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RECORD OF ORAL HEARING

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Ex parte ROY SHKEDI

Appeal 2020-001216
Application 15/893,354
Technology Center 3600

Held virtually: September 1, 2020

BEFORE: MAHSHID D. SAADAT, ALLEN R. MacDONALD, and GENE
E. BRANCH, Administrative Patent Judges.

A P P E A R A N C E S

ON BEHALF OF THE APPELLANT:

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The above-entitled matter came on for hearing on Tuesday,
September 1, 2020, commencing at 9:38 a.m. EST, by video/by telephone.

1 (Proceedings begin at 9:38 a.m.)

2 JUDGE MacDONALD: Mr. Hoffman, this is Judge
3 MacDonald.

4 We've looked over the appeal, and we find the
5 conclusion you're presenting that the rejection can't stand
6 as it's currently formulated, we agree with that, but we do
7 have concerns with respect to the claim as it's currently
8 formulated.

9 And we've looked back through the claims as they
10 previously existed in the parent cases, and one of our
11 concerns is, we're struggling to find where the media
12 property entity, as you're defining it, is shown in the
13 specifications.

14 We're just not -- we see the media property, and you
15 point out in the -- I'm trying to recall if it's in the reply
16 brief or in the brief -- that we should be able to figure out
17 which version of media property, whether it's entity or
18 equipment, from the context.

19 Yes, here it is. Which of the two is being
20 referenced at various points in the specification is clear
21 from context.

22 And when we read through the specification, our take
23 is that, from the context -- each of the context that we
24 see, it's media property equipment that's being talked
25 about, so we're uncertain where there's a disclosure of the

1 media property entity.

2 Can you help us there? Can you point to somewhere
3 in the specification that there is written description
4 support for that kind of claim term?

5 MR. HOFFMAN: Sure. The entity is mentioned several
6 places in the specification. Perhaps one of the most key
7 places is on page 5 of the specification.

8 If you look at the slide numbered 3 in my slide
9 presentation -- and I'm going to be referring to the slides
10 by number at the lower right corner of the slide rather than
11 the page number of the -- in the PowerPoint so that the cover
12 sheet is not included.

13 So on page 3, there is the definition of media
14 property, and it starts out by saying that -- as you
15 observe, that it refers to equipment controlling ad space,
16 but then it goes on to say -- and this is the part,
17 actually, the examiner mentioned -- or any ad space for
18 which an entity is allowed to sell an advertisement and
19 deliver it within the ad space, whether the ad space is
20 owned by that entity or the entity pays the owner.

21 So the ad space is -- so the equipment is being
22 controlled by the entity, and the specification refers to
23 that as the media property.

24 And as I wrote, and as you already observed, the
25 term media property can refer to the equipment or the

1 entity, depending on the context.

2 JUDGE MacDONALD: Okay. I see what you're pointing
3 to, but that doesn't address, really, my concern, because
4 the -- let me doublecheck the language from the argument.

5 Yeah. Which of the two is being referenced at
6 various points in the specification is clear from context.

7 So you're not talking about the entity term in the
8 spec when you're making the statement in the arguments,
9 you're talking about the media property.

10 So is there anyplace in the specification where
11 media property is used to reference the entity that you're
12 pointing to on page 5? Because I didn't see a shift in the
13 terminology -- or a shift in the meaning of the term media
14 property. I, at least, couldn't find an example in the
15 specification where it was used to mean the entity that
16 you're now pointing to, the --

17 MR. HOFFMAN: Well, I'm not sure if I can answer
18 that.

19 I mean, the part that I mention on page 5 is the
20 only place in the regular specification in which the word
21 entity appears, but that is precisely in connection with the
22 definition of media property.

23 JUDGE MacDONALD: Okay.

24 MR. HOFFMAN: And, in fact, the equipment has to be
25 controlled by some -- well, actually, the other place is in

1 the drawings where the context refers to entities, although
2 the word entity is -- so, for example, in Figure 1, it says,
3 "Record profiles are kind of profiles media properties are
4 looking for." Well, the equipment isn't looking for them,
5 the entity --

6 JUDGE MacDONALD: Okay.

7 MR. HOFFMAN: -- is looking for them.

8 JUDGE MacDONALD: Okay.

9 MR. HOFFMAN: So there is a little bit of shifting
10 back and forth in terms of the context.

11 But we should be careful to focus on the claim, and
12 the word entity in the claim says, in Part A, "Which profile
13 information associated with the visitor matches a profile or
14 kind of profiles requested by an entity controlling the
15 computer system."

16 JUDGE MacDONALD: Well, that was my second question.
17 Where is the -- now, I'm leaning towards -- I agreed with
18 what you're saying about the entity on page 5 is it's
19 reasonable to call that claim the media property entity. I
20 think that's reasonable. At least --

21 MR. HOFFMAN: Right.

22 JUDGE MacDONALD: -- that's my first impression, now
23 that you've explained it.

24 But where is the control in -- that entity is doing
25 a control function?

1 Because the only place I'm finding control when I
2 search for the term in the specification is by the equipment
3 rather than by the entity.

4 MR. HOFFMAN: Well, I'll try to do another one on
5 the fly here.

6 JUDGE MacDONALD: Well, before you do, let me add
7 that one of my concerns with the use of the term control in
8 the claim, which would be the second issue we come to,
9 instruct me that it was being used in a different way than
10 the term is used in the specification.

11 The specification is talking about control in the
12 computer or equipment sense, whereas the claim appears to be
13 talking about control by an entity, which is in the business
14 or ownership or contractual sense, which is not the same
15 thing.

16 In fact, that led to a concern, as we're looking
17 through the claim, that when you're talking about the entity,
18 you're talking about an ownership, and that this is really
19 the abstract side, you know, the abstract -- a business
20 relationship side of the computer system's process.

21 And that was not the case in the earlier form of the
22 claims prior to the amendments. It's moved from the computer
23 system interaction to the business interaction, and that
24 wasn't -- it doesn't appear to have been clear to the
25 examiner because they kept trying to pull media property

1 entity's definition into the computer side, which is, for
2 purposes of their examination, tied into the equipment, which
3 I don't think we agree with you, that's not appropriate for
4 these claims, but that leads to these other concerns with
5 respect to where the entity or media property entity was in
6 the specification, which I think you've explained, but it
7 doesn't appear that its control is technology control in a
8 sense of a control within technology, but rather control
9 within a business environment.

10 MR. HOFFMAN: Well, there was --

11 First of all, I don't believe the claim is directed
12 to a business method, it's directed to a computer method. I
13 had some complaints early on which, if you had looked at the
14 file history, you would understand, where the examiner was
15 concerned that we clearly distinguish between the entity and
16 the equipment. And I think, you know, rightly so, he
17 required us to make that kind of clear.

18 So first of all, let me just say, on page 5, there
19 is an example where -- on line 26, where it talks about --
20 of the specification where it talks about the ad network's
21 equipment in the case where the media property is one
22 species of an ad network.

23 So we felt -- we did need to limit these claims to
24 situations where the selection is -- you know, is being
25 done -- where the profile on your computer -- well, let me

1 go back a second.

2 The purpose of this invention -- I think this may
3 help if I backtrack a little bit before I answer your
4 question more directly.

5 But what we're trying to do here is we've got these
6 profile owner computer, which is identified in Part B of the
7 claim. And that profile owner computer is -- the function
8 of it is to act as an intermediary between profile suppliers
9 who have various data with respect to the visitors and media
10 properties which are going to be the websites or ad
11 networks.

12 But the profile owner then has a series of requests
13 from a series of, let's say, individuals or companies, which
14 are basically the entities. And so those requests are in
15 the profile owner computer, if you will, database.

16 So the profile owner computer stores a bunch of
17 requests. Those requests are from the entities. And then,
18 one of those gets selected, and the technology stuff starts
19 to happen where those -- there is an arrangement to be
20 tagged, the tag which is readable by the equipment of that
21 entity, and so forth.

22 So when the selection is done, it says -- the
23 specification teaches about it talking about selecting an
24 entity, not selecting a computer. No one cares what
25 computer is used, it's -- you know, you're selecting which

1 entity at that point. And then -- and the computer is doing
2 that automatically based on the previous request.

3 And then that entity's computer is accessed for
4 purposes of, you know, being able to read the tag so that
5 that computer equipment can later recognize the visitor when
6 the visitor, in Part C of the claim, later visits a media
7 property website that is -- either website or other media
8 property that is controlled in the other sense by the
9 entity.

10 So we needed to mention both the entity and the
11 equipment. And the word controlling that you pointed out in
12 Part A where it says "entity controlling the computer
13 system" is meant to, you know, try to keep that clear.

14 The examiner did, you know, request that we make
15 some amendments, which we did, I believe it was in the
16 parent before we got to -- before we filed this Track 1
17 continuation, but the amendments were, you know, meant to
18 try to tie the entity to the equipment.

19 The sense of controlling, which you asked about in
20 Part A where it says "entity controlling the computer
21 system" -- when we refer, in the specification, to the ad
22 network's equipment, we are trying to pick a word to express
23 that concept. And the entity might rent the equipment, or
24 buy the equipment, or hire the equipment, or something, but
25 in any event, it's the ad entity's equipment, so we used the

1 word controlling in that sense.

2 That did tie to the, you know, parts you mentioned
3 which talked about controlling ad space, which is a little
4 bit different than the sense of controlling as you observed.

5 So the technical advantage of the invention was that
6 previously, before this invention, the profile suppliers
7 would have to work directly with a media property entity in
8 order to identify a subset of visitors that make up the
9 desired audience and to which the targeted advertisements
10 could be provided, and then use that in order to use the
11 profile supplier's profile information for that visitor.

12 So having the profile intermediating between the
13 profile suppliers and the MP holding these stored requests,
14 arranging for the tag, and then having the computer of the
15 MP be able to target the ads later when the profile
16 supplier -- you know, after the time the profile supplier
17 has access to the visitor, performs a practical application
18 that improves the field of targeted advertisement.

19 This claim focused on the -- focuses on the media
20 property actions, but is only limited -- the media property
21 computer's actions, but only when receiving data from that
22 intermediate computer system of the PO.

23 So we needed to -- the problem with the claim, in
24 terms of drafting the challenge for us in drafting it, was
25 that we needed to clearly distinguish between the entities

1 and the equipment, and, you know, we think the
2 specification -- I mean, I don't think there's any doubt the
3 specification, you know, talks about that in both context.

4 JUDGE MacDONALD: Yes. I can agree that the
5 entities are at least mentioned in the specification, but I'm
6 still struggling to see the relationships that they claim as
7 laying out.

8 And I'm also still struggling with what appears to
9 me to be a mixing of ownership versus technology. I'm not
10 quite clear how the claim, as it's laid out, is -- I see
11 technology aspects, because you have equipment which is
12 performing storage functions, you have a computer system with
13 a central database, but as soon as the claim moves to the
14 entity that's controlling the computer system, or the media
15 property entity, or the fact that the selected media property
16 entity is the entity controlling the computer system, every
17 place that says entity, my reading of this is, okay, you're
18 talking about the ownership aspect of this now.

19 At least it's not clear to me that, when you say
20 media property entity or entity controlling the computer
21 system, that you're talking about technology at that point.

22 MR. HOFFMAN: Well, we're trying to limit --

23 JUDGE BRANCH: Let me interrupt briefly just to give
24 you a time check. We've got about two minutes left to go.
25 It would be a good time to start closing up arguments.

1 MR. HOFFMAN: Okay. Well, we are trying to limit
2 the context of the claim to an entity that controls an ad
3 space. And that's the --

4 JUDGE MacDONALD: When you say that, entity
5 controlling an ad space, do you mean technology controlling
6 it or do you mean an owner controlling it?

7 MR. HOFFMAN: We mean an entity controlling a
8 computer system that technologically has access to an ad
9 space. And that entity is what is selected by the media
10 property computer.

11 So the named company is going to be selected by the
12 computer, and then that entity controls a computer system
13 that, in turn, controls the ad space.

14 And so we needed to -- because the selection that's
15 done in the storage -- the data that's stored is done, is
16 done with the name of the entity, we needed to refer to the
17 entity. But the entity then has to be -- you know, the
18 entity's computer system is the one that does the
19 technological activity here.

20 But we needed to -- we couldn't -- we needed to
21 refer to the entity because we only wanted to claim computer
22 systems of the sort that are controlled by this type of media
23 property and not just any computer system that's, you know,
24 controlled by somebody who doesn't control ad space.

25 So it was necessary to refer to the entity, that

1 doesn't mean the claim, as a whole, is directed to just an
2 entity or that we're somehow claiming something done by a
3 human. We're not. We're simply referring to the label of
4 the entity that controls the computer system, consonant with
5 the specification's reference to the entities -- or the
6 media property's equipment, or media property's computer
7 system, words like that.

8 JUDGE MacDONALD: Okay.

9 MR. HOFFMAN: This is not an easy claim to write, I
10 might add.

11 JUDGE MacDONALD: This is Judge MacDonald.

12 I have no further questions at this point.

13 Judge Branch?

14 JUDGE BRANCH: I have no questions, either.

15 JUDGE MacDONALD: Judge Saadat?

16 JUDGE SAADAT: I have no question, also.

17 MR. HOFFMAN: Okay. I appreciate it.

18 If there's anything else I can help with as you're
19 working forward on it, please feel free to figure out some
20 way. Since this is not an examiner rejection --

21 JUDGE MacDONALD: Correct.

22 MR. HOFFMAN: -- we can work together.

23 JUDGE MacDONALD: You have significant number of
24 options after we do our decision.

25 MR. HOFFMAN: Yeah. Right. Assuming there's

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1 anything other than a straight reversal.

2 JUDGE MacDONALD: Correct.

3 MR. HOFFMAN: I understand. Thank you very much. I
4 appreciate your help.

5 JUDGE MacDONALD: You're welcome.

6 We're now off the record.

7 (Proceedings conclude at 10:01 a.m.)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor	: Shkedi, Roy	Appeal No.	: 2020-001216
Serial No.	: 15/893,354	Examiner	: Sittner, Michael J.
Filing Date	: 02/09/2018	Conf. No.	: 5057
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 on October 21, 2020

REQUEST FOR REHEARING (IN PART)

Dear Sir:

Despite the Board having reversed the lone rejection, appellant respectfully requests partial rehearing of the Decision dated September 21, 2020. Appellant is not satisfied with the Decision because it invites the examiner to consider making the *same* rejection using different reasoning, which likely will lead to delay and expense of a further appeal. *See* Decision, p. 8 (holding that “the Examiner’s articulated reasoning is insufficient” and reversing, but stating, “We recommend that the Examiner reevaluate the appropriateness of a rejection under 35 U.S.C. § 103 based on the teachings of the Kublickis, Jaschke, and Horowitz references in light of the proper claim construction.”).

Appellant’s undersigned counsel is not aware of any decisions or rules barring rehearing after Board reversal of all rejections, and challenges to a Board decision are possible for any “applicant who is dissatisfied with the final decision of the” PTAB (35 U.S.C. § 141(a), *see also* § 145), so it seems logical that reconsideration is permissible.

The “particular[] ... points believed to have been ... overlooked by the Board” in its Decision (*see* 37 C.F.R. § 41.52(a)(1)) are as follows:

1. **“Media property equipment” requires “control of an ad space”**: In the Appeal Brief (p. 6), appellant “proposes that the Board construe ‘media property equipment’ as ‘equipment, which is part of the computer system that controls an ad

space viewed by a visitor, at least temporarily’ and ‘media property entity’ as ‘an entity that controls media property equipment (as defined above).’” The Appeal Brief (p. 8) supports the proposed constructions by noting that “the specification proffers this basic definition: **‘a media property (in the present context) can also be defined as any equipment that controls an ad space viewed by a visitor.’**” [Emphasis in Appeal Brief]

The Decision (pp. 7-8) agrees with appellant that “media property entity” and “media property equipment” are different terms, but (except for explaining the differing “context”) the Decision does not construe those terms. Specifically, the Board does not accept appellant’s request to hold that “media property equipment” must be “part of the computer system that controls an ad space viewed by a visitor, at least temporarily.” Nor does the Board give any reason for denying that claim construction.

As stated in the Reply Brief (p. 5), “The specification defines ‘control of ad space’ as key to a ‘media property,’ and the Board should not adopt a construction without it.”

The examiner and appellant have fully briefed their respective positions on claim construction. Appellant also submitted a Power Point presentation (8/27/2020) for oral argument comparing the respective constructions and summarizing the specification (slides 2-5). Under the Decision, however, the examiner merely must “reevaluate” the reversed rejection, with “entity” and “equipment” addressed separately. If the examiner separates the two terms but maintains the same claim construction *substantively*, then appellant must undertake an entire second appeal, in which it would be necessary to re-brief and re-argue the same issue, at the cost of much money and several more years.

The Board should decide the claim construction issue based on the existing briefing, and in particular make clear that the proper construction of “media property equipment” is “equipment, which is part of the computer system that controls an ad space viewed by a visitor, at least temporarily” (‘control’ being understood in a technology context) and that “media property entity” is “an entity that controls media property equipment” (‘control’ being understood in a legal/business context).

2. **Jaschke's broker computer is not "programmed to automatically select a media property entity of a plurality of media property entities":** The Appeal Brief (pp. 13-14) explains the following facts: (a) All pending claims include the requirement that a "profile owner computer" be "programmed to automatically select a media property entity of a plurality of media property entities." (b) "The examiner explicitly concedes that the primary reference, Kublickis, does not teach [claim 34] part (b)(i) but contends that it is taught by secondary reference, Jaschke." (c) "Jaschke's computer system does not disclose that the described broker computer is 'programmed to automatically select a media property entity of a plurality of media property entities' and thus does not correspond to the claim element." The Reply Brief (p. 8) explains further:

There is no dispute about what Jaschke discloses. The appeal brief (pp. 13-14) describes Jaschke as follows, and the examiner's answer does not dispute this:

"Jaschke discloses a 'consumer information broker' that accepts advertiser bids and chooses one of several advertisers automatically. Various advertisers bid for delivery of their ads to a 'target' or user, and one of the advertisers is selected based on a calculation of which matches. *See* Jaschke's abstract, [0016], [0019], [0031-33], [0061], [0073-74]."

The appeal brief explains (pp. 14-15) that Jaschke's broker's computer system is not "programmed to automatically select a media property entity of a plurality of media property entities"—and thus does not correspond to the claim element—because Jaschke's advertisers are not "media property entities" when the broker selects one of several advertisers.

The oral argument Power Point presentation summarizes the briefing (slides 6-8).

The Decision, again, does not address what Jaschke discloses (except to say that Jaschke refers to advertiser entities and advertiser equipment with separate numerals). Again the Decision just "recommends" that the examiner "reevaluate."

With respect, the question of whether Jaschke teaches the argued claim element has been fully briefed, and it is ripe for the Board to decide. Indeed, as noted in the Reply Brief quoted just above, the examiner *agrees* with appellant as to what Jaschke discloses: We disagree as to whether what Jaschke teaches actually meets the claim element or not. If the examiner maintains the same view of whether the claim element is met, then appellant must undertake a second appeal *on an already briefed question*.

The Board should decide the briefed issue. In doing so, it should rule that Jaschke's advertisers are not "media property entities" when Jaschke's broker selects one of them, because the advertisers do not control ad space at the time of the selection; thus Jaschke broker's computer system is not "programmed to automatically select a media property entity of a plurality of media property entities" as claimed.

3. The examiner's "reasoning" for combining Jaschke and Kublickis is illogical. For ease of decision (because Kublickis is a long document), appellant skips Part III of the Appeal Brief but respectfully requests the Board to address Part IV thereof, related to the lack of articulated reasoning to combine Jaschke and Kublickis.

The Appeal Brief (pp. 21-22, emphasis in original) explains that "it does not make logical sense that an ordinary artisan would have modified Kublickis to utilize Jaschke's technique. Kublickis works only with respect to a given website in current contact with a user's customized browser, so Kublickis has no need to *select* any website or media property among others (even assuming *arguendo* that Jaschke disclosed such)."

The FOA offers supposed reasons for combining the references, and appellant's challenge to that reasoning as illogical has been fully briefed. In the Reply Brief (p. 14), appellant pointed out that there is no real disagreement about the facts, either:

[T]he appeal brief (pp. 21-22) explains that Kublickis has no need to select any website or media property because Kublickis's ad-delivery system works only with respect to *a given website in current contact with the custom browser*. The

examiner's answer does not express any disagreement with that factual assertion or reasoning.

Instead, the examiner's answer (p. 10) again argues, "Appellant is not arguing limitations from the claims" because the claims do not recite "selecting a media property" but rather "selecting a media property *entity*." Appellant's point, however, remains true even with that correction. To confirm the point with the examiner's correction handled: Kublickis's ad-delivery system works only with respect to a given website in current contact with the custom browser, and so Kublickis has no need to select any website or any other media property *entity*.

Here again, the issue is fully briefed (*see also* slide 12), but the Decision does not address the question. Worse, the Decision "recommends" that the examiner "reevaluate the appropriateness" of the *same combination*, without addressing the fully briefed point that those references cannot logically be combined. Again, this issue should be decided.

The Board should reach the three overlooked questions

The claims have been rejected based on the combination of Kublickis in view of Jaschke (with Horowitz added as to a few dependent claims only). That rejection should be fully evaluated, and fully decided. The Board should not simply make a modest correction of a single aspect of the examiner's claim construction then return the case to the examiner to try again.

The Board has authority to *remand* to the examiner, such as "for further consideration of a rejection pursuant to 37 CFR 41.50(a)(1) such as where the pertinence of the references is not clear" MPEP 1211. A remand should occur only in limited circumstances not applicable here. First, Rule 50 does not apply. Second, the examiner's answer already fully explains the examiner's views as to the "pertinence of the references" (Jaschke and Kublickis). Indeed, as explained in parts 2 and 3 above, the pertinent facts about those references are not in serious dispute. But if the Board

believes that it would benefit from having the examiner provide “further explanation,” then—rather than “recommending” that the examiner reconsider the rejection—the Board should retain jurisdiction of the appeal, “call upon the examiner for a further explanation” (see MPEP 1211, 1211.01), invite appellant to comment on the examiner’s explanation (if needed), then send a decision on rehearing.

Absent such, the Board should fully reverse the rejection. With all due respect to the idea of judicial economy, appellant has explained reversible error in the examiner’s rejection (see 37 C.F.R. § 41.37(c)(1)) and thus is entitled to decision. See 35 U.S.C. § 6(b)(1) (PTAB “shall ... review adverse decisions of examiners”) (emphasis added); *In re Frye*, Appeal No. 2009-006013, at 9-10 (B.P.A.I. Feb. 26, 2010) (precedential) (<http://www.uspto.gov/ip/boards/bpai/decisions/prec/fd09006013.pdf>) (“The panel then reviews the obviousness rejection for error *based upon the issues identified by appellant*, and in light of the arguments and evidence produced thereon.”) (emphasis added) (citing *In re Oetiker*, 977 F.2d 1443, 1445 (Fed. Cir. 1992) (“In reviewing the examiner’s decision on appeal the Board *must necessarily* weigh all of the evidence and argument”) (emphasis added)).

In short, where as here a rejection turns on dispositive questions that are fully briefed, the Board should decide them. To do otherwise is to invite a second appeal, needlessly, at appellant’s heightened expense and after delay. See Rule 37 C.F.R. § 41.1(b) (“The provisions of Part 41 shall be construed to secure the just, speedy, and inexpensive resolution of every proceeding before the Board.”).

Appellant respectfully requests rehearing for the purpose of having the Board decide the proper claim construction of the disputed terms, as indicated in part 1 above, and to make appropriate findings about the reference or the merits of the combination, by deciding either or both of the issues defined in parts 2 and 3 above. This request for rehearing has identified three points made in the appeal brief that the Board “overlooked” and that the Decision did not decide, without any justifiable explanation

for failing to reach those questions. The *primary* arguments made by appellant on appeal should not be “ducked.”

The Board’s decision on rehearing should modify the Decision to omit any sentence “recommending” that the examiner “reconsider” the same ground of rejection. There is no procedure for an examiner to get a “do over” of the *same* rejection *reversed* by the Board. Appellant ought not to be required to beg the examiner to change his mind after the examiner has twice (actually more than two times) refused to accept the same arguments (35 U.S.C. § 134(a) (allowing an appeal after *two*, not more, rejections)), nor should appellant be required to appeal twice to obtain the requested relief. The Board should continue to reverse the rejection, but, based on the overlooked issues listed above, appellant respectfully requests the Board to reverse the appealed rejection on the merits.

