PTO/AIA/15 (10-17)
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UTILITY PATENT APPLICATION TRANSMITTAL

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

Attorney Docket No.	14-PP-CON5
First Named Inventor	Shkedi, Roy
Title	Providing collected profiles to media properties having specified interests
Priority Mail Express® Label No.	Filed via EFS-Web

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO: **Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450**

1. ☐ **Fee Transmittal Form** (PTO/SB/17 or equivalent)
2. ☐ **Applicant asserts small entity status.** See 37 CFR 1.27
3. ☐ **Applicant certifies micro entity status.** See 37 CFR 1.29. Applicant must attach form PTO/SB/15A or B or equivalent.
4. ☑ **Specification** [*Total Pages* 29] Both the claims and abstract must start on a new page. *(See MPEP § 608.01(a) for information on the preferred arrangement)*
5. ☑ **Drawing(s)** (35 U.S.C. 113) [*Total Sheets* 2]
6. **Inventor's Oath or Declaration** [*Total Pages* 1] *(including substitute statements under 37 CFR 1.64 and assignments serving as an oath or declaration under 37 CFR 1.63(e))*
   a. ☐ Newly executed (original or copy)
   b. ☑ A copy from a prior application (37 CFR 1.63(d))
7. ☑ **Application Data Sheet** ** See note below.* See 37 CFR 1.76 (PTO/AIA/14 or equivalent)
8. **CD-ROM or CD-R** in duplicate, large table, or Computer Program (*Appendix*)
   ☐ Landscape Table on CD
9. **Nucleotide and/or Amino Acid Sequence Submission** (*if applicable, items a. – c. are required*)
   a. ☐ Computer Readable Form (CRF)
   b. ☐ Specification Sequence Listing on:
      i. ☐ CD-ROM or CD-R (2 copies); or
      ii. ☐ Paper
   c. ☐ Statements verifying identity of above copies

ACCOMPANYING APPLICATION PAPERS

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

***Note**: (1) Benefit claims under 37 CFR 1.78 and foreign priority claims under 1.55 **must** be included in an Application Data Sheet (ADS).
(2) For applications filed under 35 U.S.C. 111, the application must contain an ADS specifying the applicant if the applicant is an assignee, person to whom the inventor is under an obligation to assign, or person who otherwise shows sufficient proprietary interest in the matter. See 37 CFR 1.46(b).

19. CORRESPONDENCE ADDRESS

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

Name					
Address					
City		State		Zip Code	
Country		Telephone		Email	

Signature	/Louis J. Hoffman/	Date	05/29/2019
Name (Print/Type)	Louis J. Hoffman	Registration No. (Attorney/Agent)	38,918

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-PP-CON5
	Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2:

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)

Inventor Information:

Inventor 1 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
Mr.	Roy		Shkedi	

Residence Information (Select One) ● US Residency Non US Residency Active US Military Service

City	Forest Hills	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	37-18 Northern Boulevard, Suite 404		
Address 2			
City	Long Island City	State/Province	NY
Postal Code	11101	Country	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

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

Customer Number	26362		
Email Address	louis@valuablepatents.com	Add Email	Remove Email
Email Address	donald@valuablepatents.com	Add Email	Remove Email

Application Information:

Title of the Invention	Providing collected profiles to media properties having specified interests		
Attorney Docket Number	14-PP-CON5	Small Entity Status Claimed	☐
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	2	Suggested Figure for Publication (if any)	

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-PP-CON5
	Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests	

Filing By Reference:

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

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

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

Publication Information:

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

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

Representative Information:

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

Please Select One:	● Customer Number	US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number	26362		

Domestic Benefit/National Stage Information:

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

Prior Application Status	Pending		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Continuation of	15893354	2018-02-09

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-PP-CON5
	Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests	

Prior Application Status	Abandoned		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
15893354	Continuation of	14080999	2013-11-15

Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
14080999	Continuation of	13631244	2012-09-28	8589210	2013-11-19

Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
13631244	Continuation of	11765433	2007-06-19	8280758	2012-10-02

Prior Application Status	Expired		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
11765433	Claims benefit of provisional	60805144	2006-06-19

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button. Add

Foreign Priority Information:

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

Remove

Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button. Add

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-PP-CON5
	Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests	

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-PP-CON5
	Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests	

Authorization or Opt-Out of Authorization to Permit Access:

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

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

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

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

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

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

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

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

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

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

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-PP-CON5
	Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests	

Applicant Information:

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

Applicant 1 — Remove

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

● Assignee	Legal Representative under 35 U.S.C. 117	Joint Inventor
Person to whom the inventor is obligated to assign.	Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	Datonics, LLC		
Mailing Address Information For Applicant:			
Address 1	37-18 Northern Boulevard, Suite 404		
Address 2			
City	Long Island City	**State/Province**	NY
Country	US	Postal Code	11101
Phone Number	646-867-0647	Fax Number	
Email Address			

Additional Applicant Data may be generated within this form by selecting the Add button. Add

Assignee Information including Non-Applicant Assignee Information:

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-PP-CON5
	Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests	

Assignee 1

Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.

Remove

If the Assignee or Non-Applicant Assignee is an Organization check here. ☐

Prefix	**Given Name**	Middle Name	**Family Name**	Suffix

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1			
Address 2			
City		**State/Province**	
Country i		Postal Code	
Phone Number		Fax Number	
Email Address			

Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button. Add

Signature:

Remove

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

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

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

Signature	/Louis J. Hoffman/			Date (YYYY-MM-DD)	2019-05-29
First Name	Louis	Last Name	Hoffman	Registration Number	38918

Additional Signature may be generated within this form by selecting the Add button. Add

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-PP-CON5
	Application Number	
Title of Invention	Providing collected profiles to media properties having specified interests	

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Privacy Act Statement

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

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

1 The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3 A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent CooperationTreaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

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

Title of Invention	Providing collected profiles to media properties having specified interests

As the below named inventor, I hereby declare that:

This declaration is directed to:

- [■] The attached application, or
- [ ] United States application or PCT international application number _____

filed on _____.

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Roy Shkedi Roy Shkedi Date (Optional): 11/13/2013

Signature: _____

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

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

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

ABSTRACT

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

Amazon/AlmondNet
Exhibit 1008
Page 12

I claim:

1. A method for providing collected profiles comprising:

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

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

2. The method of claim 1 wherein part (a) comprises automatically selecting a plurality of media properties, based on a comparison of the profile information received about the visitor with each request of a set of requests, at least one of which requests was previously received from each of the media properties, each request being for specific profiles or kinds of profiles.

3. The method of claim 1 wherein performing part (a) responsive to receiving profile information about an electronic visitor to a profile supplier comprises performing part (a) responsive to receiving a redirect of a visitor along with the visitor's profile from the profile supplier.

4. The method of claim 1 wherein part (a) further comprises categorizing the profile information received about the visitor into a category of profiles.

5. The method of claim 1 further comprising recording a fee to the profile supplier in exchange for the profile information received from the profile supplier.

6. The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.

7. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in the tag.

8. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises arranging for electronic storage of the profile information in a database locatable through the tag.

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9. The method of claim 1 wherein automatically arranging for electronic storage of the tag comprises redirecting the visitor to the selected media property with a request to have the selected media property tag the visitor.

10. The method of claim 1 further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing information about usage of the profile in association with a visit by the profiled visitor to the selected media property.

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

12. The method of claim 11 further comprising calculating fees owed to a plurality of profile suppliers based on respective contributions of said profile suppliers to the profile identified in the report as having been used.

13. The method of claim 10 wherein the report contains information about usage of the profile in association with a profile-based advertisement delivered to the profiled visitor by the selected media property.

14. The method of claim 11 wherein the report comprises a redirection of the visitor from the selected media property when the selected media property utilizes the profile to deliver the advertisement.

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

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

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

18. The method of claim 1 wherein part (a) comprises automatically selecting a media property based on a comparison of the profile information received about the visitor with a plurality of requests, previously received from the media property, each request being for a specific profile or kind of profiles.

19. The method of claim 18 further comprising, after parts (a) and (b), electronically receiving a report from the selected media property containing

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

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

21. The method of claim 1:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

24. A method for receiving collected profiles comprising:

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

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

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

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

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

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

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

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

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

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

33. The method of claim 32 further comprising:

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

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

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

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PROVIDING COLLECTED PROFILES TO MEDIA PROPERTIES HAVING SPECIFIED INTERESTS

CROSS REFERENCE TO RELATED APPLICATIONS

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

FIELD OF THE INVENTION

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

BACKGROUND OF THE INVENTION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SUMMARY OF THE INVENTION

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

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

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

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

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

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

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

BRIEF DESCRIPTION OF THE DRAWINGS

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

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

DESCRIPTION OF PREFERRED EXEMPLARY EMBODIMENTS

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

The method includes the following basic steps:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Later (time t2), when the visitor 20 chooses to visit yahoo.com (MP2) on his or her own accord, Yahoo! recognizes the profiled visitor 20 and delivers a travel-related ad 30 to the visitor 20; however, Yahoo! has that opportunity only after Yahoo! has received the profile about the visitor 20 from the PO company three times. If Yahoo! has integrated into the travel ad 30 delivered to the visitor 20 a 1x1 pixel redirecting the visitor 20 to the PO company, the visitor's browser, when fetching the ad from the Yahoo! ad server (MP2), also approaches the PO company server 10. The PO company server 10 learns, from the URL that the visitor's browser is using to access it, that Yahoo! (MP2) has served a travel-related ad 30 to the visitor 20.

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

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

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

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

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

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

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

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

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

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

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

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

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

PUBLIC NOTICE REGARDING THE SCOPE OF THE INVENTION AND CLAIMS

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

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

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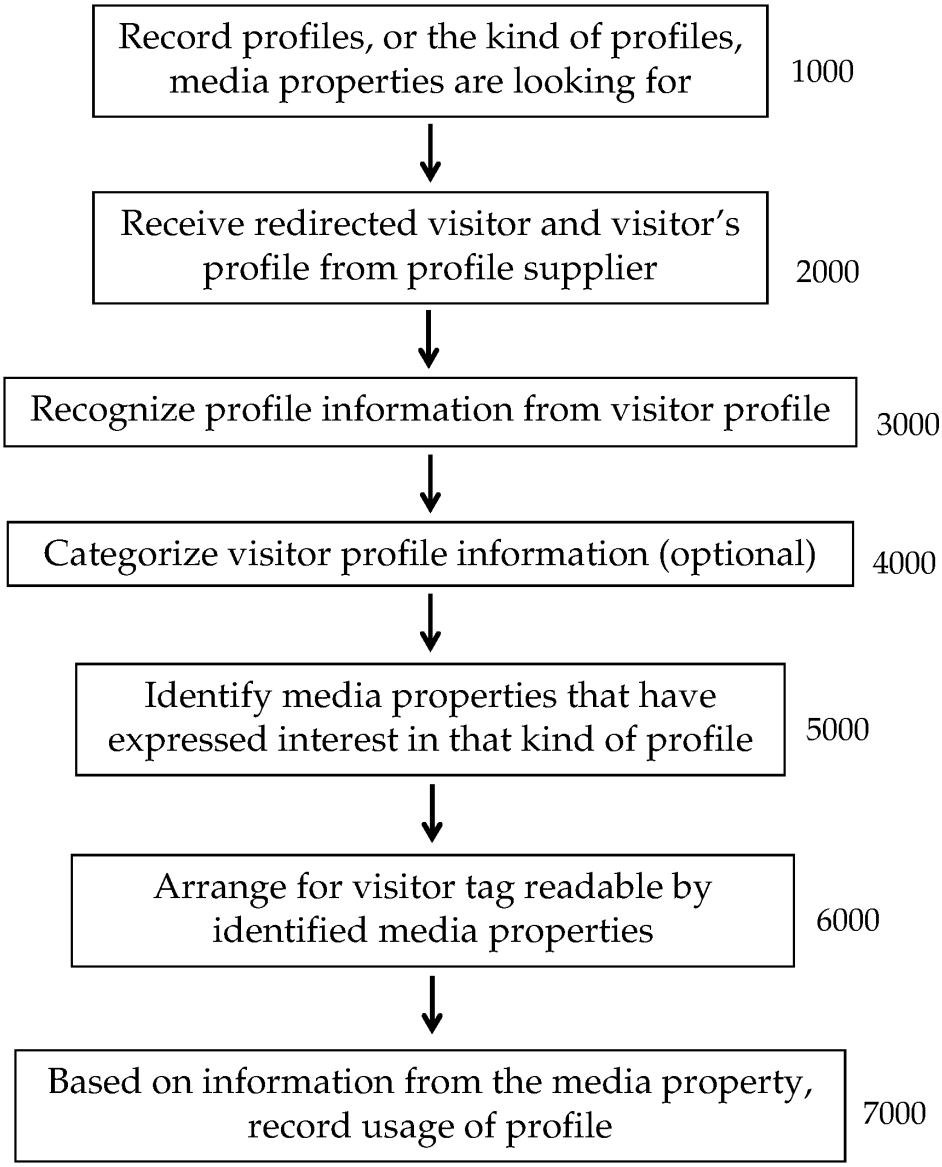

Record profiles, or the kind of profiles, media properties are looking for
1000
Receive redirected visitor and visitor's profile from profile supplier
2000
Recognize profile information from visitor profile
3000
Categorize visitor profile information (optional)
4000
Identify media properties that have expressed interest in that kind of profile
5000
Arrange for visitor tag readable by identified media properties
6000
Based on information from the media property, record usage of profile
7000

FIG. 1

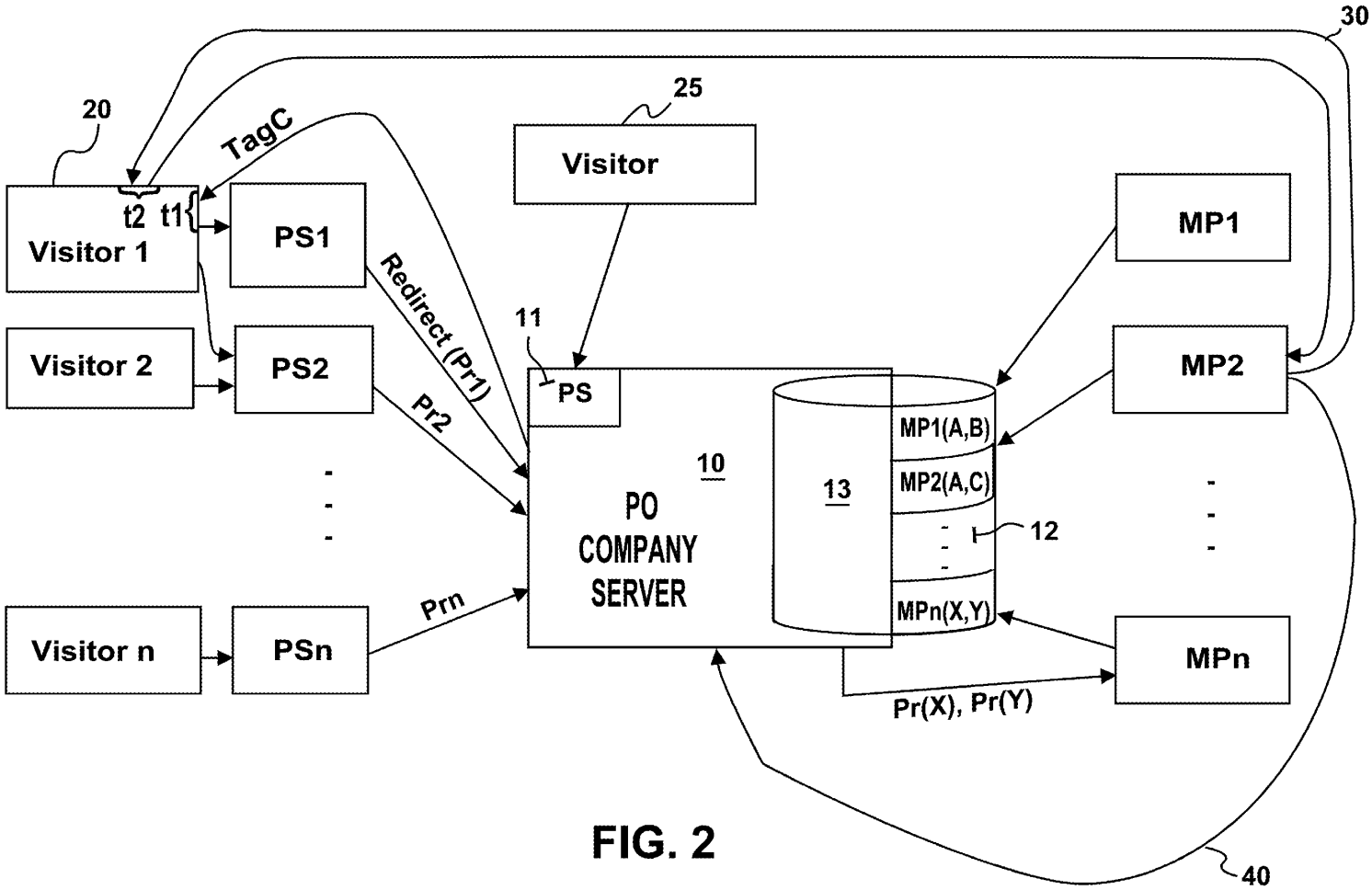

30
20
25
TagC
t2 t1
Visitor 1
Visitor 2
Visitor n
PS1
PS2
PSn
Visitor
Redirect (Pr1)
Pr2
Prn
11
PS
10
PO
COMPANY
SERVER
13
MP1(A,B)
MP2(A,C)
MPn(X,Y)
12
MP1
MP2
MPn
Pr(X), Pr(Y)
40

FIG. 2

Electronic Patent Application Fee Transmittal					
Application Number:					
Filing Date:					
Title of Invention:	Providing collected profiles to media properties having specified interests				
First Named Inventor/Applicant Name:	Roy Shkedi				
Filer:	Louis J. Hoffman/Donald Hertz				
Attorney Docket Number:	14-PP-CON5				
Filed as Large Entity					
Filing Fees for Utility under 35 USC 111(a)					
Description		**Fee Code**	**Quantity**	**Amount**	**Sub-Total in USD($)**
Basic Filing:					
UTILITY APPLICATION FILING		1011	1	300	300
UTILITY SEARCH FEE		1111	1	660	660
UTILITY EXAMINATION FEE		1311	1	760	760
Pages:					
Claims:					
CLAIMS IN EXCESS OF 20		1202	8	100	800
Miscellaneous-Filing:					
Petition:					

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**2520**

Electronic Acknowledgement Receipt	
EFS ID:	36145329
Application Number:	16425259
International Application Number:	
Confirmation Number:	3067
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-CON5
Receipt Date:	29-MAY-2019
Filing Date:	
Time Stamp:	15:46:13
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$2520
RAM confirmation Number	053019INTEFSW15470900
Deposit Account	
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal of New Application	19-05-29-DAT-PP_CON5-app_trans.pdf	267809 8f6a4e03aee807f5c3b902b896615d47cc1dab92	no	1
Warnings:					
Information:					
2	Application Data Sheet	19-05-29-DAT-PP_CON5-ADS.pdf	1823565 6764b47dfad337230b55fc2649de6d637e4e4f96	no	9
Warnings:					
Information:					
3	Oath or Declaration filed	13-11-13-Datonics-PP-CON3-Declaration_signed.pdf	156290 816f76bbe0b569b32483b222b45a731ae856c55a	no	1
Warnings:					
Information:					
4		ProvidingProfiles-Spec-FINAL.pdf	117922 cffa2df0701885ee36b8dd4961e8ca1e391da6c7	yes	29

Multipart Description/PDF files in .zip description

Document Description	Start	End
Abstract	29	29
Claims	23	28
Specification	1	22

Warnings:					
Information:					
5	Drawings-only black and white line drawings	ProvidingProfiles-drawings-FINAL.pdf	524588 415d8ef013f10777a8e3df43dd59feaab08a68f8	no	2

Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	36920 c587c686f07ab8f7e010c627e1e814b434d733e0	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	2927094	

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor	:	Shkedi, Roy	Art Unit*	:	3622
Serial No.	:	16/425,259	Examiner*	:	Sittner, Michael J.
Filing Date	:	05/29/2019	** In parent Serial No. 15/893,354*		
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 – May 29, 2019

PRELIMINARY AMENDMENT

Dear Sir:

In connection with this continuation application, assignee requests entry of the following amendments and consideration of the following remarks.

An amendment to the specification is on page **2**.

Amendments to the claims begin on page **3**.

Remarks begin on page **11**.

Amendments

IN THE CROSS REFERENCE TO RELATED APPLICATIONS SECTION:

Please amend the paragraph after the header as follows:

This application is a continuation of application Serial No. 15/893,354, filed February 9, 2018, now pending, which is a continuation of application Serial No. 14/080,999, filed November 15, 2013, now abandoned, which is a continuation of application Serial No. 13/631,244, filed September 28, 2012, now U.S. Patent 8,589,210, which is a continuation of application Serial No. 11/765,433, filed June 19, 2007, now U.S. Patent 8,280,758, which claims the benefit of provisional application Serial No. 60/805,114, filed June 19, 2006, which is incorporated herein by reference.

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IN THE CLAIMS:

Please amend the claims as follows:

1.-33. (Canceled)

34. (New) 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 a website or ad network 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 website or ad network of a plurality of websites or ad networks 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 websites or ad networks, one of which websites or ad networks is the website or ad network 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 website or ad network controlling the computer system, and

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

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selected website or ad network is the website or ad network controlling the computer system, and which tag is the tag of part (a) when the selected website or ad network is the website or ad network controlling the computer system; 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. (New) 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. (New) 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. (New) The method of claim 36 wherein the tag identifies the mobile phone.

38. (New) The method of claim 36 wherein the profile owner computer is programmed to automatically select a website or ad network 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. (New) 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

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

42. (New) 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. (New) The method of claim 34 wherein the profile owner computer is programmed to automatically select a website or ad network using profile information about the visitor that was derived from the visitor's activity using the visitor device.

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

46. (New) 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 website or ad network to place the visitor device in communication with computer

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equipment controlled by the selected website or ad network to enable storage, in a central database associated with the computer equipment of the selected website or ad network, of the profile information linked to the tag that is associated with the visitor device.

47. (New) The method of claim 34 wherein the apparatus of the profile supplier operates in the Internet and the equipment of the selected website or ad network utilizes the profile data to cause delivery of the electronic advertisements on a television of the visitor.

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

(a) to automatically store, 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 website or ad network 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 website or ad network of a plurality of websites or ad networks 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 websites or ad networks, one of which websites or ad networks is the website or ad network 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

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requested by the website or ad network controlling the computer system, and

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

(c) later, when the visitor device is available to receive an advertisement, with the computer system, (i) to use the tag of part (a) that is associated with the visitor device to access the profile information stored in the central database, and (ii) to use 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.

49. (New) The computer system of claim 48 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.

50. (New) The computer system of claim 49 wherein the first device is a computer of the visitor and the second device is a mobile phone of the visitor.

51. (New) The computer system of claim 50 wherein the tag identifies the mobile phone.

52. (New) The computer system of claim 50 wherein the profile owner computer is programmed to automatically select a website or ad network using profile

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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.

