-56 are allowed.
2. The following is an examiner's statement of reasons for allowance: The allowed claims differ only in obvious ways from patent US 8,280,758 B2 by the inventor, and an acceptable terminal disclaimer has been filed. The examiner cannot improve on the comparison of instant claims with those in the '758 patent that was filed by applicant on 7 March 2013 (pp.9-10).
3. It is noted for the record that an earlier patent by the inventor, US 6,925,440 B1, was evaluated as the basis for an obviousness-type double patenting rejection of the instant claims. The examiner concluded that this '440 patent could be construed to suggest parts of the instant invention only with the benefit of (impermissible) hindsight (MPEP § 2141.01.III).
4. The claims are allowable over the prior art by another for reasons given in the Office action mailed 6 June 2012 (para. 6) in the parent application, 11/765,433. Also see applicant's comment filed 7 June 2012 and the interview summary mailed 13 August 2012.
5. 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

6. 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.
7. **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 §

Art Unit: 3688

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.

8. 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.
9. 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).

30 June 2013

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

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

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	72502	(payment\$1 pay\$3 cost\$1 pric?\$2 bid\$4 auction\$3 bill\$3 charg?\$2 debit\$4 fee fees money cash budget\$4 account\$3) WITH profile	US-PGPUB; USPAT	OR	ON	2013/06/19 19:59
S2	432	S1 WITH contribut ?? \$2	US-PGPUB; USPAT	OR	ON	2013/06/19 19:59
S3	54	S2 SAME (adverti ?? \$5 advert\$1 commercials listing\$1 ((marketing commercial campaign) ADJ (information message\$1)) coupon\$1 incentive\$1 promot ?\$2 promotion\$2 sponsor\$4)	US-PGPUB; USPAT	OR	OFF	2013/06/19 19:59
S4	5	S3 AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620") AND @pd>"20111001"	US-PGPUB; USPAT	OR	OFF	2013/06/19 20:02
S5	1	"6925440".pn.	US-PGPUB; USPAT	OR	OFF	2013/06/19 20:19
S6	0	S5 AND S3	US-PGPUB; USPAT	OR	OFF	2013/06/19 20:20
S7	1	S5 AND S1	US-PGPUB; USPAT	OR	OFF	2013/06/19 20:20
S8	0	S5 AND S2	US-PGPUB; USPAT	OR	OFF	2013/06/19 20:21
S9	1	S7 AND (profile\$1 WITH contribut ?? \$2)	US-PGPUB; USPAT	OR	ON	2013/06/19 20:27

EAST Search History (Interference)

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6/ 30/ 2013 12:56:55 PM**C:\Users\dchampagne\Documents\EAST\Workspaces\ 11765433\ Fee for contribution_June 2013 update.wsp**

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

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	2402	(705/7.33,7.35,14.53).ccls.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/19 22:00
S2	6	S1 AND (further second additional) ADJ redirect\$3	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/19 22:00
S3	4	S2 AND ((code\$1 tag\$1 tagg??"\$1 cookie\$1 identi??"\$6) NEAR4 plac??"\$4)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/19 22:01
S4	0	S3 AND (profile\$1 WITH contribut??"\$2)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/19 22:01
S5	27	S1 AND (profile\$1 WITH contribut??"\$2)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/19 22:02
S6	11	S5 AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/19 22:03

EAST Search History (Interference)

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6/ 30/ 2013 1:05:44 PM**C:\Users\dchampagne\Documents\EAST\Workspaces\11765433\classif_June 2013
update.wsp**