Respectfully submitted,
DATONICS, LLC
by its attorney

Dated: October 21, 2020

/Louis J. Hoffman/
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Electronic Acknowledgement Receipt	
EFS ID:	40903563
Application Number:	15893354
International Application Number:	
Confirmation Number:	5057
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 CON4
Receipt Date:	21-OCT-2020
Filing Date:	09-FEB-2018
Time Stamp:	12:58:36
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment		no			
File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Rehearing of Patent Board Decision	20-10-21-DAT-PP_CON4-ReqRehgPartBoard.pdf	144448 9407c3ba017230e7a2648015e2547844918ce48	no	7
Warnings:					

Information:	
Total Files Size (in bytes):	144448
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.	



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/893,354	02/09/2018	Roy Shkedi	14 PP CON4	5057
26362	7590	11/19/2020	EXAMINER	
LOUIS J. HOFFMAN, P.C. 7689 East Paradise Lane Suite 2 Scottsdale, AZ 85260			SITTNER, MICHAEL J	
			ART UNIT	PAPER NUMBER
			3622	
			NOTIFICATION DATE	DELIVERY MODE
			11/19/2020	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Ex parte ROY SHKEDI

Appeal 2020-001216
Application 15/893,354
Technology Center 3600

Before MAHSHID D. SAADT, ALLEN R. MacDONALD, and
IRVIN E. BRANCH, *Administrative Patent Judges*.

MacDONALD, *Administrative Patent Judge*.

DECISION ON REQUEST FOR REHEARING

Appellant filed a Request for Rehearing¹ under 37 C.F.R. § 41.52(a), requesting that we reconsider our Decision of September 21, 2020, wherein we *reversed* the Examiner’s rejections of claims 34–61. We have reconsidered our Decision in light of Appellant’s comments in the request, and are not persuaded that we misapprehended or overlooked arguments presented by Appellant.

Appellant’s request is denied.

¹ “The request for rehearing must state with particularity the points believed to have been misapprehended or overlooked by the Board. Arguments not raised, and Evidence not previously relied upon, pursuant to §§ 41.37, 41.41, or 41.47 are not permitted in the request for rehearing except as permitted by paragraphs (a)(2) through (a)(4) of this section.” 37 C.F.R. § 41.52(a)(1).

Appellant's Contentions & Interpretations of Law

A. Appellant interprets the law as follows:

Appellant's undersigned counsel is ***not aware of any decisions or rules barring rehearing after Board reversal of all rejections***, and challenges to a Board decision are possible for any "applicant who is dissatisfied with the final decision of the" PTAB (35 U.S.C. § 141(a), see also § 145), so it seems logical that reconsideration is permissible.

Req. Reh'g 1 (emphasis added).²

B. Appellant contends that as to the Board Decision, the Board "overlooked" (Req. Reh'g 1) Appellant's asserted claim interpretation.

The Decision (pp. 7–8) agrees with appellant that "media property entity" and "media property equipment" are different terms, but (except for explaining the differing "context") the Decision does not construe those terms. Specifically, ***the Board does not accept appellant's request*** to hold that "media property equipment" must be "part of the computer system that controls an ad space viewed by a visitor, at least temporarily." ***Nor does the Board give any reason for denying that claim construction.***

Req. Reh'g 2 (emphasis added).

The Board should not simply make ***a modest correction*** of a single aspect of the Examiner's claim construction then return the case to the examiner to try again.

Req. Reh'g 5 (emphasis added).

² 35 U.S.C. § 141(a) EXAMINATIONS.—An applicant who is dissatisfied with the final decision in an appeal to the Patent Trial and Appeal Board under section 134(a) may appeal the Board's decision to the United States Court of Appeals for the Federal Circuit. By filing such an appeal, the applicant waives his or her right to proceed under section 145.

C. Appellant contends that as to the Board Decision, the Board “overlooked” (Req. Reh’g 1) Appellant’s arguments as to Jaschke:

The Decision, again, does not address what Jaschke discloses (except to say that Jaschke refers to advertiser entities and advertiser equipment with separate numerals). Again the Decision just “recommends” that the examiner “reevaluate.”

With respect, the question of whether Jaschke teaches the argued claim element has been fully briefed, and *it is ripe for the Board to decide*.

Req. Reh’g 3–4 (emphasis added).

D. Appellant contends that as to the Board Decision, the Board “overlooked” (Req. Reh’g 1) Appellant’s arguments as to combining Jaschke and Kublickis:

Here again, the issue is fully briefed (see also slide 12), but the Decision does not address the question. Worse, the Decision “recommends” that the examiner “reevaluate the appropriateness” of the same combination, without addressing the fully briefed point that those references cannot logically be combined. Again, this issue should be decided.

Req. Reh’g 5.

ANALYSIS

A.

As to Appellant’s interpretation of law, we disagree. Appellant appears to be arguing that a rehearing or appeal is permitted in any reversal of all rejections. This is not the law. Rather, rehearings as to Board decisions are limited by a requirement that Appellant “state with particularity the points believed to have been misapprehended or overlooked by the Board.”

Further, Federal Circuit appeals as to Board decisions are limited by the prudential rule “counseling against prevailing party appeals.” *SkyHawke Technologies, LLC v. Deca International Corp.*, 828 F.3d 1373, 1377 (2016). Although, in a unique factual scenario, the Federal Circuit may permit such an appeal. *Id.* 828 F.3d at 1378 (“[T]he court in *Priest* [582 F.2d 33 (C.C.P.A. 1978)] was within its rights to depart from the ordinary rule against prevailing party appeals but would not have been required to do so.”).

B.

As to Appellant’s above contention B, we disagree. The panel has not overlooked Appellant’s argument. Rather, we found Appellant’s claim construction argument persuasive.

Contrary to Appellant’s rehearing argument, the Board *did* accept Appellant’s request as to the claim construction. The Board quoted extensively from Appellant’s Appeal Brief, including:

a media property (in the present context) can also be defined as any equipment that controls an ad space viewed by a visitor

(Decision 8), then stated:

We agree with Appellant that the terms “media property entity” and “media property equipment” are distinct.

(Decision 7) and then concluded

consistent with Appellant’s arguments [] there is insufficient articulated reasoning to support the Examiner’s finding that Kublickis or Jaschke discloses the argued “media property entity” claim limitations.

(Decision 8).

Appellant now characterizes this conclusion as “a modest correction of a single aspect of the Examiner’s claim construction.” Req. Reh’g 5.

This characterization is contradicted by Appellant's extensive Appeal Brief argument (Appeal Br. 6–13) that this correction of an examiner error is sufficient to reverse all the rejections.³

C.

As to Appellant's above contention C, the panel has not overlooked Appellant's argument as to Jaschke. Rather, we found Appellant's claim construction argument determinative as to the rejection. Appeal Br. 4. Further:

We conclude the Examiner's analysis fails to meet [the required] standard because the Examiner's determination that the two terms "media property entity" and "media property equipment" are *synonymous* with each other is not properly founded.

Decision 7.

As the Examiner's claim construction lacked a proper foundation, any analysis of the teachings of the Jaschke reference as applied to that erroneous claim construction was inherently flawed. Once this improper foundation is determined to exist, any attempt by the Board to delve into the Examiner's findings as to Jaschke and Appellant's argument directed thereto is speculative. Although, the Board can provide advisory opinions at its discretion, there is no requirement that the Board do so.

Contrary to Appellant's assertion that "it is ripe for the Board to decide" (Req. Reh'g 4):

We recommend[ed] that the Examiner reevaluate the appropriateness of a rejection under 35 U.S.C. § 103 based on

³ 37 C.F.R. § 37(c)(1)(iv) "The arguments shall explain why the examiner erred as to each ground of rejection contested by appellant."

the teachings of the Kublickis, Jaschke, and Horowitz references
in light of the proper claim construction.

Decision 8.

Essentially, we agree with Appellant that the appealed claims were
not examined as properly construed, but are unwilling to conclude that such
an examination is not now required.

D.

As to Appellant's above contention D, the panel has not overlooked
Appellant's argument as to combining Jaschke and Kublickis. Rather, as in
the section C analysis directly above, we found Appellant's claim
construction argument determinative as to the rejection.

DECISION

Based on the record before us, we deny Appellant's Request for
Rehearing. Appellant has not persuasively identified any points the Board
misapprehended or overlooked.

The Request for Rehearing is denied.

Appeal 2020-001216
Application 15/893,354

Outcome of Decision on Rehearing:

Claims Rejected	35 U.S.C. §	Reference(s)/Basis	Denied	Granted
34–37, 39, 41–43, 45, 47–51 53–56, 58, 60, 61	103	Kublickis, Jaschke	34–37, 39, 41–43, 45, 47–51 53–56, 58, 60, 61	
38, 40, 44, 46, 52, 57, 59	103	Kublickis, Jaschke, Horowitz	38, 40, 44, 46, 52, 57, 59	
Overall Outcome			34–61	

Final Outcome of Appeal after Rehearing:

Claims Rejected	35 U.S.C. §	Reference(s)/Basis	Affirmed	Reversed
34–37, 39, 41–43, 45, 47–51 53–56, 58, 60, 61	103	Kublickis, Jaschke		34–37, 39, 41–43, 45, 47–51 53–56, 58, 60, 61
38, 40, 44, 46, 52, 57, 59	103	Kublickis, Jaschke, Horowitz		38, 40, 44, 46, 52, 57, 59
Overall Outcome				34–61

Appeal 2020-001216
Application 15/893,354

TIME PERIOD FOR RESPONSE

No time period for taking any subsequent action in connection with this appeal may be extended under 37 C.F.R. § 1.136(a). *See* 37 C.F.R. § 1.136(a)(1)(iv).

DENIED



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NOTICE OF ALLOWANCE AND FEE(S) DUE

26362 7590 03/03/2021
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER

SITTNER, MICHAEL J

ART UNIT PAPER NUMBER

3622

DATE MAILED: 03/03/2021

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/893,354	02/09/2018	Roy Shkedi	14 PP CON4	5057

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	UNDISCOUNTED	\$1200	\$0.00	\$0.00	\$1200	06/03/2021

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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

By mail, send to: Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

By fax, send to: (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

26362 7590 03/03/2021
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
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 transmitted to the USPTO via EFS-Web or by facsimile to (571) 273-2885, on the date below.

(Typed or printed name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/893,354	02/09/2018	Roy Shkedi	14 PP CON4	5057

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	UNDISCOUNTED	\$1200	\$0.00	\$0.00	\$1200	06/03/2021

EXAMINER	ART UNIT	CLASS-SUBCLASS
SITTNER, MICHAEL J	3622	705-014660

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

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

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-09 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

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

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

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 must have been previously recorded, or filed for recordation, as set forth in 37 CFR 3.11 and 37 CFR 3.81(a). Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

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

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

4a. Fees submitted: ☐ Issue Fee ☐ Publication Fee (if required) ☐ Advance Order - # of Copies _____

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

☐ Electronic Payment via EFS-Web ☐ Enclosed check ☐ Non-electronic payment by credit card (Attach form PTO-2038)

☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. _____

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

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

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

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

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____



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15/893,354	02/09/2018	Roy Shkedi	14 PP CON4	5057
26362	7590	03/03/2021	EXAMINER	
LOUIS J. HOFFMAN, P.C. 7689 East Paradise Lane Suite 2 Scottsdale, AZ 85260			SITTNER, MICHAEL J	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 03/03/2021

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

The Office has discontinued providing a Patent Term Adjustment (PTA) calculation with the Notice of Allowance.

Section 1(h)(2) of the AIA Technical Corrections Act amended 35 U.S.C. 154(b)(3)(B)(i) to eliminate the requirement that the Office provide a patent term adjustment determination with the notice of allowance. See Revisions to Patent Term Adjustment, 78 Fed. Reg. 19416, 19417 (Apr. 1, 2013). Therefore, the Office is no longer providing an initial patent term adjustment determination with the notice of allowance. The Office will continue to provide a patent term adjustment determination with the Issue Notification Letter that is mailed to applicant approximately three weeks prior to the issue date of the patent, and will include the patent term adjustment on the patent. Any request for reconsideration of the patent term adjustment determination (or reinstatement of patent term adjustment) should follow the process outlined in 37 CFR 1.705.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

OMB Clearance and PRA Burden Statement for PTOL-85 Part B

The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain Office of Management and Budget approval before requesting most types of information from the public. When OMB approves an agency request to collect information from the public, OMB (i) provides a valid OMB Control Number and expiration date for the agency to display on the instrument that will be used to collect the information and (ii) requires the agency to inform the public about the OMB Control Number's legal significance in accordance with 5 CFR 1320.5(b).

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.** Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 15/893,354	Applicant(s) Shkedi, Roy	
	Examiner MICHAEL J SITTNER	Art Unit 3622	AIA (FITF) Status No

-- 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 PTAB Decision (9/21/2020).
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 34-47. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
Certified copies:
a) ☐ All b) ☐ Some *c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file 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. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892) 2. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____. 3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____. 4. ☒ Interview Summary (PTO-413), Paper No./Mail Date. <u>02/26/2021</u> .	5. ☒ Examiner's Amendment/Comment 6. ☒ Examiner's Statement of Reasons for Allowance 7. ☐ Other _____.
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/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
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DETAILED ACTION

Status of Claims

1. The present application is being examined under the pre-AIA first to invent provisions.
2. This action is in reply to the PTAB decision issued 9/21/2020 in view of agreements with Applicant's representative during Examiner initiated Interview held on 2/25/2021.
3. Claims 1-33 were previously canceled by preliminary amendment.
4. Claims 48-61 are canceled by Examiner Amendment.
5. Claims 34-47 have been amended by Examiner Amendment.
6. Claims 34-47 have been examined and are currently pending.

Amendment

7. The present Office Action is based upon claims filed on 09/14/2018 as modified by the Examiner amendment 02/25/2021.

Examiner's Amendment

8. Authorization for this examiner's amendment was given in a communication with Louis J. Hoffman, Reg. No.: 38,918 on 02/26/2021.
9. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Examiner Amendment

Claim 1-33. (Canceled)

Claims 48-61. (Canceled)

34. (Examiner Amendment)

A method of causing delivery of electronic advertisements based on provided profiles comprising:
(a) with a computer system automatically storing, in a central database associated with the computer system, profile information associated with a visitor, as a result of electronic receipt from a profile owner computer of indicia of the profile information, which profile information associated with the visitor matches

a profile or kind of profiles requested by an entity controlling the computer system, wherein a tag associated with a visitor device serves as a link to the profile information associated with the visitor; (b) wherein the profile owner computer is programmed: (i) to automatically select a media property entity of a plurality of media property entities based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from the plurality of media property entities, one of which media property entities is the entity controlling the computer system, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the profile or kind of profiles requested by the entity controlling the computer system, and (ii) when the media property entity is the entity controlling the computer system, to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device, the tag being readable by equipment that is part of the computer system of part (a); and (c) later, when the visitor device is available to receive an advertisement, with the computer system, (i) using the tag of part (a) that is associated with the visitor device to access the profile information stored in the central database, and (ii) using the profile information linked to the tag of part (a) to automatically cause delivery of an electronic advertisement to the visitor device, wherein the electronic advertisement is dependent on the profile information associated with the visitor.

35. (Previously presented) The method of claim 34 wherein the profile information associated with the visitor is derived from the visitor's activity using a first device, and wherein the visitor device that is available to receive an advertisement is a second device of the visitor.

36. (Previously presented) The method of claim 35 wherein the first device is a computer of the visitor and the second device is a mobile phone of the visitor.

37. (Previously presented) The method of claim 36 wherein the tag identifies the mobile phone.

38. (Previously presented) The method of claim 36 wherein the profile owner computer is programmed to automatically select a media property entity using profile information about the visitor that was derived from the visitor's activity using the computer of the visitor, which profile information was

received by the profile-owner computer as a result of URL redirection from a website that is served by the electronic apparatus of the profile supplier, which website is accessed by the computer of the visitor.

39. (Previously presented) The method of claim 35 wherein the second device is a computer and further comprising, after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the second device, which report is provided to a profile owner controlling the profile owner computer.

40. (Previously presented) The method of claim 39 wherein electronically reporting comprises automatically placing the second device in communication with computer equipment controlled by the profile owner, via URL redirection from the computer system, when the computer system utilizes the tag to cause delivery of the advertisement.

41. (Previously presented) The method of claim 34 further comprising, after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the visitor device that is available to receive an advertisement, which report is provided to a profile owner company controlling the profile owner computer.

42. (Previously presented) The method of claim 41 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

43. (Previously presented) The method of claim 34 wherein the profile owner computer is programmed to automatically select a media property entity using profile information about the visitor that was derived from the visitor's activity using the visitor device.

44. (Previously presented) The method of claim 43 wherein the profile information was received by the profile-owner computer as a result of URL redirection from a website that is served by the electronic apparatus of the profile supplier, which website is accessed by the visitor device.

45. (Previously presented) The method of claim 34 wherein the tag comprises personally identifiable information identifying the visitor.

46. (Previously presented) The method of claim 34 wherein the profile owner computer being programmed to automatically arrange for electronic storage of the profile information linked to the tag associated with a visitor device comprises the profile owner computer being programmed to perform automatic redirection to a URL provided by the selected entity to place the visitor device in communication with computer equipment controlled by the selected entity to enable storage, in a central database associated with the computer equipment of the selected entity, of the profile information linked to the tag that is associated with the visitor device.

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

Reasons For Allowance

10. Claims 34-47 are allowed.
11. Regarding independent claim 34 the following references which have been found to be the closest applicable prior art to applicant's invention, do not teach either alone or in combination all of the features as claimed:

 Kublickis et al. (US 2007/0067297 A1; hereinafter, "Kublickis")

 Jaschke et al. (U.S. 2007/0130005 A1; hereinafter, "Jaschke")

 Horowitz (U.S. 2005/0097204 A1; hereinafter, "Horowitz")
12. The Examiner has carefully considered Applicant's arguments (hereinafter, "Remarks") in Reply Brief filed 12/02/2019 as well as the **Patent Board Decision** (mailed 9/21/2020) in which the following terms "**media property entity**" and "**media property equipment**" (PTAB Decision, pgs. 7-8) were defined as

follows: "...We determine that "media property entity" (shortened to "entity" at page 5 of the Specification) refers to an "owner" in a legal/business context; and "media property equipment" refers to hardware or hardware/software such as a web site, a computer, a mobile device, a TV set, a TV set top box, or any other device (Spec. 5) in a technology context." " In view of this definition of these terms, and although Jaschke teaches (as noted per PTAB Decision, pg. 8) "...for example, Figure 1 of Jaschke teaches an advertiser entity 110 and advertiser equipment 132 as distinct items. Similarly, a profiler entity 100 and profiler equipment 131 are distinct items..."

Nonetheless, the Examiner finds that neither Jaschke, Kublickis, nor Horowitz alone or in combination teach all of the features of the claims as Amended per Examiner Amendment, provided in the section titled **Examiner Amendment**.

For example, although the Examiner finds that Jaschke teaches various features as claimed, as shown herein below for ease of reference, Jaschke is not found to teach all of the features as amended by Examiner Amendment and neither Kublickis nor Horowitz are found to cure these deficiencies.

Jaschke, as shown, is found to teach the following features of independent claim 34:

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

(a) with a computer system automatically storing, in a central database associated with the computer system, profile information associated with a visitor, as a result of electronic receipt from a profile owner computer of indicia of the profile information (Jaschke, see at least Fig. 1 and [0064]-[0065] teaching, e.g.: "...The brokerage processor 138 [*central database associated with the computer system*] requests the target profile [*profile information*] of that particular target 190 [*of the visitor*] by accessing one or more target profile databases located on one or more target profile processors 131 [*profile owner computer*]... target profile may include one or more factors..."; see also at least [0052]-[0056] and [0076]-[0077] teaching e.g.: "The target profile is a data representation of a target 190 [*a visitor*]. The information is collected through (1)... (2)... (3)... (4) the active data input of third parties concerning that particular target

190 into databases of target profile processors 131 [*profile owner computer*]... Targets 190 may offer information to profilers 100 [e.g. *profile owner*] at a price,...”),

which profile information associated with the visitor matches a profile or kind of profiles requested by an entity controlling the computer system (Jaschke, see at least [0059]-[0064], e.g.: “...correlating [*matching*] target profile data [*profile information associated with the visitor*] with the advertisers’ associated descriptions [*kind of profiles requested by an entity*]...”; note [0061]: “The associated description [*kind of profiles requested by an entity*] is a reflection/virtual representation of the ideal target 190 suitable for that particular advertisement.”; applicant’s “entity” requesting profiles reads on Jaschke’s advertiser; Note per [0022]: “A consumer information broker [entity controlling the computer system] can also be an ...advertiser [entity requesting a type of profile], marketer, profiler [profile owner], ... or any combination thereof.”

Therefore, although per [0022] Jaschke teaches a “consumer information broker” [entity controlling the computer system] *can* be an advertiser [entity requesting a type of profile], Examiner finds that Jaschke may not explicitly teach, in a single embodiment, that his “consumer information broker” [entity controlling the computer system] is one of the advertisers [entity] who has provided an advertising description [requested kind of profile] relevant to the target [visitor]. However, whether explicitly stated or not, the Examiner finds that in view of the aforementioned teachings of Jaschke, especially at [0022], there is teaching and suggestion to try this combination and therefore it would have been obvious to a person of ordinary skill in the art at the time of the invention to have tried such a combination suggested by Jaschke, i.e. per [0022], where a “consumer information broker [entity controlling the computer system]” is indeed also one of the “advertisers”, providing a description, [entity requesting a type of profile] for a target [visitor] because per MPEP 2143(I) (G) Some teaching, suggestion, or motivation in the prior art (e.g. Jaschke’s teachings at [0022]) that would have led one of ordinary skill to modify the prior art reference teachings to arrive at the claimed invention is obvious. The motivation may be implicit and may be found in the knowledge of one of ordinary skill in the art, or, in some cases, from the

nature of the problem to be solved. Id. at 1366, 80 USPQ2d at 1649), **wherein a tag¹ associated with a visitor device serves as a link to the profile information associated with the visitor** (Jaschke, see at least [0029]-[0030], e.g.: "...Once a target [visitor] accesses any of those platforms, an advertisement trigger or indication of availability [tag] is sent over the communications network to a consumer information broker. This can be implemented using cookies [a type of *tag associated with a visitor device*] on the PC 172 of the target 190,... SIM [another type of *tag associated with a visitor device*]... or any other means of uniquely identifying a user. After receiving notification of an advertising opportunity, the consumer information broker requests the target profile from one or more target profile processor(s) ..."; the means of uniquely identifying the user, e.g. a cookie, serves as a link to the requested target profile [*profile information associated with the visitor*].)

(b) wherein the profile owner computer is programmed:

(i) to automatically select a media property entity of a plurality of media property entities based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from the plurality of media property entities (Jaschke, see at least Fig. 4 and [0019]-[0022]. Furthermore, herein Jaschke teaches "Consumer information brokers manage (1) the process of identifying advertisement platforms... determining [*automatically select*] the winning advertiser [*media property entity*]..." and per [0028]-[0031]: "...After receiving notification of an advertising opportunity, the consumer information broker requests the target profile [*profile information about a visitor*] from one or more target profile processor(s) and correlates [*based on a comparison*] the target profile [*(A) profile information about a visitor*] to the associated description [*(B) a plurality of stored requests*] of each advertiser [*media property entity*] participating in the bidding process... the target profile is a data representation of the target [visitor]..."; note also at least [0064]-[0073].

The Examiner finds that the only difference between the limitation and the teachings of

¹ Regarding "tag", As noted supra: Per Provisional Specification (60/805,114) at pg. 4: "cookie is only one example of a possible Tag"; Per Provisional Spec at pg. 4 and also per Specification [4:20-25], "A tag generally is a unique identifier used to mark a person electronically visiting a media property, such as a web site, TV channel, or the like using any device...". According to spec [6:10-11], "...the tag could be whatever the software wants it to be, including a cookie of any domain."

the prior art is that Jaschke may not explicitly teach, in a single embodiment, that his “Consumer information broker” is actually Jaschke’s “profiler” [*profile owner*]. However, as noted *supra* at [0022] a “consumer information broker” can be a “profiler” [*profile owner*] and therefore, there is teaching and suggestion to try this combination and therefore it would have been obvious to a person of ordinary skill in the art at the time of the invention to have tried such a combination suggested by Jaschke where his “consumer information broker” is also his “profiler” [*profile owner*] and therefore the computer system controlled by such a “consumer information broker” would be that of the “profiler” [*profile owner*] and would also perform the steps described by Jaschke at [0028]-[0031] because per MPEP 2143(I) (G) Some teaching, suggestion, or motivation in the prior art (e.g. Jaschke’s teachings at [0022]) that would have led one of ordinary skill to modify the prior art reference teachings to arrive at the claimed invention is obvious. The motivation may be implicit and may be found in the knowledge of one of ordinary skill in the art, or, in some cases, from the nature of the problem to be solved. *Id.* at 1366, 80 USPQ2d at 1649), ***one of which media property entities is the entity controlling the computer system*** (Again, as already noted *supra* e.g. per at least [0022] in view of [0053]-[0059], Jaschke’s “consumer information broker” [entity controlling the computer system] may also be an “advertiser” [a media property entity] wishing to advertise to the visitor and would be obvious, for rationale noted *supra*, that the “consumer information broker” [entity controlling the computer system] is also one of the “advertisers” [a media property entity]), ***each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the profile or kind of profiles requested by the entity controlling the computer system*** (Jaschke, again see at least Fig. 4 and [0030], also see at least [0031] and [0061]; Applicant’s “each stored request being for requested profiles...” reads on Jaschke’s received “associated description of each advertiser”; e.g. per [0061]: “...the advertisers 110 send an associated description, a bid, a bid increment, ...to the consumer information broker 130. The associated description is a reflection/virtual representation of the ideal target 190 suitable for that particular advertisement.”)