53. (New) The computer system of claim 49 wherein the second device is a computer and wherein the computer system is further programmed to, after parts (a) and (c), electronically report, to a profile owner controlling the profile owner computer, information about delivery of the advertisement to the second device.

54. (New) The computer system of claim 48 wherein the one or more computers are further programmed to, after parts (a) and (c), electronically report, to a profile owner controlling the profile owner computer, information about delivery of the advertisement to the visitor device that is available to receive an advertisement.

55. (New) The computer system of claim 54 wherein the one or more computers are programmed to electronically report by further automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

56. (New) The computer system of claim 48 wherein the profile owner computer is programmed to automatically select a website or ad network using profile information about the visitor that was derived from the visitor's activity using the visitor device.

57. (New) The computer system of claim 56 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.

58. (New) The computer system of claim 48 wherein the tag comprises personally identifiable information identifying the visitor.

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59. (New) The computer system of claim 48 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 website or ad network to place the visitor device in communication with computer equipment controlled by the selected website or ad network to enable storage, in a central database associated with the computer equipment of the selected website or ad network, of the profile information linked to the tag that is associated with the visitor device.

60. (New) The computer system of claim 48 wherein the apparatus of the profile supplier operates in the Internet and the equipment of the selected website or ad network utilizes the profile data to cause delivery of the electronic advertisements on a television of the visitor.

61. (New) An article comprising a tangible medium that is not a transitory propagating signal encoding computer-readable instructions that, when applied to a computer system comprising one or more computers, instruct the computer system to perform a method of causing delivery of electronic advertisements based on provided profiles comprising:

(a) 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 website or ad network 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:

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(i) to automatically select a website or ad network of a plurality of websites or ad networks 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 websites or ad networks, one of which websites or ad networks is the website or ad network 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 website or ad network controlling the computer system, and

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

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

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Remarks

Assignee presents new claims 34-61 in this continuation application. Claims 34, 48, and 61, are independent claims.

1. Background and history leading to this application

In the immediate parent application, pending and on appeal, SN 15/893,354 ("the Parent"), the undersigned representative and the examiner conducted an interview after final rejection on February 13, 2019. Although the interview did not produce agreement on allowance of the parent claims or on any substitute claim language, the examiner suggested that a debate (over the meaning of "media property" and "media property entity"), and about certain prior art, might be avoided by using specific examples given in the specification.

Specifically, as recited in the examiner's interview report (dated Feb. 19, 2019):

> "Examiner recommended clarifying in the recited claims what applicant means by 'media property entity' perhaps by not using this terminology but instead by directly reciting a particular embodiment of 'media property entity' that is being claimed in the context of this particular invention – e.g. perhaps use the term 'website(s)' instead of 'media property entity(ies)'. For example, a website with avails (i.e. website controlling available advertising slots within its webpages) which the website owner wishes to fill with advertisements which may uniquely target each visitor to said website may be the 'media property entity' which the applicant wishes to claim. Or, perhaps applicant wishes to claim an 'ad broker' (e.g. an entity which has already contracted to fill avails on websites and therefore controls an ad space which will be viewed by a user), etc ..."

Applicant files this continuation to follow that examiner suggestion.

At page 5, beginning at line 4, the specification says, "a media property (in the present context) can also be defined as any equipment that controls an ad space viewed by a visitor, including a web site [or] an ad network's site (where the ad network represents the ad space of different sites), …." [Emphasis added] Substantially the same language is found near the bottom of page 4 of the provisional application whose

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benefit is claimed. Accordingly, the present claims are narrower versions of the claims in the Parent and refer to those two specific examples.

Please note that the specification also clarifies on page 5 that (1) "the delivery of an ad requires only control of the ad space and not necessarily control of the entire media property visited by the visitor"; (2) the "website or ad network" may qualify, "whether the ad space is owned by that entity, or whether the entity pays the owner of the ad space when using its ad space to deliver an ad sold by the entity"; and (3) "a specific ad space on a page might be controlled only temporarily," and, such as where a website "makes [an] unsold ad space available to the ad network to fill, the ad network will have temporary control of the ad space." Similar statements are made on the bottom of page 4 and on page 5 of the provisional.

Accordingly, applicant presents in this application a modified version of the claims on appeal, where the term "media property entity" has been replaced with "website or ad entity" throughout. The following is a comparison, in redlined form, of independent claim 34 of the Parent and independent claim 34 presented here, with underlining indicating matter added to the Parent claim and strikeouts showing deletions therefrom:

34 ~~(from the Parent)~~ (presented herein). 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~~ a website or ad network 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:

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(i) to automatically select a ~~media property entity~~ website or ad network of a plurality of ~~media property entities~~ websites or ad networks 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~~ websites or ad networks, one of which ~~media property entities~~ websites or ad networks is the ~~entity~~ website or ad network 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~~ website or ad network controlling the computer system, and

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

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2. Summary of certain aspects of the independent claim

The invention claimed in present claim 34 refers to a selected website or ad network – namely the one "controlling the computer system" of part (a) (*see* part (b)(ii)) – storing a profile linked to a tag (part (a)) and causing delivery of an ad (part (c)) to a visitor. That visitor is specifically a visitor whose profile information was received from a profile owner computer. That profile owner computer is one that has selected the website or ad network from among a plurality of those based on requests for profiles or types of profiles of particular kinds received from each. (*See* part (b).)

The selected website or ad network's "computer system" therefore receives (part (a)) from the specially programmed profile-owner computer (part (b)) profile data matching the website or ad network's previously request for a profile or type of profile (*see* part (b)(i)). The received profile data is stored in a central database, and a visitor device's tag serves as a link to it. (*See* part (a).) This allows the website or ad network to later cause delivery of ads connected to that profile when ad space become available for that visitor's device. (*See* part (c).)

That specific arrangement differs from the cited prior art, which did not select website or ad network for a given visitor device based on stored requests from different websites or ad networks, and which did not have the selected website or ad network store the profile data for later use when the visitor device happened to become available to serve an ad.

3. No non-art rejections are appropriate

In the Parent, the above-referenced claim language sufficed to overcome all non-art rejections and objections. Specifically:

- The examiner dropped a Section 101 rejection based on an *Alice* theory, and with the recent policy change on that subject, use of Section 101 would be even more inappropriate. Also, a litigation opponent (in a since-settled case) challenged claims of ancestor patent 8,244,574 under Section 101 on an *Alice* theory via a petition in

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CBM2017-00059, but the PTO's Board of Appeals decided not to "institute" the proceeding, then denied reconsideration.

- Applicant overcame various rejections in the Parent for indefiniteness via amendments to place the claims in the order reproduced above.
- Applicant answered, apparently to the examiner's satisfaction, "certain issues" previously questioned in the Parent (and the second-generation parent) but not made the subject of any rejection or objection. Specifically, previous Office Actions questioned what arranging storing of the tag encompasses, what entity was being selected, and what actions trigger specific steps. Likewise, the examiner dropped reliance on certain statements made in earlier Office Actions that various claimed elements were conditional or did not limit the claim scope.
- The examiner made no double-patenting rejections in the Parent or grandparent.
- The examiner made no rejections in the Parent related to lack of support for the original claim language shown above, and as noted above in section 1 of this paper, the specification fully supports the changes to the claim language presented here. As noted above, the provisional equally supports the changed claim language, so the first priority application-file date is June 19, 2006.
- The litigation defendant asserted via invalidity contentions that the claims (or some of them) of ancestor patent 8,244,574 were invalid under Section 112, but none of those assertions had the slightest merit. Specifically:
    - The contentions alleged that "profiles matching a profile or kind of profile desired by an entity controlling the computer system" in part (a) of ancestor patent 8,244,574 was indefinite as facially subjective, *however* the word "desired" does not appear in the present claims, and the "matching" language refers to the requests that various websites or ad networks provided to the profile owner computer system, maintained as one of the "stored requests" (*see* part (b)(ii)(B) of claim 34).

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- The contentions alleged that "indicia of a profile" associated with the visitor in part (a) of ancestor patent 8,244,574 lacked enablement and written description, *however* the specification discloses receipt from the PO computer of indicia of a profile and credible ways of accomplishing same, for example on page 14, lines 20-25 and on page 15, lines 17-20 and 23-24.
- The contentions alleged that "automatically select" a media property in part (b)(i) of ancestor patent 8,244,574 lacked enablement and written description, *however* the specification discloses automatic selection of media properties (now, websites or ad networks) and credible ways of accomplishing same, for example at page 10, line 25 to page 11, line 2 (referring to "an automatic system" for a "PO company" to identify "media properties"), page 18, lines 23-27 (selecting a particular website).
- The contentions alleged that equipment "controlled by the selected entity" in part (b)(ii) of ancestor patent 8,244,574 (in context this refers to a tag readable by such equipment) lacked enablement and written description, *however* the specification discloses "ad network's equipment," for example at page 5, line 26, and tags readable by the media property's server or stored in its central database and credible ways of accomplishing reading of tags by such equipment, for example at page 6, lines 2-4, 7-9, and 11-12.

4. The obviousness rejection in the Parent does not apply to these claims

In the Parent, the examiner rejected all claims as allegedly obvious over the combination of Kublickis (U.S. Pat. Pub. 2007/0067297) in view of Jaschke (U.S. Pat. Pub. 2007/0130005).

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 an advertiser is selected based on a calculation of which matches. As will be developed on appeal in the Parent, applicant principally

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argues that the rejection is wrong because the Final Office Action in the Parent contended that Jaschke teaches part (b)(i) of the claim, but Jaschke's advertisers are not "media property entities," properly construed.

Regardless of the outcome of that debate, however, there is no doubt that Jaschke's advertisers are not "websites or ad networks," as recited in the claims pending in this application, so Jaschke's disclosure of selecting advertisers does not refer to a "computer … programmed … to automatically select a website or ad network of a plurality of websites or ad networks" as recited in part (b)(i) of claim 34 pending here. In the above-referenced interview, the examiner expressed the view "that Jaschke's advertisers are entities which pay the owner of the ad space when using its ad space to deliver an ad sold by the entity" and thus qualify as "media property entities" under the broadest definition of that term. Regardless of whether the examiner's premises are true or not or whether the reasoning defeats the claims of the Parent, the examiner's position does not apply to the claims pending here, because – even if it is correct that "Jaschke's advertisers pay the owner of ad space" – that fact would not make Jaschke's advertisers "websites or ad networks" that any Jaschke-disclosed computer is programmed to select.[1]

The rejection in the Parent analogized the company operating Kublickis' "custom browser" as the "profile owner" of part (b) of the independent claim, but the examiner did not contend that Kublickis' company performed the steps of claim part (b)(i), and admitted that Kublickis "may not explicitly teach the nuance of" limitation (b)(i).

[1] Although it is certainly possible that a given advertiser mentioned in Jaschke might happen to own a website (or that an ad network might wish to place an advertisement elsewhere), such observations would have no bearing on novelty of the presently claimed invention. The claim pending here requires, in part (b)(i), a "profile owner computer" that "is programmed to *automatically select a website or ad network* of a plurality of websites or ad networks …." Jaschke's system, in selecting an advertiser/advertisement, certainly does not select any website that such an advertiser might happen to own, nor is it inherent that an advertiser must have a website to be selected. Similar comments apply to the "ad network" aspect.

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Kublickis' "custom browser" company, indeed, does not select any website or ad network.

In sum, neither Kublickis nor Jaschke teach a "profile owner computer" programmed as specified in part (b) to select a "website or ad network" out of a plurality based on stored requests and arrange for storage of a requested profile readable by the selected website or ad network's equipment. Nor do either teach making such a selection based on stored requests from each entity. Because the selection step is disclosed by *neither* reference, it is clear that at least part (b)(i) is missing from the *combination*. Nothing about the combination would add a selection step missing from each of the combined references individually.

There is a second difference from the previous combination:

Kublickis discloses providing data to a visited website on demand, at the time of a visit by the user to a given website, whereas in contrast applicant's disclosed technique generally involves providing desired profile data to a website or ad network (types of) media property *at the time profile data is collected*, which is selected based on stored requests from multiple of those, with the *hope* that the selected one will encounter the tagged browsers *later* and then have the opportunity to target an ad to the browser based on the *previously* received profile information.

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 ad network among others. Jaschke, like Kublickis, works with respect to filling a current ad space and likewise has no need for any selection of websites or ad networks.

In effect, the Kublickis/Jaschke combination hypothesized in the rejection would use the Kublickis custom browser, and therefore would provide data to a visited website on demand, at the time of a visit by the user to a given website, and use Jaschke's technique to evaluate advertiser bids and to deliver an ad of a selected advertiser *while the visitor is on the website in question*, rather than facilitating delivery of

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an ad when the visitor appears "later" on the website. Part (c) requires that the computer system of the selected website or ad network use the tag and linked profile information to cause delivery of the ad, and that part of the pending claim specifies that such action occurs "later," i.e., after the profile information associated with a visitor is stored as mentioned in part (a).

In sum, Jaschke's broker selects advertisers (advertisements) for a given ad space, whereas in contrast the claims of this application relate to selection of one among several "websites or ad networks" with the goal of enabling the selected one to target the profiled visitor with an ad within an available ad space if and when encountering that visitor in the future. The Jaschke approach is, in that way, the obverse of the claimed invention. In sum, neither Kublickis nor Jaschke teach the specially and unconventionally programmed profile owner computer of part (b). Consequently it follows that the combination cannot meet part (a) either, because part (a) requires receipt of data "from a profile owner computer," which is defined in part (b).

5. <u>No other art rejection is apparent</u>

In the interview, the examiner stated that he would have to perform a new search if applicant were to amend the claims as described here, and he would have to consider additional art. Applicant understands the need for an updated search but wishes to assist the examiner by referring to the many references already cited.

The high number of references is regrettable but unavoidable, particularly in view of the large number of references cited by the former litigant. Regardless of number, applicant's representative has reviewed those references and is not aware of any reason for unpatentability.

Applicant cites via companion IDS over 300 references (not counting the inventor's own patents and applications), all of which were also cited in the Parent, including litigation "contentions" and 16 accompanying "charts" prepared by the opponent the since-settled litigation (involving ancestor patent 8,244,574). The litigation

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defendant seemed to highlight most strongly four references, but the "charts" did *not* seem to contend that two of those four (Goldhaber 5855008 and Hoyt US Pub 2001/0034646) *anticipated* the asserted independent claim of the ancestor patent.

For the remaining two most strongly emphasized references mentioned in the charts, Beyda US Pub 2005/0165644 and Robinson USP 5918014, the charts did not identify any disclosure of comparing profile information with stored requests for certain profiles or kinds of profiles, nor any disclosure of selecting websites, ad networks, or even advertisers. Thus, aside from other possible differences, those references, which were presumably considered closest to the parent patent claim-in-suit, seem to have even less relevance to step (b)(i) of the pending claims than Jaschke.

6. <u>Certain advantages believed unachieved by known prior art</u>

The above differences are not mere nuances or details. Rather, the claimed invention has significant advantages by enabling a selected website or ad network, which has expressed interest in a profile or type of profile, to receive profile data, specifically from the specially programmed profile-owner computer, which profile data is stored in a central database and linked to a visitor device's tag, and to allow the website or ad network later, when the visitor device becomes available to receive an advertisement, to use the tag to access the profile data and use the profile data to cause delivery of an ad to the visitor's device.

As explained in applicant's specification, *see, e.g.*, pages 7-10, previous systems created difficulties, solved by the current invention, including the problem of websites monetizing general-content ad space when receiving categories of profiles that they could not use. Previous techniques would require specific negotiations between an ad-displaying website and a number of different referring websites, exchange of technical information to make any tagging possible, and constant updating as a website instituted new ad campaigns or finished running a campaign. Such a cumbersome contracting

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and technical-updating process prevented referring websites from being positioned to cause tags to be added timely.

Also as the specification explains, worse, the prior art did not seem to allow such websites to deliver specifically a *subset* of users that it wished to target, and as a result the website would end up delivering the ad to some "unwanted" visitors as a result of broader audience than desired being tagged.

Accordingly, obtaining a targeted audience was difficult *technically* to achieve, balancing the need for enough visitor volume against the desire to avoid excess visitors; known prior art techniques did not provide a way, technically and practically, for a website or ad network to obtain a desired audience of both a sufficient size and a targeted type. The unconventional system described by the pending claims assists in solving those problems. It allows various websites or ad networks to specify a desired audience to a "profile owner" that has access to users on account of their visit to a "profile supplier," and the website or ad network can cooperate with the "profile owner" to identify a subset making up their desired audience by arranging for storage of a requested profile linked to a visitor device tag. Such techniques allow websites or ad networks access to the desired audience, without too many too broadly targeted visitors, avoid the need for custom negotiations with and technical assistance to multiple profile suppliers, allow ad campaigns to start timely, and permit scalability.

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: May 29, 2019

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

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

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Application Number	16/425,259
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First Named Inventor	Shkedi, Roy
Title	Providing collected profiles to media properties having specified interests
Art Unit	
Examiner Name	
Attorney Docket Number	14-PP-CON5

SIGNATURE of Applicant or Patent Practitioner

Signature	/Louis J. Hoffman/	Date (Optional)	05/29/2019
Name	Louis J. Hoffman	Registration Number	38918
Title (if Applicant is a juristic entity)			
Applicant Name (if Applicant is a juristic entity)			

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. If more than one applicant, use multiple forms.

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This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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POWER OF ATTORNEY BY APPLICANT

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

☒ I hereby appoint Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A or equivalent): 26362

OR

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OR

☐ Firm or Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

I am the Applicant:

☐ Inventor or Joint Inventor

☐ Legal Representative of a Deceased or Legally Incapacitated Inventor

☒ Assignee or Person to Whom the Inventor is Under an Obligation to Assign

☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document)

SIGNATURE of Applicant for Patent

Signature	/M Benedek/	Date	September 28, 2012
Name	Michael Benedek	Telephone	(646) 867-0647
Title and Company	CEO - Optonics, LLC		

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor	:	Shkedi, Roy	Art Unit*	:	3622
Serial No.	:	16/425,259	Examiner*	:	Sittner, M.J.
Filing Date	:	05/29/2019	** In parent S.N. 15/893,354*		
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 May 29, 2019

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the reference listed on form PTO-1449 attached to this document. All foreign and non-patent references listed were previously cited in parent application Serial No. 15/893,354, therefore copies of those references are not included here.

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

Serial No.	Filing Date	Earliest Parent Filing Date
12/536,451	08/05/2009	
14/089,645	11/25/2013	12/31/2007
15/789,354	10/20/2017	06/02/2008
16/016,448	06/22/2018	01/30/2013
16/033,035	07/11/2018	11/28/2000
16/117,611	08/30/2018	08/03/2011 (prov.)
16/194,203	11/16/2018	06/16/2006 (prov.)
16/228,479	12/20/2018	04/17/2007
16/421,313	05/23/2019	06/02/2008

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: May 29, 2019

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

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

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

Serial No.: 16/425,259
Applicant: Shkedi, Roy
Filed: 05/29/2019
Art Unit: 3622 (in parent)
Examiner: Sittner, M.J. (in parent)
Docket No.: 14-PP-CON5
Conf. No.: 3067

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Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
	1	5220655	06/15/1993	Tsutsui
	2	5359508	10/25/1994	Rossides
	3	5442633	08/15/1995	Perkins et al.
	4	5572643	11/05/1996	Judson
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	7	5724424	03/03/1998	Gifford
	8	5724521	03/03/1998	Dedrick
	9	5751956	05/12/1998	Kirsch
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	11	5754939	05/19/1998	Herz et al.
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	21	5901287	05/04/1999	Bull et al.
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	27	5948061	09/07/1999	Merriman et al.
	28	5959623	09/28/1999	van Hoff et al.
	29	5963915	10/05/1999	Kirsch

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U.S. PATENT DOCUMENTS

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	31	6014638	01/11/2000	Burge et al.
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	33	6026368	02/15/2000	Brown et al.
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	37	6047310	04/04/2000	Kamakura et al.
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	57	6408278	06/18/2002	Carney et al.
	58	6415270	07/02/2002	Rackson et al.

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	60	6446261	09/03/2002	Rosser
	61	6449657	09/10/2002	Stanbach Jr. et al.
	62	6484492	11/26/2002	Meholic et al.
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	86	7188076	03/06/2007	Bensemana
	87	7194424	03/20/2007	Greer et al.

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	89	7343354	03/11/2008	Hennessey
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	145	20030154126	08/14/2003	Gehlot, et al.

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	173	20060069614	03/30/2006	Agarwal et al.
	174	20060070117	03/30/2006	Spalink et al.

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Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
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	179	20060122879	06/28/2006	O'Kelley
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	181	20070067297	03/22/2007	Kublickis
	182	20070121843	05/31/2007	Atazky et al.
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	196	20110167043	07/07/2011	Hintze et al.
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	202	7428493	09/23/2008	Shkedi
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U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
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	207	7861260	12/28/2010	Shkedi
	208	7979307	07/12/2011	Shkedi
	209	8051444	11/01/2011	Shkedi
	210	8200822	06/12/2012	Shkedi
	211	8204783	06/19/2012	Shkedi
	212	8239264	08/07/2012	Shkedi
	213	8244582	08/14/2012	Shkedi
	214	8244583	08/14/2012	Shkedi
	215	8244586	08/14/2012	Shkedi
	216	8281336	10/02/2012	Shkedi
	217	8494904	07/23/2013	Shkedi
	218	8566164	10/22/2013	Shkedi
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	220	8600815	12/03/2013	Shkedi
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	222	8671139	03/11/2014	Shkedi
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	224	8683502	03/25/2014	Shkedi
	225	8695032	04/08/2014	Shkedi
	226	8713600	04/29/2014	Shkedi
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	228	8959146	02/17/2015	Shkedi
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	230	9071886	06/30/2015	Shkedi
	231	9078035	07/07/2015	Shkedi
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U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
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	235	9226019	12/29/2015	Shkedi
	236	9271024	02/23/2016	Shkedi
	237	9351053	05/24/2016	Shkedi
	238	9369779	06/14/2016	Shkedi
	239	9508089	11/29/2016	Shkedi
	240	9571865	02/14/2017	Shkedi
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	246	10009636	06/26/2018	Shkedi
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_____	258	WO2005/046237	05/19/2005	Gutta et al.	No
_____	259	WO2004084109A	09/30/2004	NHN Corporation	Yes
_____	260	KR2004099222A	11/26/2004	Echo Marketing Co., Ltd.	Yes
_____	261	KR20040026167	03/30/2004	IBM Corporation	Yes
_____	262	WO1997021183A1	06/12/1997	Bell Communications Research Inc.	No
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_____	265	WO2002050694A1	06/27/2002	Traffion Technologies Pty. Ltd.	No
_____	266	CA2246746	03/12/1998	Blumenau	No
_____	267	WO99/44159	09/02/1999	Jaye	No

Examiner: _____ Date Considered: _____

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

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Serial No.: 16/425,259
Applicant: Shkedi, Roy
Filed: 05/29/2019
Art Unit: 3622 (in parent)
Examiner: Sittner, M.J. (in parent)
Docket No.: 14-PP-CON5
Conf. No.: 3067

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Electronic Acknowledgement Receipt	
EFS ID:	36145538
Application Number:	16425259
International Application Number:	
Confirmation Number:	3067
Title of Invention:	Providing collected profiles to media properties having specified interests
First Named Inventor/Applicant Name:	Roy Shkedi
Correspondence Address:	LOUIS J. HOFFMAN, P.C. - 7689 East Paradise Lane Suite 2 Scottsdale AZ 85260 US 480-948-3295 Louis@valuablepatents.com
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-PP-CON5
Receipt Date:	29-MAY-2019
Filing Date:	
Time Stamp:	15:54:24
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	Preliminary Amendment	19-05-29-DAT-PP_CON5-Prelim_Amend.pdf	195587 24e3942d517a5c71dd1e765a98fe7022318 1ebca	no	22
Warnings:					
Information:					
2	Power of Attorney	19-05-29-DAT-PP_CON5-POA.pdf	2192983 b69720432236 73ad99461865dbe3a4fffb8 9bf8e	no	2
Warnings:					
Information:					
3	Transmittal Letter	19-05-29-DAT-PP_CON5-IDS_cover.pdf	63458 baeb861257dcf8bf5d6ccec708fc9088a73d a195	no	2
Warnings:					
Information:					
4	Information Disclosure Statement (IDS) Form (SB08)	19-05-29-Datonics-PP_CON5-IDS_1449.pdf	180049 3f9afa85187371d3b45c1a51b2229eb44f8f 062a	no	16
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New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
16/425,259	05/29/2019	2447	2520	14-PP-CON5	28	3

CONFIRMATION NO. 3067

FILING RECEIPT

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

OC000000108702932

Date Mailed: 06/06/2019

Receipt is acknowledged of this non-provisional utility patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF FIRST INVENTOR, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection.

Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a corrected Filing Receipt, including a properly marked-up ADS showing the changes with strike-through for deletions and underlining for additions. If you received a "Notice to File Missing Parts" or other Notice requiring a response for this application, please submit any request for correction to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections provided that the request is grantable.

Inventor(s)

Roy Shkedi, Forest Hills, NY;

Applicant(s)

Datonics, LLC, Long Island City, NY;

Assignment For Published Patent Application

Datonics, LLC

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

Domestic Priority data as claimed by applicant

This application is a CON of 15/893,354 02/09/2018
which is a CON of 14/080,999 11/15/2013 ABN
which is a CON of 13/631,244 09/28/2012 PAT 8589210
which is a CON of 11/765,433 06/19/2007 PAT 8280758
which claims benefit of 60/805,144 06/19/2006

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

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

If Required, Foreign Filing License Granted: 06/05/2019
The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 16/425,259**
Projected Publication Date: 09/12/2019
Non-Publication Request: No
Early Publication Request: No
Title

Providing collected profiles to media properties having specified interests

Preliminary Class

709

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific

countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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Page 95

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 16/425,259

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	300
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	660
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	760
TOTAL CLAIMS (37 CFR 1.16(i))	28 minus 20 =	* 8			OR	x 100 =	800
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*				x 460 =	0.00
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	2520

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT B	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
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	Application Number	16425259
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	First Named Inventor	Shkedi, Roy
	Art Unit	3622
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	Art Unit	3622
	Examiner Name	Sittner, Michael J. (in parent)
	Attorney Docket Number	14-PP-CON5

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First Named Inventor/Applicant Name:	Roy Shkedi
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1	Foreign Reference	WO2005-022887_Gottfurcht.pdf	2296695 10d40a05793b35ab71ebb76a3092e91ec94378a6	no	72
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2	Information Disclosure Statement (IDS) Form (SB08)	19-07-12-DAT-PP_CON5-IDS.pdf	1034469 3e350aed9dcdba49a20c333e2b47ced5adab063b	no	4

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(71) Applicant and
(72) Inventor: **GOTTFURCHT, Elliot, A.** [US/US]; 1033 Ocean Avenue, #404, Santa Monica, CA 90403 (US).

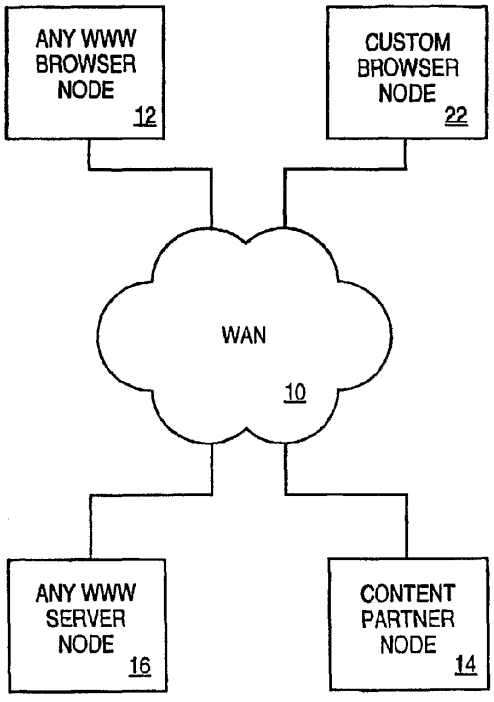
(74) Agents: **COESTER, Thomas, M.** et al.; Blakely, Sokoloff, Taylor & Zafman, 12400 Wilshire Blvd., 7th Floor, Los Angeles, CA 90025-1026 (US).

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[Continued on next page]

(54) Title: METHOD TO GENERATE ADVERTISING REVENUE BASED ON TIME AND LOCATION



(57) Abstract: A method and apparatus to facilitate targeted advertisement and listing services to customers using a shopping system. The shopping system may be an interactive television system. The targeted advertising allows for improved targeting by allowing advertisers to bid on advertising space based on the time a user is shopping and the location of the user.

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METHOD TO GENERATE ADVERTISING REVENUE BASED ON TIME AND LOCATION

BACKGROUND

Cross-Reference to Related Application

The application is a second Continuation-In-Part of co-pending application Serial No. 09/518,015, filed March 3, 2000 by applicant, Elliot A. Gottfurcht, et al. entitled "AN APPARATUS AND METHOD FOR SIMPLE WIDE-AREA NETWORK NAVIGATION."

Field

The invention relates to electronic information services and electronic commerce services. More specifically, the invention relates to providing targeted advertising and listing services based on time and location of customers.

Description of the Related Art

The importance of the Internet as a tool of electronic commerce can not be overstated. The ability of consumers to buy products, obtain information from the comfort of their own home is revolutionizing the way business is done. Increasingly, there is a push to provide access to the Internet on standard television monitors through the use of set top boxes. Over time, much like cable-ready televisions, it is expected that Internet-ready televisions will proliferate. Unfortunately, even on large screen televisions the web surfing experience is poor, inasmuch as the web content is illegible and/or unnegotiable, unless you happen to be sitting very close to the television. Generally, this makes web surfing impractical in more traditional television environments. As the television web access systems proliferate, improved navigation and content access on the television is likely to become a necessity.

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BRIEF SUMMARY OF THE INVENTION

A method and apparatus to facilitate targeted advertisement and listing services to customers using a shopping system. The shopping system may be an interactive television system. The targeted advertising allows for improved targeting by allowing advertisers to bid on advertising space based on the time a user is shopping and the location of the user.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a block diagram of a system employing one embodiment of the invention.

Figure 2a is an exemplary web page having a sister site link.

Figure 2b is an exemplary first matrix page of a sister site for the web page of Figure 2a.

Figure 2c is a web page having irregular segmentation.

Figure 3 is a flow diagram of conversion of standard HTML pages to a sister site format in one embodiment of the invention.

Figure 4 is a block diagram of a client hardware architecture of one embodiment of the invention.

Figure 5a is a flow diagram of server side segmentation in one embodiment of the invention.

Figure 5b is a flow diagram of client side manipulation of a segmented page in one embodiment of the invention.

Figure 5c is a diagram showing a system implementing the tab, scroll, and zoom features of one embodiment of the invention.

Figure 6 is a flow chart of operations of the navigation system of one embodiment of the invention in a custom terminal custom browser node.

Figure 7 is a flow diagram of operation of the sister site server of one embodiment of the invention.

Figure 8 is a diagram of the display of a graphical user interface of one embodiment of the invention.

Figures 9a-d are examples of sister site matrix pages.

Figures 10a-g are a series of matrix layers displayed during an exemplary navigation using one embodiment of the invention.

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Figure 11 shows a history window overlying a navigation matrix layer.

Figures 12a and b are an example of a matrix layer of one embodiment of the invention.

Figure 13 is an e-mail composition matrix layer for one embodiment of the invention.

Figure 14 shows an alternative matrix of one embodiment of the invention.

Figure 15 is a diagram of a top level of a navigation hierarchy interface for one embodiment of the invention.

Figure 16 is diagram of an intermediate level of a navigation hierarchy interface for one embodiment of the invention.

Figure 17 is diagram of a second intermediate level of a navigation hierarchy interface for one embodiment of the invention.

Figure 18 is diagram of a lower level of a navigation hierarchy interface for one embodiment of the invention.

Figure 19 is a diagram of a second lower level of a navigation hierarchy for one embodiment of the invention.

Figure 20 is a flowchart of a process for providing shopping services via interactive television in one embodiment of the invention.

Figure 21 is a diagram of an interface for managing an account for an advertiser for interactive television in one embodiment of the invention.

Figure 22 is a diagram of peripheral input device for use with the simplified navigation system.

DETAILED DESCRIPTION

A simplified system for navigation of the Internet or other content source allows access to the content and services available thereon with greater ease, on, for example, a display more remote from a user than in the use of the "traditional" personal computer (PC) two foot paradigm.

Figure 1 is a block diagram of a system employing one embodiment of the invention. A wide-area networks (WAN) 10, such as the Internet, couple together a plurality of communication nodes. Some nodes, such as node 12, may be a standard prior art PC executing any conventional web

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browser. Alternatively, node 12 might be a set top box and television, or an Internet appliance, or a wireless device, such as a web-enabled cell phone. Additionally, there are server nodes connected to WAN 10, such as server node 16, which may be any conventional web server. Also coupled to WAN 10 are browser nodes 22 running a custom browser that facilitate access to information and services provided to the custom browser node 22. The custom browser node 22 as well as any browser nodes 12 are collectively referred to as client nodes. In another embodiment, the WAN may be a closed network that is not accessible via the Internet in order to maintain an increased level of control on content and usage to minimize security and stability problems. In addition, a closed network allows for the control of content to exclude hate speech, pornography, violent images and similar content. In a further embodiment, the simplified system may be used on a local area network, or other type of network.

Content partners, such as content partner node 14 provide content in a specified format that facilitates its use by the client nodes 12, 22. In one embodiment, when a user accesses a content partner home page, they have the option of linking to a sister site. As used herein, "sister site" is deemed to mean a site that provides for navigation of the site using a simplified navigation system, such as matrix navigation described in more detail below. In one embodiment, the sister site is traditional HTML pages converted to a matrix format to permit matrix navigation. This conversion may be done using an XML transcoding or any other suitable language.

Content partners may maintain a database of sister site web pages corresponding to the pages in the general use site. Alternatively, content partners may provide a facility for converting web pages on the fly to the sister site format. Content partners may also provide for segmentation of the base HTML web pages and/or the matrix pages. A segmentation may be performed in a number of ways. The page may be divided up based on content or area. The net result, in any case, is that the web page is divided into regions which are not necessarily, but may be, of equal size. The

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individual regions may be brought into focus independently. By "brought into focus," the concept of focus in this context is analogous to the front window in a windowing system. The focus region is deemed active and subject to client manipulation. In the context of a matrix page, one suitable segmentation is by cell, e.g., each cell corresponds to a region that may be independently brought into focus. The borders of the regions may or may not be visible on the web pages displayed. This segmentation facilitates tab, scroll, and zoom features described in more detail below. Alternatively, segmentation may be performed as part of a custom browser on custom browser nodes or may be instantiated as a hardware or firmware solution within, for example, the set top box.

In another embodiment, a content partner or set of content partners may produce the content of their websites or new content in a format for use with the simplified navigation system. This content may be generated in the form of HTML, XML or similar scripting of description language based documents. This content may closely mirror data from a sister site, it may contain additional material, it may contain less material or the content may be specifically for use with the simplified navigation system. Content prepared for use with the simplified navigation system may be used in any situation where content produced by the conversion process is used. Content may be derived from any source for display on a television, personal computer, wireless or cellular device or similar device. Content may be prepared according to a template format by a content provider. Content may reside in a central server or be distributed across a network of computers. In one embodiment, the navigation system provider may also provide a template to be accessed by content providers for providing the content to the navigation system provider. The template may be downloadable or accessible through a browser or through the simplified navigation system.

Figure 2a is an exemplary web page having a sister site link. By actuating the link, the client begins receiving matrix pages as described in

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more detail below. **Figure 2b** shows an example first matrix page reached by activating the sister site link in Figure 2a. **Figure 2c** is a web page having irregular segmentation. Through segmentation, the page is divided into regions. Individual regions may then be brought into focus permitting simplified navigation, viewing, and manipulation of the data within that region.

Figure 3 is a flow diagram of conversion of standard HTML pages to a sister site format in one embodiment of the invention. A hypertext markup language (HTML) page 40 is transcoded by a transcoder 30 to yield, for example, an XML page 42 to which a document type definition (DTD) 38 is applied. The DTD 38 specifies the rules for the structure of the resulting XML document. The XML page is then reformatted using extensible style language (XSL) 34 to corresponding format data 32. XSL is not currently supported by all standard browsers. Thus, after formatting, the XML document is translated to an extensible hypertext markup language (XHTML) document for subsequent display by a client side browser on display 52. Alternatively, the XML page may have a cascading style sheet (CSS) applied to achieve the desired format. One advantage of the CSS is that it is supported by standard browsers. After application of the CSS, the resulting formatted page can be displayed by the client browser on display 52.

The above-described conversion may be done by a content partner in advance of request for pages or may be done on the fly responsive to requests for pages. The determination of which to do involves a trade off between latency in providing requested pages and storage space required to store the additional pages. Some on the fly conversion is desirable in the event that a user attempts to access a web site that has not previously been converted. It is also within the scope and contemplation of providing for conversion on the client side.

Figure 4 is a block diagram of a client hardware architecture of one embodiment of the invention. A processor 100 is coupled to various

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memory units and an I/O bus bridge 110 by a local bus 102. Among the expected memory units are random access memory (RAM) 106, which may be any standard RAM, including standard dynamic random access memory (DRAM), and may be symmetric or asymmetric. Also coupled to bus 102 is a read-only memory (ROM) unit 108. The ROM will typically include the boot code for the processor 100. A non-volatile RAM (NVRAM) unit 104 is also coupled to the bus.

The I/O bus bridge 110 is coupled to the local bus 102 and bridges to the I/O bus 112. A number of units may reside on the I/O bus, including a graphics module 114 that couples to a display (not shown), a universal serial bus (USB) controller that may couple the system to any number of additional USB devices. Common USB devices include keyboards, mice, cameras, scanners, printers, and other peripheral components and input/output devices. Also coupled to the I/O bus may be power management module 118, which may be coupled to the power switch and may include conventional power conservation protocols, ensuring the processor 100 is permitted to orderly conclude its current operation before changing power states.

An infrared data association (IrDA) interface 120 permits the terminal to be coupled to hand-held devices, if desired. In some embodiments, a keyboard may be coupled by an Ir link. Storage unit 122, which may, for example, be a flash memory unit, is used for long-term storage of data or files. A transceiver 124 is used to permit the processor to communicate with the hub, whether it be a point-to-point link or across a network. The transceiver 124 may be, but is not limited to, an ethernet transceiver, a modem, digital subscriber line (DSL) or cable modem. It is expected that the processor 100 will communicate through the transceiver 124 to the server using transmission control protocol/internet protocol (TCP/IP). Encryption and compression within the terminal may be handled by conventional hardware or software solutions.

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Audio I/O interface 126 may include an internal microphone and speaker which permits audio input and output. This is particularly useful in the context of voice e-mail or voice over IP communications. Additionally, some embodiments of the invention will include speech to text (STT) capability 130 and speech recognition (SR) capability 136. Various embodiments may implement these capabilities as hardware or software or a combination of both. In embodiments having SR capability, for simplicity of use, it is desirable to use one of the multiple user SR packages available today and expected to improve in the future, as these packages avoid the necessity of "training" the system. This permits recognition of content of speech and conversion to text.

For purposes of reduced cost, it may be desirable to use a particularly simple speech recognition package, recognizing only, for example, numbers and letters. A suitable speech recognition package will permit a user to navigate the network as subsequently described using voice commands and composed e-mails in a hands-free manner. Such an embodiment has the additional advantage that it enables Internet access to the physically challenged. In some embodiments, SR 136 is present, but STT 130 is not. This may permit the processor to respond to voice commands but would not permit composition of e-mail, for example.

In one embodiment of the invention, the terminal has a notebook form factor with an integrated LCD display. In an alternative embodiment, the form factor is a set-top box, which relies on an external display, such as a television or external monitor. In either case, a standard QWERTY keyboard could be used. In the set top box embodiment, a wireless keyboard or remote is desirable.

Figure 5a is a flow diagram of server side segmentation in one embodiment of the invention. A request for a page is received at functional block 400. A determination is made at decision block 402 whether the requested page has been segmented. If the page has not been segmented, a determination is made at decision block 404 whether the requested page is a

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matrix page. If the requested page is a matrix page, at functional block 406, the cells of the matrix are each defined to be a region, thereby completing the segmentation. If the page is not a matrix page, the page is segmented either based on area or content. By "segmentation," it is meant that the page is divided into a plurality of regions. The regions may contain one or more links and/or some amount of content. This segmentation facilitates usability as discussed in more detail below. Once segmentation is complete, at functional block 408, a determination is made if the boundaries of the regions should be shown on the displayed page at decision block 410. If the boundaries are to be shown, the boundaries are overlayed on the page at functional block 412 after the overlay, or if no boundaries are to be shown, the page is sent to the client node at functional block 414.

Figure 5b is a flow diagram of client side manipulation of a segmented page in one embodiment of the invention. At functional block 450, a segmented page is received at a client node. A determination is made at decision block 452 if a tab input has been received. As used herein, a tab input is any input which brings about the functionality of moving the focus from one region to another adjacent region. If no tab input has been received, a determination is made at decision block 454 if the regions have identifying symbols associated therewith. Particularly in the case of matrix pages, the different cells typically have associated therewith either an alphanumeric character or some symbol such as an asterisk or other punctuation mark to identify the cell. If there are identifications associated with the regions, a determination is made at decision block 456 if such an identification has been received as an input on the client node. If the identification has been received, the corresponding region is brought into focus. The focus region is active, and in some embodiments, the corresponding region is zoomed to increase its size relative to the inactive regions at functional block 460. If no identifications are associated with the region or no identification is received, the client waits for a tab input at decision block 452.

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If a tab input is received, the next region is brought into focus. If no region is currently in focus, a first region, e.g., the uppermost leftmost region, will be brought into focus at functional block 458. At functional block 462, the regions are scaled so that the in focus region is enlarged relative to the regions which are not in focus. This is particularly desirable for web browsing in a television context where distance from the set may make reading the unscaled page difficult or impossible. Thus, by scaling region by region, readability within the region can be enhanced to permit use and browsing from a distance.

At functional block 464, a first link in the focus region is highlighted. As used herein, "highlighted" means made active such that a subsequent input, such as a predefined key press activates the link. Highlighting in the link context is analogous to focus in the region context. Highlighting may, but need not include, changing the link's appearance in any manner on the display such as, for example, changing size, color, shading, etc. A determination is made at decision block 466 if an enter signal has been received. However, if no enter signal has been received, a determination is made at decision block 468 if a scroll signal has been input at the client node. If a scroll signal has been input, a next link is highlighted at functional block 472. If an enter signal is received at functional block 466, a then highlighted link is activated at functional block 474 and a next segmented page is received, and the process begins again. Alternatively, if no scroll signal input is received at decision block 468, a determination is made at decision block 470 whether a tab or identification input has occurred. If it has, the system continues processing at blocks 458 or 460, respectively.

Figure 5c is a diagram showing a system implementing the tab, scroll, and zoom features of one embodiment of the invention. A set top box 500 is coupled to a television monitor 502 and is responsive to remote control 504. Remote control 504 may be a custom remote control, a wireless keyboard, or even a standard universal remote control. Remote control 504 may be equipped with a microphone for accepting voice commands or may

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merely provide push button inputs. In frame one, television 502 is displaying a web page 510 that has been segmented into eight equally dimensioned regions A-H. Remote control 504 includes a tab function 520, a scroll function 522, and an enter function 524. Responsive to actuation of the tab function, region A is brought into focus, as shown in the second frame. Link one is highlighted and A is enlarged, while the remaining regions are scaled so that A is much larger relative to the other regions, thereby accomplishing a zoom function and improving readability of the information contained in region A. This is shown as web page 512. If, when A is in focus, the user actuates scroll function 522, a second link in region A is highlighted as shown on page 514. In one embodiment, scrolling within the focus region does not effect the size or representation of the non-focus regions. In the event that, at web page 512 or web page 514, the enter function 524 is actuated, $link_1$ or $link_2$ would be traversed, respectively. If the segments are actually associated with their alphanumeric designator, and that remote control 504 has alphanumeric keys, for example, letter key F 526, web page 516 shows a web page that would be reached from web page 510, 512, or 514 responsive to actuation of the F key. In web page 516, the F region is in focus, and the remaining regions are scaled to be much smaller than the F region.

These are merely illustrative examples of the tab, scroll, and zoom features of one embodiment of the invention. While the shown embodiment tiles the regions, it is within the scope and contemplation of the invention to overlay the focus region on one or more of the other regions. It is also within the scope of the invention to permit a user to increase the zoom of the focus region to exceed the physical space. In such case, scrolling within the region may be required to view the entire contents of the region. Such scrolling need not effect the display of the non-focused regions.

Figure 6 is a flow chart of operations of the navigation system of one embodiment of the invention in a custom terminal custom browser node.

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Upon power-up at functional block 602, a content partners home page is accessed. In some embodiments, it may be possible to bypass access of the home page and go directly to the sister site home page. At functional block 604, a node establishes communication with a sister site server (SSS). At functional block 605, a first matrix layer is received from the SSS. At decision block 606, the node waits for a keypress. If at decision block 606, a determination is made that a key has been pressed, a determination is made at decision block 607 whether the keypress corresponds to a composition cell. A composition cell is deemed to be a cell in the navigation matrix which permits a user to enter additional data. For example, a search cell or e.g., a purchase order form or an e-mail may have one or more composition cells. If the cell is a composition cell, the system enters composition mode at functional block 632. In composition mode, the digits of the keypad represent the digits themselves, rather than navigation options. The cursor will also appear in the composition field of the composition cell. At decision block 634, a determination is made if the enter key has been pressed. The enter key is defined in one embodiment of the invention to signify the end of a composition. Thus, if the enter key has not been pressed, the system remains in composition mode. However, if at decision block 634, the enter key has been pressed, the system returns to navigation mode at functional block 636. It is also within the scope and contemplation to define other keys to instigate return to the navigation mode.