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	27	(profile\$1 NEAR2 (supplier\$2 broker\$1)) SAME (tag\$4 cookie)	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S2	83	(compil?\$4 NEAR3 profile\$1) SAME (tag\$4 cookie)	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S3	27	S1 AND ((user\$1 viewer\$1 listener\$1 consumer\$1 individual\$1 contestant\$1 customer\$1 shopper\$1 buyer\$1 purchaser\$1 subscriber\$1 visitor\$1 audience responde?\$2 participant\$1 member\$4) NEAR3 profile\$1)	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S4	60	S2 AND ((user\$1 viewer\$1 listener\$1 consumer\$1 individual\$1 contestant\$1 customer\$1 shopper\$1 buyer\$1 purchaser\$1 subscriber\$1 visitor\$1 audience responde?\$2 participant\$1 member\$4) NEAR3 profile\$1)	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S5	30	S4 AND (profile\$1 NEAR4 (compar?\$2 similar\$5 match\$3))	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S6	148	((gather\$3 assembl?\$2) NEAR3 profile\$1) SAME (tag\$4 cookie)	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S7	94	S6 AND ((user\$1 viewer\$1 listener\$1 consumer\$1 individual\$1 contestant\$1 customer\$1 shopper\$1 buyer\$1 purchaser\$1 subscriber\$1 visitor\$1 audience responde?\$2 participant\$1 member\$4) NEAR3 profile\$1)	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S8	43	S7 AND (profile\$1 NEAR4 (compar?\$2 similar\$5 match\$3))	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S9	1	S8 AND ((profile\$1 NEAR4 (compar?\$2 similar\$5 match\$3)) WITH (supplier\$1 business\$2 merchan?\$5 seller\$1 distributor\$1 vendor\$1))	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S10	35	(S8 NOT S9) AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620")	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S11	11321	(profiles NEAR4 (order\$3 request\$3))	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S12	707	S11 AND (profile\$1 WITH (tag\$4 cookie))	US- PGPUB; USPAT	OR	ON	2013/06/19 19:37
S13	625	S12 AND ((user\$1 viewer\$1 listener\$1 consumer\$1 individual\$1 contestant\$1 customer\$1 shopper\$1 buyer\$1 purchaser\$1 subscriber\$1 visitor\$1 audience responde?\$2 participant\$1 member\$4) NEAR3 profile\$1)	US- PGPUB; USPAT	OR	OFF	2013/06/19 19:37

EAST Search History

S14	523	S13 AND (profile\$1 NEAR4 (compar?\$2 similar\$5 match\$3))	US-PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S15	232	S14 AND (@ad<"20060620" @prad<"20060620" @rlad<"20060620") NOT (S3 S5 S10)	US-PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S16	165	S15 AND (profiles NEAR4 request\$3)	US-PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S17	46	S16 AND @pd<"20060620"	US-PGPUB; USPAT	OR	OFF	2013/06/19 19:37
S18	70	(S16 NOT S17) AND @pd>"20111001"	US-PGPUB; USPAT	OR	OFF	2013/06/19 19:42
S19	69	S18 AND (profile\$1 WITH (payment\$1 compensat?\$2 exchange pay\$3 paid cost\$1 pric?\$2 bid\$4 auction\$3 bill\$3 valu?\$4 charg?\$2 debit\$4 fee fees))	US-PGPUB; USPAT	OR	OFF	2013/06/19 19:49
S20	0	S19 AND (profile\$1 WITH (payment\$1 compensat?\$2 exchange pay\$3 paid cost\$1 pric?\$2 bid\$4 auction\$3 bill\$3 valu?\$4 charg?\$2 debit\$4 fee fees) WITH contribut?\$2)	US-PGPUB; USPAT	OR	OFF	2013/06/19 19:50

EAST Search History (Interference)

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6/30/2013 12:53:34 PM**C:\Users\dchampagne\Documents\EAST\Workspaces\11765433\srch02_June 2013 update.wsp**

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

Serial No.: 13/631,244
Applicant: Shkedi, Roy
Filed: 09/28/2012
Art Unit: 3688
Examiner: Champagne, Donald
Conf. No.: 4626

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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	7966647	06/21/2011	Igoe et al.	
	2	6327574	12/04/2011	Kramer et al.	
	3	20110258049	10/20/2011	Ramer et al.	
	4	20090106100	04/23/2009	Mashinsky	
	5	20020046105	04/18/2002	Gardenswartz et al.	

Examiner: /Donald Champagne/ (06/17/2013)

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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Search Notes 	Application/Control No. 13631244	Applicant(s)/Patent Under Reexamination SHKEDI, ROY
	Examiner DONALD CHAMPAGNE	Art Unit 3688

CPC- SEARCHED		
Symbol	Date	Examiner

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
705	7.33 and 14.53	19 June 2013	DLC

SEARCH NOTES		
Search Notes	Date	Examiner
EAST searches "dbl_pat", "srch02_June 2013 update", "Fee for contribution_June 2013 update" and "classif_June 2013 update"	18 & 19 June 2013	DLC

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
705	7.33 and 14.53	19 June 2013	DLC

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Applicant: Shkedi, Roy
Filed: 09/28/2012
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U.S. PATENT DOCUMENTS

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	1	20100293057	11/18/2010	Haveliwala et al.	