[(b)(ii)...]]

(c) later, when the visitor device is available to receive an advertisement, with the

computer system, (i) using the tag² of part (a) that is associated with the visitor device to access the profile information stored in the central database (Jaschke, again see at least [0029]-[0030], e.g.: "...Once a target accesses any of those platforms [*later, when the visitor device is available to receive an advertisement*], an advertisement trigger or indication of availability is sent over the communications network to a consumer information broker. This can be implemented using cookies [*a tag associated with a visitor device –i.e. the tag of part (a)*] on the PC 172 of the target 190... After receiving notification of an advertising opportunity, the consumer information broker requests the target profile from one or more target profile processor(s) ..."; the cookie serves as the link to request access to the target profile), **and (ii) using the profile information linked to the tag of part (a) to automatically cause delivery of an electronic advertisement to the visitor device, wherein the electronic advertisement is dependent on the profile information associated with the visitor** (Jaschke, see at least [0029]-[0032], teaching e.g.: "...After receiving notification of an advertising opportunity, the consumer information broker requests the target profile [using the profile information linked to the tag] from one or more target profile processor(s) and correlates the target profile to the associated description of each advertiser participating in the bidding process... In a preferred embodiment, the consumer information broker selects an appropriate advertisement from the winning advertiser's reference to marketing materials. After the advertisement has been selected, it is conveyed to the target [*automatically cause delivery of an electronic advertisement to the visitor device*]..."; see also at least Fig. 4 and [0081]-[0087] e.g.: "...The present invention therefore offers the ability to customize advertisements based on the profile of a specific target 190 [*the electronic advertisement is dependent on the profile information associated with the visitor*]. For this purpose the target profile is correlated to each advertisement characterization of the winning advertiser 110. The advertisement whose advertisement characterization best matches the target profile is selected and delivered to the target 190.")

² Regarding "tag", As noted supra under "claim interpretation": Per Provisional Specification (60/805,114) at pg. 4: "cookie is only one example of a possible Tag"; Per Provisional Spec at pg. 4 and also per Specification [4:20-25], "A tag generally is a unique identifier used to mark a person electronically visiting a media property, such as a web site, TV channel, or the like using any device...". According to spec [6:10-11], "...the tag could be whatever the software wants it to be, including a cookie of any domain."

Although Jaschke is found to teach the aforementioned features, Jaschke does not explicitly teach the feature (b)(ii) as amended and shown herein below:

(b) wherein the profile owner computer is programmed:

(ii) when the media property entity is the entity controlling the computer system, to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device, the tag being readable by equipment that is part of the computer system of part (a);

Respectfully, although as shown *supra* Jaschke teaches “A consumer information broker [entity controlling the computer system] may be an “advertiser” [media property entity] as well as teaching various other features as claimed, and Jaschke also teaches use of “cookies” [tags] to collect user information, e.g. per at least [0029]-[0030], e.g.: “...Once a target accesses any of those platforms [*later, when the visitor device is available to receive an advertisement*], an advertisement trigger or indication of availability is sent over the communications network to a consumer information broker. This can be implemented using cookies [*a tag associated with a visitor device –i.e. the tag of part (a)*] on the PC 172 of the target 190... After receiving notification of an advertising opportunity, the consumer information broker requests the target profile from one or more target profile processor(s) ...”; where it is understood that information in Jaschke’s cookie may serve as a link to request access to his “target profile”. And although Jaschke teaches per [0028]-[0031] e.g.: “...After receiving notification of an advertising opportunity, the consumer information broker requests the target profile [*profile information about a visitor*] from one or more target profile processor(s) and correlates [*based on a comparison*] the target profile [*(A) profile information about a visitor*] to the associated description [*(B) a plurality of stored requests*] of each advertiser [*media property entity*] participating in the bidding process... the target profile is a data representation of the target [visitor]...” nonetheless, the Examiner finds that Jaschke does not teach all of the nuances of the amended feature within the context of all the other features as claimed.

That is, in view of the claims as a whole, Jaschke does not teach ***(b) wherein the profile owner computer is programmed:***

(ii) when the media property entity is the entity controlling the computer system, to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device, the tag being readable by equipment that is part of the computer system of part (a);

Furthermore, as Jaschke is not found to teach the combination of features as claimed and Examiner finds that neither Kublickis nor Horowitz cure the deficiencies of Jaschke, the Examiner has respectfully withdrawn the remaining prior art rejection.

Response to Arguments

13. Examiner acknowledges Applicant's Reply Brief Filed 12/02/2019 and PTAB Decision 09/21/2020. In view of the findings, as noted *supra*, and in view of Examiner initiated Interview and Examiner Amendment, the Examiner has withdrawn all outstanding rejections presented in Final Office Action mailed 10/18/2018.
14. 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

15. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael J. Sittner whose telephone number is 571-270-3984. The examiner can normally be reached 7:30 AM – 5:00PM (Mon. – Thur.), and every other Friday. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Peter H. Choi can be reached at (469) 295-9171.
16. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

17. Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at <http://www.uspto.gov/interviewpractice>

/Michael J Sittner/

Primary Examiner, Art Unit 3622

<i>Examiner-Initiated Interview Summary</i>	Application No. 15/893,354	Applicant(s) Shkedi, Roy		
	Examiner MICHAEL J SITTNER	Art Unit 3622	AIA (First Inventor to File) Status No	Page 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	Title	Type
MICHAEL J SITTNER	Primary Examiner	Telephonic
Louis J. Hoffman (Reg. No.: 38,918)	Attorney of Record	

Date of Interview: 25 February 2021

Issues Discussed:

35 U.S.C. 103

Examiner scheduled an interview (2/25/2021) to discuss proposed amendments which Examiner believes would place application in condition for allowance. Applicant's attorney discussed these proposed amendments and Authorization for this examiner's amendment was given in a communication with Louis J. Hoffman, Reg. No.: 38,918 on 02/26/2021.

/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
Applicant is reminded that a complete written statement as to the substance of the interview must be made of record in the application file. It is the applicants responsibility to provide the written statement, unless the interview was initiated by the Examiner and the Examiner has indicated that a written summary will be provided. See MPEP 713.04 Please further see: MPEP 713.04 Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews, paragraph (b) 37 CFR § 1.2 Business to be transacted in writing	

Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

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

<i>Notice of References Cited</i>	Application/Control No. 15/893,354		Applicant(s)/Patent Under Reexamination Shkedi, Roy	
	Examiner MICHAEL J SITTNER		Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20030163370-A1	08-2003	Chen, Simon S.	G06Q30/0254	705/14.52
*	B	US-20070067297-A1	03-2007	Kublickis; Peter Joseph	G06Q30/02	1/1
	C					
*	D	2005/0097204 A1	05-2005	Horowitz, Russell C.	G06Q30/02	705/14.69
*	E	2007/0130005 A1	06-2007	Jaschke; Michael	G06Q30/02	705/14.66
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	NPL - Bartell et al. - The MediaXact System - A Framework for Personalized Electronic Commerce Services, Bell Labs Technical Journal; April- June 1999 (Year: 1999)
	V	
	W	
	X	

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

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

Notice of References Cited

Part of Paper No. 20201216

Issue Classification 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

CPC						
Symbol					Type	Version
G06Q		30		0255	F	2013-01-01
G06Q		30		02	I	2013-01-01
G06Q		30		0269	I	2013-01-01

CPC Combination Sets							
Symbol				Type	Set	Ranking	Version

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	14	
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	26 February 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	34	2

U.S. Patent and Trademark Office

Part of Paper No.: 20201216

Issue Classification 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

INTERNATIONAL CLASSIFICATION			
CLAIMED			
G06Q30/02	/	30	/ 02
NON-CLAIMED			
/		/	

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS
705	14.66

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	14	
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	26 February 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	34	2

U.S. Patent and Trademark Office

Part of Paper No.: 20201216

Issue Classification 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47															
CLAIMS															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
-	1	-	10	-	19	-	28	4	37	13	46	-	55		
-	2	-	11	-	20	-	29	5	38	14	47	-	56		
-	3	-	12	-	21	-	30	6	39	-	48	-	57		
-	4	-	13	-	22	-	31	7	40	-	49	-	58		
-	5	-	14	-	23	-	32	8	41	-	50	-	59		
-	6	-	15	-	24	-	33	9	42	-	51	-	60		
-	7	-	16	-	25	1	34	10	43	-	52	-	61		
-	8	-	17	-	26	2	35	11	44	-	53				
-	9	-	18	-	27	3	36	12	45	-	54				

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	14	
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	26 February 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	34	2

U.S. Patent and Trademark Office

Part of Paper No.: 20201216

Search Notes 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

CPC - Searched*		
Symbol	Date	Examiner
G06Q30/02 all with text	06/11/2018	MJS
G06F7/04 all with text	06/11/2018	MJS
H04L 9/32 all with text	06/11/2018	MJS
G06Q30/02; /0207-/0277 all with text	12/17/2020	MJS
G06Q30/02; /0207-/0277 all with text; H04L 9/32 all with text; G06F7/04 all with text	02/05/2021	MJS
G06Q30/02; /0207-/0277 all with text	02/26/2021	MJS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner
705	14 all with text	06/11/2018	MJS

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

/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
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Search Notes 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

Search Notes		
Search Notes	Date	Examiner
See East Search History	06/11/2018	MJS
Assignee Search	06/11/2018	MJS
Inventor Search	06/11/2018	MJS
Review of Parent Applications and related Art	06/11/2018	MJS
PLUS Search	06/11/2018	MJS
See updated East Search	12/17/2020	MJS
Updated East Search	02/03/2021	MJS
Updated NPL Search	02/05/2021	MJS
Updated East Search	02/05/2021	MJS
Updated East Search	02/25/2021	MJS
Updated Interference Search	02/26/2021	MJS
Updated NPL Search	02/26/2021	MJS

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06Q30	G06Q30/02; /0207-/0277 all with text	02/25/2021	MJS

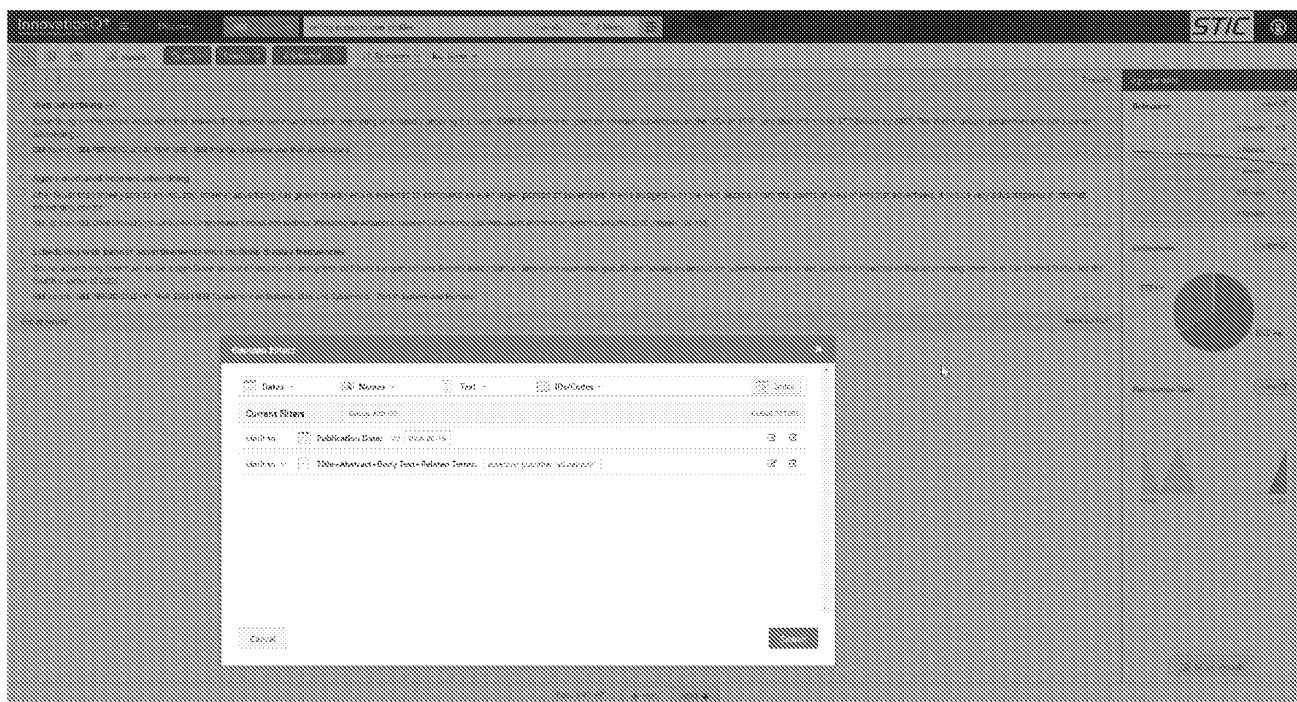
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
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<i>Index of Claims</i> 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

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

CLAIMS										
☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47										
CLAIM		DATE								
Final	Original	06/11/2018	10/14/2018	12/17/2020	02/25/2021					
	34	✓	✓	✓	=					
	35	✓	✓	✓	=					
	36	✓	✓	✓	=					
	37	✓	✓	✓	=					
	38	✓	✓	✓	=					
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	40	✓	✓	✓	=					
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	60	✓	✓	✓	-					
	61	✓	✓	✓	-					

Amazon/AlmondNet
Exhibit 1007
Page 529



EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	278,099	705/14.1\$.ccls. 705/14.2\$.cds. 705/14.3\$.ccls. 705/14.4\$.cds. 705/14.5\$.ccls. 705/14.6\$.cds. 705/14.7\$.ccls. G06Q30/0207- 30/0277.cpc. G06Q30/02.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:09
L2	191	(AlmondNet).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:10
L3	7	(Almond near3 (net or group)).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:10
L4	18	((("DATONICS") near3 ("LLC"))).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:10
L5	316	((("SHKEDI") near3 ("Roy"))).INV.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:10
L6	709	(Almond).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:10

L7	1,056	L2 L3 L4 L5 L6	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:11
L8	347	L7 and @pd<"20050619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:12
L9	527	(report\$4 or identify\$5) (profile near4 owner)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:15
L10	14,572	partial near6 profile	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:15
L11	4	L9 and L10	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:15
L12	0	L8 and L11	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:16
L13	22	L1 and L8	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:16

L14	10	L13 and profile	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:16
L15	1	L14 and (cookie or tag or pixel or track\$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:18
L24	1	L15 and advertiser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:55
L25	4	L11 and (cookie or tag or pixel or track\$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:56
L26	0	L25 and advertiser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:57
L27	1	L8 and profile and (cookie or tag or pixel or track\$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:58
L28	0	L10 and L27	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:58

L29	880,384	profile and (cookie or tag or pixel or track\$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:58
L30	4,480	L10 and L29	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:59
L31	572	L1 and L30	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 11:59
L32	46	L31 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:59
L33	6	L7 and L32	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 11:59
L34	0	L33 and @pd<"20050619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 12:00
L35	40	L32 not L33	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 12:00

L36	5	arrang\$4 profile link\$4 (tag or cookie or pixel)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2021/02/26 12:02
L37	0	arrang\$4 profile link\$4 (tag or cookie or pixel)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	NEAR	ON	2021/02/26 12:02
L38	0	L36 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/26 12:03
S1	4	((("6839680") or ("6446261")).PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/08/25 11:31
S2	36	@ad<"20060619" and (collect\$6 with profil\$6 with (buy\$6 or purchas\$6) with (sell or selling or sales or vend or vend\$6))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/25 11:43
S3	2	("20110314092").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/08/30 16:10
S4	0	@ad<"20060619" and (tracking adj pixel) and (1x1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 16:10

S5	137	@ad<"20060619" and (tracking adj pixel)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 16:11
S6	0	@ad<"20060619" and (tracking adj pixel) and (S3 adj x adj S3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 16:11
S7	0	@ad<"20060619" and (S3 adj x adj S3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 16:11
S8	7,504	@ad<"20060619" and ("1 x 1")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 16:11
S9	0	@ad<"20060619" and (tracking adj pixel) and (URL adj redirect)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 16:31
S10	2	@ad<"20060619" and (tracking adj pixel) and (URL near4 redirect)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 16:31
S11	425,010	@ad<"20060619" and ((profile adj owner) with report\$6 or compensation)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 19:44

S12	13	@ad<"20060619" and ((profile adj owner) with (report\$6 or compensation))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 19:45
S13	13	@ad<"20060619" and ((profile adj owner) with (report\$6 or compensation))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 20:59
S14	12,396	@ad<"20060619" and ((profile) with (report\$6 or compensation)) not S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 20:59
S15	4,096	@ad<"20060619" and ((profile) near3 (report\$6 or compensation)) not S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 21:00
S17	258	@ad<"20060619" and ((profile) near3 (report\$6 or compensation) with (type or category)) not S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 21:01
S18	0	@ad<"20060619" and (profile with report\$6 with compensation with (type or category)) not S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 21:01
S19	165	@ad<"20060619" and (profile with compensation with (type or category)) not S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 21:02

S20	486	@ad<"20060619" and (profile with report with (type or category)) not S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 21:02
S21	65	@ad<"20060619" and (profile near3 compensation with (type or category)) not S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 21:02
S22	148	@ad<"20060619" and (profile near3 report with (type or category)) not S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 21:02
S23	71	@ad<"20060619" and (report\$6 near3 profile near3 (type or category)) not S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 21:03
S24	106	@ad<"20060619" and (cookie near3 profile near3 information)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/30 22:25
S25	0	@ad<"20060619" and (cookie near3 profile near3 locat\$6 near3 database)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/31 12:38
S26	23	@ad<"20060619" and (cookie profile locat\$6 database)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2016/08/31 12:38

S27	0	@ad<"20060619" and (cookie profile locat\$6 database)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	NEAR	ON	2016/08/31 12:38
S28	2	("20070130005").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/08/31 13:25
S29	8	((("20070067297") or ("20070130005") or ("20030083938")).PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2018/06/11 16:12
S30	3	(US-20070130005-\$ or US-20070067297-\$ or US-20030083938-\$).did.	US-PGPUB	OR	ON	2018/06/11 16:13
S31	268,511	705/14.1\$.ccls. 705/14.2\$.ccls. 705/14.3\$.ccls. 705/14.4\$.ccls. 705/14.5\$.ccls. 705/14.6\$.ccls. 705/14.7\$.ccls. G06Q30/0207-30/0277.cpc. G06Q30/02.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:30
S32	3	((("DATONICS") near3 ("LLC"))).AS,AANM.	USPAT	OR	ON	2020/07/29 12:30
S33	158	((("SHKEDI") near3 ("Roy"))).INV.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2020/07/29 12:30
S34	331	(collect\$6 with profil\$6 with (buy\$6 or purchas\$6) with (sell or selling or sales or vend or vend\$6))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:50
S35	2	("20110314092").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO;	OR	OFF	2020/07/29 12:50

			JPO; DERWENT; IBM_TDB			
S37	2	(tracking adj pixel) and (1x1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:50
S38	2	(tracking adj pixel) and ("1x1")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:51
S39	4	(tracking adj pixel) and ("1 x 1")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:51
S40	0	(tracking adj pixel) and ("1 by 1")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:51
S41	1,137,861	((profile adj owner) with report\$6 or compensation)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:51
S42	365	(cookie near3 profile near3 information)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:52
S43	3	(S32 or S33) and @pd<"20050619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2020/07/29 12:52

			DERWENT; IBM_TDB			
S44	0	S43 and (ad adj network)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:53
S45	3	S43 and advertiser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:53
S46	274,504	705/14.1\$.ccls. 705/14.2\$.ccls. 705/14.3\$.ccls. 705/14.4\$.ccls. 705/14.5\$.ccls. 705/14.6\$.ccls. 705/14.7\$.ccls. G06Q30/0207- 30/0277.cpc. G06Q30/02.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:20
S47	3	((("DATONICS") near3 ("LLC"))).AS,AANM.	USPAT	OR	ON	2020/12/17 18:21
S48	161	((("SHKEDI") near3 ("Roy"))).INV.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2020/12/17 18:21
S49	274,504	705/14.1\$.ccls. 705/14.2\$.ccls. 705/14.3\$.ccls. 705/14.4\$.ccls. 705/14.5\$.ccls. 705/14.6\$.ccls. 705/14.7\$.ccls. G06Q30/0207- 30/0277.cpc. G06Q30/02.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:21
S50	316	((("SHKEDI") near3 ("Roy"))).INV.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:21
S51	18	((("DATONICS") near3 ("LLC"))).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2020/12/17 18:21

			DERWENT; IBM_TDB			
S52	324	S47 S48 S50 S51	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:22
S53	17	S52 and @pd<"20050619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:22
S54	67,675	S46 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:23
S55	0	automatic\$4 (report\$4 or identify\$5) profile used owner deliver\$4 (content or advertis\$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2020/12/17 18:26
S56	0	(report\$4 or identify\$5) profile used owner deliver\$4 (content or advertis\$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2020/12/17 18:26
S57	50	(provid\$4 or display\$4) profile owner deliver\$4 (content or advertis\$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2020/12/17 18:26
S58	4	S52 and S57	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2020/12/17 18:27

			DERWENT; IBM_TDB			
S59	0	S53 and S57	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:27
S60	4	S57 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:28
S61	4	S60 not S58	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:28
S62	28	(provid\$4 or display\$4) analytics profile deliver\$4 (content or advertis\$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2020/12/17 18:31
S63	0	S62 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:31
S64	64	(provid\$4 or display\$4) report\$4 profile deliver\$4 (content or advertis\$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2020/12/17 18:32
S65	9	S64 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2020/12/17 18:32

			DERWENT; IBM_TDB			
S66	9	S65 not S58	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:32
S67	4,388	conversion near5 report	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:35
S68	1,405	S67 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:35
S69	85	S46 and S68	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:35
S70	73	S69 and (analysis or analytics)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:36
S71	18	S69 and analytics	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:36
S72	18	S71 and advertis\$5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2020/12/17 18:36

			DERWENT; IBM_TDB			
S73	12	(US-20030065557-\$ or US-20070256095-\$ or US-20070124767-\$ or US-20070033104-\$ or US-20030069786-\$ or US-20040193482-\$ or US-20070088604-\$ or US-20070061187-\$ or US-20050192873-\$ or US-20030050845-\$ or US-20030074206-\$).did. or (US-7991732-\$).did.	US-PGPUB; USPAT	OR	ON	2020/12/17 18:36
S74	12	S73 and (conversion near5 report) and analytics	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:37
S75	0	(profile near5 conversion near5 report) and analytics	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:39
S76	9	(profile near5 conversion near5 report)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:39
S77	3	S76 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:39
S78	218	demographic near3 profile near6 report\$4	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:41

S79	4,376	(target or demographic or user or visitor) near3 profile near6 report\$4	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:41
S80	974	S79 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:41
S81	198	S46 and S80	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:42
S82	1	S81 and (report\$5 with reach)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:57
S83	2	("20070130005").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/03 17:14
S84	59	("2007/0130005").URPN.	USPAT	OR	ON	2021/02/03 17:14
S85	2	S84 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:14
S86	1	S85 and profile	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2021/02/03 17:15

			DERWENT; IBM_TDB			
S87	2,532	profile adj (owner or provider)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:19
S88	14,247	(target\$4 adj (profile or criteria))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:20
S89	149	S87 and S88	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:20
S90	50	S89 and broker\$4	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:20
S91	5	S90 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:20
S92	2	S91 and (tag or cookie or pixel)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:21
S93	2	(US-20070260514-\$ or US-20050195077-\$).did.	US-PGPUB	OR	ON	2021/02/03 17:22
S94	2	S93 and S87 and S88	US-PGPUB; USPAT; USOCR;	OR	ON	2021/02/03 17:23