If a keypress is received and not found to correspond to a composition cell at decision block 607, a determination is made at decision block 608 whether the matrix layer corresponding to the keypress exists within the cache. In this connection, it is determined whether a representation of that matrix layer, even if in the cache, is stale and therefore needs to be freshly downloaded. If the data is stale or not present in the cache at all, the keypress event is sent to the SSS. In one embodiment, the entire navigation path, including the keypress event, is sent with each keypress. When the navigation path is sent with each

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keypress event, the SSS is able to identify the requested matrix layer rapidly on the fly.

Subsequently, at functional block 612, the client node receives the updated matrix layer corresponding to the keypress event. That matrix layer is loaded to the memory at functional block 614 and the cache is time-stamped at functional block 616. At functional block 618, new ads may be received from the SSS. Notably, the receipt of the ads is asynchronous with the matrix layer receipt and may occur at any time without being prompted by a keypress event. At functional block 620, the incoming matrix layer is rendered to a temporary buffer by using a double-buffering technique. The actual rendering is transparent to the user. At functional block 622, the status bar for the load is updated to indicate the percent complete of the matrix layer rendering. At functional block 624, a determination is made if the rendering is complete. If it is not, the buffer continues to render and the status bar continues to update. By regularly updating the status bar, the user is not left wondering if the device is working. This is expected to limit the frustration experienced by many new users during the wait while matrix layers are rendered. If the rendering is complete, the temporary buffer is swapped with the frame buffer and the new matrix layer is displayed at functional block 626. Then at functional block 628, the history of the navigation path is updated to reflect the new matrix layer. The system then returns to await a next keypress to indicate further navigation. By iteratively pressing appropriate keys, a user may navigate to any desired depth up to a maximum depth along any navigation path and obtain content relevant to the path navigated. If instead, the matrix layer was validly in the cache at decision block 608, the matrix layer is rendered from the cache at functional block 630 and the system awaits the next keypress.

"Maximum depth" as used herein applies on a cell by cell basis for primary navigation options. A maximum depth is reached for a cell in a navigation path when pressing a corresponding key will not take a user to a deeper matrix layer in the matrix. While content, as distinguished from the

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matrix layer and their cell headings, will be displayed once a maximum depth is reached, it is within the scope and contemplation of the invention to display some content in cells of an intermediate matrix layer, i.e. one that is not at the maximum depth.

"Primary navigation options" as used herein are those navigation options that necessarily change between successive matrix layers, changing from general to more specific with increases in depth in the matrix.

Figure 7 is a flow diagram of operation of the sister site server of one embodiment of the invention. A determination is made if the keypress event has been received at decision block 702. If the keypress event has been received, a determination is made if the matrix has reached maximum depth at decision block 704. If the matrix has not reached the maximum depth, a matrix layer corresponding to the keypress is sent at functional block 706. Such matrix layers may or may not include content in cells with navigation choices. If the matrix has reached maximum depth for that navigation path, a content layer corresponding to the keypress event is sent to the client node at functional block 708. A content layer may or may not include matrix cells in addition to the content. New ads are sent to the client node at functional block 710. The system then awaits the next keypress event from a client node.

Figure 8 is a diagram of the display of a graphical user interface of one embodiment of the invention. The screen is divided into a plurality of cells. In this embodiment, there are fifteen cells that represent navigation options and one messaging cell for displaying messages from the server, the progress or status bar, and a title block. The cells can further be subdivided between the digit keys 1-9 keys which, in this embodiment, represent the primary set of navigation options and the keys designated by letters A-C which represent secondary navigation options and *, 0, and # keys that may be additional navigation options or provide specialized functions. For example, the * key may return the user to the server home site, thereby leaving matrix navigation. The ABC cells will typically hold advertising,

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and selecting one of those cells will generate a matrix layer with primary navigation cells directed to that advertiser or the product line being advertised. While the interface is designed to be fully accessible with minimal key strokes from a key pad, it is also within the scope and contemplation of the invention to permit selection with a mouse or other pointer device.

Figures 9a-d are example sister site matrix pages. In **Figure 9a**, an advertising cell 900 is the focus region of the displayed image. Ten advertisements are displayed within the regions. The first advertisement 902 is highlighted. From this matrix page, the * returns a user to the amazon.com home page. The # reveals the contents of a user's shopping cart. In **Figure 9b**, the contents of the focus window have been enlarged (zoomed) such that only four advertisements are displayed in ad cell 900. The no links/advertisements are highlighted. In **Figure 9c**, advertisement 902 is again highlighted. This may occur, for example, by a user pressing a scroll key from Figure 9b. In **Figure 9d**, a user has pressed a scroll key several times from Figure 9c. Thus, advertisement 902 has scrolled out of view and advertisement 904 is highlighted. While in this example, ten advertisements were present, the number of links within such a cell may be arbitrarily large. In the shown embodiment, scrolling through the links in the focus cell and scaling the focus cell content does not effect the user's view of the remaining cells.

Figures 10a-g are a series of matrix layers displayed during an exemplary navigation using one embodiment of the invention. In this example, navigation begins at the Shopping and Products matrix layer and shown in Figure 10a. A selection of 5 on the 10a matrix layer yields an Electronics matrix layer shown in Figure 10b.

Selecting 1 on the keypad when the matrix layer of 10b is displayed yields the Audio matrix layer of Figure 10c. By selecting an 8 on the keypad when 10c is displayed, the system displays a Receivers matrix layer of Figure 10d, which breaks down receivers into price categories and also provides the

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option of navigating, in this embodiment, into Consumer Reports industry reports related to receivers. Notably, in Figure 10d, the number of primary navigation options is reduced to 4. Thus, it is not necessary that all layers of the matrix have the same number of cells, nor is it required that all cells have the same size. A user can select Stereo Only by pressing 1 on the keypad, which yields a stereo only matrix layer shown in Figure 10e.

In one embodiment of the invention, the products are ordered based on some ranking system, such as Consumer Reports. Thus, for example, in Figure 10e, Technics received the highest ranking of receivers in the selected category from Consumer Reports. It is expected that for any particular product class, potential purchasers are likely to only be interested in the top several products within that class, not for example, the 15th best receiver in the $150-$290 range. However, it is within the scope and contemplation of the invention to permit a "more" option which allows a user to get a set of the next most highly ranked products and possibly unranked products as well. It is expected that supplying product options in a user-friendly ranked order will encourage users to be more willing to conduct e-commerce.

By selecting a 1 on the keypad when matrix layer 10e is displayed, a user reaches the matrix layer of Figure 10f, as well as reaching the maximum depth for that navigation path. Thus, pressing 1 on the keypad in response to matrix layer 10f does not move the user deeper into the multi-dimensional matrix, and content is displayed in cell 1 indicating the model, price, picture, and possibly other information about the Technics product. Cell 1 is also larger than the other cells.

Other navigation options are provided in additional matrix cells surrounding cell 1 and its content. The additional cells represent navigation paths that have not reached their maximum depth. For example, by pressing a 3, one would get to a features of the Technics product content layer. Such screen would display features of the Technics system. The various navigation paths typically have a maximum depth at which

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content is displayed. However, reaching the maximum depth of a particular navigation path does not indicate that another navigation path may not have yet a deeper matrix layer. For example, while the maximum depth of the navigation path corresponded to cell 1 has been reach in Figure 10f, selecting a 9 on the keypad will move a user to a Technics purchase matrix layer, shown in Figure 10g. By selecting digits on the keypad, a user can move between fields to fill out a purchase form which, as discussed above, is one example of a matrix layer including composition cells. In some embodiments, the form can be filled in using keyboard input. In other embodiments, the speech to text capabilities of the terminal will permit the user to fill out the electronic purchase form orally.

Figure 11 shows a history window overlying a navigation matrix. The history window would appear if the history button on the keypad were actuated. By using the up/down arrow key on the keypad, the user may then select a prior matrix to jump to directly without moving backwards or forwards iteratively.

Figures 12a and b are an example matrix after a selection of 0 from the main menu screen, which allows one to conduct a search through cell 1. On this figure, advertisements for Jaguar appear in the ABC cells. In one embodiment of the invention, the ABC designation appears initially (as shown in Figure 12a) when the screen is first refreshed and then fades away to reveal solely the advertisement in each of those cells (as shown in Figure 12b). In this example, pressing an A on the keypad would take the user to a matrix reflecting company information about Jaguar. Pressing B would take the user to a matrix for the virtual showroom, and C would take the user to a purchase screen for the advertised item.

In some cases, the advertising cells are merged as a single cell showing a single advertisement and permitting navigation to only a single matrix layer therefrom. In one embodiment, the background can be an advertisement. This is also shown in Figures 12a and b. Significantly, the advertisement can be targeted by modifying the ad responsive to the

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apparent navigation path of the user. This leaves the potential of showing the user an advertisement for a product or service more likely to be of interest. For example, when a user selects Electronics in the example of Figures 10a-g, the next screen may have as background an advertisement, e.g. for Circuit City.

Figure 13 shows the e-mail creation screen for one embodiment of the invention. This would be reached by pressing 3 on the keypad when the matrix layer of Figure 9d is displayed. Again, all e-mail functions other than actually entering the text and the address can be performed using the simple interface with numerical digits and the letters ABC corresponding to inbox, the outbox, and the sent features of standard e-mail, respectively.

Figure 14 shows an alternative matrix page of one embodiment of the invention. In this embodiment, the matrix occupies only a portion of the screen real estate. The remaining real estate may be occupied by content, a zoom of the focus cell, or advertising.

The simplified navigation system may be used for specific applications and systems. In one embodiment, the simplified navigation system is used as an interface for an interactive television shopping system. In this embodiment, the content from multiple providers may be interleaved to form a hierarchy of content. This interleaving of content organizes the shopping experience such that a user can easily browse the shopping system using the simplified navigation interface. Products and services may be grouped by sellers and categories in order to assist the user in finding a desired product or service. This system may utilize primary navigation options and allows a user to select categories, products, services, and sellers using a unique input. A primary navigation option in this context may be an option that is correlated with a specific category, seller, product or similar content. In another embodiment, the system uses scrolling mechanisms, pulldown menus, rolling displays, pointing mechanisms, hot keys, enter commands or similar interfaces or navigation options. Navigation options that the alternative interface mechanisms may

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be applied to include ordinary navigation options and navigation options related to advertisements. Advertisements may be navigable content. The content of advertisements may be web based, specialized format or similar content. A navigation option related to an advertisement may be selected by a user in order to obtain a further matrix level containing further information or navigation options related to the advertisement. In a further embodiment, combinations of these interfaces or navigation options may be utilized. The simplified matrix navigation system is used herein with the exemplary interactive television shopping mechanism. Other interface and navigation options may be used in combination with or in place of the simplified matrix navigation system. The interfaces may be used with the email and search systems of the simplified navigation interface.

The interactive television shopping system utilizes the physical system of servers and clients described in regard to the simplified navigation system. The interactive television shopping system is not limited to use with televisions. The system may also be used with web devices, console systems (e.g., gaming systems, set top boxes, and similar systems) and similar devices. The communication data including matrix layer content, user data and similar information relevant to the system may be transmitted and received over a network as described in the previous exemplary embodiments. In another embodiment, other communication methods may be used to transmit at least a portion of the data related to the system. In one embodiment cable systems, telephone systems, cellular or wireless systems including wireless fidelity (WIFI) systems and similar communication systems may be used to deliver a navigation interface to a user, obtain data (e.g., purchase information) from a user, or compile user data from a set top box, television service providers or similar source.

Figure 15 is an illustration of a simplified navigation interface to be displayed on a television or similar display device. Matrix layer 1511 includes a set of navigation options intended to allow a simple search or

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browsing of products and services offered by a single or multiple manufacturers, retailers or distributors. Exemplary initial matrix layer 1511 may be a starting or top level matrix layer. In this embodiment, a user starts at this layer of the navigation hierarchy when shopping. Matrix layer 1511 includes a set of options that are each related to a unique input. The unique input may be received from a remote control, peripheral device or similar input mechanism. Each option corresponds to a broad classification of goods or services. For example, option '1' 1501 is related to 'Apparel & Accessories.' Other options presented to a user include access to a search page 1503, access to reports and reviews 1509, access to a displayed advertisement 1507 and similar options. Each interface screen may include a limited set of options in order to maintain the overall simplicity of the navigation. A user selects an option presented at the top level matrix 1511, which results in a new matrix layer being generated based on that selection. In one embodiment, each matrix layer may present an option to display additional options at the same level of the navigation hierarchy. In a further embodiment, multiple top level or start matrices may be supported by the interactive television shopping network. Separate top level matrices may be related to separate television or sponsor channels and represent separate or interleaving navigable hierarchies of products.

Figure 16 is an illustration of an intermediate level of a navigation hierarchy. In one embodiment, matrix layer 1611 may be generated when a user selects a top level category. In another embodiment, matrix layer 1611 may be generated as a result of a search. Matrix layer 1611 includes a set of options corresponding to a set of sellers of products related to the category chosen from matrix layer 1511 or related to a keyword or other search indicator input into a search page. As used in the context of the interactive television shopping system a product may be a service offered by a seller or an item offered for sale by the seller. Sellers in this context may be retailers, distributors, manufacturers, processing centers or fulfillment houses offering products or service for sale. Matrix layer 1611 may present a set of sellers of electronics as options, option '9' from top matrix layer 1511.

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Intermediate level matrix layer 1611 may include options offering a search page 1603, reports and review of material present in the matrix (e.g., stores, retailers and other sellers of merchandise), additional options and similar options. Matrix layer 1611 may also display advertisements 1609. Selecting an option from intermediate level matrix 1611, such as Best Buy 1601, may result in the generation of an additional intermediate level matrix with information that presents options with greater specificity. The navigation system may include any number of levels in its hierarchy. In another embodiment, the intermediate levels of matrices may include additional subcategories of products and services. In a further embodiment, sellers may be options in a top level matrix of a navigation hierarchy and the intermediate level matrices may include categories of products offered by the seller. Similar combinations of categories and seller options within the hierarchy may also be used.

Figure 17 is a diagram of an intermediate level of a simplified navigation interface for use in shopping in an interactive television system. In this embodiment, of the invention, sellers of products are presented that are related to the category of products selected from a top level matrix. In this embodiment, sellers are selected and displayed based on the location of a user. Sellers may be presented as options in a matrix layer if they are within a specified geographic distance from the location of a user. For example, in one exemplary embodiment, sellers sharing a zip code with the residence of a user are presented as options in the matrix layer. Matrix layer 1711 presents an exemplary embodiment of the invention, where a set of local electronics sellers are listed after the 'Electronics' option is selected at a top or higher level in the hierarchy than the current matrix layer 1711. In one embodiment, advertisement 1709 is present in matrix layer 1711. This advertisement may also be selected based on geographical proximity of the advertiser to the residence of the user. Additional sellers may be accessed by selecting an option 1705 that alters the geographical location or distance utilized by the system to find sellers local to the user. In one embodiment, the location of a user is obtained via a cable or set top box provider,

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subscription service provider or similar intermediary service provider. A user may call the interactive television shopping service provider to indicate the location of a user. In a further embodiment, the user may alter or set the location data including residence address, base search address for proximity determinations, proximity range and similar data through a settings screen or matrix layer accessible as an option from a layer of the hierarchical navigation system or through a set top box or similar physical device related to the interactive television system. In one embodiment, the user may switch between a local and national or regional presentation of content. The navigation interface may include an option that switches between a local and regional display.

Figure 18 is a diagram of an intermediate level of a hierarchical navigation interface for use in shopping in an interactive television system. Matrix layer 1811 is an exemplary embodiment of the invention where an intermediate level of the navigation hierarchy displays categories of goods and services offered by a seller. An option 1801 may be selected by a user to display a lower level matrix layer of the navigation hierarchy that lists the goods and services in that category offered by the seller. In one embodiment, the seller is a local seller and the categories, goods and services displayed as options for a user are available at the local seller's store or establishment. In one embodiment, each seller provides the interactive television shopping provider with inventories, lists and similar data detailing the goods and services available at each location of the seller. For example, matrix layer 1811 may be the matrix layer 'below' matrix layer 1711 where the 'Best Buy' option has been selected. Matrix layer 1811 includes a set of options 1801 related to the types of goods sold by Best Buy at its Culver City store which in this example is the closest store to a user having a zip code of 90066.

Figure 19 is a diagram of a low level matrix of a hierarchical navigation interface for use in shopping in an interactive television system. Matrix layer 1911 includes a display section 1901 where details including price, product information, images, usage information and similar

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information regarding the product may be displayed. In one embodiment, the display section or other section of a matrix display, including an advertising option, may include audio or video content. The video or audio content may be played when a matrix layer is accessed. The video or audio may be replayed by selecting an option. Additional options such as an option 1921 to provide additional details regarding the product may be presented as well. Additional options may include but are not limited to availability of the product at a location or set of locations, a presentation of additional product information, a presentation of similar products, price comparisons at a set of stores and similar information. In one embodiment, the low level matrix 1911 includes an option 1903 to enable a user to initiate the purchase of the displayed item. In one embodiment, the navigation system tracks the items that a user has indicated an interest in purchasing. The navigation system may display an interface for inputting purchase information. In one embodiment, low level matrix layer 1911, or higher level matrix layers display contact information such as a telephone number for initiating a purchase of the products displayed via the navigation system.

In another embodiment, the content accessible in the interactive television shopping system may be accessible through other interfaces, including web browsers, specialized applications and similar interfaces. The content may be accessible through a personal computer, web appliance, hand held device or similar system. The content accessible through these systems may be filtered based on the location of a user. The location of the user may be input into the interface. This embodiment allows for the same access to searches, email, purchasing and other features of the matrix simplified navigation system.

Figure 20 is a flowchart depicting a system for enabling a user to purchase items using an interactive television shopping system, including enabling the purchase of multiple products from different sellers. In one embodiment of the invention, a simplified navigation system including a

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hierarchy of categorization for sellers and products is made available via a television, web appliance or similar display mechanism (block 2001). A user indicates the products that are desired to be purchased by selecting an option related to the product (block 2003). A user may indicate products to be purchased by selecting a corresponding option displayed in relation to the product to be purchased. In one embodiment, the user may select multiple products to be purchased, which are tracked by the navigation system provider. Navigation system provider may include options and displays that allow a user to manage the set of products that are to be purchased by a user. In one embodiment, the navigation system may display a list of products selected and allow a user to remove a product or modify the number of products to be purchased. Navigation system may maintain a shopping cart for each user.

When a user is prepared to complete a purchase of products that have been selected the user may select a method of purchasing the products (block 2005). The user may choose to utilize a displayed phone number to call a call center provided by navigation system provider (block 2007). A user may indicate the products to be purchased by informing a call center operator of a unique identifier for each product to be purchased. The navigation system assigns a unique identifier to each product in the hierarchy. In one embodiment, navigation system unique identifiers may indicate the product type, seller and similar information related to the product. The identifier may encode these details about a product. A call center operator records the unique identifiers for the products to be purchased by the user (block 2009).

In one embodiment, during the process of obtaining purchase data from the user the call center operator enters the data into the navigation and shopping system to generate a display screen sent to a user that displays the information provided by the user including the list of products selected by the user (block 2011). In one embodiment, the information obtained by the call center operator is by verbal communication. In another

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embodiment, information may be gathered with the assistance of electrical devices such as electronic card readers (e.g. credit card readers), facsimile devices or similar input or communication devices. The call center operator also obtains information needed to complete the purchase including but not limited to: credit card information, shipping address, quantity, warranty options, delivery options and similar purchasing information (block 2013). When a user calls a call center, data related to the user may be retrieved based on a matching of the user's telephone number with the data stored regarding that user. In another embodiment, the user may be identified by a personal identification number, through a system provider back channel, or similar system for associating a user with the navigation feed sent to the user. In an further embodiment, a telephone or voice communication system may be integrated with a console or similar system supporting the interactive television shopping service. The console includes identification information in the voice communications with the call center.

The purchase information given by the user, including payment information, product information and delivery information may also be displayed via the interactive television shopping system (block 2011). The user may be asked to confirm the purchase by reviewing the purchase information displayed through the interactive television system (block 2015). In another embodiment, the information is not displayed via the interactive television system.

A user may choose to complete a purchase using an online method. In this scenario the selected products are displayed via the interactive television system (block 2011). A user may confirm or edit the list of displayed products by removing or altering the amount of the products to be purchased. In one embodiment, the user may adjust the seller of a product to choose another seller that also provides the product. Alternate sellers may be available by selecting an option associated with a listed product. A user may confirm the purchase list provided by the interactive television system by selecting a confirmation option. Payment information may then

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be obtained though forms or similar interactive input mechanisms (block 2013). A user confirms the input information and the purchase is completed (block 2015).

In another embodiment, purchase information including payment information such as credit card numbers as well as shipping addresses and similar data is obtained through a cable or set top box service provider, subscription service provider or similar source. This information is stored by the interactive television shopping system provider and displayed when a user calls a call center or confirms a product list to be purchased. The user then confirms and may modify any of the data displayed by the system. When the user is satisfied that the information is correct the user may confirm the purchase information and the purchase will then be processed.

In a further embodiment, the call center may be automated using recorded voice messages and options that allow a user to enter personal and purchase information through a touch tone phone or similar mechanism. Products to be purchases may be identified by entering in the unique identifier associated with the product. The user may be presented with a series of options allowing them to choose between services offered by the automated call center including product purchasing, order status information, customer service and similar options. A user may elect to bypass the automated system by selecting to speak with a human operator. In one embodiment, the call center or automated call center may utilize a videophone, computer based phone or similar apparatus. In this embodiment, the call center operator or system present options for the user visually to be selected verbally by the user or through an input system such as a keypad.

Finalized purchases may cause interactive shopping television provider to forward the purchase information to the sellers of the products purchased by the user. Sellers may then fulfill the orders made by the user by reserving the items purchased at a designated store or by shipping the item to the user dependent on the delivery options selected by the user.

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Similarly, the system provider may handle billing of the purchases in a centralized manner or may distribute the purchases to the sellers and allow the sellers to separately bill a user for the products purchased. Billing may be coordinated through a call center, network server, local store, seller service center or similar establishment. Interactive television shopping system provider may have an established relationship with the seller such that the system provider may coordinate the shipping of the items and handle customer service including order returns, modifications, exchanges, shipping questions and similar matters.

Figure 21 is a diagram of an interface for the management of advertising and seller client accounts with the interactive television shopping system. In one embodiment, interactive television shopping network bases the order and level of sellers and advertisers in the navigation hierarchy on a set of factors including the bid by an advertiser or seller for a category, search keyword, location, time of day, date and similar factors. An advertiser may be a client that pays for the display of ads or listings in the navigation system. A seller may be a retailer, vendor, distributor, manufacturer, fulfillment house or similar entity that seeks to have its products and services listed in the navigation hierarchy.