Examiner: /Donald Champagne/ (06/17/2013)

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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	20110167043	7/7/2011	Hintze et al.	
	2	20100299431	11/25/2010	Vanderhook et al.	
	3	20100198705	8/5/2010	Spalink et al.	
	4	20090132559	5/21/2009	Chamberlain et al.	
	5	20090129377	5/21/2009	Chamberlain et al.	
	6	20090049469	2/19/2009	Small et al.	
	7	20080183561	7/31/2008	Zohar et al.	
	8	20080133342	6/5/2008	Criou et al.	
	9	20070283384	12/6/2007	Haeuser et al.	
	10	20070121843	5/31/2007	Atazky et al.	
	11	20060161553	7/20/2006	Woo	
	12	20060122879	6/28/2006	O'Kelley	
	13	20060116924	6/1/2006	Angles et al.	
	14	20060106710	5/18/2006	Meek et al.	
	15	20060095322	4/4/2006	Dierks	
	16	20060085263	4/20/2006	Greer, et al.	
	17	20060070117	3/30/2006	Spalink et al.	
	18	20060069614	3/30/2006	Agarwal et al.	
	19	20060064351	3/23/2006	Hamor et al	
	20	20060053047	3/9/2006	Garcia, et al.	
	21	20060020510	1/26/2006	Vest	
	22	20060020508	1/26/2006	Gorti, et al.	
	23	20050278443	12/15/2005	Winner et al.	
	24	20050222905	10/6/2005	Wills	
	25	20050216823	9/29/2005	Petersen	
	26	20050216336	9/29/2005	Roberts, et al.	
	27	20050165644	7/28/2005	Beyda, et al.	
	28	20050131762	6/16/2005	Bharat, et al.	
	29	20050125289	6/9/2005	Beyda et al.	
	30	20050120091	6/2/2005	Casais	
	31	20050038702	2/17/2005	Merriman, et al.	

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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>
	32	20050038698	2/17/2005	Lukose, et al.	
	33	20050028188	2/3/2005	Latona et al.	
	34	20050021397	1/27/2005	Cui et al.	
	35	20050010472	1/13/2005	Quatse, et al.	
	36	20040260605	12/23/2004	McIntyre, et al.	
	37	20040117322	6/17/2004	Bjorksten, et al.	
	38	20040068436	4/8/2004	Boubek	
	39	20040059632	3/25/2004	Kang et al.	
	40	20040024632	2/5/2004	Perry	
	41	20030220837	12/27/2003	Asayama	
	42	20030171990	9/11/2003	Rao et al.	
	43	20030154126	8/14/2003	Gehlot, et al.	
	44	20030135413	7/17/2003	Nishi et al.	
	45	20030110497	6/12/2003	Yassin et al.	
	46	20030083938	5/1/2003	Smith, et al.	
	47	20030065558	4/3/2003	Shaw, et al.	
	48	20030046156	3/6/2003	Cromer et al.	
	49	20030036944	2/20/2003	Lesandrini, et al.	
	50	20020194589	12/19/2002	Cristofalo et al.	
	51	20020194058	12/19/2002	Eldering	
	52	20020161636	10/31/2002	Takahashi	
	53	20020143632	10/3/2002	Walter, et al.	
	54	20020123928	9/5/2002	Eldering, et al.	
	55	20020112013	8/15/2002	Walsh	
	56	20020099603	7/25/2002	Bandura	
	57	20020091568	7/11/2002	Kraft, et al.	
	58	20020082923	6/27/2002	Merriman et al.	
	59	20020082910	6/27/2002	Kontogouris	
	60	20020072971	6/13/2002	DeBusk et al.	
	61	20020072965	6/13/2002	Merriman et al	
	62	20020072965	6/13/2002	Merriman et al.	