			FPRS; EPO; JPO; DERWENT; IBM_TDB			
S95	537	visitor near5 (profile adj (info or data or information))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:26
S96	1,241,475	(tag or cookie or (tracking adj pixel))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:26
S97	3,418	(profile adj owner) or (profile adj broker) or (data adj broker)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:26
S98	5,677	(profile adj owner) or (profile adj broker) or ((data or information) adj broker)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:27
S99	240	(select\$4 or determin\$4) near6 (winning near3 advertiser)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:28
S100	0	S95 and S96 and S97 and S98 and S99	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:28
S101	9	S96 and S97 and S98 and S99	US-PGPUB; USPAT; USOCR; FPRS; EPO;	OR	ON	2021/02/03 17:29

			JPO; DERWENT; IBM_TDB			
S102	0	S101 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:29
S103	12	S95 and S96 and S97 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:29
S104	0	S103 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:29
S105	0	S95 and S97 and S98 and S99	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:29
S106	0	S95 and S98 and S99	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:30
S107	1,142	S96 and S97 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:30
S108	156	S107 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2021/02/03 17:30

			DERWENT; IBM_TDB			
S109	1	S108 and (winning near3 advertiser)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/03 17:31
S110	0	(application adj service adj provider) with ((ad or advertisement or advertising) near3 serving)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 14:30
S111	1	(ASP) with ((ad or advertisement or advertising) near3 serving)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 14:31
S112	26,774	double adj click	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:03
S113	8,218	S112 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:03
S114	277,248	705/14.1\$.ccls. 705/14.2\$.ccls. 705/14.3\$.ccls. 705/14.4\$.ccls. 705/14.5\$.ccls. 705/14.6\$.ccls. 705/14.7\$.ccls. G06Q30/0207- 30/0277.cpc. G06Q30/02.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:04
S115	282	S113 and S114	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	ON	2021/02/05 15:06

			DERWENT; IBM_TDB			
S116	62	S115 and publisher	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:06
S118	60	S116 and network	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:06
S119	31	S118 and profile	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:06
S120	19	S119 and publishers	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/05 15:06
S121	12	S120 and tag	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/05 15:08
S122	6	S121 and cookie	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/05 15:08
S123	7	(US-20060200259-\$ or US- 20050038900-\$ or US- 20020004744-\$ or US- 20010042016-\$ or US- 20020002488-\$ or US-	US-PGPUB; USPAT	OR	ON	2021/02/05 15:08

		20090106100-\$).did. or (US-8005724-\$).did.				
S124	7	S123 and tag and publisher and profile	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/05 15:08
S125	118	(profile near3 (owner or provider)) and affiliate and publisher and advertiser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/05 15:29
S126	4	S125 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:30
S127	0	S126 and tag	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:30
S128	0	S126 and cookie	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:30
S129	4	S126 and track\$4	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:30
S130	3	(US-20020059228-\$ or US-20050203800-\$ or US-20050004837-\$).did.	US-PGPUB	OR	ON	2021/02/05 15:32

S131	3	S130 and (profile near3 (owner or provider)) and publisher and advertiser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/05 15:32
S132	59	(profile near3 (owner or provider)) and publisher and advertiser and (profile with (tag with cookie))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/05 15:34
S133	0	S132 and @ad<"20060619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:34
S134	0	S132 and @ad<"20070619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:35
S135	8	S132 and @ad<"20080619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:35
S136	161	((("SHKEDI") near3 ("Roy"))).INV.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2021/02/05 15:50
S137	3	((("DATONICS") near3 ("LLC"))).AS,AANM.	USPAT	OR	ON	2021/02/05 15:50
S138	316	((("SHKEDI") near3 ("Roy"))).INV.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:50

S139	18	((("DATONICS") near3 ("LLC"))).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:50
S140	7	(Almond near3 (net or group)).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:51
S141	708	(Almond).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:51
S142	191	(AlmondNet).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:51
S143	1,055	S136 S137 S138 S139 S140 S141 S142	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:51
S144	347	S143 and @pd<"20050619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:52
S145	2	("6925440").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/05 15:52

S146	1	S145 and @pd<"20050619"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:58
S147	1	S145 and @pd<"20050407"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:59
S148	2	S145 and @pd<"200500101"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2021/02/05 15:59
S149	1	("200023928").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2021/02/05 17:02

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L16	1	media property entity controll\$4 computer arrang\$4 profile linked (tag or cookie or pixel)	US-PGPUB; USPAT	WITH	ON	2021/02/26 11:37
L17	512	(report\$4 or identify\$5) (profile near4 owner)	US-PGPUB; USPAT	WITH	ON	2021/02/26 11:39
L18	100	L17 and @ad<"20060619"	US-PGPUB; USPAT	OR	ON	2021/02/26 11:39
L19	74	L18 and (cookie or tag or (track\$4 with pixel))	US-PGPUB; USPAT	OR	ON	2021/02/26 11:40
L20	32	L19 and (publisher or (ad adj network) or (media adj property adj entity))	US-PGPUB; USPAT	OR	ON	2021/02/26 11:43
L21	0	L19 and (media adj property adj entity)	US-PGPUB; USPAT	OR	ON	2021/02/26 11:51
L22	0	L19 and (media near3 property near3 entity)	US-PGPUB; USPAT	OR	ON	2021/02/26 11:51

2/26/2021 12:03:22 PM

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February 26 2021 13:12

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Set#	Searched for	Results
S17	(s16 and selling)	6°
S16	(s4 and cookie)	34°
S15	(S1 and S4)	1°
S14	(s13 and advertiser and publisher)	0°
S13	((roy near/2 shkedi) or (Almond pre/0 (Net or group))) and (pd(<20050619) and (stye.exact(("Scholarly Journals" OR "Dissertations & Theses" OR "Trade Journals" OR "Conference Papers & Proceedings") NOT ("Wire Feeds" OR "Newspapers" OR "Magazines")))) and (stye.exact(("Scholarly Journals" OR "Conference Papers & Proceedings") NOT "Dissertations & Theses"))	9°
S12	((roy near/2 shkedi) or (Almond pre/0 (Net or group))) and (pd(<20050619) and (stye.exact(("Scholarly Journals" OR "Dissertations & Theses" OR "Trade	18°

	Journals" OR "Conference Papers & Proceedings") NOT ("Wire Feeds" OR "Newspapers" OR "Magazines")))) and (stype.exact(("Scholarly Journals" OR "Trade Journals" OR "Conference Papers & Proceedings") NOT "Dissertations & Theses"))	
S11	(s10 and advertiser and publisher)	11°
S10	S1 and S2	488°
S9	((roy near/2 shkedi) or (Almond pre/0 (Net or group))) and (pd(<20050619) and (stype.exact(("Scholarly Journals" OR "Dissertations & Theses" OR "Trade Journals" OR "Conference Papers & Proceedings") NOT ("Wire Feeds" OR "Newspapers" OR "Magazines"))))	31°
S8	((roy near/2 shkedi) or (Almond pre/0 (Net or group))) and (pd(<20050619))	58°
S7	(Datonics or (roy near/2 shkedi) or (Almond near/3 (Net or group))) and (pd(<20050619) and (stype.exact(("Scholarly Journals" OR "Dissertations & Theses" OR "Trade Journals" OR "Conference Papers & Proceedings" OR "Books" OR "Government & Official Publications" OR "Other Sources" OR "Working Papers") NOT ("Newspapers" OR "Wire Feeds" OR "Magazines" OR "Blogs, Podcasts, & Websites"))))	737°
S6	(Datonics or (roy near/2 shkedi) or (Almond near/3 (Net or group))) and (pd(<20050619))	1243°
S5	(Datonics or (roy near/2 shkedi) or (Almond near/3 (Net or group))) and (pd(<20060619))	1351°
S4	((profile near/15 link[*4]) near/15 (tag or cookie or (tracking pre/0 pixel))) and (pd(<20060619))	104°
S3	(profile near/15 (cookie or tag or (tracking pre/0 pixel))) and (pd(<20060619))	10363*
S2	(profile and (cookie or tag or (tracking pre/0 pixel))) and (pd(<20060619))	208936*
S1	(partial near/6 profile) and (pd(<20060619))	11093*

* Duplicates are removed from the search, but included in the result count.

° Duplicates are removed from the search and from the result count.

Personalization versus Privacy: An Empirical Examination of the Online Consumer's Dilemma

Author: Chellappa, Ramnath K; Sin, Raymond G

Publication info: Information Technology and Management 6.2-3: 181-202. Springer Nature B.V. (Apr 2005)

[ProQuest document link](#)

Abstract (summary): Personalization refers to the tailoring of products and purchase experience to the tastes of individual consumers based upon their personal and preference information. Recent advances in information acquisition and processing technologies have allowed online vendors to offer varieties of web-based personalization that not only increases switching costs, but also serves as important means of acquiring valuable customer information. However, investments in online personalization may be severely undermined if consumers do not use these services due to privacy concerns. In the absence of any empirical evidence that seeks to understand this consumer dilemma, our research develops a parsimonious model to predict consumers' usage of online personalization as a result of the tradeoff between their value for personalization and concern for privacy. In addition to this tradeoff, we find that a consumer's intent to use personalization services is positively influenced by her trust in the vendor. Our findings suggest that: 1. online vendors can improve their abilities to acquire and use customer information through trust building activities; 2. it is of critical importance that vendors understand and evaluate the different values consumers may place in enjoying various types of personalization. [PUBLICATION ABSTRACT]

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Keywords in context:

Full text: ... profiles allows vendors to target customers on a one-to-one basis, which in turn helps them in improving customer satisfaction, developing customer loyalty, and increasing cross-selling possibilities [1,43]. For example, a consumer who has already personalized her shipping and gift information on one Web-based retailer may exhibit some inertia in moving ... to construct reasonably accurate consumer profiles. A recent report from the FTC2 observes, Although the information gathered by network advertisers is often anonymous (i.e., the profiles are linked to the identification number of the advertising network's cookie on the consumer's computer rather than the name of a specific person), in some cases, the profiles derived from tracking consumers' activities on the Web ... to explicitly disclose most of this information. In addition to solicited information, personally unidentifiable information also often involves the use of sophisticated tracking technologies, e.g., cookies, clear gifs, etc. Such technologies, though not identifying a customer individually, enable the information collecting entity to sketch an effective customer profile. (c) Personally identifiable ... what may be perceived to be an intrusive profile. For example, a recent survey by the Personalization consortium shows that only 62% of people accept cookies although it is well known that cookies do not carry any personal information but can only aid in creating the profile of an anonymous individual. Doubleclick's recent purchase of Abacus and the ...

Document 2 of 6

Examination of Internet marketing relative to traditional promotion in the development of Web site traffic

Author: Mark, John L.

Publication info: Capella University, ProQuest Dissertations Publishing, 2003. 3112988.

[ProQuest document link](#)

Abstract (English): The Internet revolution has dramatically changed the way businesses compete with each other; the way customers shop; and the way companies collect, store, and process data on customer behavior. This study examined Internet marketing relative to traditional promotion and its effectiveness in developing Web site traffic. The findings suggest that (a) traditional offline promotion (i.e., television advertising, radio commercials, and print advertising) has been integrated with online (Internet) marketing to achieve the objectives of building brand awareness, promoting core value and Web address, and reaching mass audiences; (b) personalization (i.e., treating customers as individuals and using interactive dialogue to provide personalized products and services to match their needs) reflects the core strategy in Internet marketing for generating repeated customer visits on the Web site; and (c) measuring Internet marketing response through the common metrics (i.e., unique visitors, length of the Web session, click-through ratio, and conversion rate) is every bit as important as tracking traditional promotion. The added advantage of measuring Internet marketing for effectiveness is the ability to link specific online advertising and promotions to a specific customer response.

Links: [Check USPTO-STIC for Availability](#)

Subject: Web sites; Studies; Marketing; Advertising; Interactive marketing

Classification: 0338: Marketing

Identifier / keyword: Social sciences, Internet, Marketing, Promotion, Web site traffic

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Keywords in context:

Full text: ... traditional marketing mix. For example, promotion within the traditional marketing mix has encompassed the two distinct and often complementary sales tools of advertising and personal selling historically known as pull and push. The marketers attempt to pull the customer to a product, showcasing it in a non- Reproduced with permission of ... a top-down, bottom-up, or hybrid fashion (Thuraisingham, 1999). To judge the quality of the data mining with limited data from the Webs log files and cookie files, effective Web database management is critical. A key emerging technology for enhancing Web-mining quality is digital libraries (Internet data management), which are essentially digitized ... study by META (1997) forecast growth in the area of data mining driven by database marketing. The study cited applications such as customer-retention management, cross-selling and up-selling, channel and pricing analysis, and customer segmentation analysis. It mentioned that driven by the need for Internet database marketing, data-mining technology is rapidly becoming mainstream (Mena, 1999). One of the major data-mining applications is cookie technology, which allows a Web site to store a visitors information. The many reasons a Web site would use cookie technology include the ability to personalize information, provide help with online services, or simply collect demographic information. Cookie technology ensures an accounts confidentiality and security, making it easier for customers to navigate through the Web site (Brain, 2002). Within the Internet industry, marketers use cookie technology to track a visitors browsing and buying habits. In this realm, the technology enables marketers to target advertising banners based on customers interests. For example, cookie technology allows Amazon.com to tailor its appearance to suit a customers established preferences. Cookie technology also makes shopping cart technology possible. For example, when a customer selects item to purchase in an online shopping session, cookie technology makes it possible for the customer to continue shopping and to check out later (Brain, 2002). Reproduced with

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permission of the copyright owner. Further ... customer (Greer & Murtaza, 2003). Amazon.com, a major Internet company with no physical storefront, has successfully applied the collaborative filtering technique, which is ideal for selling books, CDs, and videos. During a customer's first purchase from Amazon.com, an account is opened. Upon each reproduction with permission of the copyright owner. Further ... site. Zshop aimed to attract the thousands of small merchants who were eager to use the Web as a new distribution channel, including those currently selling through eBay (Carpenter, 2000). Through the Zshop program, Amazon.com hosts hundreds of small e-commerce providers on its own Web site. These shops gain access to ... lead to conclusions about the total number of visitors and visits that were made to a Web site. Data Integration. Web traffic data must be linked to the marketing databases, which include customer profiles and registration. Cookie technology provides an accurate method of creating this linkage, verifying that the same visitor has accessed the Web site regardless of the Internet Protocol (IP) address that is used to make the connection. A cookie is a unique identifying code that the Web server gives to the browser to store locally on the computer during the first visit to the Web site. The cookie is designed to identify Web site visitors as they come to the Web site. Cookies benefit Web visitors by making individual requests much more traceable, resulting in a greater understanding of how the Web site is being used and therefore creating a reliable Web measurement. Cookies also benefit Web visitors by allowing Web sites to recognize repeat visitors. For example, Amazon.com uses cookie technology to enable its one-click book ordering. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. Examination of Internet Marketing 13 3 Filtering ... Coding and Common Server Log File Information Major coding stage Data Source Key Information 1. Awareness and search 2. Interest and evaluation 3. Desire and Trial 4. Purchase Common server log file/cookie Common server log file/cookie Common server log file/cookie Internet protocol (IP) address, user name, and requests Internet protocol (IP) address, user name, and requests Internet protocol (IP) address, user name, ... Boudreau, M., Gefen, D., & Straub, D. (2001, March). Validation in information systems research: A state-of-the-art assessment. MIS Quarterly, 1-24. Brain, M. (2002). How Internet cookies work. How Stuff Works. Retrieved December 24, 2002, from <http://www.howstuffworks.com/cookie.htm> Breen, B. (1999, September 16). Building stronger Internet identities. Marketing, 25-26. Brengman, M., Geuens, M., Weijters, B., Smith, S., & Swinyard, R. (2003). Segmenting ... than 90% of its traffic from sponsorship and advertising. The annual revenue in 2001 was \$1 billion (Momingstar, 2002). eBay (www.eBay.com) is a cyber-forum for selling more than 8,000 categories of merchandise. It offers online person-to-person trading for buyers and sellers of personal items such as antiques, coins, collectibles, computers, memorabilia, ...

Document 3 of 6

Politicizing privacy: 'Focussing events' and the dynamics of conflict

Author: Todd, David Jeffrey Alan

Publication info: University of Victoria (Canada), ProQuest Dissertations Publishing, 2001. MQ58552.

[ProQuest document link](#)

Abstract (English): In the past, the issue of information privacy has rarely captured the attention of the political agenda beyond the enactment of national data protection regimes. However, there is compelling evidence to suggest that privacy is an "issue whose time has come". While analysis of the politics of privacy has tended to examine the various dimensions of the policy cycle, a rationalistic and technocratic approach obscures the often neglected and politically salient dimensions of privacy: the politicization of privacy issues and the dynamics of privacy conflicts. To explore this notion, two recent high-profile privacy conflicts are presented, one in the public sector of Canada over Human Resource Development Canada's 'Longitudinal Labour Force File', and one in the private sector involving the Internet advertiser DoubleClick Inc. Evidence of shared processes and similar dynamics is presented, as well as insights into the new politics of privacy and the emergence of a privacy industry.

Links: [Check USPTO-STIC for Availability](#)

Subject: Political science; Politics; Privacy; Conflicts; Studies; Marketing; Information systems

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Database: ProQuest Dissertations and Theses Professional

Keywords in context:

Full text: ... that an organization that they are dealing with does not provide the protections that they desire, as in the case of a direct marketing company selling personal information about an individual in a list, that individual may choose to 'opt out' of the distribution list to satisfy their privacy concerns. 79 ... interview. "There's a huge market out there for personal information, for marketing purposes in particular. We've already 0 t \ seen municipal and provincial governments selling databases." The Department of Human Resources had the opportunity to respond to the conflict in a number of newspapers across the country in the initial ... review of the current privacy legislation that governs the public sector.230 Another article focussed attention on other recent privacy issues, including Ontario's ministry of transport selling personal information to private companies earlier this year. The article also reported on an incident from last year when Elections Canada "misplaced" a Manitoba Highway ... to another privacy problem involving the "extreme right". As the Minister noted, "(i)t is

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interesting that the Harris government, particularly the ministry of transportation, is selling confidential driver data including home addresses to private companies, the companies that the hon. member said should not have them. Do members know what hurts? ... educational records, motor vehicle registration, and telephone records. However, a number of activities that concern personal information are not protected by law, such as the selling of bank and medical records, and workplace surveillance such as keystroke monitoring. A number of states have state level sectoral legislation, and almost 278 Katz ... Review. Vol. 52, p. 1623. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 93 personal computers can reveal confidences by accepting cookies, also known as "persistent client-side hypertext transfer protocol files". 289 Cookies are the digital equivalent of an identification tag, which website operators place on the hard drive of web users to identify the user as a previous visitor and allow the site to match the details of the previous visit. Most web browsers are configured, to automatically accept cookies, and consequently the placing of cookies goes unnoticed in the background, and without consent. I will further explore how the use of cookies can be problematic in a later section on online profiling. The second dimension of the privacy horror show is the collection of information by Internet ... up to eighty-five percent of web sites collect personal information. 292 This information is typically collected using a variety of techniques, including through the use of cookies, through filling in information in online application and registration forms, and via sweepstake and contest schemes. In addition to personally identifiable information, other information ... or advertising supported software (adware) is a case in point. One way in which shareware 293 authors can make money from a developed product, other than selling it to their users, is to offer a version of software that is supported by advertising. While many users will consider this a fair trade ... employ techniques that track the individual's activity on the Web. One of the most prevalent techniques to accommodate this is through the utilization of 'cookies'. There are two types of cookies: session cookies and persistent cookies. Session cookies are used to communicate to the web server that a particular individual is engaged in a session with the web server. 298 Session cookies expire once the browser is closed. Persistent cookies, on the other hand, do not necessarily expire, and may be used to identify an individual when they return to the site that placed the cookie. "Web bugs" are also used to collect information on individuals. Also known as clear gifs or 1x1 gifs, web bugs are tiny one pixel ... bug image, the time that the bugged page was accessed, the type of browser that the individual is using, and the identification number of any cookie on the individual's computer that was placed by the web server. The existence of a web bug can 297 See DoubleClick's ad serving solutions at <http://www.doubleclick.net/us/advertisers/aderving/default.asp?object=1> =& 298 For example, a session cookie might be used to confirm that an individual has certain permissions to access pages that might not be accessible by others, as in the case ... searching through the actual source code of the page that contains the web bug. In some circumstances, web bugs can be used to place a cookie on a computer to synchronize an email address with a cookie i.d., rendering an anonymous profile personally identifiable. 299 Cookies and web bugs are limited in the types of information that they can collect. This includes the type of information that is on the website ... purchases, whether an individual "clicked" on an advertisement on a page (click-throughs), and the website address from which the individual came from (the referring page). Cookies can collect this information without the consumer ever even clicking on an advertisement banner. Typically, the information that is collected by network advertisers is anonymous. Rather than identifying individuals by name, profiles are often linked to the identification number of the cookie that is placed on the individual's computer by the advertisers web server. However, a number of network advertisers derive their profiles by merging the non-identifiable information in cookies with personally identifiable information. There are two common and prevalent methods of identifying an individual to merge personally and non-personally identifiable information to complete the ... information or the use of services such as free email. This information is then provided to the network advertiser. In this case, a previously anonymous profile consisting of information retrieved from cookies could be linked to an individual by a different identification number provided by a cookie containing the personal information. A second way that a profile can be made personally identifiable is if a website incorporates personally identifiable information into a URL (uniform resource locator) string that is transmitted to a network advertiser through its cookie. For 299 See Richard M. Smith's "The Web Bug FAQ", <http://www.tiac.net/users/smiths/privacy/wbfaq.htm> Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 98 ... on the Internet, these consumer profiles can be extremely detailed. Some network advertisers claim that their profiles contain as many as 800 different "interest categories". 301 Cookies placed by network advertising companies can track individuals on any website that is served by the network advertiser, allowing data to be collected by the ... by network advertisers appear seamless on the web pages in which they are displayed. Furthermore, the visitor to the website has no knowledge that a cookie is being placed on his or her machine unless the default setting in the web browser being used to view the page has been changed to provide notification of cookie placement. Unless a website 300 In this regard, the URL string might be composed something like this: <http://www.privacyinvasivesite.com/newuser/david todd/bd08091974g=male.htm> In this hypothetical example, privacyinvasivesite.com lists ... vague language that does not communicate the implications of profiling. For example, network advertisers encourage their partner websites to post that "third parties" may use cookies to assist in the personalization of the surfing experience and to provide content relevant to your preferences. 304 DoubleClick, Inc. Press Release. DOUBLECLICK, INC. AND ... combination of this data with DoubleClick's profiles of online clickstream data provides the companies with an opportunity to deliver potentially perfectly

targeted advertisements. By using cookie technology to positively identify a web browser by an identification number and matching that information with identifying information, DoubleClick would know exactly who the person ... matched with the offline data. 305 *ibid.* 306 Craig Bicknell, "DoubleClick's Single Focus: You", *wired news*: www.wired.com June 14, 1999, 2:30 p.m. PDT. 307 The Cookie that DoubleClick places identifies the web browser, not the individual. For example, if a number of people used the same web browser for using the Internet, DoubleClick's Cookie records the navigational and transactional information of all the users from the same Cookie(s). Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 101 The Dynamics of Conflict Initial Publicity DoubleClick's decision to merge with ... privacy policy states Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 102 DoubleClick claims not to collect personal data through the cookies that are placed when an advertising banner is displayed, they do facilitate the exchange of data in its network of more than 1300 websites and ... of the copyright owner. Further reproduction prohibited without permission. 103 network out of 75 million people per month who view DoubleClick ads and receive their cookies. Escalation To protest the proposed merger of DoubleClick and Abacus, privacy advocates and consumer groups planned to launch a relentless campaign reminiscent of campaigns ... merger would only make economic sense if their intention was to link the 88 million household files in the Abacus database with the 30 million cookies in the DoubleClick DART database. The letter also described how the DoubleClick and Abacus network would combine information resources to profile consumers both on the ... the copyright owner. Further reproduction prohibited without permission. L04 opt-out mechanism that DoubleClick uses is particularly problematic. When one opts-out of the DoubleClick network, a cookie is placed on the machine that tells the DoubleClick server not to place a cookie. If someone deletes his or her cookie file, the opt-out cookie is also deleted and the individual will no longer be opted-out of the system. The coalition against DoubleClick noted the inadequacy of the cookie technique suggesting it was analogous to "an inn keeper offering do-not-disturb signs instead of locks on guest room doors."319 DoubleClick opponents also wanted assurances that the DART system, which delivers targeted ads to consumers with the use of cookies, would live up to the company's privacy policy. The policy promises not to collect "any personally identifiable information about you, such as your name, ... state that "if you are willing to issue a guarantee that the merged entity and successors will never associate a name and address with a cookie without the affirmative informed consent of the individual concerned, please state this in public."321 In addition to formally objecting to the DoubleClick and Abacus merger ... A workshop on Online Profiling would be jointly sponsored by the FTC and the U.S. Department of Commerce to examine online advertising firms use of cookies and use of tracking technologies to develop targeted, user-profile based advertising campaigns. On the eve of the FTC Online Profiling workshop, a number of rights ... 339 "Open Letter sent to managers of socially responsible mutual funds", 11/19/1999. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 112 cookies served per week with 2 billion personally identifiable consumer catalog transaction records was described by Jason Catlett as "a full frontal attack, funded by Wall ... January 27, 2000, a Californian woman filed a suit in Marin County Superior Court against DoubleClick, accusing the Web advertising firm of unlawfully collecting and selling consumers' private information.349 The lawsuit, *Judnick vs. DoubleClick Inc.*, 343 This inriicats that this type of information is cookie information. 344 DoubleClick Press Release: "DoubleClick Completes Merger with Abacus Direct". November 23, 1999. <http://ir.doubleclick.net/ireve/ir site-zhtml?tickep=DCLK&script=410&lavout=-6&item id=66808> 345 USA Today, January 25, 2000. 346 Courtney ... practices. 353 "Who appointed them the Big Brother of cyberspace?" asked 350 Reuters, "DoubleClick sued over privacy: Internet advertising company accused of unlawfully obtaining and selling consumers private personal information." January 28, 2000. www.zdnet.com/zdnn/stories/news/0.4S86.2429053.00.html?chkpt=zdnmrla 351 Sandheep Junnarkar, "DoubleClick accused of unlawful consumer data use". CNET News.com, January 28, 2000. <http://www.cnet.com/news/0-1005-20Q-1534533.html> ... notify consumers of DoubleClick's data-collection practices and offer an opportunity to opt-out. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 118 cookie with "two clicks".369 Doubleclick also announced that it would provide full page advertisements in the New York Times and other papers across the country. Doubleclick ... respectfully request that the FTC enjoin Doubleclick and the Abacus Alliance from tying individuals' names, addresses, phone numbers, and emails to information collected through DoubleClick's cookies; and, prohibit Web sites from registering their subscribers or visitors in the Abacus Alliance profiling system without their affirmative consent, which cannot be made ... were being 'outed' for their relationship with Doubleclick. When visitors used the Alta Vista search engine, each term search was relayed to Doubleclick via a cookie. Alta Vista later reversed the practice of recording search terms in cookie files. Fallout On March 2, 2000, Doubleclick issued a Press Release with a statement from the company CEO Kevin O'Connor: "Over the past few weeks, ... for the Digital Age. Toronto: University of Toronto Press. 1996. p. 68-93. Reuters, "Doubleclick sued over privacy: Internet advertising company accused of unlawfully obtaining and selling consumers private personal information." Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 155 January 28, 2000. www.zdnet.com/zdnn/stories/news/0.4586.2429053.00.html?chkpt=zdrmr1a 360

The institutionalization of conflicts in cyberspace: A study of the conflict over online privacy

Author: Leizerov, Sagi

Publication info: George Mason University, ProQuest Dissertations Publishing, 2001. 3003055.