In one embodiment, advertisers and sellers manage their accounts with the interactive television shopping system using interface 2111. An advertiser or seller may select a set of search keywords or hierarchy categories that a product is to be listed under or an advertisement to be displayed in connection with that keyword or category when it is input or selected by a user 2101. The advertiser or seller may place a bid for the use of the keyword or category 2103. This system may be a keyword auction system where keywords and categories are given to a highest bidder. Interactive television shopping provider may determine the order or frequency in which an advertisement, seller or product is displayed based on ranking the bids amongst the clients (i.e., advertisers and sellers) of the interactive television shopping provider 2105. The system of ranking or ordering the

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categories, sellers, products or similar content may be a bid for placement system where the placement of the content is determined by the bidding of the clients though the auction keyword system. In addition, an advertiser or seller may designate a geographic location to which an advertisement or product is tied 2109. Also, the product or advertisement display may further be dependent on a time frame designated by the advertiser or seller 2107. The bidding system may utilize any time frame for categorizing advertisements and listings. The time criteria may include date, day of the week, year, week, month, time of day, hour or similar unit of time or combinations thereof.

In this manner the advertiser or seller may closely target an intended audience or users that have known locations, shopping times or similar patterns of behavior. Other criteria that may be used to target advertising and product listings include, dates, shopper profile information, shopping cart information, related search or category designations and similar factors useful in targeting products and advertisements at a desired user group. For example, an ice cream store advertising using the interactive television shopping network may designate summer months, afternoon times, and locations within a seven mile radius of its store. An advertiser or seller may set separate bids for each permutation of the targeting criteria in order to set their bids in order to reach their target audience at a cost commensurate with expected returns. In one embodiment, bids are the rates for fees that are charged to clients of the interactive television shopping system provider based on the number of clicks, purchases, or similar performance indicators that result from the display of the seller or its products via the system. This system may be used for a pay for performance system where fees and billing to a client is based on the tracking of the performance data.

In another embodiment, flat fees for advertising related to keywords, categories, dates, times or other targeting criteria may be charged to a client. In one embodiment, a client may have a national or international account

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with the interactive television shopping provider. A national or international account places listings and advertisements on keyword search result pages, navigation matrix layers and similar displays of the system for user's in most or all locations that the service is provided. Advertisements and listings may be designated for any location type including countries, states, provinces, regions and similar locations. A client may also have a local account that allows a designation of advertisement or listings for a small regions such as a city, postal code area or similar region. A combination of local and national or international advertising and listings is also allowed by the system.

In one embodiment, account management interface 2111 includes an input and modification form or similar updating or modifying mechanism in order to add, cancel or modify the set of bids established by the client. In a further embodiment, the account management interface 2111 allows the monitoring and production of reports based on profiling information collected by the interactive television shopping system provider. In this embodiment, the system provider tracks the individual information of user including personal information such as age, gender, income and similar factors and correlates the information with the browsing pattern of the user and the purchases of the user. Additional information collected by the system includes but is not limited to times of shopping by users, locations of users, locations of purchases, related purchases of a user and similar information about a user and the user shopping patterns. This information may be used to allow advertisers and sellers to tailor their advertisements and product placement in the navigation systems in order to correlate their display with the browsing and purchase patterns of the users.

In a further embodiment, the navigation system and content of the interactive television shopping system may be utilized and displayed as a directory lookup service. The sellers are categorized by their service and goods. When a seller is selected, contact information including telephone, address and website information may be displayed. This system may be

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integrated with the interactive television shopping system or accessible as a separate system. The directory look up service may also have listings ordered according to a keyword auction system and utilizing a pay for performance system.

In a further embodiment, the interactive television shopping system may be used in conjunction with a auctioning system, reverse auctioning system or similar system for bidding on goods and services. The interactive television shopping system may also support providing a simplified navigation and interactive display for use with gaming systems including gaming systems that allow for gambling on events such as horse races, games such as blackjack, the lottery and similar services. The interactive television shopping and navigation system may also be used as an interface for providing access to online video games and similar services.

Figure 22 is a diagram of input device 2200 for use with the simplified navigation system. Device 2200 may be a wireless device, utilizing IR communication, RF communication, wireless fidelity or similar modes of communication with a television set top device, console device, web appliance or similar system. Device 2200 includes a set of keys or buttons 2201 for generating unique inputs that correlate with displayed options of a navigation system. Device 2200 may have any number of keys 2201 including digit keys, alphanumeric keys, symbol keys or similar keys. Device 2200 may include specialized navigation keys 2205 such as a 'back' key, 'forward' key or similar key. In one embodiment, device 2200 may include a pointer device such as a roller ball 2203. Pointer device 2203 may be used to move a cursor over the navigation matrix layer in order to select an option. Device 2200 may include an enter key to confirm selections. In another embodiment, depressing pointer device 2203 functions as an enter key. In one embodiment, as the cursor moves over a navigation option the navigation option is highlighted by changing the color of the option, the color or contrast of the boarder of the option or through similar visual cues.

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In another embodiment, a voice recognition or activation system may be used with the interactive television shopping system. A user may select a navigation option by audibly reciting the option. The option is recognized by the set top box, console, web appliance or similar device that displays the system over a television, liquid crystal display or similar display device.

In the foregoing specification, the invention has been described with reference to specific embodiments thereof. It will, however, be evident that various modifications and changes can be made thereto without departing from the broader spirit and scope of the invention as set forth in the appended claims. The specification and drawings are, accordingly, to be regarded in an illustrative rather than a restrictive sense. Therefore, the scope of the invention should be limited only by the appended claims.

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CLAIMS

What is claimed is:

1. A method comprising:

receiving a request for content;

determining content to be displayed based on a set of factors including a time and a location;

ranking the content based on a bid amount, the bid amount correlated to the time and the location; and

displaying the content in a rank pattern determined according to rank of the content.

2. The method of claim 1, wherein the content is a set of products.

3. The method of claim 1, wherein the content is a set of sellers.

4. The method of claim 1, wherein time is one of a date, hour of day, and day of week.

5. The method of claim 1, further comprising:

determining an advertisement to be displayed based on the set of factors; and

displaying the advertisement with the content.

6. The method of claim 1, further comprising:

obtaining a bid from a client through a web based interface.

7. The method of claim 1, further comprising:

displaying content that has a correlated location, the correlated location within a defined distance from a customer.

8. The method of claim 1, further comprising:

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displaying content that has a correlated location that is a geographic region which a customer is within.

9. The method of claim 1, wherein the displaying of the content is through one of an interactive television system, web appliance, computer system and wireless device.

10. The method of claim 9, wherein the interactive television system utilizes a simplified navigation system.

11. A machine-readable medium that provides instructions, which when executed by a machine cause the machine to perform operations comprising:

receiving a request for content;

determining content to be displayed based on a set of factors including a time and a location;

ranking the content based on a bid amount, the bid amount correlated to the time and the location; and

displaying the content in a rank pattern determined according to rank of the content.

12. The machine-readable medium of claim 11, wherein the content is a set of products.

13. The machine-readable medium of claim 11, wherein the content is a set of sellers.

14. The machine-readable medium of claim 11, wherein time is one of a date, hour of day, and day of week.

15. The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

determining an advertisement to be displayed based on the set of factors; and

displaying the advertisement with the content.

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16. The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising, further comprising:

obtaining a bid from a client through a web based interface.

17. The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising, further comprising:

displaying content that has a correlated location, the correlated location within a defined distance from a customer.

18. The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising, further comprising:

displaying content that has a correlated location that is a geographic region which a customer is within.

19. The machine-readable medium of claim 11, wherein the displaying of the content is through one of a web appliance, computer system, wireless device and interactive television system.

20. The machine-readable medium of claim 19, wherein the interactive television system utilizes a simplified navigation system.

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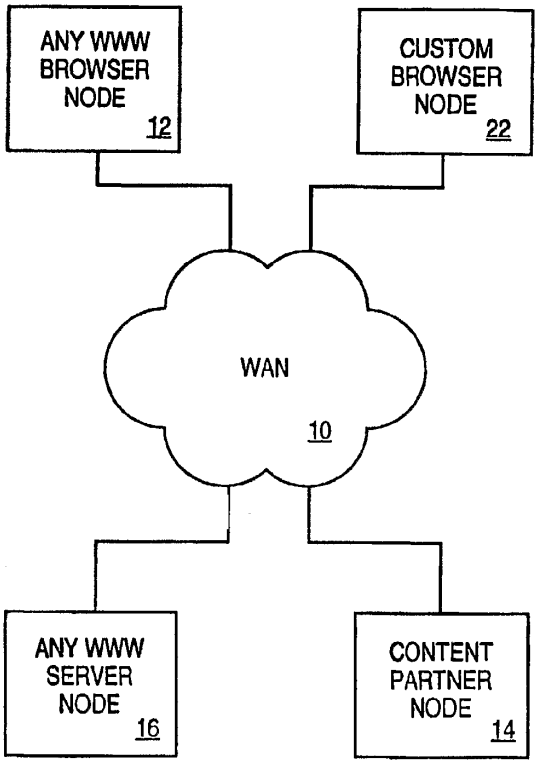


FIG. 1

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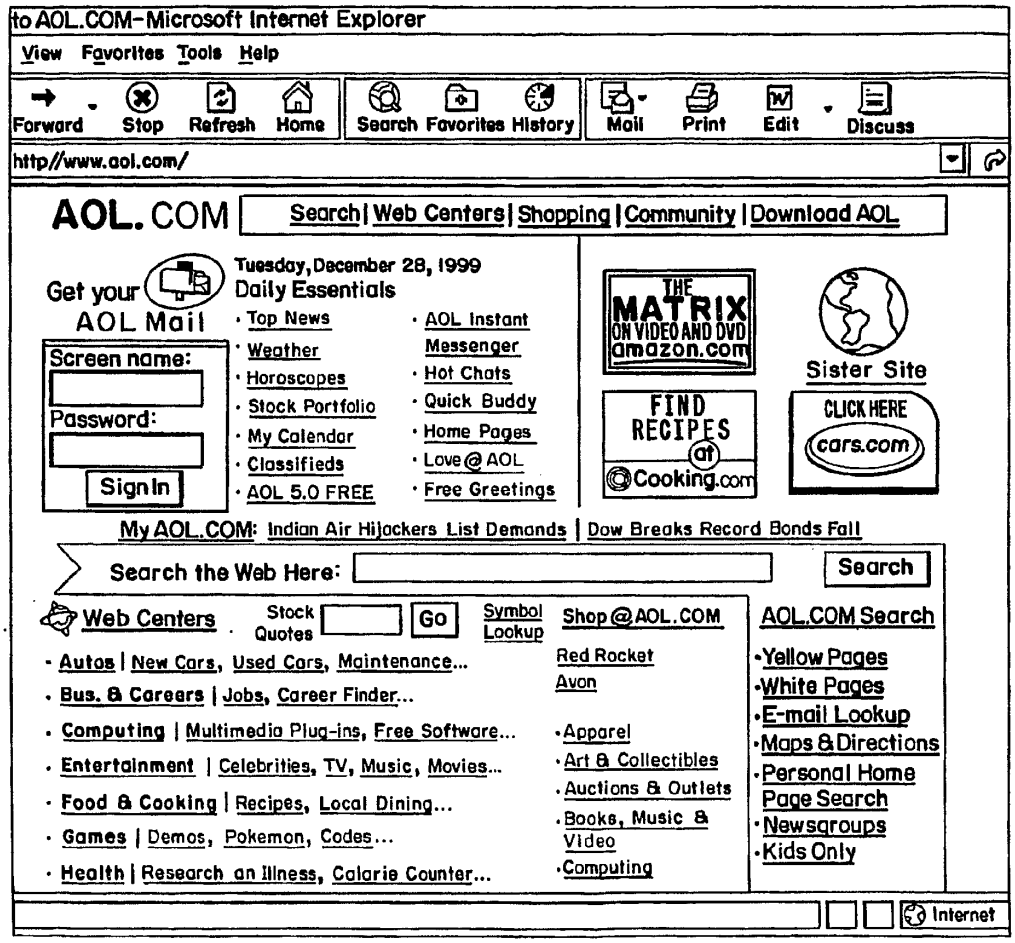


FIG. 2A

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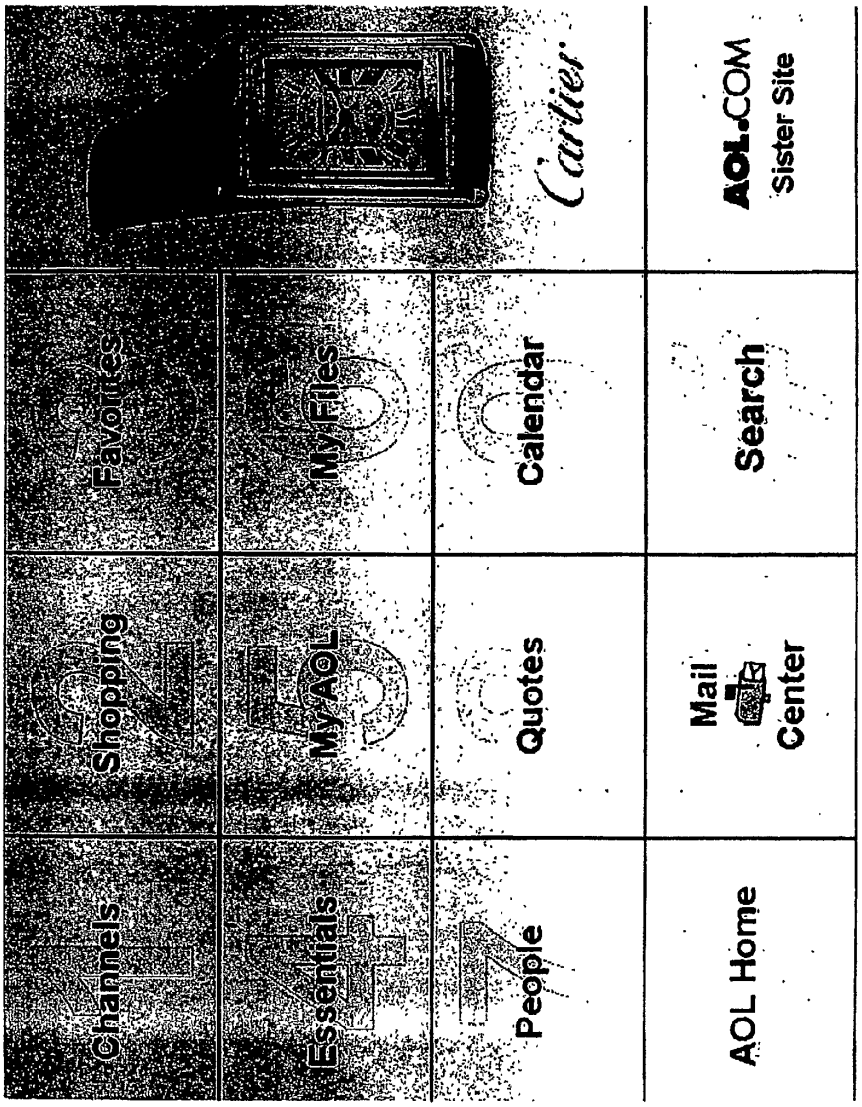


FIG. 2B

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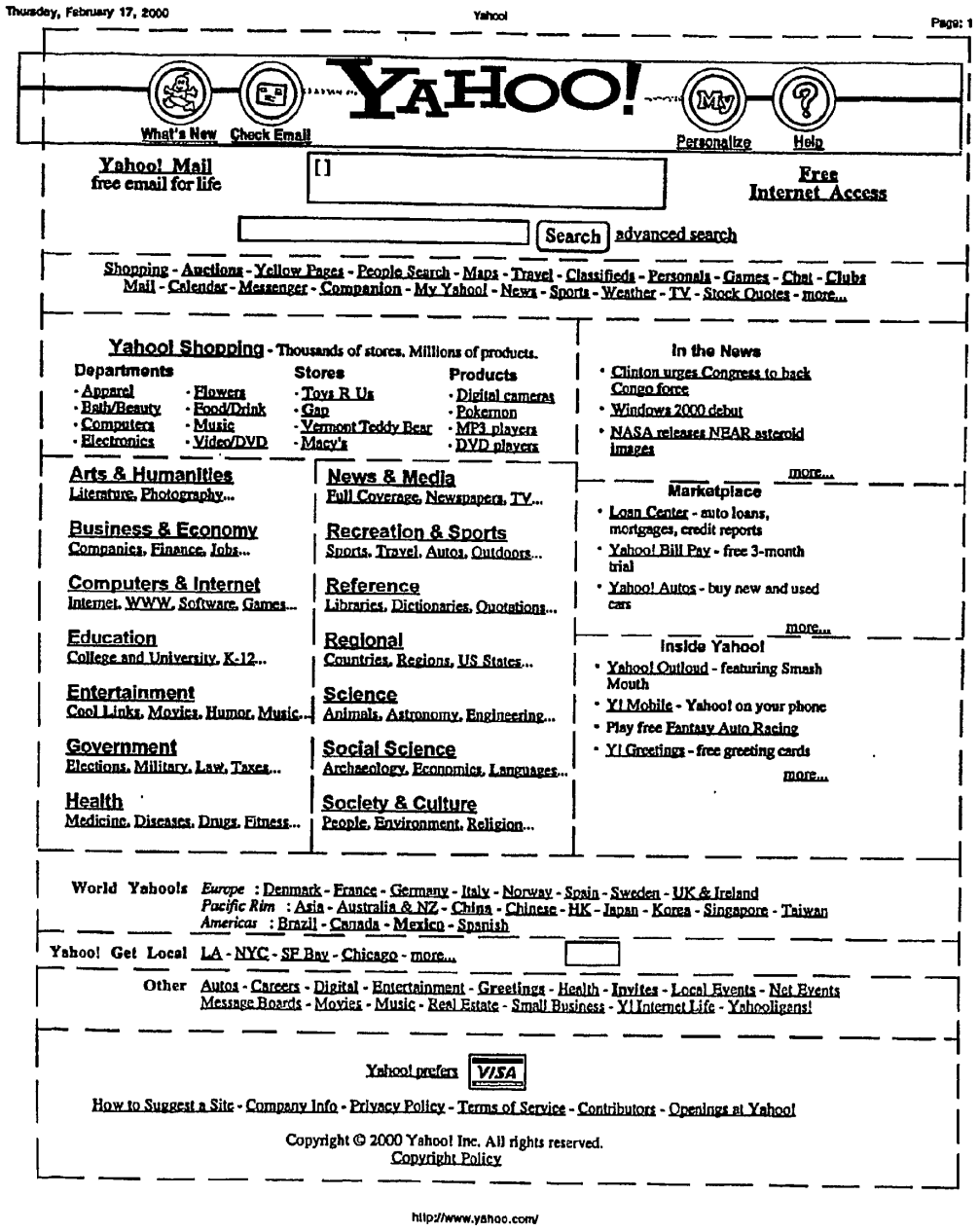


FIG. 2C

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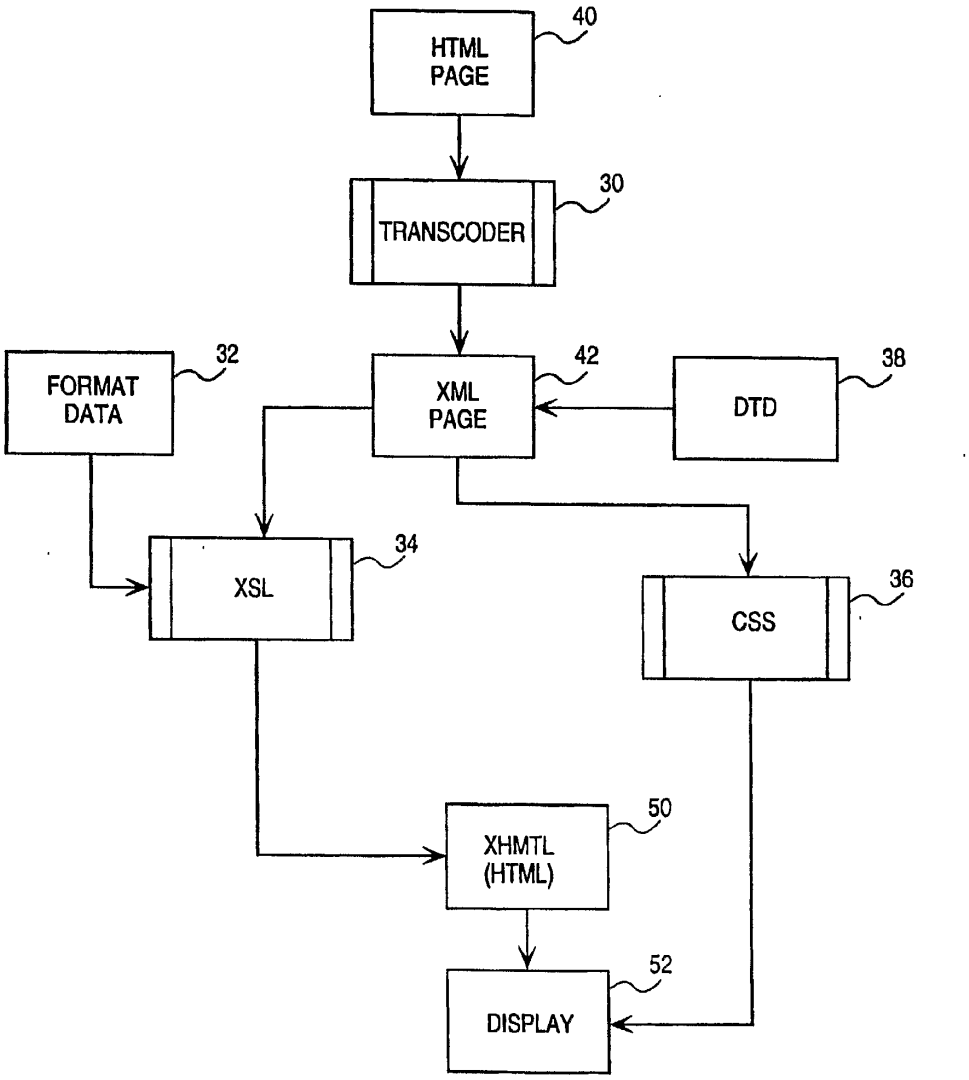