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	63	20020056109	5/9/2002	Tomsen	
	64	20020029267	3/7/2002	Sankuratripati	
	65	20020002541	1/3/2002	Williams	
	66	20010044743	11/22/2001	McKinley, et al.	
	67	20010039515	11/8/2001	Mayadas	
	68	20010020242	9/6/2001	Gupta et al.	
	69	8086491	12/27/2011	Matz et al.	
	70	8036929	10/11/2011	Reisman	
	71	7937383	5/3/2011	Hintze et al.	
	72	7756744	7/13/2010	Schiff et al.	
	73	7725944	5/25/2010	Spalink et al.	
	74	7698422	4/13/2010	Vanderhook et al.	
	75	7558795	7/7/2009	Malik	
	76	7546249	6/9/2009	Main	
	77	7373599	5/13/2008	McElfresh et al.	
	78	7360251	4/15/2008	Spalink et al.	
	79	7346615	3/18/2008	Bem	
	80	7343354	3/11/2008	Hennessey	
	81	7194424	3/20/2007	Greer et al.	
	82	7188076	3/6/2007	Bensemama	
	83	7181438	2/20/2007	Szabo	
	84	7155508	12/26/2006	Sankuratripati et al.	
	85	7065550	6/20/2006	Raghuandan	
	86	7058593	6/6/2006	Merritt	
	87	7051351	5/23/2006	Goldman et al.	
	88	7043531	5/9/2006	Seibel, et al.	
	89	7039594	5/2/2006	Gersting	
	90	7013290	3/14/2006	Ananian	
	91	7003792	2/21/2006	Yuen	
	92	6983379	1/3/2006	Spalink et al.	
	93	6868392	3/15/2005	Ogasawara	

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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>
	94	6839680	1/4/2005	Liu et al.	
	95	6615247	9/2/2003	Murphy	
	96	6487538	11/26/2002	Gupta et al.	
	97	6484492	11/26/2002	Meholic et al.	
	98	6446261	9/3/2002	Rosser	
	99	6385592	5/7/2002	Angles et al.	
	100	6366298	4/2/2002	Haitsuka et al.	
	101	6324519	11/27/2001	Eldering	
	102	6285987	9/4/2001	Roth	
	103	6216129	4/10/2001	Eldering	
	104	6141010	10/31/2000	Hoyle	
	105	6073241	6/6/2000	Rosenberg et al.	
	106	6055513	4/25/2000	Katz et al.	
	107	6044376	3/28/2000	Kurtzman II	
	108	6026368	2/15/2000	Brown et al.	
	109	5948061	9/7/1999	Merriman et al.	
	110	5918014	6/29/1999	Robinson	
	111	5855008	12/29/1998	Goldhaber et al.	
	112	5794210	8/11/1998	Goldhaber et al.	
	113	5752238	5/12/1998	Dedrick	
	114	5724521	3/3/1998	Dedrick	
	115	5717923	2/10/1998	Dedrick	
	116	5710884	1/20/1998	Dedrick	
	117	20050086112	4/21/2005	Shkedi	
	118	8281336	10/2/2012	Shkedi	
	119	8280758	10/2/2012	Shkedi	
	120	8244586	8/14/2012	Shkedi	
	121	8244583	8/14/2012	Shkedi	
	122	8244582	8/14/2012	Shkedi	
	123	8244574	8/14/2012	Shkedi	
	124	8239264	8/7/2012	Shkedi	

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	125	8204965	6/19/2012	Shkedi	
	126	8204783	6/19/2012	Shkedi	
	127	8200822	6/12/2012	Shkedi	
	128	8051444	11/1/2011	Shkedi	
	129	7979307	7/12/2011	Shkedi	
	130	7890609	2/15/2011	Shkedi	
	131	7861260	12/28/2010	Shkedi	
	132	7822639	10/26/2010	Shkedi	
	133	7822637	10/26/2010	Shkedi	
	134	7747745	6/29/2010	Shkedi	
	135	7454364	11/18/2008	Shkedi	
	136	7428493	9/23/2008	Shkedi	
	137	7072853	7/4/2006	Shkedi	
	138	6973436	12/6/2005	Shkedi	
	139	6925440	8/2/2005	Shkedi	
	140	6832207	12/14/2004	Shkedi	

FOREIGN PATENT DOCUMENTS

Examiner <u>Initials</u>	<u>Document Number</u>	Publication <u>Date</u>	Name of Patentee	Translation <u>Yes / No</u>
	141 KR20010096343	11/07/2001	MyOne Card Corp.	Yes
	142 WO2005/046237	5/19/2005	Gutta et al.	No
	143 WO2004084109A1	09-30-2004	NHN Corporation	Yes
	144 KR2004099222A	11-26-2004	Echo Marketing Co., Ltd.	Yes
	145 KR20040026167	03-30-2004	IBM Corporation	Yes

Examiner: /Donald Champagne/ (06/17/2013) Date Considered: _____

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Form PTO-1449 (Modified)
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OTHER ART

Examiner

Initials

Item

Author Title Date Pertinent Pages Etc.