[ProQuest document link](#)

Abstract (English): The disheartening condition of consumers' privacy online is a burning issue that is of great interest to the public, the hi-tech industry and the U.S. government. Pursuing several research objectives, this study attempted to understand the major forces operating behind the conflict over online privacy for improving its management as well as the management of other Internet conflicts.

The main objective of this research was to understand what aspects of the online marketplace affect the approaches different Internet companies take regarding their customers' personal privacy and, consequently, reveal the forces affecting the institutionalization (management) of Internet conflicts in general. A broader research objective, a theoretical derivative of the previous objective, was the development of the theory of conflict institutionalization in respect to large-scale, technology-oriented conflicts.

To accomplish the above objectives, 145 randomly selected websites of the following denominations were studied: (a) websites of different industries; (b) websites of different commercial types; (c) Internet companies that are privately held and publicly held; (d) websites that have an 'off-line' affiliation and those that operate solely online; (e) websites that target consumers of a specific gender; and, (f) websites that participate in privacy seal programs. A content analysis questionnaire was designed for analyzing the privacy practices of the websites in the sample on 6 different variables. Those 6 variables were: (1) compliance with privacy regulations; (2) attitude of compliance with privacy regulations; (3) intrusiveness in data collection; (4) integrity; (5) trust building through responsible privacy practices; and, (6) transparency and accountability.

The research objectives were accomplished, and both specific and general findings were consequently derived. The specific findings are presented in the format of recommendations to Internet users for protecting their privacy, as well as policy recommendations aimed at the FTC for improving the management of this conflict. From a broader perspective, the study was successful in identifying economic, commercial and consumer-related variables that can be generalized for the analysis of other Internet conflicts. Finally, the findings allowed for the development of the theory of conflict-institutionalization by identifying elements of complexity that can impede such processes in the future.

Links: [Check USPTO-STIC for Availability](#)

Subject: Political science;Public administration;Conflicts;Privacy;Internet;Studies;Marketing;Consumers

Classification: 0338: Marketing0615: Political science0617: Public administration

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Keywords in context:

Full text: ... data trails can capture the websites the individual visits and provide a "profile" of her online life (Mulligan & Berman, 1999). Technologies such as "cookies" that are written directly onto a users hard drive, enable websites to surreptitiously collect information about an individuals online activities and store it for future use. Designed for the benign purpose of enabling websites to recognize a repeat visitor and respond accordingly, cookies were quickly adopted by websites to facilitate the tracking of a specific individual's activities at websites for the purpose of customizing content and advertising. Other companies combine information generated through the use of cookies with personal information collected from other non-Internet related sources into fully identifiable profiles of the individual's online and offline behavior. One has to keep in ... without permission. 19 Evidence of the growing market for detailed personal profiles of individuals is rampant on the Internet. Personalized portals, the pervasive use of cookies, or other bits of data that websites store on visitors' computers aid sites to personalize and target content and advertising (these terms are further ... without making many purchases (Berry & Linoff, 1997). Enterprises have two distinct types of external use for the information in their databases. The first is selling customers information to other companies (Gandy, 1993; Smith, 1994). For instance, Safeway charges 5.5 cents per name to suppliers who want their coupons or special ... send to customers, ads that are directly tied to the consumption habits of those individuals. The second common external use of customer information is the selling of lists of customers according to unique characteristics that distinguish the group and are of interest to the buying company (Linowes, 1989; Smith, 1994; Garfinkel, ... one of the most well known ways for companies to collect detailed personal information about an individuals purchasing habits. Credit card companies are notorious for selling the personal information of their customers after dividing them into different consumers types and groups. Even without the cooperation of credit card companies, when customers ... a million and an unwanted solicitation is quickly disposed of. In 1996, when New

Jersey Senator Richard Cody tried to pass a bill outlawing the selling of personal information, the Direct Marketing Association (DMA) argued in its defense that the nations \$600 billion direct marketing industry would fall apart (Garfinkel, 2000). ... renovate, websites are relatively easy to manipulate. The continuous computerized monitoring of consumers online is a particularly valuable tool in the hands of online retailers selling products and services, because of the basic mutability of online environments (Peters, 1999). Cookies One of most common tools in the hands of Internet companies for the purpose of monitoring their customers is the use of cookies. An Internet cookie is a unique piece of code that is sent by a website and saved on a surfers hard-drive. This cookie sends the information it holds regarding the users previous selections on the website whenever this site is revisited. Cookies contain information such as log-in or registration data, online shopping cart selections, user preferences, and other websites visited. (Center for Democracy and Technology, 2000c; Gruenwald, 1998). There are a number of valid reasons for a company to use cookies on a site. These reasons include, among others, security, personalization of content, marketing and customer service. Research indicates that cookies can be a legitimate tool for the purpose of improving users online experience without impinging upon their privacy. To better understand what the online world would be like in the absence of cookies, it is instructive to consider how a supermarket would fair if it could not organize their aisles based on the behavior of Reproduced with ... a storekeeper could not greet a repeat visitor (Cohen, 2000; Mabley, 2000b). However, there is an important, yet widely ignored, distinction between the use of cookie tracking on a single companys sites versus tracking across different sites. Simply, Cookies were originally designed in such a way that only the site that sets them can identify them. In other words, the early developers of the ... invisible images on their ads that are pulled from the networked sites, companies who produce banner ads have succeeded in overcoming the technology limitations of cookies and can now track users throughout the Internet. The concern of privacy advocates is that these cookie profiles would then be linked with third-party consumer databases that contain off-line information such as name, address and date of birth (Peters, 1999; Mabley, 2000b; U.S. Senate, 2000). Internet Advertising ... do not merely supply banner ads; they also gather data about the consumers who view their ads. This is accomplished primarily by the use of cookies and web bugs which track the individuals actions on the Internet. Among the types of information that can be collected by network advertisers are the ... is one of the criteria studied in this research. The information gathered by network advertisers is often, but not always, anonymous. In other words, the profiles are frequently linked to the identification number of the advertising networks cookie on the consumers computer, rather than to the name of a specific person. These data are generally referred to as non-personally identifiable information. In some ... upon how the personal information is retrieved and processed by the website, the personally identifying information may be transmitted to the network advertiser through its cookie (FTC, 2000e). Consumer data can be analyzed in a number of ways. It can be combined with demographic and psychographic data from other sources, it ... a consumer on any website served by that company, thereby allowing data collection across disparate and unrelated sites on the Internet. In addition, because the cookies and web bugs used by ad networks are generally persistent, their tracking occurs over an extended period of time, resuming each time the individual logs ... with solutions such as anonymizers (i.e., software that allows one to either surf the net without transmitting any identifiable information or that transmit false information), cookie cleaners (software that rejects cookies and erases them from computers hard drives), and various encryption software that allow for the encryption of messages (Peters, 1999; U.S. Senate, 2000; Abreu, 2000; ... from their customers (category E in section 3 A of the CAQ). Part 4 measures integrity as it corresponds with admitting to the use of cookies and allowing third parties to use cookies on the domain. Part 5 focuses on trust building measures that the sites in the sample may or may not take to create social bonds ... example, alaskaairline.com). The websites assigned to the health' category were those companies that offered medical information or medicine (webmd.com). To the 'retail' industry any website selling consumer products that do not fall under any of the other industry categories studied were assigned (americangreetings.com). The websites assigned to the 'entertainment and sports' ... of information, a search engine, personalization services and a free email service (yahoo.com). The sample was also divided according to the companies commercial type. Websites selling products were categorized as retailers. Websites selling services (online travel agents, for instance) were categorized as sellers of services. Websites that provide information or services for free (as portals do) were categorized ... a site was categorized as targeting a specific gender if the content or products it offered indicated such an orientation. For example, rampage.com, a website selling women fashion and women.com, a site providing feminine information, were both categorized as womens websites. The third stage of the gender assignment was based on ... presented on the website. The research was conducted using Microsofts Internet Explorer 5.0. The browser was configured to alert on any attempt to place a cookie on the computer. All cookies were erased from the computers hard drive before reviewing the next website. The research was done on a single computer to avoid any hardware related ... ignores the adoption of practices that would not reflect positively on their companies balance-sheets in the near future (Laverty, 1996; Loeschner, 1984). Not only that selling online profiles of consumers can be an important financial contribution to a struggling upstart, handing consumer information appropriately and securing it may require expenses for ... for identifying the right options are delineated in appendix 1). To evaluate the attitude of compliance with the security practice, the question of third party cookies is used. Influenced by the obtrusive practices of online advertising agencies and online direct marketers (see chapter 4 for the discussions titled online advertising agencies and online profiling), question 2.5 touches on whether the sites tested allowed third parties to place cookies on their consumers hard-drives. This practice puts the personal information of Internet users in the

hands of companies with security and privacy practices of which the user is unaware. The issue of third party cookies is of concern mainly because it is often done without alerting the attention of the consumer (unless the consumer re-configures its Internet browser as was done in this research) and the cookies placed can be of an extremely obtrusive nature, to the extent that the third party can follow the consumer to other websites she may visit ... with the customer). Another aspect of intrusion that was recorded in this section of the research is whether the site allowed third parties to place cookies on their users hard drives. The use of cookies by the site itself was not considered as an intrusive act since, as was discussed in chapter 4, cookies, when placed by the domain itself, often have a legitimate and functional purpose. The risks to privacy in third parties cookies are presented above in the discussion of part 2 of the CAQ. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 180 ... the sample was measured by configuring the browser to notify whenever the site or a third party working with the site attempted to place a cookie on the computers hard-drive. A website would be considered to be lacking in integrity only if the use of cookies (by the site or a third party) is rejected or is not discussed in its privacy policy or statement. In the discussion of part 3 of the CAQ, it was stated that the use of cookies by the domain is considered as functional rather than intrusive and therefore incurred no penalty. Part 4 of the CAQ does not subscribe to a different dogma. A domain incurs a penalty here for placing a cookie on its users hard drives only if it fails to notify the user of this practice or outright lies about it. Explaining CAQ Part 5 ... difference was found among the seven industries on most of the questions in part 2. Question 2.5 (whether the domain allowed third parties to place cookies on its users hard drives or not) was the only question in part 2 where a difference of statistical significance was found. The Kruskal Wallis ... had the highest mean rank for this question (98.25) (suggesting that companies belonging to this industry were least inclined to allow third parties to place cookies on their users hard drives), while Portals had the lowest mean rank (46.9; less than half of the Travel industry). Reproduced with permission of the ... t-test results for that same question were $t(143) = -2.26$, $p = .012$ (one-tailed) with the means of 38.07 for the companies giving information and 42.92 for the companies selling products and services. Due to great variations in the sizes of the three groups and considering the proportionally small size of the sell services group ... significantly on most of the questions in part 2 of the CAQ. Only on question 2.5 (whether the domain allows for third parties to place cookies on users hard drives) and question 2T5 (total grade for attitude of compliance with the FIP) did the two commercial types differ significantly. Table 1.2b ... their integrity. The Kruskal Wallis test was applied for testing the differences between the seven industries on their integrity in regard to their use of cookies on the domain, as well as the use of cookies by third parties on the domain. The seven industries were found to significantly differ on both question 4.1 and 4.2 (significance of .004 and .011 ... of integrity (88.36 and 88.18 respectively), while Portals and especially the Health industry presented low (i.e. lack of) integrity in regard to the use of cookies on their sites (62.25 and 46.55 respectively). Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 197 Results for CAQ part 5 ... results for that same question were $t(143) = -3.08$, $p = .001$ (one-tailed) with the means of 57.98 for the companies giving information and 67.14 for the companies selling products or services. Due to great Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 199 variations in the sizes of the ... The t-tests results were as follows. Disparity between information needed and information collected (question 3.1): $t(143) = -4.37$, $p < .001$ (one-tailed). Allows the use of third party cookies in domain (question 3.2): $t(139.91) = -2.83$, $p = .002$ (one-tailed, equal variances not assumed). Total of part 3 (question 3T2): $t(143) = -4.61$, $p < .001$. Results for CAQ part ... questions and their total statistically differed as indicated in hypothesis 2.3. Question 4.1, which studied the integrity of companies in regard to their use of cookies in the domain, had the following t-test results: $t(91.87) = -2.91$, $p = .002$ (one-tailed, equal variances not assumed). Question 4.2, which studied the integrity of companies in regard to the use of cookies by third parties on their domain, had the following t-test results: $t(129.08) = -2.31$, $p = .012$ (one-tailed, equal variances not assumed). Question 4T2, which totaled the two ... the site and the information it actually collected had the following results: $t(143) = 2.5$, $p = .006$ (one-tailed). Question 3.2, which studied the use of third parties cookies on the domains had the following results: $t(122.29) = 3.29$, $p = .0005$ (one- Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 205 tailed, ... their total presented statistically significant differences in accordance with hypothesis 2.4. Question 4.1, which studied the integrity of companies in regard to their use of cookies in the domain had the following t-test results: $t(143) = 2.34$, $p = .011$ (one-tailed). Question 4.2, which studied the integrity of companies in regard to the use of third parties cookies on the domain had the following results: $t(143) = 2.06$, $p = .02$ (one-tailed). Question 4T2, which totaled the two preceding questions had the following results: $t(143) = 2.67$, ... found between the two Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 217 samples grades for question 2.5 (allowing third party cookies on the domain). The t-test results for this question were $t(65.99) = -3.42$, $p < .001$ (one-tailed, equal variances not assumed). As was indicated above, the two samples ... compliance). Correlating 4T2 with question 2.5 found a correlation of, $r(143) = .329$, $p = .001$, which suggests that sites that do not allow third parties to use cookies on their domain present higher degrees of integrity in revealing their cookies-related practices. Question 6.3, visibility of the link to the privacy policy on the homepage, was correlated with a few of the other questions. A ... to Internet users for protecting their privacy online. These options include, simply providing a false name when possible, setting the Internet browser to reject all cookies, and using special software to encrypt and anonymize themselves while online. The more savvy Internet users are in using computers and their applications, the ... economic potential. Beyond a firms economic potential, a publicly traded company has

a better chance to survive because of the funds it can generate by selling its common stocks. Popularity increases a company's chances of survival because it indicates consumers' interest. In its report of May 2000 (FTC, 2000d), the FTC ... other third parties that might be working with a particular site, the users are encouraged to set their Internet browser to notify them before a cookie is placed on their hard drive. This author does not recommend rejecting all cookies because cookies served by the domain itself (i.e., the website of choice) can greatly contribute to the interaction with the site and improve the consumers' online experience. The cookie notification function of both Netscape and Explorer (the two most common browsers on the market today) provides users with a Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 243 detailed message that includes the name of the company that is attempting to place the cookie. This allows the users to reject only those cookies that do not bear the name of the domain they visit. Recommendations derived from the research can be divided into the general and the specific. ... withheld from them, but strict control by Internet users over the collection of their personal information while interacting with such companies (including the use of cookies and clear-gifs by the domain and its affiliates) is important to retaining control over personal privacy. It is also recommended that users prefer sites that ... prohibited without permission. 245 5.1 confirmed, intrusiveness indicates a lack of integrity by the site in the use of both their own and third party cookies. Internet users do not need to refer to part 3 of the CAQ for calculating whether a site is intrusive or not. When asked ... information for free commercial type, although evident in the off-line world (e.g., newspapers that are given away with no charge and make their profit by selling advertising space) is hardly as prevalent in the off-line marketplace as they are online. This complex of similarities and differences between the off-line and online ... Privacy? The Industry Standard May 15, 51. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. APPENDIX 1: GLOSSARY OF RELATED TERMS Cookie = A packet of information sent by a website to the computer of its visitor and then sent back by the original website each time the visitor revisits it. Cookies can contain any arbitrary information the website chooses and are used to authenticate or identify a registered user of the website without requiring them to ... C=3 D=1 3.2 Does not allow third parties to use cookies Y=9 N=1 3T2 Total grade for category Part 4 Integrity 4.1 Does not admit to the use of cookies but attempted to place a cookie Yes=1 No=9 4.2 Does not admit to the use of cookies by third parties, but third parties attempted to place a cookie Yes=1 No=9 4T2 Total grade for category 9 The degree of information collected by the site ...

Document 5 of 6

Pardon me, am I personally identifiable?

Author: Goodby, Jeffrey

Publication info: Print 54.6: 115, 152. F & W Publications, Inc. (Nov/Dec 2000)

[ProQuest document link](#)

Abstract (summary): Goodby discusses how advertising on the Internet evolved from irritating but successful banners to an insidious tool for studying how consumers buy, what they care about, what they think and who they are. These methods work by placing a "cookie" on an individual's computer, which won't reveal any identifiable information about the person but will reveal one's IP address, domain type, browser type, operating system and what web pages one views.

Links: [Check USPTO-STIC for Availability](#)

Location: Silicon Valley-California, San Francisco California

Language: English

Publication title: Print

Volume: 54

Issue: 6

Pagination: 115, 152

26 February 2021

Page 15 of 18

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CODEN: PRNTD3

Publisher location: New York

Document type: Commentary

Document URL: <https://dialog.proquest.com/professional/docview/231142716?accountid=161862>

Copyright: Copyright R.C. Publications, Incorporated Nov/Dec 2000

First available: 2010-06-10

Updates: 2013-12-18

Database: ABI/INFORM® Professional Advanced (1971 - current)

Keywords in context:

Abstract: ... insidious tool for studying how consumers buy, what they care about, what they think and who they are. These methods work by placing a "cookie" on an individual's computer, which won't reveal any identifiable information about the person but will reveal one's IP address, domain type, browser type, operating ...

Full text: ... ever known for studying how we buy, what we care about, what we think, and who we are. That's where the big money is now, selling this information, and it's worth thinking about what's going to happen next. This research is being carried out by companies with names like DoubleClick, CMGI, ... many think, without adequate or explicit-enough permission. When you visit a particular Web site or respond to an ad, a coded identifier called a "cookie" is placed into your computer. While the cookie doesn't expose your actual identity, it does give the researcher a lot of "non-personally identifiable" information about you: your IP address, domain type (.net, .com, ... of the Web's ebb and flow. What advertisers really desire, however, is "personally identifiable" research, in which actual names and addresses are attached to the cookies. Researchers get this information in a couple of controversial ways, generally referred to as "opt out" or "opt in." When you're filling out a ... to opt out. If you fail to notice the box, or think it's not worth checking, this will often be taken as express permission to link your name to the cookie and start merchandising the daylights out of your personal profile. Other advertisers may ask you to "opt in," or check the box if you indeed desire to be included for "enhancement" or "advertising personalized ... that it can "deliver" over "20 million opt-in names in 260 categories." In fact, in a wave of enthusiasm over the future of matching up cookies with personalized information, a number of online researchers have recently affiliated with direct marketing houses, adding even more depth to the profiles they're selling. DoubleClick merged with Abacus Direct; 24/7 set up a special agreement with a company called Naviant that collects product registration information. By the end of 1998, the whole personalized information selling business had become one big optimistic party, spilling out into the street, toasting a future in which our buying, our choices, and even our thinking ... price up. After all, the biggest shareholders are sitting around the board table." I asked him whether he knew of any actual instances of people selling such lists in the past. "Believe it," he said. "If they can, they will. They could, and they have." Off in some distant server closet, I could feel the cookies slouching inexorably toward the personal identity lists. Something to think about the next time you Buy In One Click. Jeffrey Goodby is a founding partner ...

Document 6 of 6

MATCHING ADS TO EYEBALLS FIRM TRACKS NET SURFERS TO MAKE DATABASES - MINUS PERSONAL DATA: [THIRD Edition]

Author: Bray, Hiawatha

Publication info: Boston Globe [Boston, Mass] 22 Feb 2000: D.1.

[ProQuest document link](#)

Abstract (summary): Mention the Internet company CMGI Inc., and people think first of its sky-high stock price, or perhaps a string of glittering acquisitions, such as the popular AltaVista Internet search service. But for CMGI chief David Wetherell, the heart of the business is Engage Technologies Inc., a five-year-old firm that has

26 February 2021

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ProQuest

quietly collected a treasury of detailed information about millions of Internet users.

Engage is vital to the plan. It exists to capture data on the millions of visitors to CMGI's own sites, as well as to many other Web locations. Using custom software, Engage figures out Web surfers' tastes and interests. That information lets Engage target them with advertising that's far more likely to attract eyeballs - and dollars.

Perhaps the most impressive thing about the Engage database is what's not in it: personal information about Internet users. Engage thinks it's found a way to reliably deliver personalized information to Web surfers without knowing who they are.

Links: [Check USPTO-STIC for Availability](#)

Subtitle: [THIRD Edition]

Language: English

Publication title: Boston Globe

Pagination: D.1

Publisher location: Boston, Mass.

Document type: Feature

Document URL: <https://dialon.proquest.com/professional/docview/405334740?accountid=181862>

Copyright: Copyright Boston Globe Newspaper Feb 22, 2000

First available: 2010-06-26

Updates: 2015-11-07

Database: ProQuest Newsstand Professional

Keywords in context:

Full text: ... name and address data," Schaut says. "There's no e-mail address . . . no user-identifiable data." This is made possible by the use of cookies - little bits of coded information that can be loaded onto a Web surfer's computer. When you visit a particular Web site, such as Yahoo, the site's computer can put a cookie onto your computer. And you can create a customized version of the Yahoo site, with only those features you want to see. Whenever you return, the Yahoo computer will read the cookie on your computer to recall the features you asked for. All of this can be done without collecting any personal information from the user. Cookies were invented to allow Web sites to deliver personalized services without having to know anything about the person. But cookies are used in a more controversial way by Emerge's biggest rival, New York-based DoubleClick Inc. Founded in 1996, DoubleClick also built its business plan around ... firm that would precisely target Internet advertising to the most likely prospects and to measure the ads' success. Only in July 1999 did Engage begin selling its Engage Knowledge profiling service. By then, the company had created a network of popular Web sites where visitors receive cookies. Once Engage attaches a cookie to someone's Web browser, the company can track that person's travels to any other site in the Engage network. The system tracks "recency, frequency, and ... is run through a sophisticated program that assigns a numerical score to the user's interest in stocks and links it to the user's Engage Knowledge cookie. At least 35 million Internet surfers have been tracked by Engage, and each of them has a profile that measures interest in 800 different categories. "We're selling a score," says Andonian, a set of numbers that estimates your likely interests and tastes. This score is used to send targeted ads. Visit any Engage-linked Web site, and it will use your cookie to look up an anonymous but detailed profile. This profile determines which ads you'll see. Show a customer an ad for a product that truly interests him, and it's much more likely ...