FIG. 3

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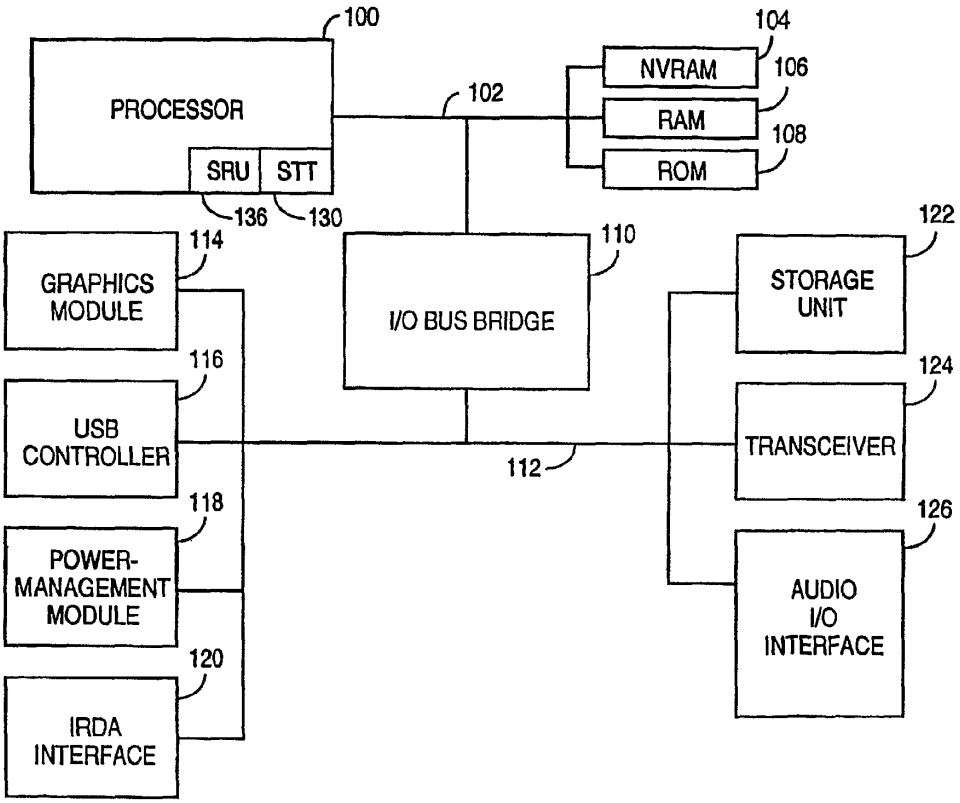


FIG. 4

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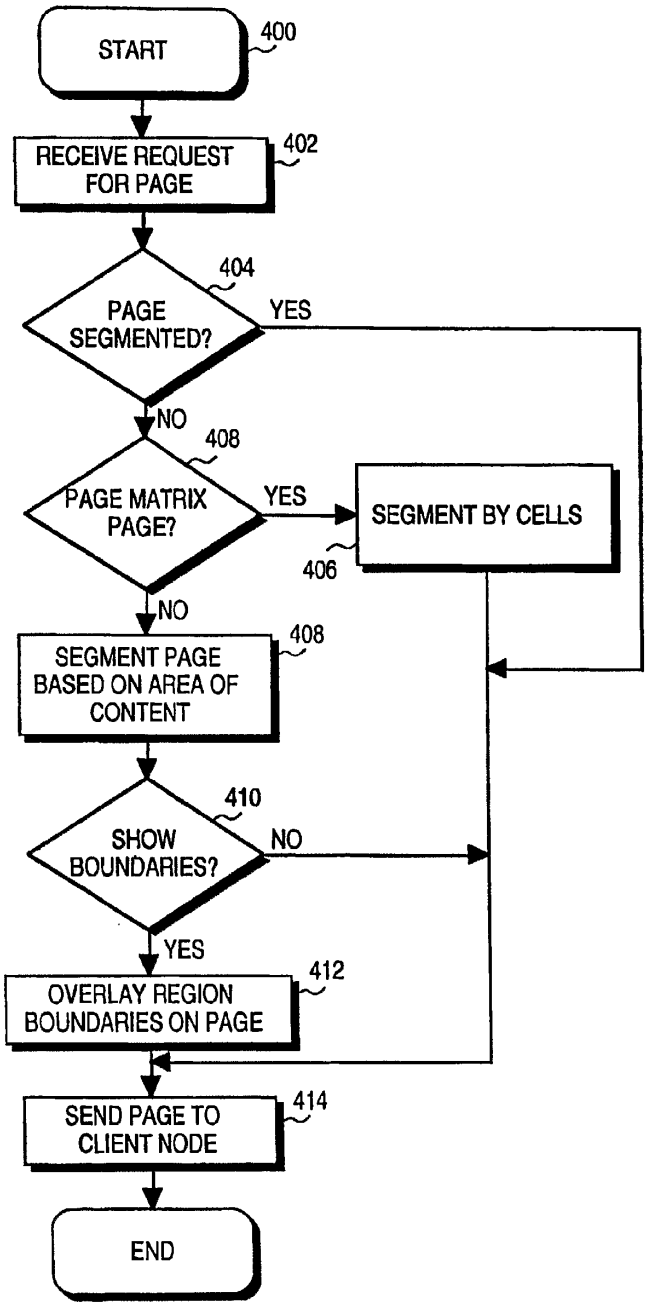

START
400
RECEIVE REQUEST FOR PAGE
402
PAGE SEGMENTED?
404
YES
NO
PAGE MATRIX PAGE?
408
YES
SEGMENT BY CELLS
406
NO
SEGMENT PAGE BASED ON AREA OF CONTENT
408
SHOW BOUNDARIES?
410
NO
YES
OVERLAY REGION BOUNDARIES ON PAGE
412
SEND PAGE TO CLIENT NODE
414
END

FIG. 5A

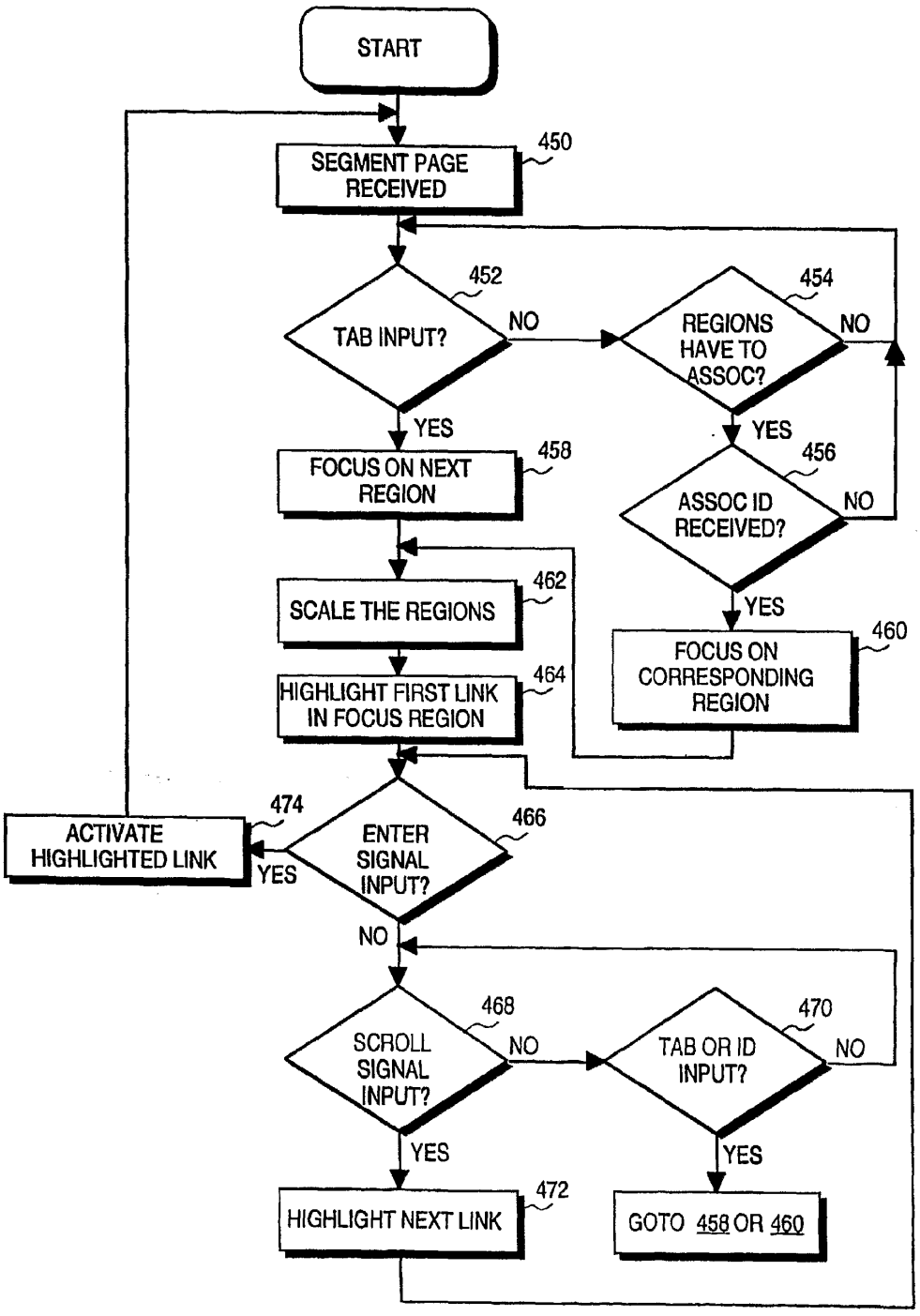


FIG. 5B

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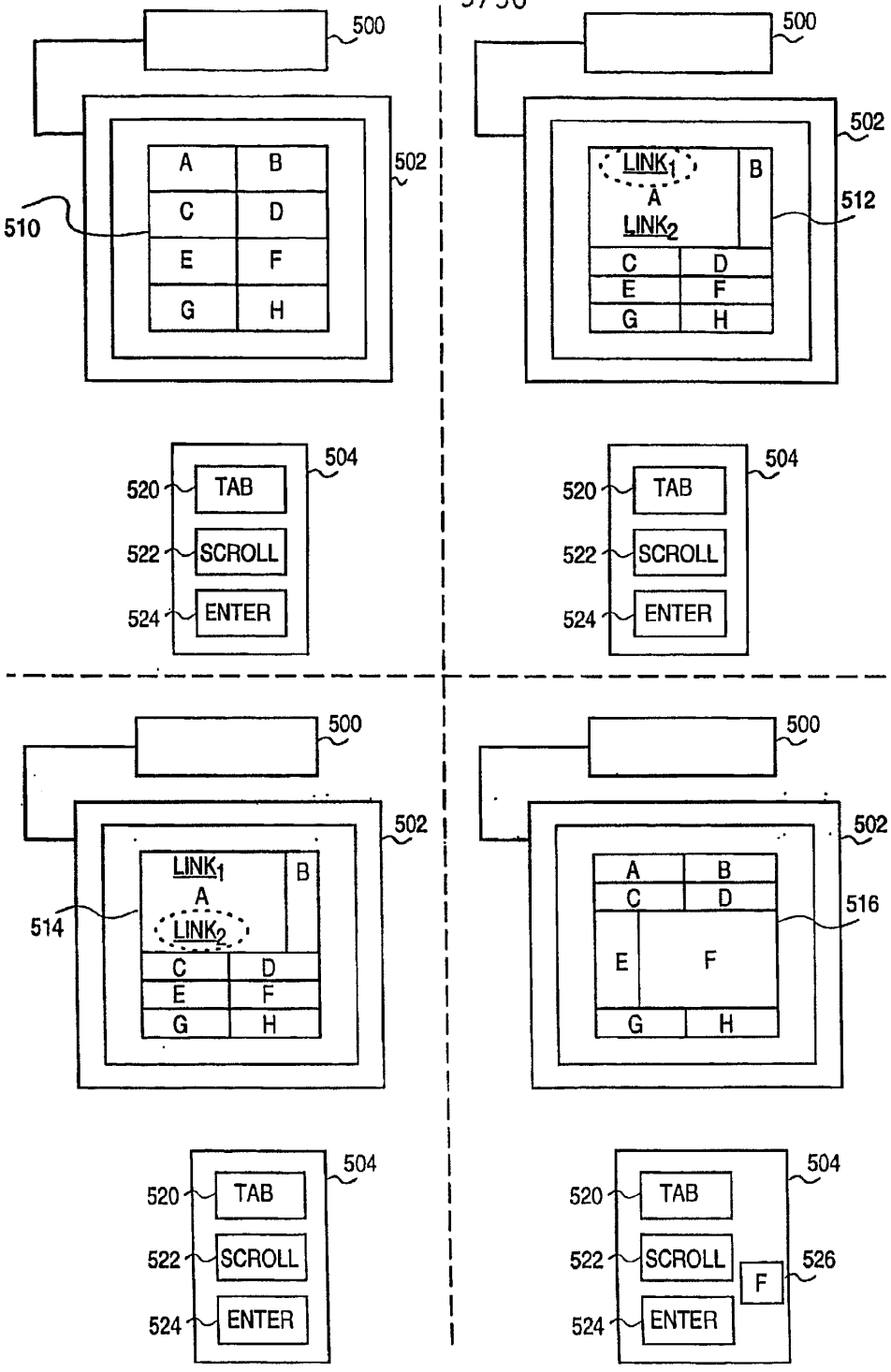

500
502
510
A
B
C
D
E
F
G
H
504
520
TAB
522
SCROLL
524
ENTER
LINK1
LINK2
512
514
516
526

FIG. 5C

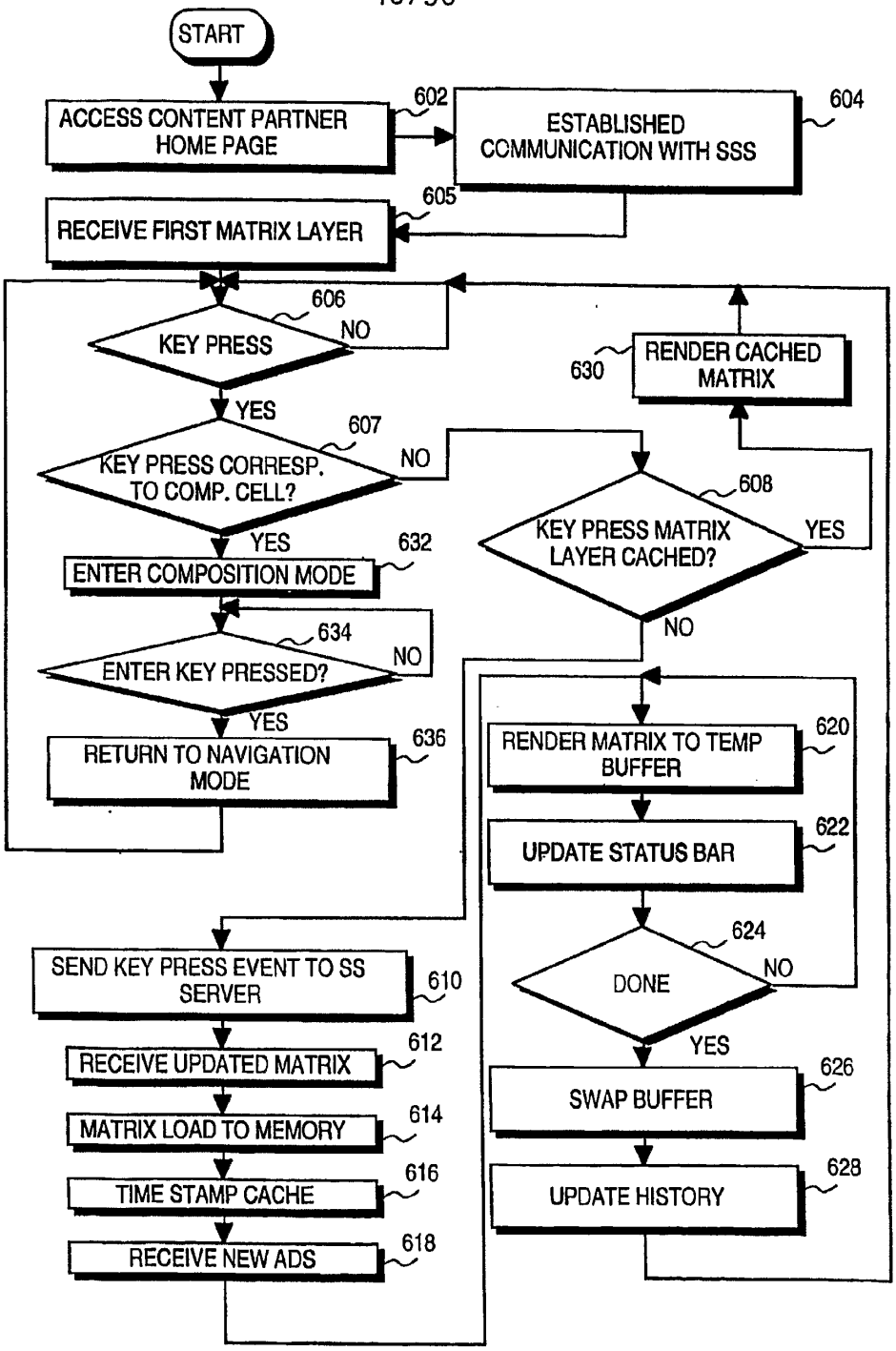


FIG. 6

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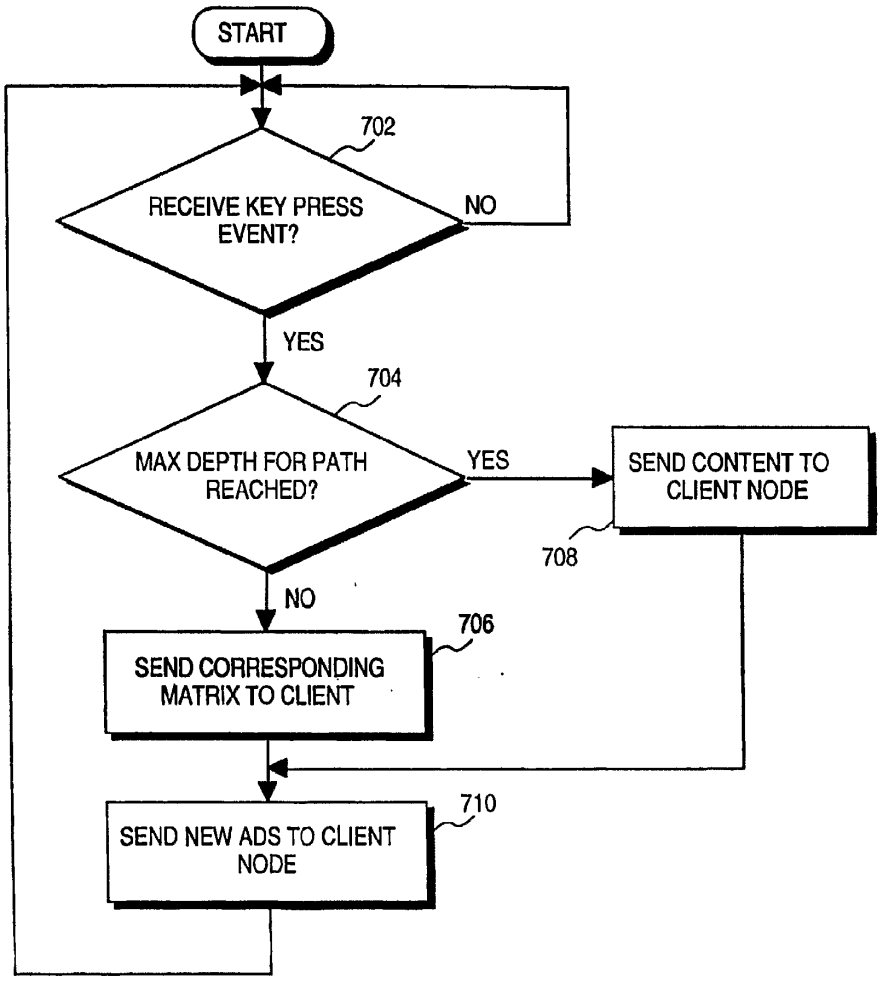


FIG. 7

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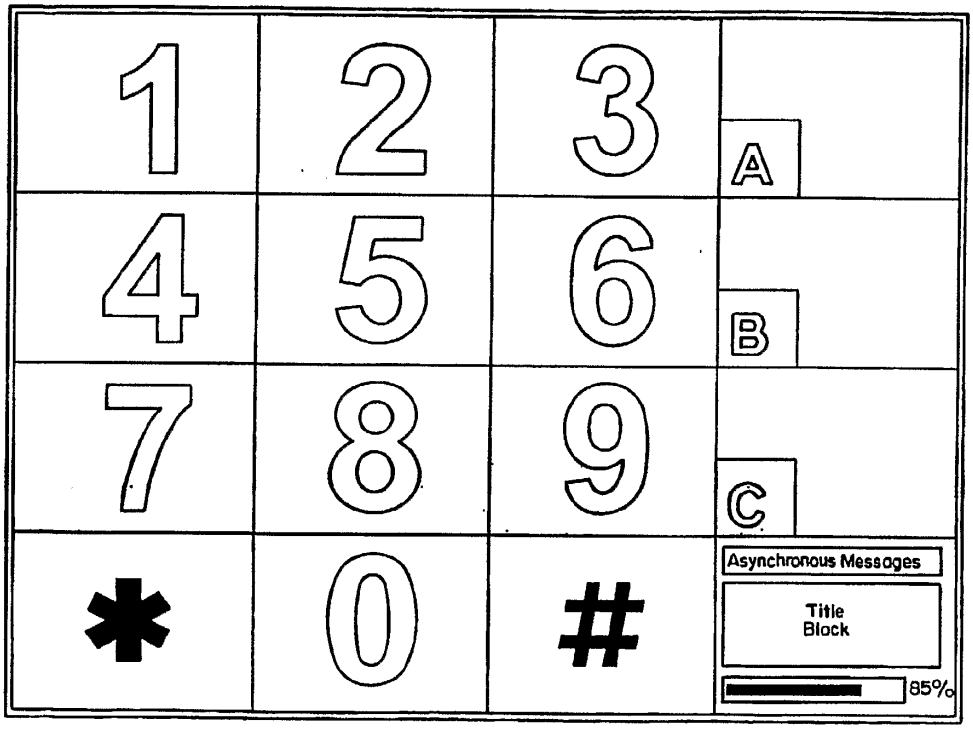


FIG. 8

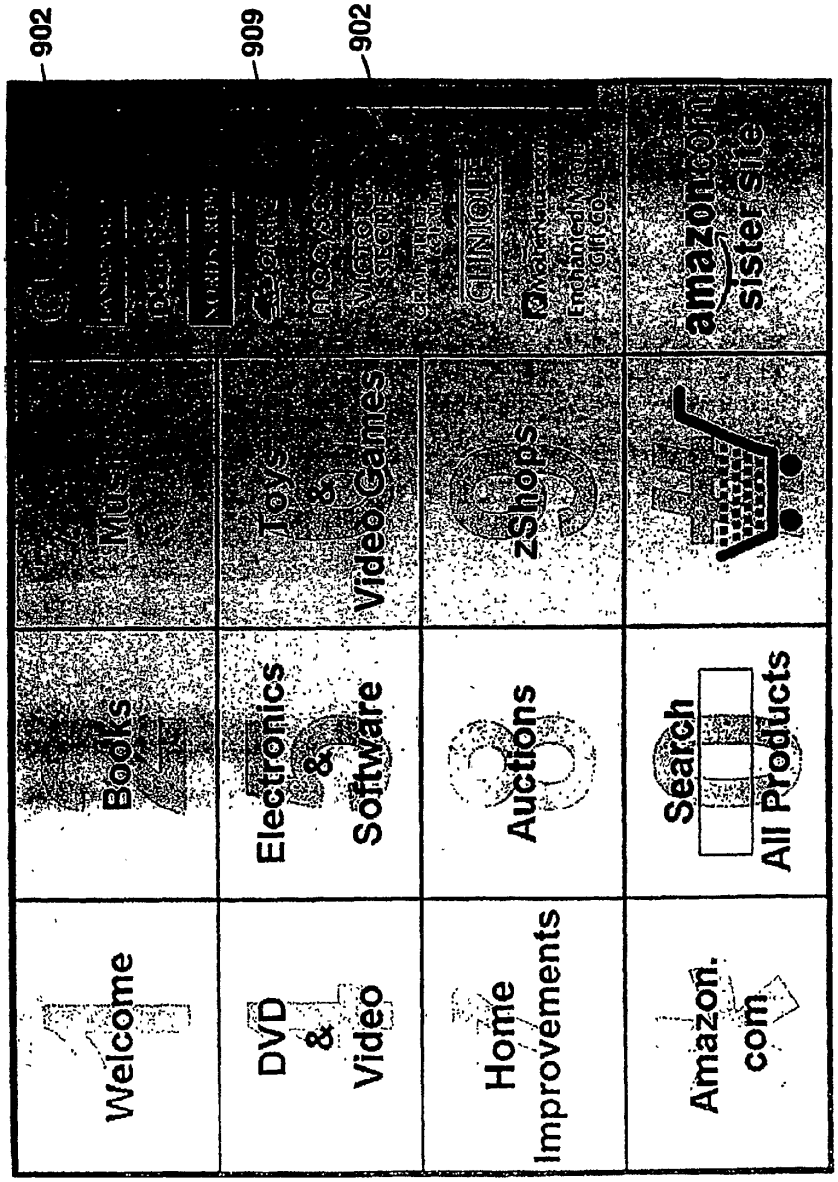

902
909
902
Welcome
Books
Amazon.com
DVD & Video
Electronics & Software
Home Improvements
Auctions
zShops
Search All Products
amazon.com sister site