_____	146	KERWIN; "NY Times Web Site Lets Advertisers Get Personal: Profile Info From Users Allows Ads to be Highly Targeted;" Advertising Age; July 14, 1997.
_____	147	Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.
_____	148	"The e-Marketing Report"; Morgan Stanley Dean Whitter; May, 2000; portions.
_____	149	New York Times Reference Dictionary definition of "computer," downloaded April 7, 2010.

Examiner: /Donald Champagne/ (07/11/2013) 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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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	951	((profile\$1 NEAR3 (user\$1 viewer\$1 listener\$1 consumer\$1 individual\$1 contestant\$1 customer\$1 shopper\$1 buyer\$1 purchaser\$1 subscriber\$1 visitor\$1 audience responde?\$2 participant\$1 member\$4)) WITH (profile\$1 NEAR3 (compar?\$3 match\$3 associat?\$2)) WITH (demand response (just ADJ time) needed dynamic\$4 automatic\$4 interactive\$2 live (real ADJ time) realtime instant\$2 instantaneous\$2 immediate\$2 fly)).clm.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/18 10:11
L2	55	1 WITH ((ID\$1 "I.D." code\$1 tag\$1 tagg?? \$1 cookie\$1 identi??\$6 number\$1) NEAR4 (read readable stor?\$2 record\$3 memor?\$2)).clm.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/18 10:16
L3	6	1 WITH (URL (web ADJ address) (resource ADJ (locator identifier name))).clm.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/18 11:20
L4	3	3 WITH ((ID\$1 "I.D." code\$1 tag\$1 tagg?? \$1 cookie\$1 identi??\$6 number\$1) NEAR4 (read readable stor?\$2 record\$3 memor?\$2)).clm.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/18 11:20
L5	1	"6839680".pn.	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/18 11:42
L6	10277	(payment\$1 compensat?\$2 exchange pay\$3 paid debit\$4 fee fees) NEAR3 profile\$1	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/18 11:58
L7	3	6 AND (4 5)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/18 11:59
L8	13158	(payment\$1 compensat?\$2 exchange pay\$3 paid debit\$4 fee fees) NEAR4 profile\$1	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/18 12:12
L9	14	8 WITH (contribut?\$3 NEAR3 profile\$1)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2013/06/18 12:14

EAST Search History (Interference)

< This search history is empty >

6/ 18/ 2013 12:26:45 PM

C:\Users\dchampagne\Documents\EAST\Workspaces\11765433\dbl pat.wsp



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Bib Data Sheet

CONFIRMATION NO. 4626

SERIAL NUMBER 13/631,244	FILING OR 371(c) DATE 09/28/2012 RULE	CLASS 705	GROUP ART UNIT 3688	ATTORNEY DOCKET NO. 14-PP-CON2
APPLICANTS Roy Shkedi, Forest Hills, NY;				
** CONTINUING DATA ***** This application is a CON of 11/765,433 06/19/2007 PAT 8280758 which claims benefit of 60/805,114 06/19/2006 OK - /DLC/ 17 June 2013				
** FOREIGN APPLICATIONS *****				
IF REQUIRED, FOREIGN FILING LICENSE GRANTED** SMALL ENTITY ** ** 10/16/2012				
Foreign Priority claimed ☐ yes ☒ no 35 USC 119 (a-d) conditions met ☐ yes ☒ no ☐ Met after Allowance Verified and Acknowledged Examiner's Signature _____ Initials _____	STATE OR COUNTRY NY	SHEETS DRAWING 2	TOTAL CLAIMS 20	INDEPENDENT CLAIMS 1
ADDRESS 26362				
TITLE Providing collected profiles to media properties having specified interests				
FILING FEE RECEIVED 623	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	

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 07/18/2013
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 is Fee(s) Transmittal is being filed with the USPTO via EFS, on the date indicated below.