Bibliography

Citation style: APA 6th - American Psychological Association, 6th Edition

Chellappa, R. K., & Sin, R. G. (2005). Personalization versus privacy: An empirical examination of the online consumer's dilemma. *Information Technology and Management*, 6(2-3), 181-202.
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Goodby, J. (2000). Pardon me, am I personally identifiable? *Print*, 54(6), 115-115, 152. Retrieved from <https://dialog.proquest.com/professional/docview/231142716?accountid=161862>

Bray, H. (2000, Feb 22). MATCHING ADS TO EYEBALLS FIRM TRACKS NET SURFERS TO MAKE DATABASES - MINUS PERSONAL DATA: [THIRD edition]. *Boston Globe* Retrieved from <https://dialog.proquest.com/professional/docview/405334740?accountid=161862>

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Bibliographic Data

Application No: 15/893,354

Foreign Priority claimed: ☐ Yes ☒ No

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

Verified and Acknowledged:

/MICHAEL J SITTNER/

Examiner's Signature

MJS

Initials

Title:

Providing collected profiles to media properties having specified interests

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
02/09/2018	705	3622	14 PP CON4
RULE			

APPLICANTS

Datonics, LLC, Long Island City, NY,

INVENTORS

Roy Shkedi, Forest Hills, NY, UNITED STATES

CONTINUING DATA

This application is a CON of 14080999 11/15/2013ABN

14080999 is a CON of 13631244 09/28/2012 PAT 8589210

13631244 is a CON of 11765433 06/19/2007 PAT 8280758

11765433 has PRO of 60805144 06/19/2006

FOREIGN APPLICATIONS

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03/14/2018

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UNITED STATES

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7689 East Paradise Lane

Suite 2

Scottsdale, AZ 85260

UNITED STATES

FILING FEE RECEIVED

\$5,720

From: Louis J. Hoffman
To: Sittner, Michael
Subject: Re: application (15/893,354) - proposed amendment
Date: Friday, February 26, 2021 3:27:11 PM

Examiner Sittner,

Thank you for the productive call yesterday. Please also convey my appreciation to your new SPE, Mr. Waseem Ashras.

I have discussed the matter with my client and reviewed the language, and we are pleased to approve substitution of the language in your email yesterday for subpart (b)(ii) of the first independent claim and cancellation of the apparatus claims, by examiner's amendment in the notice of allowance. We understand that the underlining was intended for a different purpose and that the language will replace the subpart (b)(ii) entirely.

I will be phoning you now to provide verbal confirmation as you requested as well.

Thanks,
Louis

On 2/25/2021 1:55 PM, Sittner, Michael wrote:

Hello Mr. Hoffman,

Looking forward to speaking with you this afternoon.

Regarding parent application (15/893,354), I propose we make an Examiner Amendment to replace part (b)(ii) of claim 34 (of 15/893,354) with the following:

(ii) when the media property entity is the entity controlling the computer system, to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device, the tag being readable by equipment that is part of the computer system of part (a);

This is similar to the amendment you have proposed for the child application.

Best Regards,

<!--[if !supportLists]--> <!--[endif]-->Mike

Michael Sittner

Primary Examiner, AU 3622

From: Louis J. Hoffman <Louis@valuablepatents.com>

Sent: Wednesday, February 17, 2021 2:50 PM

To: Sittner, Michael <Michael.Sittner@USPTO.GOV>

Subject: Both Shkedi Providing Profiles applications

RE: the "tag" question, my thought is to replace part (b)(ii) of claim 34 with:

(ii) when the selected ad network is the ad network controlling the computer system, to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device and that is readable by equipment that is part of the computer system of part (a);

--

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Web Search History

date, time	web site	search string
2/5/2021 2:26:39 PM	Google	what is double-click
2/5/2021 3:39:18 PM	Google	shkedi
2/5/2021 3:39:30 PM	Google	roy shkedi
2/5/2021 3:43:38 PM	Google	almondnet
2/5/2021 3:47:22 PM	Google	wayback machine

PART B - FEE(S) TRANSMITTAL

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

By mail, send to: Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

By fax, send to: (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

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26362 7590 03/03/2021
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

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I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being transmitted to the USPTO via EFS-Web or by facsimile to (571) 273-2885, on the date below.

Louis J. Hoffman	(Typed or printed name)
/Louis J. Hoffman/	(Signature)
3/12/2021	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/893,354	02/09/2018	Roy Shkedi	14 PP CON4	5057

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	UNDISCOUNTED	\$1200	\$0.00	\$0.00	\$1200	06/03/2021

EXAMINER	ART UNIT	CLASS-SUBCLASS
SITTNER, MICHAEL J	3622	705-014660

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

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

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-09 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

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

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

1 Louis J. Hoffman

2 _____

3 _____

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

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

(A) NAME OF ASSIGNEE

Datronics, LLC

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

Long Island City, NY

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

4a. Fees submitted: ☒ Issue Fee ☐ Publication Fee (if required) ☐ Advance Order - # of Copies _____

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

☒ Electronic Payment via EFS-Web ☐ Enclosed check ☐ Non-electronic payment by credit card (Attach form PTO-2038)

☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. _____

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

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

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

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

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature /Louis J. Hoffman/

Date March 12, 2021

Typed or printed name Louis J. Hoffman

Registration No. 38,918

Electronic Patent Application Fee Transmittal				
Application Number:		15893354		
Filing Date:		09-Feb-2018		
Title of Invention:		Providing collected profiles to media properties having specified interests		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman		
Attorney Docket Number:		14 PP CON4		
Filed as Large Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
UTILITY APPL ISSUE FEE	1501	1	1200	1200

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				1200

Electronic Acknowledgement Receipt	
EFS ID:	42171196
Application Number:	15893354
International Application Number:	
Confirmation Number:	5057
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
Filer Authorized By:	
Attorney Docket Number:	14 PP CON4
Receipt Date:	12-MAR-2021
Filing Date:	09-FEB-2018
Time Stamp:	17:33:36
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	\$ 1200
RAM confirmation Number	E20213BH34594012
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	21-03-12-DAT-PP_CON4-IssueFeeTransmittal-PTOL-85.pdf	1984711	no	1
			28cfe3a02674cffc8ea1c5ee0878e409aaa57c23		
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30320	no	2
			32847f94839ce08576c7c6e7da0e3ec37f2cf381		
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/893,354	02/09/2018	Roy Shkedi	14 PP CON4	5057
26362	7590	03/18/2021	EXAMINER	
LOUIS J. HOFFMAN, P.C.			SITTNER, MICHAEL J	
7689 East Paradise Lane				
Suite 2				
Scottsdale, AZ 85260				
			ART UNIT	PAPER NUMBER
			3622	
			NOTIFICATION DATE	DELIVERY MODE
			03/18/2021	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com
dsalavi@northwestpatent.com

Notice of Allowability	Application No. 15/893,354	Applicant(s) Shkedi, Roy	
	Examiner MICHAEL J SITTNER	Art Unit 3622	AIA (FITF) Status No

-- 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 PTAB Decision (9/21/2020).
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on ____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 34-47. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
Certified copies:
a) ☐ All b) ☐ Some *c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
* Certified copies not received: ____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file 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. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892) 2. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date <u>7/12/2019</u> . 3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____. 4. ☒ Interview Summary (PTO-413), Paper No./Mail Date, <u>20210315</u> .	5. ☒ Examiner's Amendment/Comment 6. ☒ Examiner's Statement of Reasons for Allowance 7. ☐ Other _____.
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/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
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DETAILED ACTION

Status of Claims

1. The present application is being examined under the pre-AIA first to invent provisions.
2. This action is in reply to the PTAB decision issued 9/21/2020 in view of agreements with Applicant's representative during Examiner initiated Interview held on 2/25/2021.
3. Claims 1-33 were previously canceled by preliminary amendment.
4. Claims 48-61 are canceled by Examiner Amendment.
5. Claims 34-47 have been amended by Examiner Amendment.
6. Claims 34-47 have been examined and are currently pending.

Amendment

7. The present Office Action is based upon claims filed on 09/14/2018 as modified by the Examiner amendment 02/25/2021.

Examiner's Amendment

8. Authorization for this examiner's amendment was given in a communication with Louis J. Hoffman, Reg. No.: 38,918 on 02/26/2021.
9. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Examiner Amendment

Claim 1-33. (Canceled)

Claims 48-61. (Canceled)

34. (Examiner Amendment)

A method of causing delivery of electronic advertisements based on provided profiles comprising:
(a) with a computer system automatically storing, in a central database associated with the computer system, profile information associated with a visitor, as a result of electronic receipt from a profile owner computer of indicia of the profile information, which profile information associated with the visitor matches

a profile or kind of profiles requested by an entity controlling the computer system, wherein a tag associated with a visitor device serves as a link to the profile information associated with the visitor; (b) wherein the profile owner computer is programmed: (i) to automatically select a media property entity of a plurality of media property entities based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from the plurality of media property entities, one of which media property entities is the entity controlling the computer system, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the profile or kind of profiles requested by the entity controlling the computer system, and (ii) when the media property entity is the entity controlling the computer system, to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device, the tag being readable by equipment that is part of the computer system of part (a); and (c) later, when the visitor device is available to receive an advertisement, with the computer system, (i) using the tag of part (a) that is associated with the visitor device to access the profile information stored in the central database, and (ii) using the profile information linked to the tag of part (a) to automatically cause delivery of an electronic advertisement to the visitor device, wherein the electronic advertisement is dependent on the profile information associated with the visitor.

35. (Previously presented) The method of claim 34 wherein the profile information associated with the visitor is derived from the visitor's activity using a first device, and wherein the visitor device that is available to receive an advertisement is a second device of the visitor.

36. (Previously presented) The method of claim 35 wherein the first device is a computer of the visitor and the second device is a mobile phone of the visitor.

37. (Previously presented) The method of claim 36 wherein the tag identifies the mobile phone.

38. (Previously presented) The method of claim 36 wherein the profile owner computer is programmed to automatically select a media property entity using profile information about the visitor that was derived from the visitor's activity using the computer of the visitor, which profile information was

received by the profile-owner computer as a result of URL redirection from a website that is served by the electronic apparatus of the profile supplier, which website is accessed by the computer of the visitor.

39. (Previously presented) The method of claim 35 wherein the second device is a computer and further comprising, after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the second device, which report is provided to a profile owner controlling the profile owner computer.

40. (Previously presented) The method of claim 39 wherein electronically reporting comprises automatically placing the second device in communication with computer equipment controlled by the profile owner, via URL redirection from the computer system, when the computer system utilizes the tag to cause delivery of the advertisement.

41. (Previously presented) The method of claim 34 further comprising, after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the visitor device that is available to receive an advertisement, which report is provided to a profile owner company controlling the profile owner computer.

42. (Previously presented) The method of claim 41 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

43. (Previously presented) The method of claim 34 wherein the profile owner computer is programmed to automatically select a media property entity using profile information about the visitor that was derived from the visitor's activity using the visitor device.

44. (Previously presented) The method of claim 43 wherein the profile information was received by the profile-owner computer as a result of URL redirection from a website that is served by the electronic apparatus of the profile supplier, which website is accessed by the visitor device.

45. (Previously presented) The method of claim 34 wherein the tag comprises personally identifiable information identifying the visitor.

46. (Previously presented) The method of claim 34 wherein the profile owner computer being programmed to automatically arrange for electronic storage of the profile information linked to the tag associated with a visitor device comprises the profile owner computer being programmed to perform automatic redirection to a URL provided by the selected entity to place the visitor device in communication with computer equipment controlled by the selected entity to enable storage, in a central database associated with the computer equipment of the selected entity, of the profile information linked to the tag that is associated with the visitor device.

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

Reasons For Allowance

10. Claims 34-47 are allowed.
11. Regarding independent claim 34 the following references which have been found to be the closest applicable prior art to applicant's invention, do not teach either alone or in combination all of the features as claimed:

Kublickis et al. (US 2007/0067297 A1; hereinafter, "Kublickis")
Jaschke et al. (U.S. 2007/0130005 A1; hereinafter, "Jaschke")
Horowitz (U.S. 2005/0097204 A1; hereinafter, "Horowitz")
12. The Examiner has carefully considered Applicant's arguments (hereinafter, "Remarks") in Reply Brief filed 12/02/2019 as well as the **Patent Board Decision** (mailed 9/21/2020) in which the following terms "**media property entity**" and "**media property equipment**" (PTAB Decision, pgs. 7-8) were defined as

follows: "...We determine that "media property entity" (shortened to "entity" at page 5 of the Specification) refers to an "owner" in a legal/business context; and "media property equipment" refers to hardware or hardware/software such as a web site, a computer, a mobile device, a TV set, a TV set top box, or any other device (Spec. 5) in a technology context." " In view of this definition of these terms, and although Jaschke teaches (as noted per PTAB Decision, pg. 8) "...for example, Figure 1 of Jaschke teaches an advertiser entity 110 and advertiser equipment 132 as distinct items. Similarly, a profiler entity 100 and profiler equipment 131 are distinct items..."

Nonetheless, the Examiner finds that neither Jaschke, Kublickis, nor Horowitz alone or in combination teach all of the features of the claims as Amended per Examiner Amendment, provided in the section titled **Examiner Amendment**.

For example, although the Examiner finds that Jaschke teaches various features as claimed, as shown herein below for ease of reference, Jaschke is not found to teach all of the features as amended by Examiner Amendment and neither Kublickis nor Horowitz are found to cure these deficiencies.

Jaschke, as shown, is found to teach the following features of independent claim 34:

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

(a) with a computer system automatically storing, in a central database associated with the computer system, profile information associated with a visitor, as a result of electronic receipt from a profile owner computer of indicia of the profile information (Jaschke, see at least Fig. 1 and [0064]-[0065] teaching, e.g.: "...The brokerage processor 138 [*central database associated with the computer system*] requests the target profile [*profile information*] of that particular target 190 [*of the visitor*] by accessing one or more target profile databases located on one or more target profile processors 131 [*profile owner computer*]... target profile may include one or more factors..."; see also at least [0052]-[0056] and [0076]-[0077] teaching e.g.: "The target profile is a data representation of a target 190 [*a visitor*]. The information is collected through (1)... (2)... (3)... (4) the active data input of third parties concerning that particular target

190 into databases of target profile processors 131 [*profile owner computer*]... Targets 190 may offer information to profilers 100 [e.g. *profile owner*] at a price,...”),

which profile information associated with the visitor matches a profile or kind of profiles requested by an entity controlling the computer system (Jaschke, see at least [0059]-[0064], e.g.: “...correlating [*matching*] target profile data [*profile information associated with the visitor*] with the advertisers’ associated descriptions [*kind of profiles requested by an entity*]...”; note [0061]: “The associated description [*kind of profiles requested by an entity*] is a reflection/virtual representation of the ideal target 190 suitable for that particular advertisement.”; applicant’s “entity” requesting profiles reads on Jaschke’s advertiser; Note per [0022]: “A consumer information broker [entity controlling the computer system] can also be an ...advertiser [entity requesting a type of profile], marketer, profiler [profile owner], ... or any combination thereof.”

Therefore, although per [0022] Jaschke teaches a “consumer information broker” [entity controlling the computer system] *can* be an advertiser [entity requesting a type of profile], Examiner finds that Jaschke may not explicitly teach, in a single embodiment, that his “consumer information broker” [entity controlling the computer system] is one of the advertisers [entity] who has provided an advertising description [requested kind of profile] relevant to the target [visitor]. However, whether explicitly stated or not, the Examiner finds that in view of the aforementioned teachings of Jaschke, especially at [0022], there is teaching and suggestion to try this combination and therefore it would have been obvious to a person of ordinary skill in the art at the time of the invention to have tried such a combination suggested by Jaschke, i.e. per [0022], where a “consumer information broker [entity controlling the computer system]” is indeed also one of the “advertisers”, providing a description, [entity requesting a type of profile] for a target [visitor] because per MPEP 2143(I) (G) Some teaching, suggestion, or motivation in the prior art (e.g. Jaschke’s teachings at [0022]) that would have led one of ordinary skill to modify the prior art reference teachings to arrive at the claimed invention is obvious. The motivation may be implicit and may be found in the knowledge of one of ordinary skill in the art, or, in some cases, from the

nature of the problem to be solved. Id. at 1366, 80 USPQ2d at 1649), **wherein a tag¹ associated with a visitor device serves as a link to the profile information associated with the visitor** (Jaschke, see at least [0029]-[0030], e.g.: "...Once a target [visitor] accesses any of those platforms, an advertisement trigger or indication of availability [tag] is sent over the communications network to a consumer information broker. This can be implemented using cookies [a type of *tag associated with a visitor device*] on the PC 172 of the target 190,... SIM [another type of *tag associated with a visitor device*]... or any other means of uniquely identifying a user. After receiving notification of an advertising opportunity, the consumer information broker requests the target profile from one or more target profile processor(s) ..."; the means of uniquely identifying the user, e.g. a cookie, serves as a link to the requested target profile [*profile information associated with the visitor*].)

(b) wherein the profile owner computer is programmed:

(i) to automatically select a media property entity of a plurality of media property entities based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from the plurality of media property entities (Jaschke, see at least Fig. 4 and [0019]-[0022]. Furthermore, herein Jaschke teaches "Consumer information brokers manage (1) the process of identifying advertisement platforms... determining [*automatically select*] the winning advertiser [*media property entity*]..." and per [0028]-[0031]: "...After receiving notification of an advertising opportunity, the consumer information broker requests the target profile [*profile information about a visitor*] from one or more target profile processor(s) and correlates [*based on a comparison*] the target profile [*(A) profile information about a visitor*] to the associated description [*(B) a plurality of stored requests*] of each advertiser [*media property entity*] participating in the bidding process... the target profile is a data representation of the target [visitor]..."; note also at least [0064]-[0073].

The Examiner finds that the only difference between the limitation and the teachings of

¹ Regarding "tag", As noted supra: Per Provisional Specification (60/805,114) at pg. 4: "cookie is only one example of a possible Tag"; Per Provisional Spec at pg. 4 and also per Specification [4:20-25], "A tag generally is a unique identifier used to mark a person electronically visiting a media property, such as a web site, TV channel, or the like using any device...". According to spec [6:10-11], "...the tag could be whatever the software wants it to be, including a cookie of any domain."

the prior art is that Jaschke may not explicitly teach, in a single embodiment, that his “Consumer information broker” is actually Jaschke’s “profiler” [*profile owner*]. However, as noted *supra* at [0022] a “consumer information broker” can be a “profiler” [*profile owner*] and therefore, there is teaching and suggestion to try this combination and therefore it would have been obvious to a person of ordinary skill in the art at the time of the invention to have tried such a combination suggested by Jaschke where his “consumer information broker” is also his “profiler” [*profile owner*] and therefore the computer system controlled by such a “consumer information broker” would be that of the “profiler” [*profile owner*] and would also perform the steps described by Jaschke at [0028]-[0031] because per MPEP 2143(I) (G) Some teaching, suggestion, or motivation in the prior art (e.g. Jaschke’s teachings at [0022]) that would have led one of ordinary skill to modify the prior art reference teachings to arrive at the claimed invention is obvious. The motivation may be implicit and may be found in the knowledge of one of ordinary skill in the art, or, in some cases, from the nature of the problem to be solved. *Id.* at 1366, 80 USPQ2d at 1649), ***one of which media property entities is the entity controlling the computer system*** (Again, as already noted *supra* e.g. per at least [0022] in view of [0053]-[0059], Jaschke’s “consumer information broker” [entity controlling the computer system] may also be an “advertiser” [a media property entity] wishing to advertise to the visitor and would be obvious, for rationale noted *supra*, that the “consumer information broker” [entity controlling the computer system] is also one of the “advertisers” [a media property entity]), ***each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the profile or kind of profiles requested by the entity controlling the computer system*** (Jaschke, again see at least Fig. 4 and [0030], also see at least [0031] and [0061]; Applicant’s “each stored request being for requested profiles...” reads on Jaschke’s received “associated description of each advertiser”; e.g. per [0061]: “...the advertisers 110 send an associated description, a bid, a bid increment, ...to the consumer information broker 130. The associated description is a reflection/virtual representation of the ideal target 190 suitable for that particular advertisement.”)

[(b)(ii)...]]

(c) later, when the visitor device is available to receive an advertisement, with the

computer system, (i) using the tag² of part (a) that is associated with the visitor device to access the profile information stored in the central database (Jaschke, again see at least [0029]-[0030], e.g.: "...Once a target accesses any of those platforms [*later, when the visitor device is available to receive an advertisement*], an advertisement trigger or indication of availability is sent over the communications network to a consumer information broker. This can be implemented using cookies [*a tag associated with a visitor device –i.e. the tag of part (a)*] on the PC 172 of the target 190... After receiving notification of an advertising opportunity, the consumer information broker requests the target profile from one or more target profile processor(s) ..."; the cookie serves as the link to request access to the target profile), **and (ii) using the profile information linked to the tag of part (a) to automatically cause delivery of an electronic advertisement to the visitor device, wherein the electronic advertisement is dependent on the profile information associated with the visitor** (Jaschke, see at least [0029]-[0032], teaching e.g.: "...After receiving notification of an advertising opportunity, the consumer information broker requests the target profile [using the profile information linked to the tag] from one or more target profile processor(s) and correlates the target profile to the associated description of each advertiser participating in the bidding process... In a preferred embodiment, the consumer information broker selects an appropriate advertisement from the winning advertiser's reference to marketing materials. After the advertisement has been selected, it is conveyed to the target [*automatically cause delivery of an electronic advertisement to the visitor device*]..."; see also at least Fig. 4 and [0081]-[0087] e.g.: "...The present invention therefore offers the ability to customize advertisements based on the profile of a specific target 190 [*the electronic advertisement is dependent on the profile information associated with the visitor*]. For this purpose the target profile is correlated to each advertisement characterization of the winning advertiser 110. The advertisement whose advertisement characterization best matches the target profile is selected and delivered to the target 190.")

² Regarding "tag", As noted supra under "claim interpretation": Per Provisional Specification (60/805,114) at pg. 4: "cookie is only one example of a possible Tag"; Per Provisional Spec at pg. 4 and also per Specification [4:20-25], "A tag generally is a unique identifier used to mark a person electronically visiting a media property, such as a web site, TV channel, or the like using any device...". According to spec [6:10-11], "...the tag could be whatever the software wants it to be, including a cookie of any domain."

Although Jaschke is found to teach the aforementioned features, Jaschke does not explicitly teach the feature (b)(ii) as amended and shown herein below:

(b) wherein the profile owner computer is programmed:

(ii) when the media property entity is the entity controlling the computer system, to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device, the tag being readable by equipment that is part of the computer system of part (a);

Respectfully, although as shown *supra* Jaschke teaches “A consumer information broker [entity controlling the computer system] may be an “advertiser” [media property entity] as well as teaching various other features as claimed, and Jaschke also teaches use of “cookies” [tags] to collect user information, e.g. per at least [0029]-[0030], e.g.: “...Once a target accesses any of those platforms [*later, when the visitor device is available to receive an advertisement*], an advertisement trigger or indication of availability is sent over the communications network to a consumer information broker. This can be implemented using cookies [*a tag associated with a visitor device –i.e. the tag of part (a)*] on the PC 172 of the target 190... After receiving notification of an advertising opportunity, the consumer information broker requests the target profile from one or more target profile processor(s) ...”; where it is understood that information in Jaschke’s cookie may serve as a link to request access to his “target profile”. And although Jaschke teaches per [0028]-[0031] e.g.: “...After receiving notification of an advertising opportunity, the consumer information broker requests the target profile [*profile information about a visitor*] from one or more target profile processor(s) and correlates [*based on a comparison*] the target profile [*(A) profile information about a visitor*] to the associated description [*(B) a plurality of stored requests*] of each advertiser [*media property entity*] participating in the bidding process... the target profile is a data representation of the target [visitor]...” nonetheless, the Examiner finds that Jaschke does not teach all of the nuances of the amended feature within the context of all the other features as claimed.

That is, in view of the claims as a whole, Jaschke does not teach ***(b) wherein the profile owner computer is programmed:***

(ii) when the media property entity is the entity controlling the computer system, to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device, the tag being readable by equipment that is part of the computer system of part (a);

Furthermore, as Jaschke is not found to teach the combination of features as claimed and Examiner finds that neither Kublickis nor Horowitz cure the deficiencies of Jaschke, the Examiner has respectfully withdrawn the remaining prior art rejection.