FIG. 9A

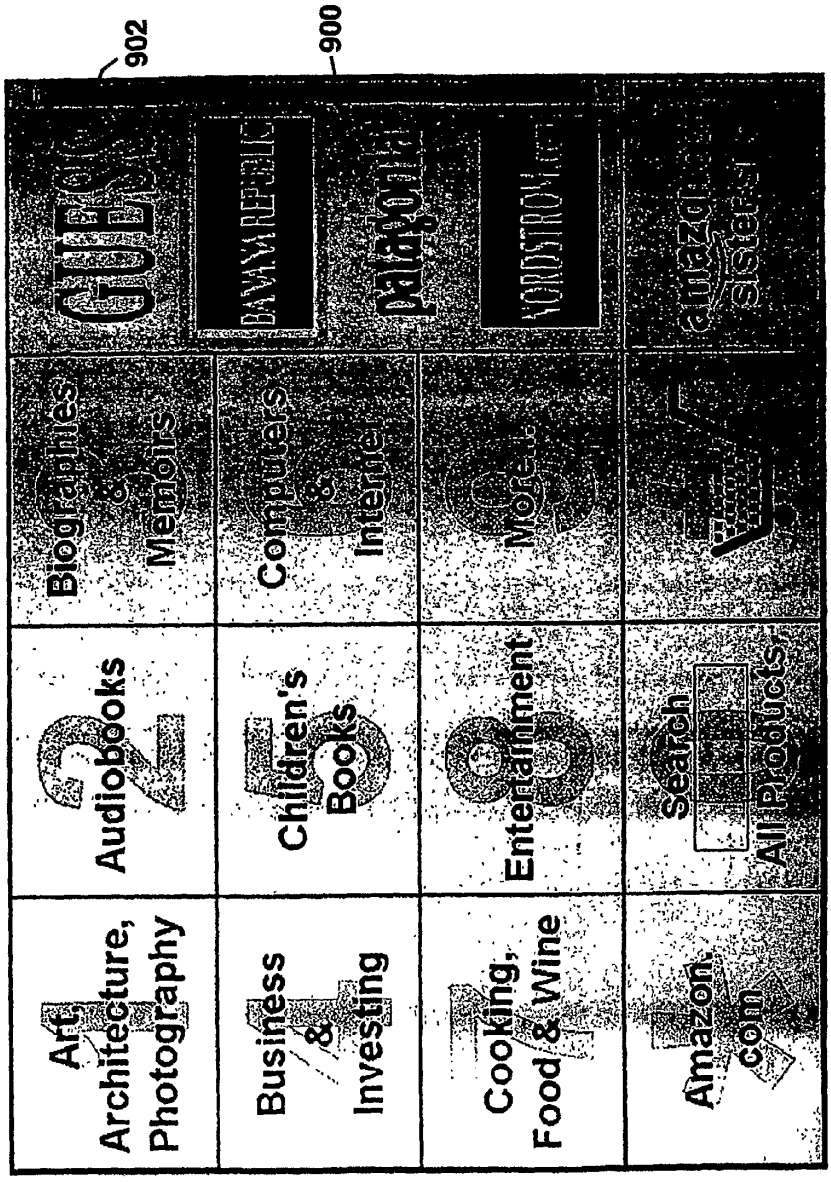


FIG. 9B

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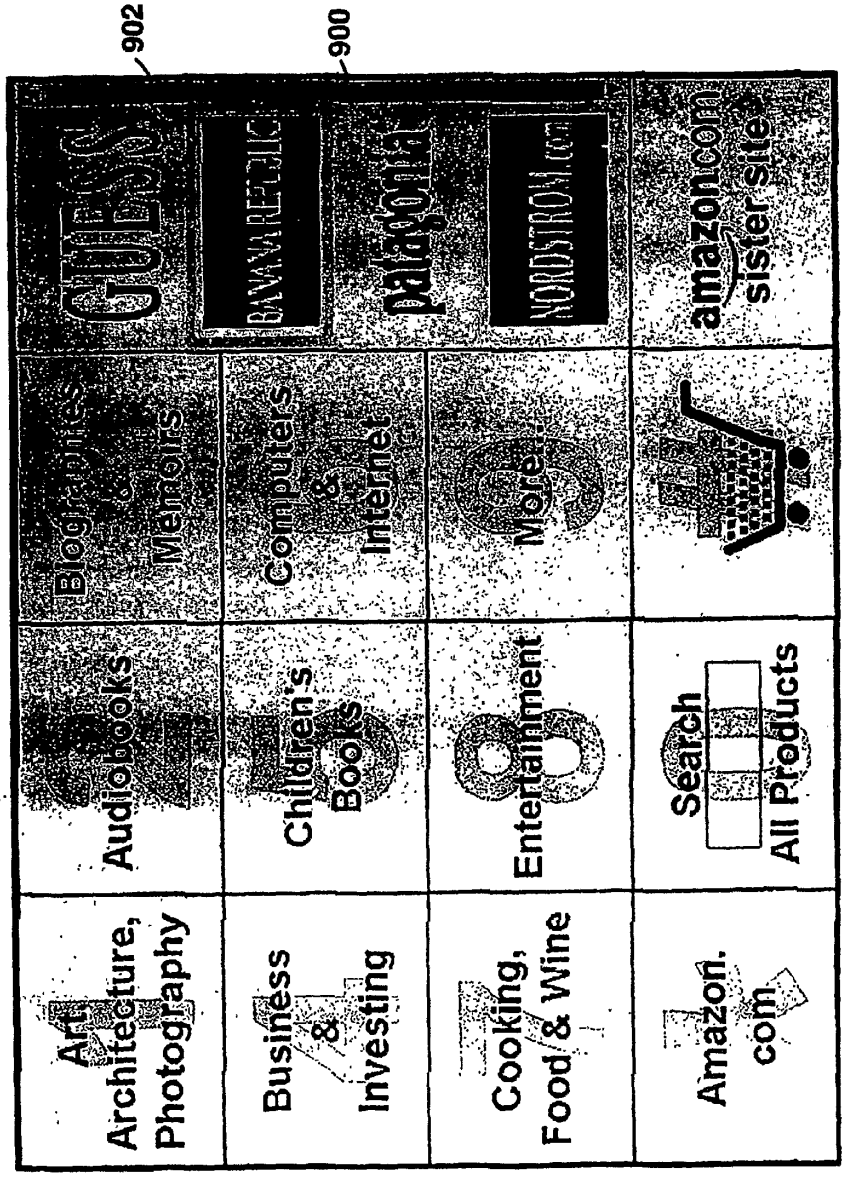

902
900
Biographies & Memoirs
Audiobooks
Art, Architecture, Photography
Computers & Internet
Children's Books
Business & Investing
More...
Entertainment
Cooking, Food & Wine
amazon.com sister site
Search All Products
Amazon.com

FIG. 9C

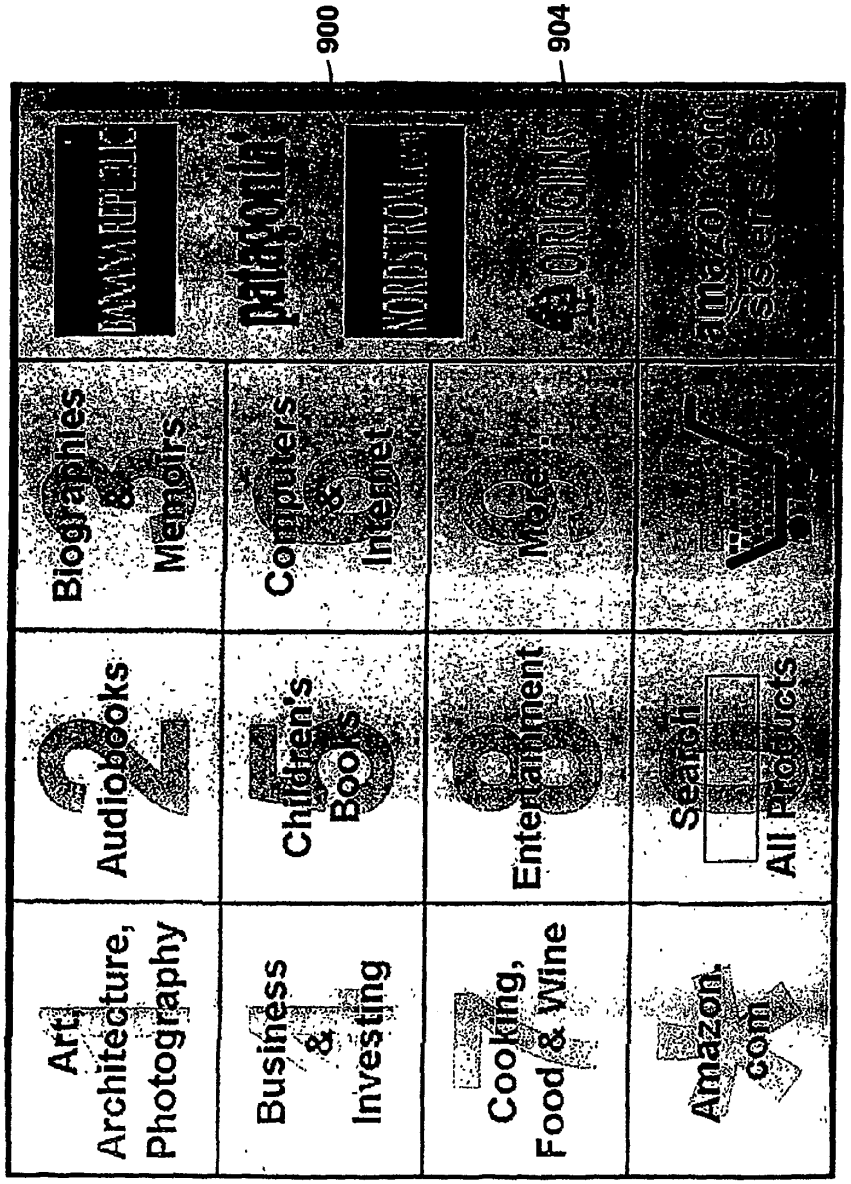

900
904
Biographies & Memoirs
Audiobooks
Computers & Internet
Children's Books
Entertainment
Art, Architecture, Photography
Business & Investing
Cooking, Food & Wine
Search
All Products
Amazon.com

FIG. 9D

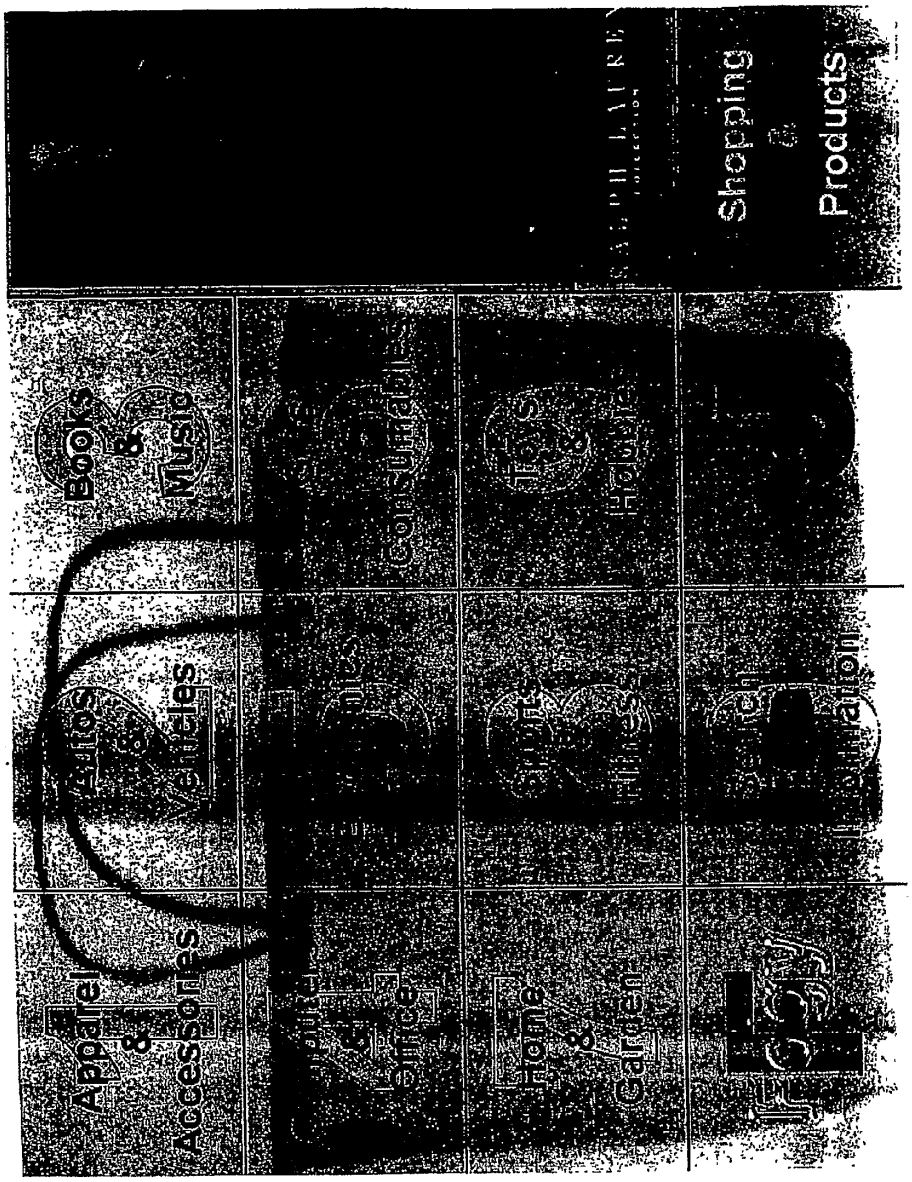

Shopping
Products
Apparel & Accessories
Books & Music
Toys & Games
Home & Garden

FIG. 10A

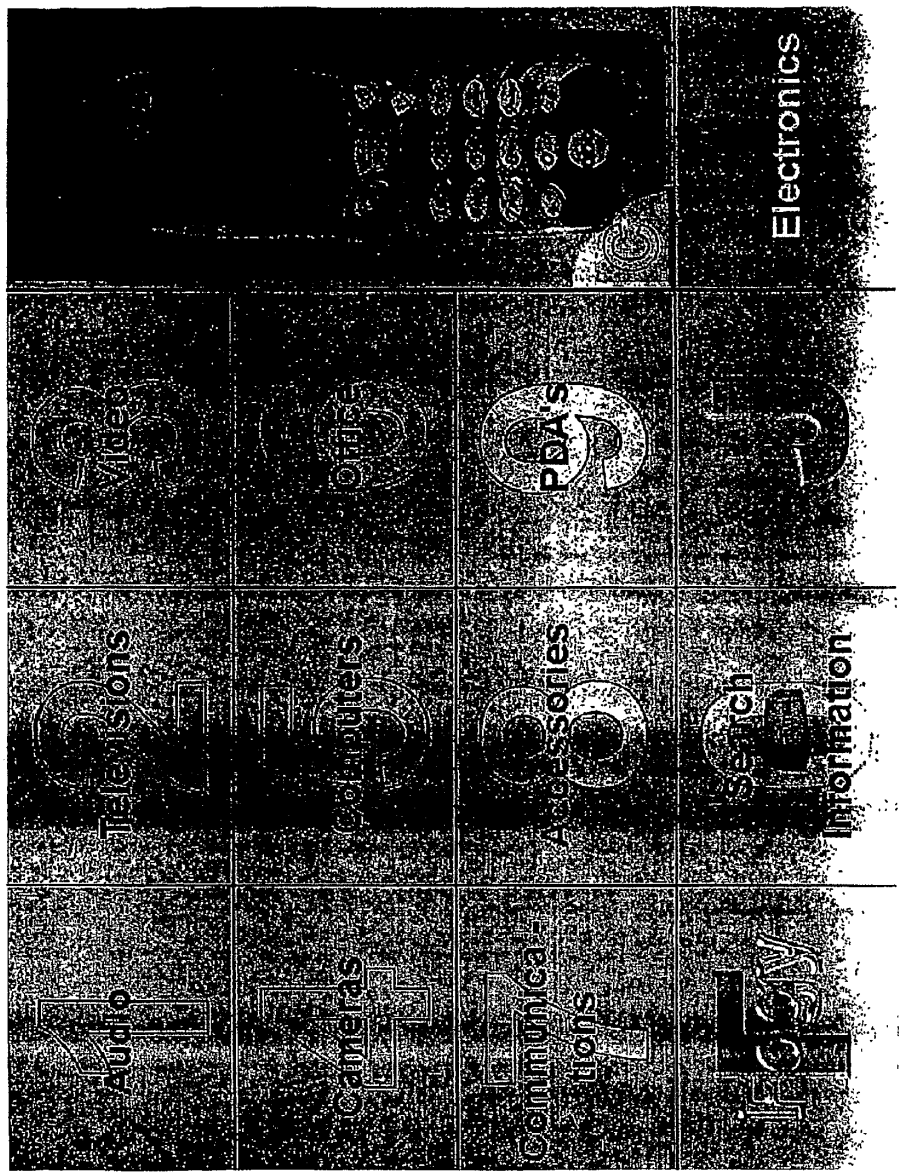

Electronics
Video
Audio
Televisions
Cameras
Computers
Communications
Accessories
PDA's
Search
Information

FIG. 10B



FIG. 10C

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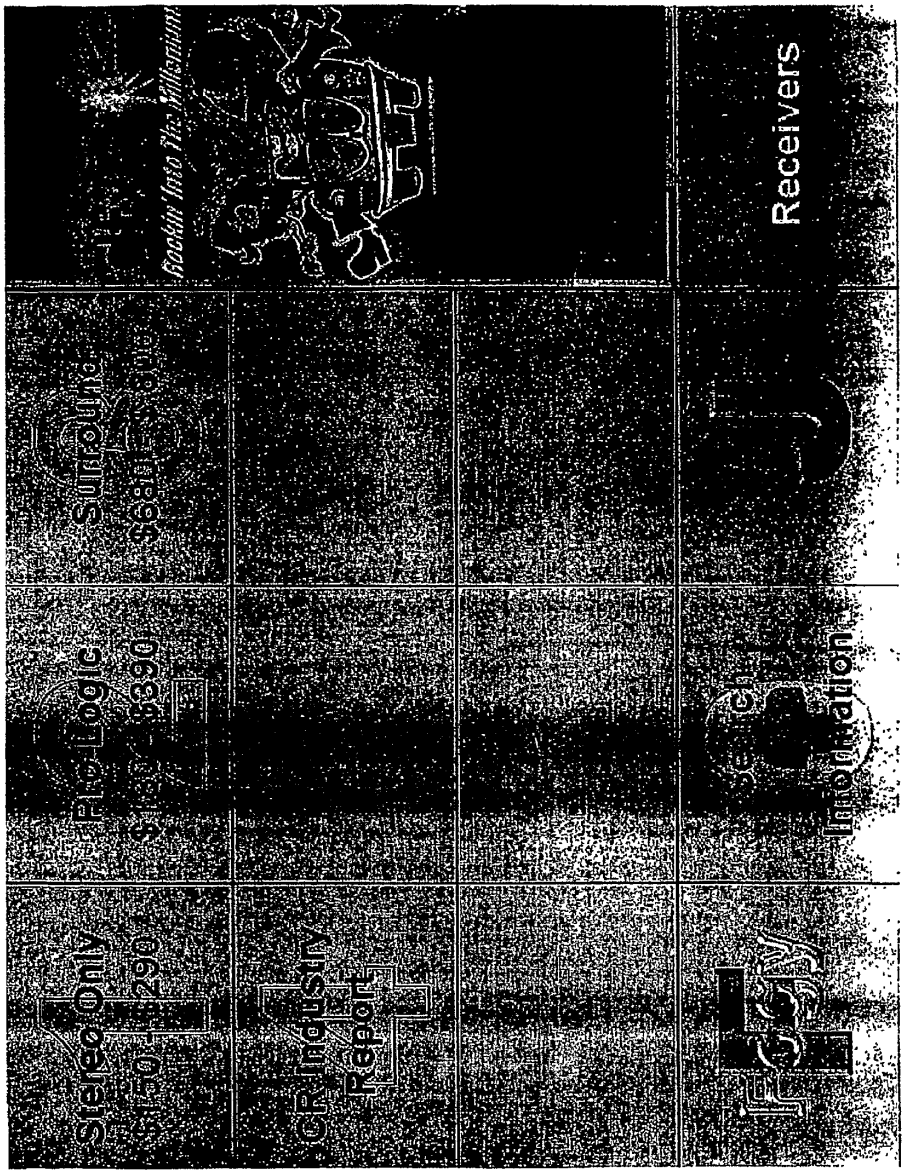