Donald Hertz	(Depositor's name)
/Donald Hertz/	(Signature)
10/16/2013	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/631,244	09/28/2012	Roy Shkedi	14-PP-CON2	4626

TITLE OF INVENTION: PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$890	\$300	\$0	\$1190	10/18/2013

EXAMINER	ART UNIT	CLASS-SUBCLASS
CHAMPAGNE, DONALD	3688	705-007330

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 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)

- ☐ Applicant certifying micro entity status. See 37 CFR 1.29
- ☐ Applicant asserting small entity status. See 37 CFR 1.27
- ☐ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see form PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: 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 10/16/2013

Typed or printed name Louis J. Hoffman

Registration No. 38918

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.

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Electronic Patent Application Fee Transmittal				
Application Number:		13631244		
Filing Date:		28-Sep-2012		
Title of Invention:		PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman/Donald Hertz		
Attorney Docket Number:		14-PP-CON2		
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	890	890
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 (\$)				1190

Electronic Acknowledgement Receipt	
EFS ID:	17142535
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
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-CON2
Receipt Date:	16-OCT-2013
Filing Date:	28-SEP-2012
Time Stamp:	14:49:37
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 1190
RAM confirmation Number	1247
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)	13-10-16-Datonics-PP-CON2-Issue_Fee_Trans.pdf	129882 1811fc45f6aa44ae89b30409bf444f56418e ebb	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	31850 99c34bdb9e4385e75223324b7eb9042acfc 3449e	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			161732		
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.					

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

Page 2 of 6

Serial No.: 13/631,244
Applicant: Shkedi Roy
Filed: 09/28/2012
Art Unit: 3688 (in parent)
Conf. No.: 4626

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>
	32	20050038698	2/17/2005	Lukose, et al.	
	33	20050028188	2/3/2005	Latona et al.	
	34	20050021397	1/27/2005	Cui et al.	
	35	20050010472	1/13/2005	Quatse, et al.	
	36	20040260605	12/23/2004	McIntyre, et al.	
	37	20040117322	6/17/2004	Bjorksten, et al.	
	38	20040068436	4/8/2004	Boubek	
	39	20040059632	3/25/2004	Kang et al.	Change(s) applied
	40	20040024632	2/5/2004	Perry	to document,
	41	20030220837	~~12/27/2003~~	Asayama 11/2003	/C.C./
	42	20030171990	9/11/2003	Rao et al.	8/12/2013
	43	20030154126	8/14/2003	Gehlot, et al.	
	44	20030135413	7/17/2003	Nishi et al.	
	45	20030110497	6/12/2003	Yassin et al.	
	46	20030083938	5/1/2003	Smith, et al.	
	47	20030065558	4/3/2003	Shaw, et al.	
	48	20030046156	3/6/2003	Cromer et al.	
	49	20030036944	2/20/2003	Lesandrini, et al.	
	50	20020194589	12/19/2002	Cristofalo et al.	
	51	20020194058	12/19/2002	Eldering	
	52	20020161636	10/31/2002	Takahashi	
	53	20020143632	10/3/2002	Walter, et al.	
	54	20020123928	9/5/2002	Eldering, et al.	
	55	20020112013	8/15/2002	Walsh	
	56	20020099603	7/25/2002	Bandura	
	57	20020091568	7/11/2002	Kraft, et al.	
	58	20020082923	6/27/2002	Merriman et al.	
	59	20020082910	6/27/2002	Kontogouris	
	60	20020072971	6/13/2002	DeBusk et al.	
	61	20020072965	6/13/2002	Merriman et al	
	62	20020072965	6/13/2002	Merriman et al.	

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.

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

Page 1 of 6

Serial No.: 13/631,244
Applicant: Shkedi Roy
Filed: 09/28/2012
Art Unit: 3688 (in parent)
Conf. No.: 4626