Response to Arguments

13. Examiner acknowledges Applicant's Reply Brief Filed 12/02/2019 and PTAB Decision 09/21/2020. In view of the findings, as noted *supra*, and in view of Examiner initiated Interview and Examiner Amendment, the Examiner has withdrawn all outstanding rejections presented in Final Office Action mailed 10/18/2018.
14. 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

15. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael J. Sittner whose telephone number is 571-270-3984. The examiner can normally be reached 7:30 AM – 5:00PM (Mon. – Thur.), and every other Friday. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Peter H. Choi can be reached at (469) 295-9171.
16. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

17. Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at <http://www.uspto.gov/interviewpractice>

/Michael J Sittner/

Primary Examiner, Art Unit 3622

<i>Examiner-Initiated Interview Summary</i>	Application No. 15/893,354	Applicant(s) Shkedi, Roy		
	Examiner MICHAEL J SITTNER	Art Unit 3622	AIA (First Inventor to File) Status No	Page 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	Title	Type
MICHAEL J SITTNER	Primary Examiner	Telephonic
Louis J. Hoffman (Reg. No.: 38,918)	Attorney of Record	

Date of Interview: 25 February 2021

Issues Discussed:

35 U.S.C. 103

Examiner scheduled an interview (2/25/2021) to discuss proposed amendments which Examiner believes would place application in condition for allowance. Applicant's attorney discussed these proposed amendments and Authorization for this examiner's amendment was given in a communication with Louis J. Hoffman, Reg. No.: 38,918 on 02/26/2021.

/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
Applicant is reminded that a complete written statement as to the substance of the interview must be made of record in the application file. It is the applicants responsibility to provide the written statement, unless the interview was initiated by the Examiner and the Examiner has indicated that a written summary will be provided. See MPEP 713.04 Please further see: MPEP 713.04 Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews, paragraph (b) 37 CFR § 1.2 Business to be transacted in writing	

Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

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

<i>Notice of References Cited</i>	Application/Control No. 15/893,354		Applicant(s)/Patent Under Reexamination Shkedi, Roy	
	Examiner MICHAEL J SITTNER		Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20030163370-A1	08-2003	Chen, Simon S.	G06Q30/0254	705/14.52
*	B	US-20070067297-A1	03-2007	Kublickis; Peter Joseph	G06Q30/02	1/1
	C					
*	D	2005/0097204 A1	05-2005	Horowitz, Russell C.	G06Q30/02	705/14.69
*	E	2007/0130005 A1	06-2007	Jaschke; Michael	G06Q30/02	705/14.66
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	NPL - Bartell et al. - The MediaXact System - A Framework for Personalized Electronic Commerce Services, Bell Labs Technical Journal; April- June 1999 (Year: 1999)
	V	
	W	
	X	

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

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

Notice of References Cited

Part of Paper No. 20210315

Issue Classification 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

CPC						
Symbol					Type	Version
G06Q		30		0255	F	2013-01-01
G06Q		30		02	I	2013-01-01
G06Q		30		0269	I	2013-01-01

CPC Combination Sets							
Symbol				Type	Set	Ranking	Version

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	14	
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	15 March 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	34	2

U.S. Patent and Trademark Office

Part of Paper No.: 20210315

Issue Classification 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

INTERNATIONAL CLASSIFICATION			
CLAIMED			
G06Q30/02	/	30	/ 02
NON-CLAIMED			
/		/	

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS
705	14.66

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	14	
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	15 March 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	34	2

U.S. Patent and Trademark Office

Part of Paper No.: 20210315

Issue Classification 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47															
CLAIMS															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
-	1	-	10	-	19	-	28	4	37	13	46	-	55		
-	2	-	11	-	20	-	29	5	38	14	47	-	56		
-	3	-	12	-	21	-	30	6	39	-	48	-	57		
-	4	-	13	-	22	-	31	7	40	-	49	-	58		
-	5	-	14	-	23	-	32	8	41	-	50	-	59		
-	6	-	15	-	24	-	33	9	42	-	51	-	60		
-	7	-	16	-	25	1	34	10	43	-	52	-	61		
-	8	-	17	-	26	2	35	11	44	-	53				
-	9	-	18	-	27	3	36	12	45	-	54				

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	14	
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	15 March 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	34	2

U.S. Patent and Trademark Office

Part of Paper No.: 20210315

<i>Index of Claims</i> 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

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

CLAIMS										
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CLAIM		DATE								
Final	Original	06/11/2018	10/14/2018	12/17/2020	02/25/2021					
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	36	✓	✓	✓	=					
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	59	✓	✓	✓	-					
	60	✓	✓	✓	-					
	61	✓	✓	✓	-					

Search Notes 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

CPC - Searched*		
Symbol	Date	Examiner
G06Q30/02 all with text	06/11/2018	MJS
G06F7/04 all with text	06/11/2018	MJS
H04L 9/32 all with text	06/11/2018	MJS
G06Q30/02; /0207-/0277 all with text	12/17/2020	MJS
G06Q30/02; /0207-/0277 all with text; H04L 9/32 all with text; G06F7/04 all with text	02/05/2021	MJS
G06Q30/02; /0207-/0277 all with text	02/26/2021	MJS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner
705	14 all with text	06/11/2018	MJS

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

/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
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Search Notes 	Application/Control No. 15/893,354	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

Search Notes		
Search Notes	Date	Examiner
See East Search History	06/11/2018	MJS
Assignee Search	06/11/2018	MJS
Inventor Search	06/11/2018	MJS
Review of Parent Applications and related Art	06/11/2018	MJS
PLUS Search	06/11/2018	MJS
See updated East Search	12/17/2020	MJS
Updated East Search	02/03/2021	MJS
Updated NPL Search	02/05/2021	MJS
Updated East Search	02/05/2021	MJS
Updated East Search	02/25/2021	MJS
Updated Interference Search	02/26/2021	MJS
Updated NPL Search	02/26/2021	MJS

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06Q30	G06Q30/02; /0207-/0277 all with text	02/25/2021	MJS

/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
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Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (02-18)

Approved for use through 11/30/2020. OMB 0851-0031

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	15893354
	Filing Date	2018-02-09
	First Named Inventor	Shkedi, Roy
	Art Unit	3622
	Examiner Name	Sittner, Michael J.
	Attorney Docket Number	14-PP-CON4

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number	15893354
Filing Date	2018-02-09
First Named Inventor	Shkedi, Roy
Art Unit	3622
Examiner Name	Sittner, Michael J.
Attorney Docket Number	14-PP-CON4

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

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number	15893354
Filing Date	2018-02-09
First Named Inventor	Shkedi, Roy
Art Unit	3622
Examiner Name	Sittner, Michael J.
Attorney Docket Number	14-PP-CON4

CERTIFICATION STATEMENT

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

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

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

See attached certification statement.

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

A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Louis J. Hoffman/	Date (YYYY-MM-DD)	2019-07-12
Name/Print	Louis J. Hoffman	Registration Number	38,918

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S10	S1 and S2	488°
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* Duplicates are removed from the search, but included in the result count.

° Duplicates are removed from the search and from the result count.

Personalization versus Privacy: An Empirical Examination of the Online Consumer's Dilemma

Author: Chellappa, Ramnath K; Sin, Raymond G

Publication info: Information Technology and Management 6.2-3: 181-202. Springer Nature B.V. (Apr 2005)

[ProQuest document link](#)

Abstract (summary): Personalization refers to the tailoring of products and purchase experience to the tastes of individual consumers based upon their personal and preference information. Recent advances in information acquisition and processing technologies have allowed online vendors to offer varieties of web-based personalization that not only increases switching costs, but also serves as important means of acquiring valuable customer information. However, investments in online personalization may be severely undermined if consumers do not use these services due to privacy concerns. In the absence of any empirical evidence that seeks to understand this consumer dilemma, our research develops a parsimonious model to predict consumers' usage of online personalization as a result of the tradeoff between their value for personalization and concern for privacy. In addition to this tradeoff, we find that a consumer's intent to use personalization services is positively influenced by her trust in the vendor. Our findings suggest that: 1. online vendors can improve their abilities to acquire and use customer information through trust building activities; 2. it is of critical importance that vendors understand and evaluate the different values consumers may place in enjoying various types of personalization. [PUBLICATION ABSTRACT]

Links: [Check USPTO-STIC for Availability](#)

Location: United States--US

Language: English

Publication title: Information Technology and Management

Volume: 6

Issue: 2-3

Pagination: 181-202

Publisher location: New York

DOI: <http://dx.doi.org/10.1007/s10799-005-5879-y>

Document type: Feature

Document URL: <https://dialog.proquest.com/professional/docview/194459985?accountid=161862>

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First available: 2010-06-05

Updates: 2014-08-31

Database: 3 databasesView listHide listABI/INFORM® Professional Advanced, ProQuest Advanced Tech & Aerospace Professional, ProQuest Technology Research Professional

Keywords in context:

Full text: ... profiles allows vendors to target customers on a one-to-one basis, which in turn helps them in improving customer satisfaction, developing customer loyalty, and increasing cross-selling possibilities [1,43]. For example, a consumer who has already personalized her shipping and gift information on one Web-based retailer may exhibit some inertia in moving ... to construct reasonably accurate consumer profiles. A recent report from the FTC2 observes, Although the information gathered by network advertisers is often anonymous (i.e., the profiles are linked to the identification number of the advertising networks cookie on the consumers computer rather than the name of a specific person), in some cases, the profiles derived from tracking consumers activities on the Web ... to explicitly disclose most of this information. In addition to solicited information, personally unidentifiable information also often involves the use of sophisticated tracking technologies, e.g., cookies, clear gifs, etc. Such technologies, though not identifying a customer individually, enable the information collecting entity to sketch an effective customer profile. (c) Personally identifiable ... what may be perceived to be an intrusive profile. For example, a recent survey by the Personalization consortium shows that only 62% of people accept cookies although it is well known that cookies do not carry any personal information but can only aid in creating the profile of an anonymous individual. Doubleclicks recent purchase of Abacus and the ...

Document 2 of 6

Examination of Internet marketing relative to traditional promotion in the development of Web site traffic

Author: Mark, John L.

Publication info: Capella University, ProQuest Dissertations Publishing, 2003. 3112988.

[ProQuest document link](#)

Abstract (English): The Internet revolution has dramatically changed the way businesses compete with each other; the way customers shop; and the way companies collect, store, and process data on customer behavior. This study examined Internet marketing relative to traditional promotion and its effectiveness in developing Web site traffic. The findings suggest that (a) traditional offline promotion (i.e., television advertising, radio commercials, and print advertising) has been integrated with online (Internet) marketing to achieve the objectives of building brand awareness, promoting core value and Web address, and reaching mass audiences; (b) personalization (i.e., treating customers as individuals and using interactive dialogue to provide personalized products and services to match their needs) reflects the core strategy in Internet marketing for generating repeated customer visits on the Web site; and (c) measuring Internet marketing response through the common metrics (i.e., unique visitors, length of the Web session, click-through ratio, and conversion rate) is every bit as important as tracking traditional promotion. The added advantage of measuring Internet marketing for effectiveness is the ability to link specific online advertising and promotions to a specific customer response.

Links: [Check USPTO-STIC for Availability](#)

Subject: Web sites;Studies;Marketing;Advertising;Interactive marketing

Classification: 0338: Marketing

Identifier / keyword: Social sciences, Internet, Marketing, Promotion, Web site traffic

Number of pages: 160

Publication year: 2003

Degree date: 2003

School code: 1351

26 February 2021

Page 5 of 18

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Source: DAI-A 64/11, Dissertation Abstracts International

Place of publication: Ann Arbor

Country of publication: United States

ISBN: 978-0-496-60484-5

Advisor: DeCaro, Frank P.

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Keywords in context:

Full text: ... traditional marketing mix. For example, promotion within the traditional marketing mix has encompassed the two distinct and often complementary sales tools of advertising and personal selling historically known as pull and push. The marketers attempt to pull the customer to a product, showcasing it in a non- Reproduced with permission of ... a top-down, bottom-up, or hybrid fashion (Thuraisingham, 1999). To judge the quality of the data mining with limited data from the Webs log files and cookie files, effective Web database management is critical. A key emerging technology for enhancing Web-mining quality is digital libraries (Internet data management), which are essentially digitized ... study by META (1997) forecast growth in the area of data mining driven by database marketing. The study cited applications such as customer-retention management, cross-selling and up-selling, channel and pricing analysis, and customer segmentation analysis. It mentioned that driven by the need for Internet database marketing, data-mining technology is rapidly becoming mainstream (Mena, 1999). One of the major data-mining applications is cookie technology, which allows a Web site to store a visitors information. The many reasons a Web site would use cookie technology include the ability to personalize information, provide help with online services, or simply collect demographic information. Cookie technology ensures an accounts confidentiality and security, making it easier for customers to navigate through the Web site (Brain, 2002). Within the Internet industry, marketers use cookie technology to track a visitors browsing and buying habits. In this realm, the technology enables marketers to target advertising banners based on customers interests. For example, cookie technology allows Amazon.com to tailor its appearance to suit a customers established preferences. Cookie technology also makes shopping cart technology possible. For example, when a customer selects item to purchase in an online shopping session, cookie technology makes it possible for the customer to continue shopping and to check out later (Brain, 2002). Reproduced with

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permission of the copyright owner. Further ... customer (Greer & Murtaza, 2003). Amazon.com, a major Internet company with no physical storefront, has successfully applied the collaborative filtering technique, which is ideal for selling books, CDs, and videos. During a customer's first purchase from Amazon.com, an account is opened. Upon each reproduction with permission of the copyright owner. Further ... site. Zshop aimed to attract the thousands of small merchants who were eager to use the Web as a new distribution channel, including those currently selling through eBay (Carpenter, 2000). Through the Zshop program, Amazon.com hosts hundreds of small e-commerce providers on its own Web site. These shops gain access to ... lead to conclusions about the total number of visitors and visits that were made to a Web site. Data Integration. Web traffic data must be linked to the marketing databases, which include customer profiles and registration. Cookie technology provides an accurate method of creating this linkage, verifying that the same visitor has accessed the Web site regardless of the Internet Protocol (IP) address that is used to make the connection. A cookie is a unique identifying code that the Web server gives to the browser to store locally on the computer during the first visit to the Web site. The cookie is designed to identify Web site visitors as they come to the Web site. Cookies benefit Web visitors by making individual requests much more traceable, resulting in a greater understanding of how the Web site is being used and therefore creating a reliable Web measurement. Cookies also benefit Web visitors by allowing Web sites to recognize repeat visitors. For example, Amazon.com uses cookie technology to enable its one-click book ordering. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. Examination of Internet Marketing 13 3 Filtering ... Coding and Common Server Log File Information Major coding stage Data Source Key Information 1. Awareness and search 2. Interest and evaluation 3. Desire and Trial 4. Purchase Common server log file/cookie Common server log file/cookie Common server log file/cookie Internet protocol (IP) address, user name, and requests Internet protocol (IP) address, user name, and requests Internet protocol (IP) address, user name, ... Boudreau, M., Gefen, D., & Straub, D. (2001, March). Validation in information systems research: A state-of-the-art assessment. MIS Quarterly, 1-24. Brain, M. (2002). How Internet cookies work. How Stuff Works. Retrieved December 24, 2002, from <http://www.howstuffworks.com/cookie.htm> Breen, B. (1999, September 16). Building stronger Internet identities. Marketing, 25-26. Brengman, M., Geuens, M., Weijters, B., Smith, S., & Swinyard, R. (2003). Segmenting ... than 90% of its traffic from sponsorship and advertising. The annual revenue in 2001 was \$1 billion (Momingstar, 2002). eBay (www.eBay.com) is a cyber-forum for selling more than 8,000 categories of merchandise. It offers online person-to-person trading for buyers and sellers of personal items such as antiques, coins, collectibles, computers, memorabilia, ...

Document 3 of 6

Politicizing privacy: 'Focussing events' and the dynamics of conflict

Author: Todd, David Jeffrey Alan

Publication info: University of Victoria (Canada), ProQuest Dissertations Publishing, 2001. MQ58552.

[ProQuest document link](#)

Abstract (English): In the past, the issue of information privacy has rarely captured the attention of the political agenda beyond the enactment of national data protection regimes. However, there is compelling evidence to suggest that privacy is an "issue whose time has come". While analysis of the politics of privacy has tended to examine the various dimensions of the policy cycle, a rationalistic and technocratic approach obscures the often neglected and politically salient dimensions of privacy: the politicization of privacy issues and the dynamics of privacy conflicts. To explore this notion, two recent high-profile privacy conflicts are presented, one in the public sector of Canada over Human Resource Development Canada's 'Longitudinal Labour Force File', and one in the private sector involving the Internet advertiser DoubleClick Inc. Evidence of shared processes and similar dynamics is presented, as well as insights into the new politics of privacy and the emergence of a privacy industry.

Links: [Check USPTO-STIC for Availability](#)

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Keywords in context:

Full text: ... that an organization that they are dealing with does not provide the protections that they desire, as in the case of a direct marketing company selling personal information about an individual in a list, that individual may choose to 'opt out' of the distribution list to satisfy their privacy concerns. 79 ... interview. "There's a huge market out there for personal information, for marketing purposes in particular. We've already 0 t \ seen municipal and provincial governments selling databases." The Department of Human Resources had the opportunity to respond to the conflict in a number of newspapers across the country in the initial ... review of the current privacy legislation that governs the public sector.230 Another article focussed attention on other recent privacy issues, including Ontario's ministry of transport selling personal information to private companies earlier this year. The article also reported on an incident from last year when Elections Canada "misplaced" a Manitoba Highway ... to another privacy problem involving the "extreme right". As the Minister noted, "(i)t is

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interesting that the Harris government, particularly the ministry of transportation, is selling confidential driver data including home addresses to private companies, the companies that the hon. member said should not have them. Do members know what hurts? ... educational records, motor vehicle registration, and telephone records. However, a number of activities that concern personal information are not protected by law, such as the selling of bank and medical records, and workplace surveillance such as keystroke monitoring. A number of states have state level sectoral legislation, and almost 278 Katz ... Review. Vol. 52, p. 1623. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 93 personal computers can reveal confidences by accepting cookies, also known as "persistent client-side hypertext transfer protocol files". 289 Cookies are the digital equivalent of an identification tag, which website operators place on the hard drive of web users to identify the user as a previous visitor and allow the site to match the details of the previous visit. Most web browsers are configured, to automatically accept cookies, and consequently the placing of cookies goes unnoticed in the background, and without consent. I will further explore how the use of cookies can be problematic in a later section on online profiling. The second dimension of the privacy horror show is the collection of information by Internet ... up to eighty-five percent of web sites collect personal information. 292 This information is typically collected using a variety of techniques, including through the use of cookies, through filling in information in online application and registration forms, and via sweepstake and contest schemes. In addition to personally identifiable information, other information ... or advertising supported software (adware) is a case in point. One way in which shareware 293 authors can make money from a developed product, other than selling it to their users, is to offer a version of software that is supported by advertising. While many users will consider this a fair trade ... employ techniques that track the individual's activity on the Web. One of the most prevalent techniques to accommodate this is through the utilization of 'cookies'. There are two types of cookies: session cookies and persistent cookies. Session cookies are used to communicate to the web server that a particular individual is engaged in a session with the web server. 298 Session cookies expire once the browser is closed. Persistent cookies, on the other hand, do not necessarily expire, and may be used to identify an individual when they return to the site that placed the cookie. "Web bugs" are also used to collect information on individuals. Also known as clear gifs or 1x1 gifs, web bugs are tiny one pixel ... bug image, the time that the bugged page was accessed, the type of browser that the individual is using, and the identification number of any cookie on the individual's computer that was placed by the web server. The existence of a web bug can 297 See DoubleClick's ad serving solutions at <http://www.doubleclick.net/us/advertisers/aderving/default.asp?object=1> =& 298 For example, a session cookie might be used to confirm that an individual has certain permissions to access pages that might not be accessible by others, as in the case ... searching through the actual source code of the page that contains the web bug. In some circumstances, web bugs can be used to place a cookie on a computer to synchronize an email address with a cookie i.d., rendering an anonymous profile personally identifiable. 299 Cookies and web bugs are limited in the types of information that they can collect. This includes the type of information that is on the website ... purchases, whether an individual "clicked" on an advertisement on a page (click-throughs), and the website address from which the individual came from (the referring page). Cookies can collect this information without the consumer ever even clicking on an advertisement banner. Typically, the information that is collected by network advertisers is anonymous. Rather than identifying individuals by name, profiles are often linked to the identification number of the cookie that is placed on the individual's computer by the advertisers web server. However, a number of network advertisers derive their profiles by merging the non-identifiable information in cookies with personally identifiable information. There are two common and prevalent methods of identifying an individual to merge personally and non-personally identifiable information to complete the ... information or the use of services such as free email. This information is then provided to the network advertiser. In this case, a previously anonymous profile consisting of information retrieved from cookies could be linked to an individual by a different identification number provided by a cookie containing the personal information. A second way that a profile can be made personally identifiable is if a website incorporates personally identifiable information into a URL (uniform resource locator) string that is transmitted to a network advertiser through its cookie. For 299 See Richard M. Smith's "The Web Bug FAQ", <http://www.tiac.net/users/smiths/privacy/wbfaq.htm> Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 98 ... on the Internet, these consumer profiles can be extremely detailed. Some network advertisers claim that their profiles contain as many as 800 different "interest categories". 301 Cookies placed by network advertising companies can track individuals on any website that is served by the network advertiser, allowing data to be collected by the ... by network advertisers appear seamless on the web pages in which they are displayed. Furthermore, the visitor to the website has no knowledge that a cookie is being placed on his or her machine unless the default setting in the web browser being used to view the page has been changed to provide notification of cookie placement. Unless a website 300 In this regard, the URL string might be composed something like this: [http://www.privacyinvasivesite.com/newuser/david todd/bd08091974g=male.htm](http://www.privacyinvasivesite.com/newuser/david%20todd/bd08091974g=male.htm) In this hypothetical example, privacyinvasivesite.com lists ... vague language that does not communicate the implications of profiling. For example, network advertisers encourage their partner websites to post that "third parties" may use cookies to assist in the personalization of the surfing experience and to provide content relevant to your preferences. 304 DoubleClick, Inc. Press Release. DOUBLECLICK, INC. AND ... combination of this data with DoubleClick's profiles of online clickstream data provides the companies with an opportunity to deliver potentially perfectly

targeted advertisements. By using cookie technology to positively identify a web browser by an identification number and matching that information with identifying information, DoubleClick would know exactly who the person ... matched with the offline data. 305 *ibid.* 306 Craig Bicknell, "DoubleClick's Single Focus: You", *wired news*: www.wired.com June 14, 1999, 2:30 p.m. PDT. 307 The Cookie that DoubleClick places identifies the web browser, not the individual. For example, if a number of people used the same web browser for using the Internet, DoubleClick's Cookie records the navigational and transactional information of all the users from the same Cookie(s). Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 101 The Dynamics of Conflict Initial Publicity DoubleClick's decision to merge with ... privacy policy states Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 102 DoubleClick claims not to collect personal data through the cookies that are placed when an advertising banner is displayed, they do facilitate the exchange of data in its network of more than 1300 websites and ... of the copyright owner. Further reproduction prohibited without permission. 103 network out of 75 million people per month who view DoubleClick ads and receive their cookies. Escalation To protest the proposed merger of DoubleClick and Abacus, privacy advocates and consumer groups planned to launch a relentless campaign reminiscent of campaigns ... merger would only make economic sense if their intention was to link the 88 million household files in the Abacus database with the 30 million cookies in the DoubleClick DART database. The letter also described how the DoubleClick and Abacus network would combine information resources to profile consumers both on the ... the copyright owner. Further reproduction prohibited without permission. L04 opt-out mechanism that DoubleClick uses is particularly problematic. When one opts-out of the DoubleClick network, a cookie is placed on the machine that tells the DoubleClick server not to place a cookie. If someone deletes his or her cookie file, the opt-out cookie is also deleted and the individual will no longer be opted-out of the system. The coalition against DoubleClick noted the inadequacy of the cookie technique suggesting it was analogous to "an inn keeper offering do-not-disturb signs instead of locks on guest room doors."319 DoubleClick opponents also wanted assurances that the DART system, which delivers targeted ads to consumers with the use of cookies, would live up to the company's privacy policy. The policy promises not to collect "any personally identifiable information about you, such as your name, ... state that "if you are willing to issue a guarantee that the merged entity and successors will never associate a name and address with a cookie without the affirmative informed consent of the individual concerned, please state this in public."321 In addition to formally objecting to the DoubleClick and Abacus merger ... A workshop on Online Profiling would be jointly sponsored by the FTC and the U.S. Department of Commerce to examine online advertising firms use of cookies and use of tracking technologies to develop targeted, user-profile based advertising campaigns. On the eve of the FTC Online Profiling workshop, a number of rights ... 339 "Open Letter sent to managers of socially responsible mutual funds", 11/19/1999. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 112 cookies served per week with 2 billion personally identifiable consumer catalog transaction records was described by Jason Catlett as "a full frontal attack, funded by Wall ... January 27, 2000, a Californian woman filed a suit in Marin County Superior Court against DoubleClick, accusing the Web advertising firm of unlawfully collecting and selling consumers' private information.349 The lawsuit, *Judnick vs. DoubleClick Inc.*, 343 This inriicats that this type of information is cookie information. 344 DoubleClick Press Release: "DoubleClick Completes Merger with Abacus Direct". November 23, 1999. <http://ir.doubleclick.net/ireve/ir site-zhtml?tickep=DCLK&script=410&lavout=-6&item id=66808> 345 USA Today, January 25, 2000. 346 Courtney ... practices. 353 "Who appointed them the Big Brother of cyberspace?" asked 350 Reuters, "DoubleClick sued over privacy: Internet advertising company accused of unlawfully obtaining and selling consumers private personal information." January 28, 2000. www.zdnet.com/zdnn/stories/news/0.4S86.2429053.00.html?chkpt=zdnr1a 351 Sandheep Junnarkar, "DoubleClick accused of unlawful consumer data use". CNET News.com, January 28, 2000. <http://www.cnet.com/news/0-1005-20Q-1534533.html> ... notify consumers of DoubleClick's data-collection practices and offer an opportunity to opt-out. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 118 cookie with "two clicks".369 Doubleclick also announced that it would provide full page advertisements in the New York Times and other papers across the country. Doubleclick ... respectfully request that the FTC enjoin Doubleclick and the Abacus Alliance from tying individuals' names, addresses, phone numbers, and emails to information collected through DoubleClick's cookies; and, prohibit Web sites from registering their subscribers or visitors in the Abacus Alliance profiling system without their affirmative consent, which cannot be made ... were being 'outed' for their relationship with Doubleclick. When visitors used the Alta Vista search engine, each term search was relayed to Doubleclick via a cookie. Alta Vista later reversed the practice of recording search terms in cookie files. Fallout On March 2, 2000, Doubleclick issued a Press Release with a statement from the company CEO Kevin O'Connor: "Over the past few weeks, ... for the Digital Age. Toronto: University of Toronto Press. 1996. p. 68-93. Reuters, "Doubleclick sued over privacy: Internet advertising company accused of unlawfully obtaining and selling consumers private personal information." Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 155 January 28, 2000. www.zdnet.com/zdnn/stories/news/0.4586.2429053.00.html?chkpt=zdrmr1a 360

The institutionalization of conflicts in cyberspace: A study of the conflict over online privacy

Author: Leizerov, Sagi

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Abstract (English): The disheartening condition of consumers' privacy online is a burning issue that is of great interest to the public, the hi-tech industry and the U.S. government. Pursuing several research objectives, this study attempted to understand the major forces operating behind the conflict over online privacy for improving its management as well as the management of other Internet conflicts.

The main objective of this research was to understand what aspects of the online marketplace affect the approaches different Internet companies take regarding their customers' personal privacy and, consequently, reveal the forces affecting the institutionalization (management) of Internet conflicts in general. A broader research objective, a theoretical derivative of the previous objective, was the development of the theory of conflict institutionalization in respect to large-scale, technology-oriented conflicts.

To accomplish the above objectives, 145 randomly selected websites of the following denominations were studied: (a) websites of different industries; (b) websites of different commercial types; (c) Internet companies that are privately held and publicly held; (d) websites that have an 'off-line' affiliation and those that operate solely online; (e) websites that target consumers of a specific gender; and, (f) websites that participate in privacy seal programs. A content analysis questionnaire was designed for analyzing the privacy practices of the websites in the sample on 6 different variables. Those 6 variables were: (1) compliance with privacy regulations; (2) attitude of compliance with privacy regulations; (3) intrusiveness in data collection; (4) integrity; (5) trust building through responsible privacy practices; and, (6) transparency and accountability.

The research objectives were accomplished, and both specific and general findings were consequently derived. The specific findings are presented in the format of recommendations to Internet users for protecting their privacy, as well as policy recommendations aimed at the FTC for improving the management of this conflict. From a broader perspective, the study was successful in identifying economic, commercial and consumer-related variables that can be generalized for the analysis of other Internet conflicts. Finally, the findings allowed for the development of the theory of conflict-institutionalization by identifying elements of complexity that can impede such processes in the future.

Links: [Check USPTO-STIC for Availability](#)

Subject: Political science;Public administration;Conflicts;Privacy;Internet;Studies;Marketing;Consumers

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Full text: ... data trails can capture the websites the individual visits and provide a "profile" of her online life (Mulligan & Berman, 1999). Technologies such as "cookies" that are written directly onto a users hard drive, enable websites to surreptitiously collect information about an individuals online activities and store it for future use. Designed for the benign purpose of enabling websites to recognize a repeat visitor and respond accordingly, cookies were quickly adopted by websites to facilitate the tracking of a specific individual's activities at websites for the purpose of customizing content and advertising. Other companies combine information generated through the use of cookies with personal information collected from other non-Internet related sources into fully identifiable profiles of the individual's online and offline behavior. One has to keep in ... without permission. 19 Evidence of the growing market for detailed personal profiles of individuals is rampant on the Internet. Personalized portals, the pervasive use of cookies, or other bits of data that websites store on visitors' computers aid sites to personalize and target content and advertising (these terms are further ... without making many purchases (Berry & Linoff, 1997). Enterprises have two distinct types of external use for the information in their databases. The first is selling customers information to other companies (Gandy, 1993; Smith, 1994). For instance, Safeway charges 5.5 cents per name to suppliers who want their coupons or special ... send to customers, ads that are directly tied to the consumption habits of those individuals. The second common external use of customer information is the selling of lists of customers according to unique characteristics that distinguish the group and are of interest to the buying company (Linowes, 1989; Smith, 1994; Garfinkel, ... one of the most well known ways for companies to collect detailed personal information about an individuals purchasing habits. Credit card companies are notorious for selling the personal information of their customers after dividing them into different consumers types and groups. Even without the cooperation of credit card companies, when customers ... a million and an unwanted solicitation is quickly disposed of. In 1996, when New

Jersey Senator Richard Cody tried to pass a bill outlawing the selling of personal information, the Direct Marketing Association (DMA) argued in its defense that the nations \$600 billion direct marketing industry would fall apart (Garfinkel, 2000). ... renovate, websites are relatively easy to manipulate. The continuous computerized monitoring of consumers online is a particularly valuable tool in the hands of online retailers selling products and services, because of the basic mutability of online environments (Peters, 1999). Cookies One of most common tools in the hands of Internet companies for the purpose of monitoring their customers is the use of cookies. An Internet cookie is a unique piece of code that is sent by a website and saved on a surfers hard-drive. This cookie sends the information it holds regarding the users previous selections on the website whenever this site is revisited. Cookies contain information such as log-in or registration data, online shopping cart selections, user preferences, and other websites visited. (Center for Democracy and Technology, 2000c; Gruenwald, 1998). There are a number of valid reasons for a company to use cookies on a site. These reasons include, among others, security, personalization of content, marketing and customer service. Research indicates that cookies can be a legitimate tool for the purpose of improving users online experience without impinging upon their privacy. To better understand what the online world would be like in the absence of cookies, it is instructive to consider how a supermarket would fair if it could not organize their aisles based on the behavior of Reproduced with ... a storekeeper could not greet a repeat visitor (Cohen, 2000; Mabley, 2000b). However, there is an important, yet widely ignored, distinction between the use of cookie tracking on a single companys sites versus tracking across different sites. Simply, Cookies were originally designed in such a way that only the site that sets them can identify them. In other words, the early developers of the ... invisible images on their ads that are pulled from the networked sites, companies who produce banner ads have succeeded in overcoming the technology limitations of cookies and can now track users throughout the Internet. The concern of privacy advocates is that these cookie profiles would then be linked with third-party consumer databases that contain off-line information such as name, address and date of birth (Peters, 1999; Mabley, 2000b; U.S. Senate, 2000). Internet Advertising ... do not merely supply banner ads; they also gather data about the consumers who view their ads. This is accomplished primarily by the use of cookies and web bugs which track the individuals actions on the Internet. Among the types of information that can be collected by network advertisers are the ... is one of the criteria studied in this research. The information gathered by network advertisers is often, but not always, anonymous. In other words, the profiles are frequently linked to the identification number of the advertising networks cookie on the consumers computer, rather than to the name of a specific person. These data are generally referred to as non-personally identifiable information. In some ... upon how the personal information is retrieved and processed by the website, the personally identifying information may be transmitted to the network advertiser through its cookie (FTC, 2000e). Consumer data can be analyzed in a number of ways. It can be combined with demographic and psychographic data from other sources, it ... a consumer on any website served by that company, thereby allowing data collection across disparate and unrelated sites on the Internet. In addition, because the cookies and web bugs used by ad networks are generally persistent, their tracking occurs over an extended period of time, resuming each time the individual logs ... with solutions such as anonymizers (i.e., software that allows one to either surf the net without transmitting any identifiable information or that transmit false information), cookie cleaners (software that rejects cookies and erases them from computers hard drives), and various encryption software that allow for the encryption of messages (Peters, 1999; U.S. Senate, 2000; Abreu, 2000; ... from their customers (category E in section 3 A of the CAQ). Part 4 measures integrity as it corresponds with admitting to the use of cookies and allowing third parties to use cookies on the domain. Part 5 focuses on trust building measures that the sites in the sample may or may not take to create social bonds ... example, alaskaairline.com). The websites assigned to the health' category were those companies that offered medical information or medicine (webmd.com). To the 'retail' industry any website selling consumer products that do not fall under any of the other industry categories studied were assigned (americangreetings.com). The websites assigned to the 'entertainment and sports' ... of information, a search engine, personalization services and a free email service (yahoo.com). The sample was also divided according to the companies commercial type. Websites selling products were categorized as retailers. Websites selling services (online travel agents, for instance) were categorized as sellers of services. Websites that provide information or services for free (as portals do) were categorized ... a site was categorized as targeting a specific gender if the content or products it offered indicated such an orientation. For example, rampage.com, a website selling women fashion and women.com, a site providing feminine information, were both categorized as womens websites. The third stage of the gender assignment was based on ... presented on the website. The research was conducted using Microsofts Internet Explorer 5.0. The browser was configured to alert on any attempt to place a cookie on the computer. All cookies were erased from the computers hard drive before reviewing the next website. The research was done on a single computer to avoid any hardware related ... ignores the adoption of practices that would not reflect positively on their companies balance-sheets in the near future (Laverty, 1996; Loesch, 1984). Not only that selling online profiles of consumers can be an important financial contribution to a struggling upstart, handing consumer information appropriately and securing it may require expenses for ... for identifying the right options are delineated in appendix 1). To evaluate the attitude of compliance with the security practice, the question of third party cookies is used. Influenced by the obtrusive practices of online advertising agencies and online direct marketers (see chapter 4 for the discussions titled online advertising agencies and online profiling), question 2.5 touches on whether the sites tested allowed third parties to place cookies on their consumers hard-drives. This practice puts the personal information of Internet users in the

hands of companies with security and privacy practices of which the user is unaware. The issue of third party cookies is of concern mainly because it is often done without alerting the attention of the consumer (unless the consumer re-configures its Internet browser as was done in this research) and the cookies placed can be of an extremely obtrusive nature, to the extent that the third party can follow the consumer to other websites she may visit ... with the customer). Another aspect of intrusion that was recorded in this section of the research is whether the site allowed third parties to place cookies on their users hard drives. The use of cookies by the site itself was not considered as an intrusive act since, as was discussed in chapter 4, cookies, when placed by the domain itself, often have a legitimate and functional purpose. The risks to privacy in third parties cookies are presented above in the discussion of part 2 of the CAQ. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 180 ... the sample was measured by configuring the browser to notify whenever the site or a third party working with the site attempted to place a cookie on the computers hard-drive. A website would be considered to be lacking in integrity only if the use of cookies (by the site or a third party) is rejected or is not discussed in its privacy policy or statement. In the discussion of part 3 of the CAQ, it was stated that the use of cookies by the domain is considered as functional rather than intrusive and therefore incurred no penalty. Part 4 of the CAQ does not subscribe to a different dogma. A domain incurs a penalty here for placing a cookie on its users hard drives only if it fails to notify the user of this practice or outright lies about it. Explaining CAQ Part 5 ... difference was found among the seven industries on most of the questions in part 2. Question 2.5 (whether the domain allowed third parties to place cookies on its users hard drives or not) was the only question in part 2 where a difference of statistical significance was found. The Kruskal Wallis ... had the highest mean rank for this question (98.25) (suggesting that companies belonging to this industry were least inclined to allow third parties to place cookies on their users hard drives), while Portals had the lowest mean rank (46.9; less than half of the Travel industry). Reproduced with permission of the ... t-test results for that same question were $t(143) = -2.26$, $p = .012$ (one-tailed) with the means of 38.07 for the companies giving information and 42.92 for the companies selling products and services. Due to great variations in the sizes of the three groups and considering the proportionally small size of the sell services group ... significantly on most of the questions in part 2 of the CAQ. Only on question 2.5 (whether the domain allows for third parties to place cookies on users hard drives) and question 2T5 (total grade for attitude of compliance with the FIP) did the two commercial types differ significantly. Table 1.2b ... their integrity. The Kruskal Wallis test was applied for testing the differences between the seven industries on their integrity in regard to their use of cookies on the domain, as well as the use of cookies by third parties on the domain. The seven industries were found to significantly differ on both question 4.1 and 4.2 (significance of .004 and .011 ... of integrity (88.36 and 88.18 respectively), while Portals and especially the Health industry presented low (i.e. lack of) integrity in regard to the use of cookies on their sites (62.25 and 46.55 respectively). Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 197 Results for CAQ part 5 ... results for that same question were $t(143) = -3.08$, $p = .001$ (one-tailed) with the means of 57.98 for the companies giving information and 67.14 for the companies selling products or services. Due to great Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 199 variations in the sizes of the ... The t-tests results were as follows. Disparity between information needed and information collected (question 3.1): $t(143) = -4.37$, $p < .001$ (one-tailed). Allows the use of third party cookies in domain (question 3.2): $t(139.91) = -2.83$, $p = .002$ (one-tailed, equal variances not assumed). Total of part 3 (question 3T2): $t(143) = -4.61$, $p < .001$. Results for CAQ part ... questions and their total statistically differed as indicated in hypothesis 2.3. Question 4.1, which studied the integrity of companies in regard to their use of cookies in the domain, had the following t-test results: $t(91.87) = -2.91$, $p = .002$ (one-tailed, equal variances not assumed). Question 4.2, which studied the integrity of companies in regard to the use of cookies by third parties on their domain, had the following t-test results: $t(129.08) = -2.31$, $p = .012$ (one-tailed, equal variances not assumed). Question 4T2, which totaled the two ... the site and the information it actually collected had the following results: $t(143) = 2.5$, $p = .006$ (one-tailed). Question 3.2, which studied the use of third parties cookies on the domains had the following results: $t(122.29) = 3.29$, $p = .0005$ (one- Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 205 tailed, ... their total presented statistically significant differences in accordance with hypothesis 2.4. Question 4.1, which studied the integrity of companies in regard to their use of cookies in the domain had the following t-test results: $t(143) = 2.34$, $p = .011$ (one-tailed). Question 4.2, which studied the integrity of companies in regard to the use of third parties cookies on the domain had the following results: $t(143) = 2.06$, $p = .02$ (one-tailed). Question 4T2, which totaled the two preceding questions had the following results: $t(143) = 2.67$, ... found between the two Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 217 samples grades for question 2.5 (allowing third party cookies on the domain). The t-test results for this question were $t(65.99) = -3.42$, $p < .001$ (one-tailed, equal variances not assumed). As was indicated above, the two samples ... compliance). Correlating 4T2 with question 2.5 found a correlation of, $r(143) = .329$, $p = .001$, which suggests that sites that do not allow third parties to use cookies on their domain present higher degrees of integrity in revealing their cookies-related practices. Question 6.3, visibility of the link to the privacy policy on the homepage, was correlated with a few of the other questions. A ... to Internet users for protecting their privacy online. These options include, simply providing a false name when possible, setting the Internet browser to reject all cookies, and using special software to encrypt and anonymize themselves while online. The more savvy Internet users are in using computers and their applications, the ... economic potential. Beyond a firms economic potential, a publicly traded company has

a better chance to survive because of the funds it can generate by selling its common stocks. Popularity increases a company's chances of survival because it indicates consumers' interest. In its report of May 2000 (FTC, 2000d), the FTC ... other third parties that might be working with a particular site, the users are encouraged to set their Internet browser to notify them before a cookie is placed on their hard drive. This author does not recommend rejecting all cookies because cookies served by the domain itself (i.e., the website of choice) can greatly contribute to the interaction with the site and improve the consumers' online experience. The cookie notification function of both Netscape and Explorer (the two most common browsers on the market today) provides users with a Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. 243 detailed message that includes the name of the company that is attempting to place the cookie. This allows the users to reject only those cookies that do not bear the name of the domain they visit. Recommendations derived from the research can be divided into the general and the specific. ... withheld from them, but strict control by Internet users over the collection of their personal information while interacting with such companies (including the use of cookies and clear-gifs by the domain and its affiliates) is important to retaining control over personal privacy. It is also recommended that users prefer sites that ... prohibited without permission. 245 5.1 confirmed, intrusiveness indicates a lack of integrity by the site in the use of both their own and third party cookies. Internet users do not need to refer to part 3 of the CAQ for calculating whether a site is intrusive or not. When asked ... information for free commercial type, although evident in the off-line world (e.g., newspapers that are given away with no charge and make their profit by selling advertising space) is hardly as prevalent in the off-line marketplace as they are online. This complex of similarities and differences between the off-line and online ... Privacy? The Industry Standard May 15, 51. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. APPENDIX 1: GLOSSARY OF RELATED TERMS Cookie = A packet of information sent by a website to the computer of its visitor and then sent back by the original website each time the visitor revisits it. Cookies can contain any arbitrary information the website chooses and are used to authenticate or identify a registered user of the website without requiring them to ... C=3 D=1 3.2 Does not allow third parties to use cookies Y=9 N=1 3T2 Total grade for category Part 4 Integrity 4.1 Does not admit to the use of cookies but attempted to place a cookie Yes=1 No=9 4.2 Does not admit to the use of cookies by third parties, but third parties attempted to place a cookie Yes=1 No=9 4T2 Total grade for category 9 The degree of information collected by the site ...

Document 5 of 6

Pardon me, am I personally identifiable?

Author: Goodby, Jeffrey

Publication info: Print 54.6: 115, 152. F & W Publications, Inc. (Nov/Dec 2000)

[ProQuest document link](#)

Abstract (summary): Goodby discusses how advertising on the Internet evolved from irritating but successful banners to an insidious tool for studying how consumers buy, what they care about, what they think and who they are. These methods work by placing a "cookie" on an individual's computer, which won't reveal any identifiable information about the person but will reveal one's IP address, domain type, browser type, operating system and what web pages one views.

Links: [Check USPTO-STIC for Availability](#)

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26 February 2021

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Copyright: Copyright R.C. Publications, Incorporated Nov/Dec 2000

First available: 2010-06-10

Updates: 2013-12-18

Database: ABI/INFORM® Professional Advanced (1971 - current)

Keywords in context:

Abstract: ... insidious tool for studying how consumers buy, what they care about, what they think and who they are. These methods work by placing a "cookie" on an individual's computer, which won't reveal any identifiable information about the person but will reveal one's IP address, domain type, browser type, operating ...

Full text: ... ever known for studying how we buy, what we care about, what we think, and who we are. That's where the big money is now, selling this information, and it's worth thinking about what's going to happen next. This research is being carried out by companies with names like DoubleClick, CMGI, ... many think, without adequate or explicit-enough permission. When you visit a particular Web site or respond to an ad, a coded identifier called a "cookie" is placed into your computer. While the cookie doesn't expose your actual identity, it does give the researcher a lot of "non-personally identifiable" information about you: your IP address, domain type (.net, .com, ... of the Web's ebb and flow. What advertisers really desire, however, is "personally identifiable" research, in which actual names and addresses are attached to the cookies. Researchers get this information in a couple of controversial ways, generally referred to as "opt out" or "opt in." When you're filling out a ... to opt out. If you fail to notice the box, or think it's not worth checking, this will often be taken as express permission to link your name to the cookie and start merchandising the daylights out of your personal profile. Other advertisers may ask you to "opt in," or check the box if you indeed desire to be included for "enhancement" or "advertising personalized ... that it can "deliver" over "20 million opt-in names in 260 categories." In fact, in a wave of enthusiasm over the future of matching up cookies with personalized information, a number of online researchers have recently affiliated with direct marketing houses, adding even more depth to the profiles they're selling. DoubleClick merged with Abacus Direct; 24/7 set up a special agreement with a company called Naviant that collects product registration information. By the end of 1998, the whole personalized information selling business had become one big optimistic party, spilling out into the street, toasting a future in which our buying, our choices, and even our thinking ... price up. After all, the biggest shareholders are sitting around the board table." I asked him whether he knew of any actual instances of people selling such lists in the past. "Believe it," he said. "If they can, they will. They could, and they have." Off in some distant server closet, I could feel the cookies slouching inexorably toward the personal identity lists. Something to think about the next time you Buy In One Click. Jeffrey Goodby is a founding partner ...

Document 6 of 6

MATCHING ADS TO EYEBALLS FIRM TRACKS NET SURFERS TO MAKE DATABASES - MINUS PERSONAL DATA: [THIRD Edition]

Author: Bray, Hiawatha

Publication info: Boston Globe [Boston, Mass] 22 Feb 2000: D.1.

[ProQuest document link](#)

Abstract (summary): Mention the Internet company CMGI Inc., and people think first of its sky-high stock price, or perhaps a string of glittering acquisitions, such as the popular AltaVista Internet search service. But for CMGI chief David Wetherell, the heart of the business is Engage Technologies Inc., a five-year-old firm that has

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quietly collected a treasury of detailed information about millions of Internet users.

Engage is vital to the plan. It exists to capture data on the millions of visitors to CMGI's own sites, as well as to many other Web locations. Using custom software, Engage figures out Web surfers' tastes and interests. That information lets Engage target them with advertising that's far more likely to attract eyeballs - and dollars.

Perhaps the most impressive thing about the Engage database is what's not in it: personal information about Internet users. Engage thinks it's found a way to reliably deliver personalized information to Web surfers without knowing who they are.

Links: [Check USPTO-STIC for Availability](#)

Subtitle: [THIRD Edition]

Language: English

Publication title: Boston Globe

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Publisher location: Boston, Mass.

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Copyright: Copyright Boston Globe Newspaper Feb 22, 2000

First available: 2010-06-26

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Database: ProQuest Newsstand Professional

Keywords in context:

Full text: ... name and address data," Schaut says. "There's no e-mail address . . . no user-identifiable data." This is made possible by the use of cookies - little bits of coded information that can be loaded onto a Web surfer's computer. When you visit a particular Web site, such as Yahoo, the site's computer can put a cookie onto your computer. And you can create a customized version of the Yahoo site, with only those features you want to see. Whenever you return, the Yahoo computer will read the cookie on your computer to recall the features you asked for. All of this can be done without collecting any personal information from the user. Cookies were invented to allow Web sites to deliver personalized services without having to know anything about the person. But cookies are used in a more controversial way by Emerge's biggest rival, New York-based DoubleClick Inc. Founded in 1996, DoubleClick also built its business plan around ... firm that would precisely target Internet advertising to the most likely prospects and to measure the ads' success. Only in July 1999 did Engage begin selling its Engage Knowledge profiling service. By then, the company had created a network of popular Web sites where visitors receive cookies. Once Engage attaches a cookie to someone's Web browser, the company can track that person's travels to any other site in the Engage network. The system tracks "recency, frequency, and ... is run through a sophisticated program that assigns a numerical score to the user's interest in stocks and links it to the user's Engage Knowledge cookie. At least 35 million Internet surfers have been tracked by Engage, and each of them has a profile that measures interest in 800 different categories. "We're selling a score," says Andonian, a set of numbers that estimates your likely interests and tastes. This score is used to send targeted ads. Visit any Engage-linked Web site, and it will use your cookie to look up an anonymous but detailed profile. This profile determines which ads you'll see. Show a customer an ad for a product that truly interests him, and it's much more likely ...

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LOUIS J. HOFFMAN, P.C.
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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 236 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>).

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

Roy Shkedi, Forest Hills, NY;
Datonic, LLC, Long Island City, NY;

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International Application Number:	
Confirmation Number:	5057
Title of Invention:	Providing collected profiles to media properties having specified interests
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
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