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	20110167043	7/7/2011	Hintze et al.	
	2	20100299431	11/25/2010	Vanderhook et al.	
	3	20100198705	8/5/2010	Spalink et al.	
	4	20090132559	5/21/2009	Chamberlain et al.	
	5	20090129377	5/21/2009	Chamberlain et al.	
	6	20090049469	2/19/2009	Small et al.	
	7	20080183561	7/31/2008	Zohar et al.	
	8	20080133342	6/5/2008	Criou et al.	
	9	20070283384	12/6/2007	Haeuser et al.	
	10	20070121843	5/31/2007	Atazky et al.	
	11	20060161553	7/20/2006	Woo	
	12	20060122879	6/28/2006	O'Kelley	
	13	20060116924	6/1/2006	Angles et al.	
	14	20060106710	5/18/2006	Meek et al.	Change(s) applied
	15	20060095322	~~4/4/2006~~	Dierks ~~05/2006~~	to document,
	16	20060085263	4/20/2006	Greer, et al.	/C.C./
	17	20060070117	3/30/2006	Spalink et al.	8/12/2013
	18	20060069614	3/30/2006	Agarwal et al.	
	19	20060064351	3/23/2006	Hamor et al	
	20	20060053047	3/9/2006	Garcia, et al.	
	21	20060020510	1/26/2006	Vest	
	22	20060020508	1/26/2006	Gorti, et al.	
	23	20050278443	12/15/2005	Winner et al.	
	24	20050222905	10/6/2005	Wills	
	25	20050216823	9/29/2005	Petersen	
	26	20050216336	9/29/2005	Roberts, et al.	
	27	20050165644	7/28/2005	Beyda, et al.	
	28	20050131762	6/16/2005	Bharat, et al.	
	29	20050125289	6/9/2005	Beyda et al.	
	30	20050120091	6/2/2005	Casais	
	31	20050038702	2/17/2005	Merriman, et al.	

Examiner: _____

Date Considered: _____

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

Serial No.: 13/631,244
Applicant: Shkedi, Roy
Filed: 09/28/2012
Art Unit: 3688
Examiner: Champagne, Donald
Conf. No.: 4626

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	7966647	06/21/2011	Igoe et al.	
	2	6327574	~~12/04/2011~~	Kramer et al. 12/2001	
	3	20110258049	10/20/2011	Ramer et al.	
	4	20090106100	04/23/2009	Mashinsky	Change(s) applied to document,
	5	20020046105	04/18/2002	Gardenswartz et al.	/C.C./ 8/12/2013

Examiner: /Donald Champagne/ (06/17/2013)

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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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/631,244	11/19/2013	8589210	14-PP-CON2	4626

26362 7590 10/30/2013
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, Forest Hills, 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

Inventor : Shkedi, Roy Patent No. : 8,589,210
Serial No. : 13/631,244 Issue Date : 11/19/2013
Filing Date : 09/28/2012 Conf. No. : 4626
Title : Providing collected profiles to media properties having specified interests

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

Filed via EFS-Web - April 19, 2017

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: April 19, 2017

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

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane, Suite 2
Scottsdale, Arizona 85260
(480) 948-3295

Electronic Acknowledgement Receipt	
EFS ID:	28969922
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
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-CON2
Receipt Date:	19-APR-2017
Filing Date:	28-SEP-2012
Time Stamp:	15:36:28
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	17-04-19-DAT-PP_CON2-Notif_Loss_Small_Entity_Status.pdf	34080 3f416ddabc8027c3370f74484dccb1d72f5de355	no	1

Warnings:

Information:	
Total Files Size (in bytes):	34080
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.	

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

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	8,589,210
	Issue Date	11/19/2013
	Application Number	13/631,244
	Filing Date	9/28/2012
	First Named Inventor	Shkedi, Roy
	Attorney Docket Number	PP-CON2

Please change the Correspondence Address for the above-identified patent to:

☐ The address associated with Customer Number:

OR

☒ **Firm or Individual Name** DATONICS, LLC

37-18 Northern Boulevard
Suite 404

Address

City Long Island City **State** NY **ZIP** 11101

Country US

Telephone (646) 217-0930 **Email** roy@almondnet.com

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☐ If the Patentee was not the applicant for patent (37 CFR 1.42), then a Statement under 37 CFR 3.73(c) (Form PTO/AIA/96 or equivalent) is enclosed or was filed on _____. See 37 CFR 3.71.

☒ 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:	40936806
Application Number:	13631244
International Application Number:	
Confirmation Number:	4626
Title of Invention:	PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS
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-CON2
Receipt Date:	23-OCT-2020
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Time Stamp:	19:28:50
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1	Change of Address	20-10-23-DAT-PP_CON2-COA.pdf	198570 ad30f6fd2a0bc94e704830d35044f6d2885ba9a1	no	1

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