Receivers
Pro Logic
Surround
Stereo Only
Report
Innovation

FIG. 10D

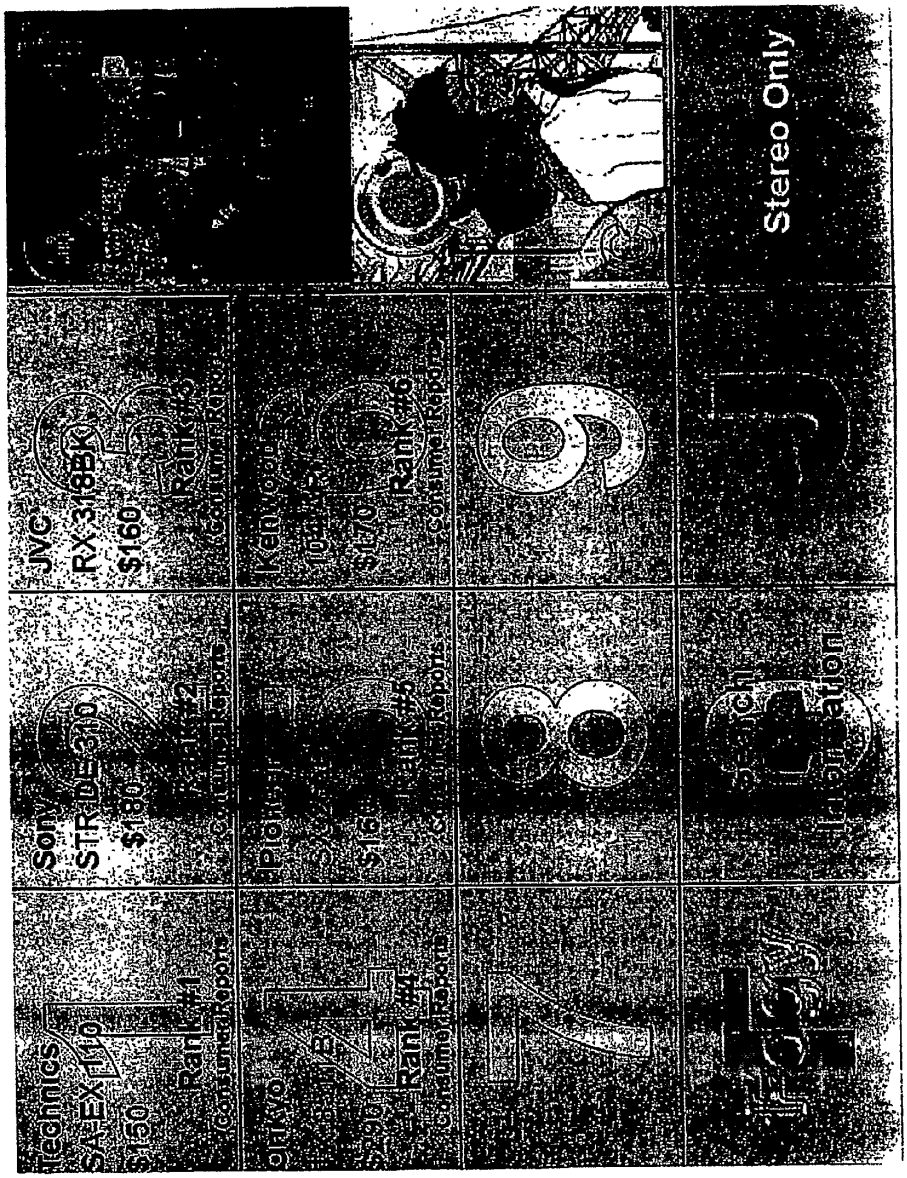

Stereo Only
JVC
RX-318BK
$160
Rank #3
Consumer Reports
Kenwood
$170
Rank #6
Consumer Reports
Sony
STR-DE370
$180
Rank #2
Consumer Reports
Pioneer
$150
Rank #1
Consumer Reports
Technics
SA-EX110
$150
Rank #1
Consumer Reports

FIG. 10E

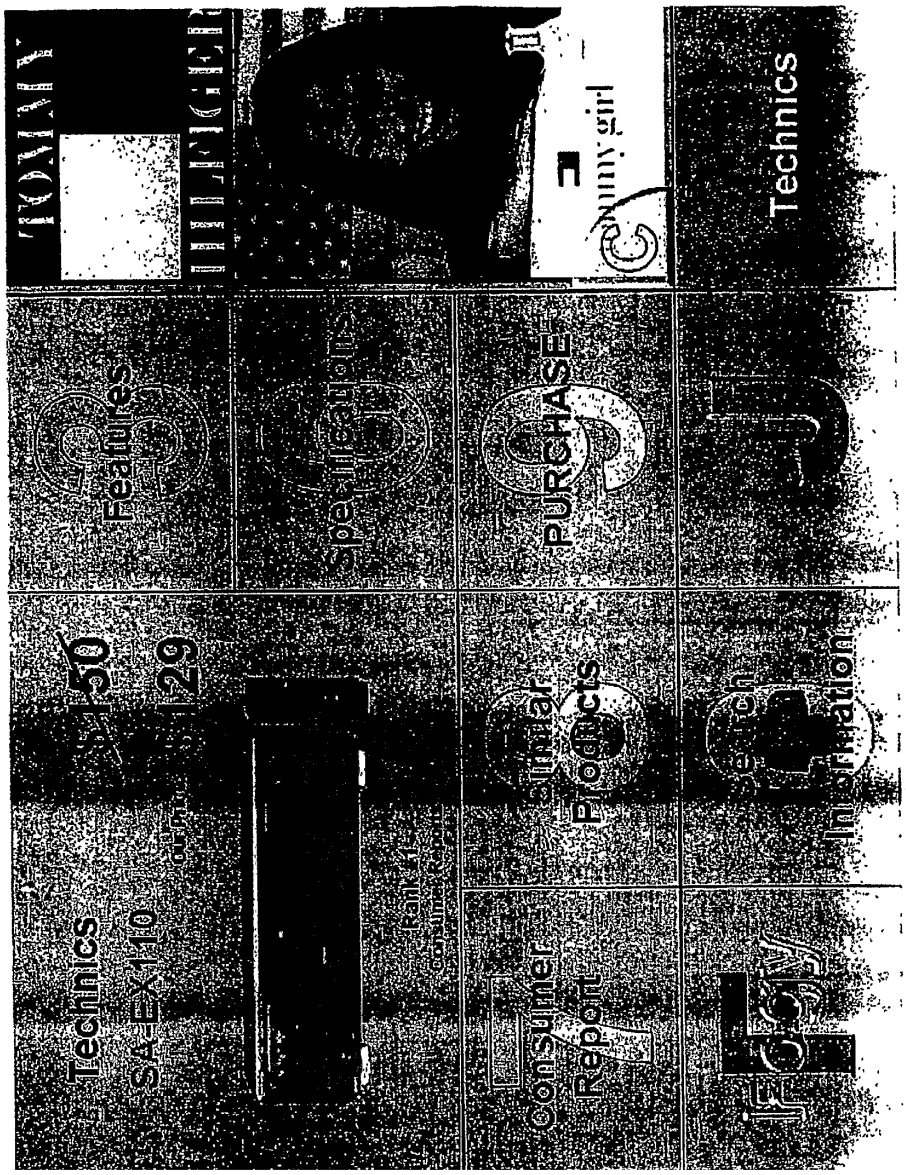


FIG. 10F

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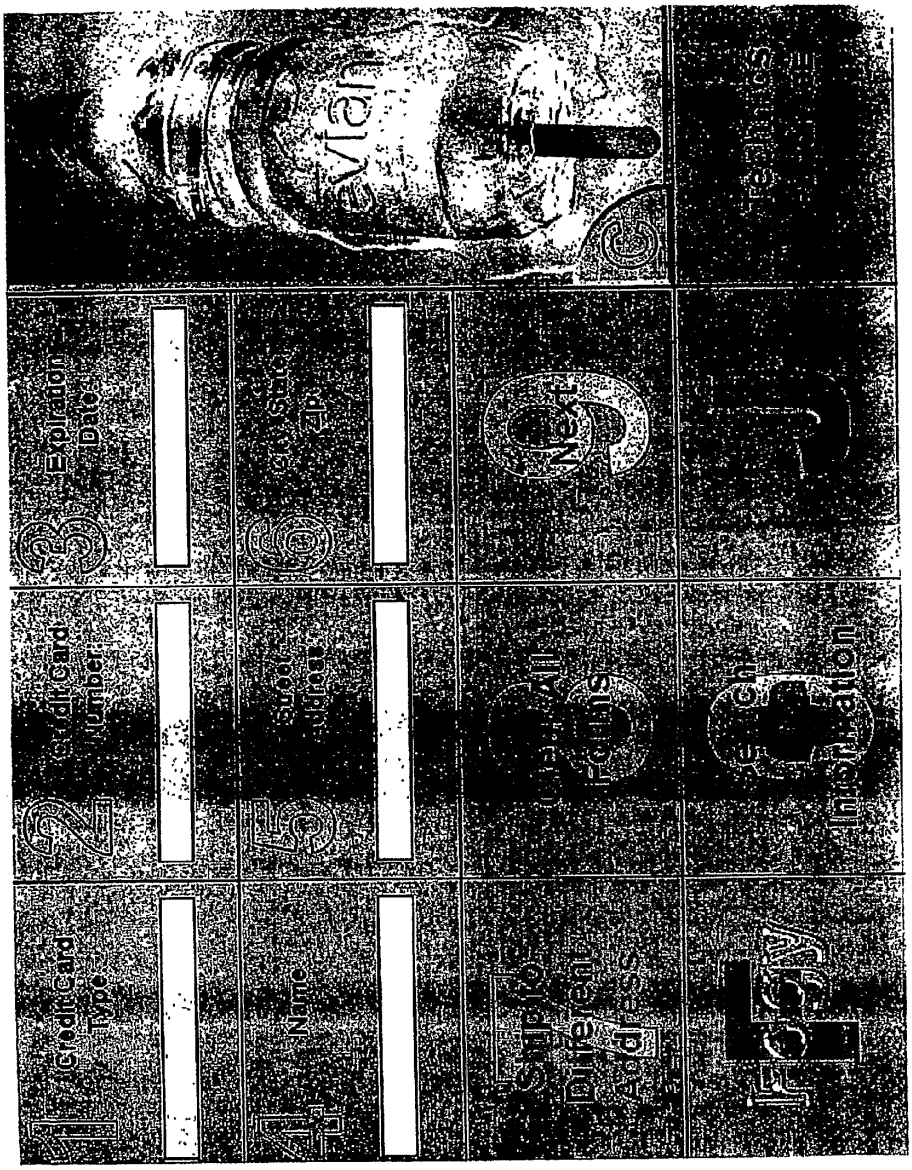


FIG. 10G

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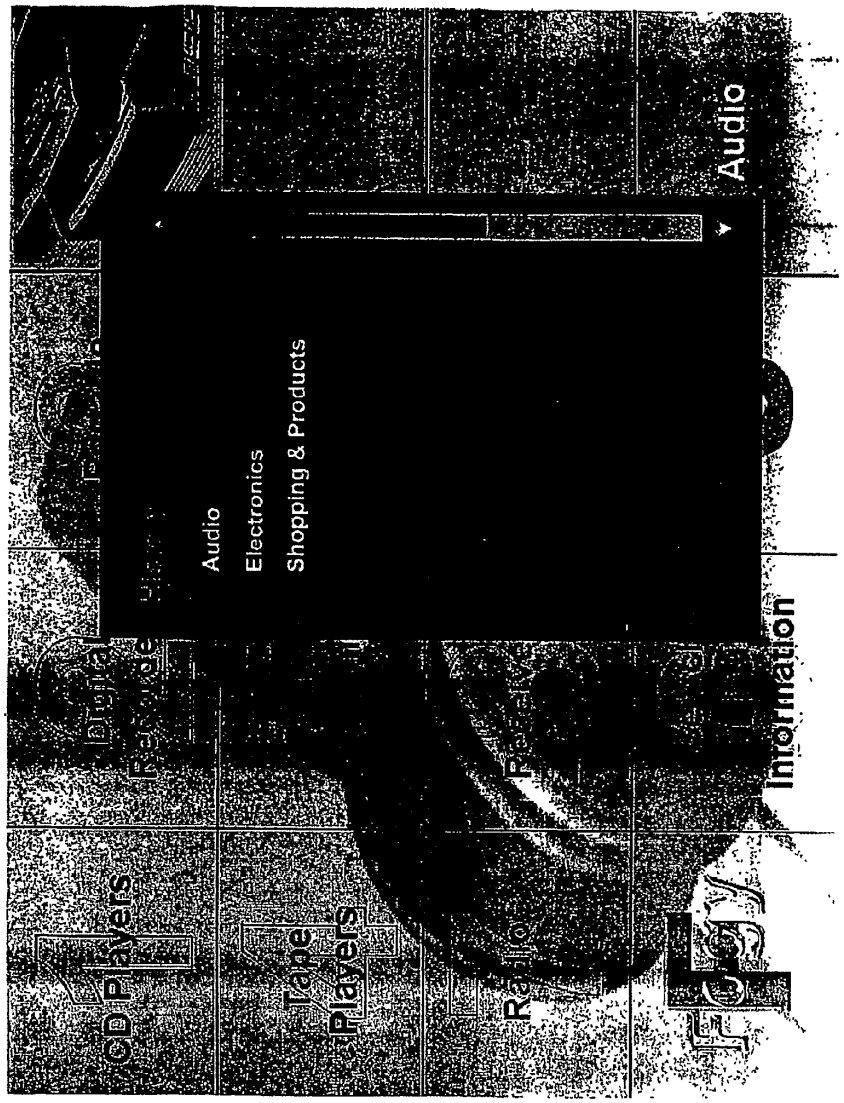


FIG. 11

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FIG. 12A

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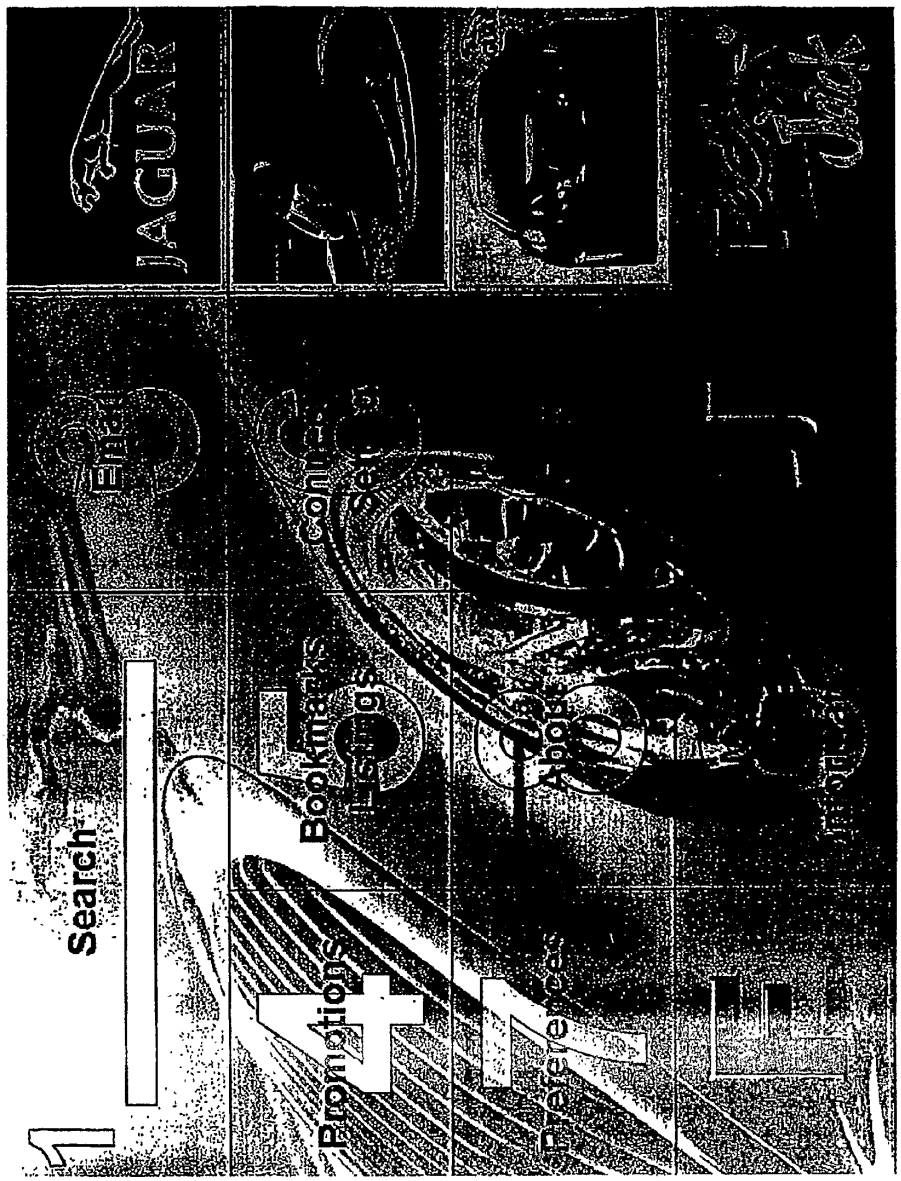


FIG. 12B

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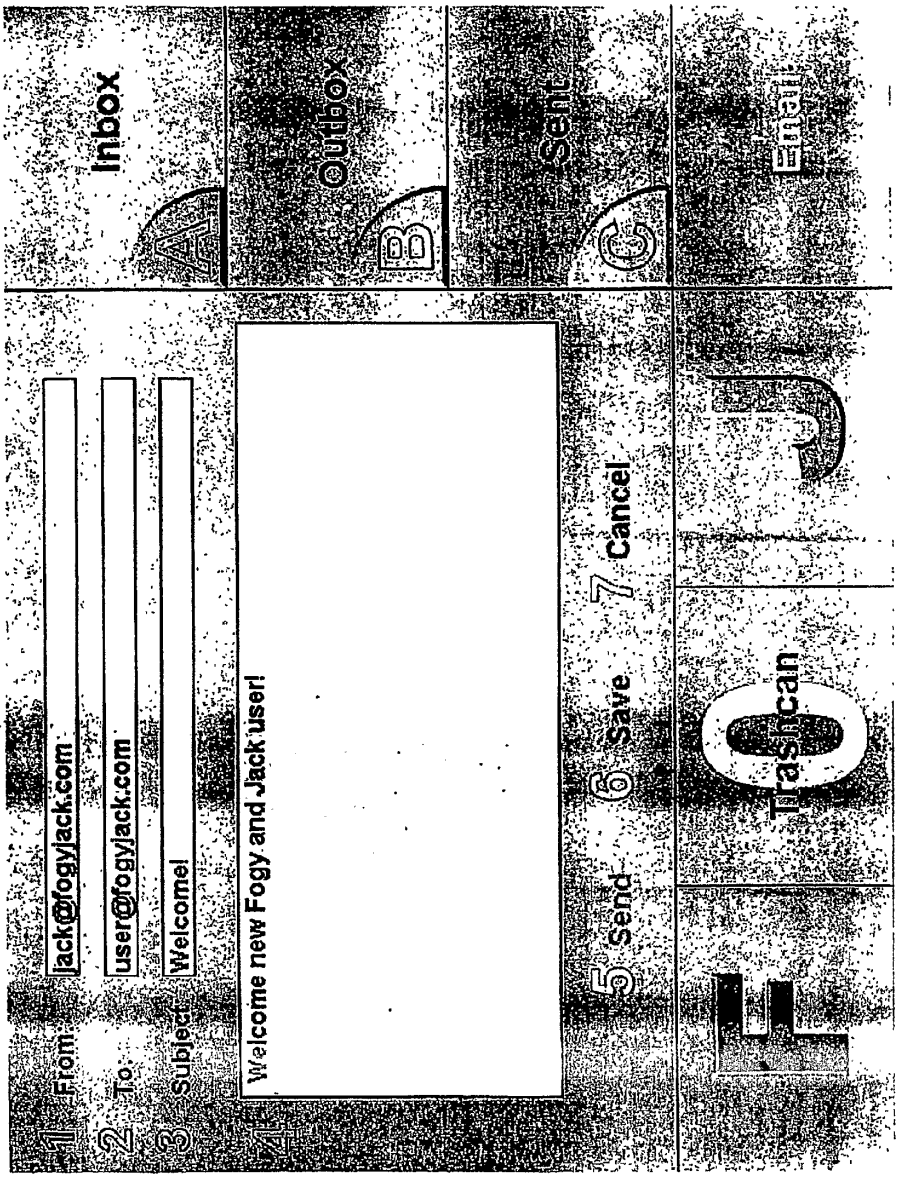


FIG. 13

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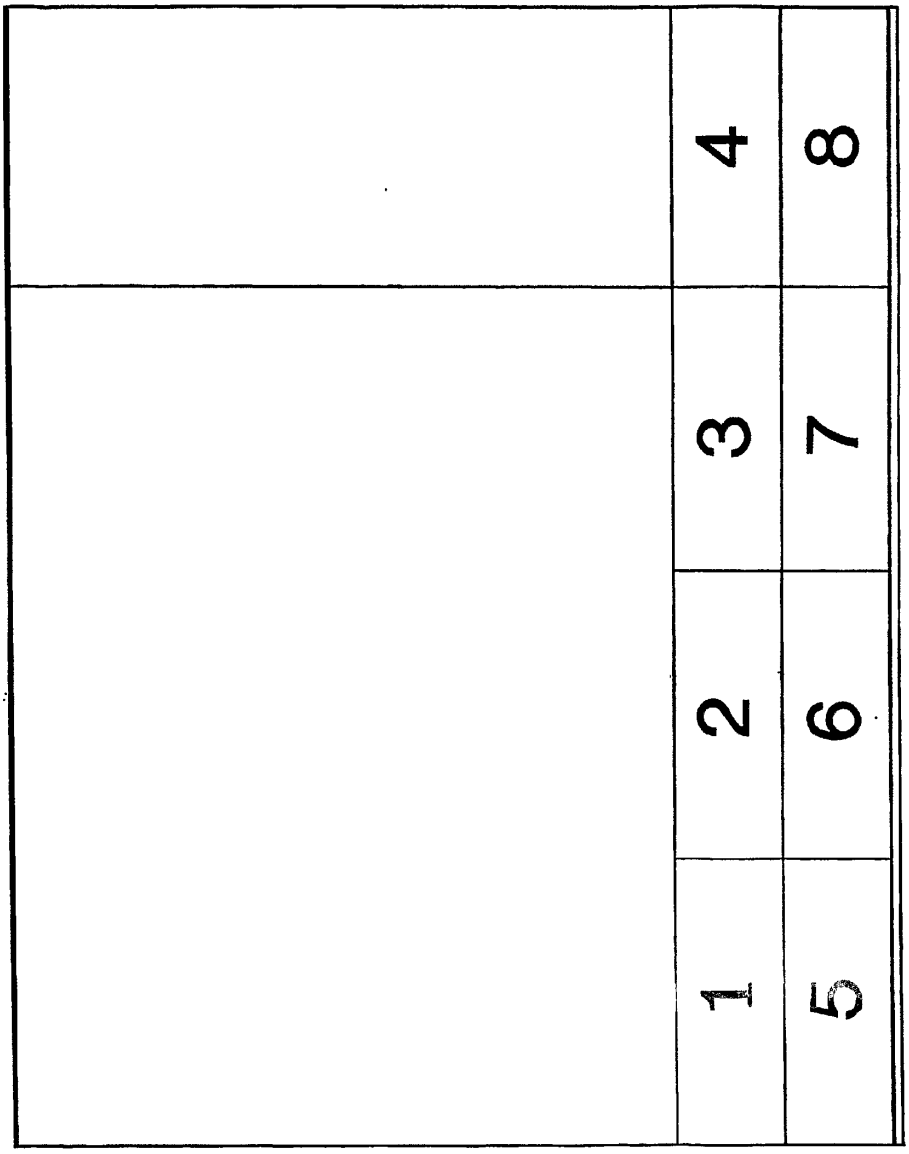
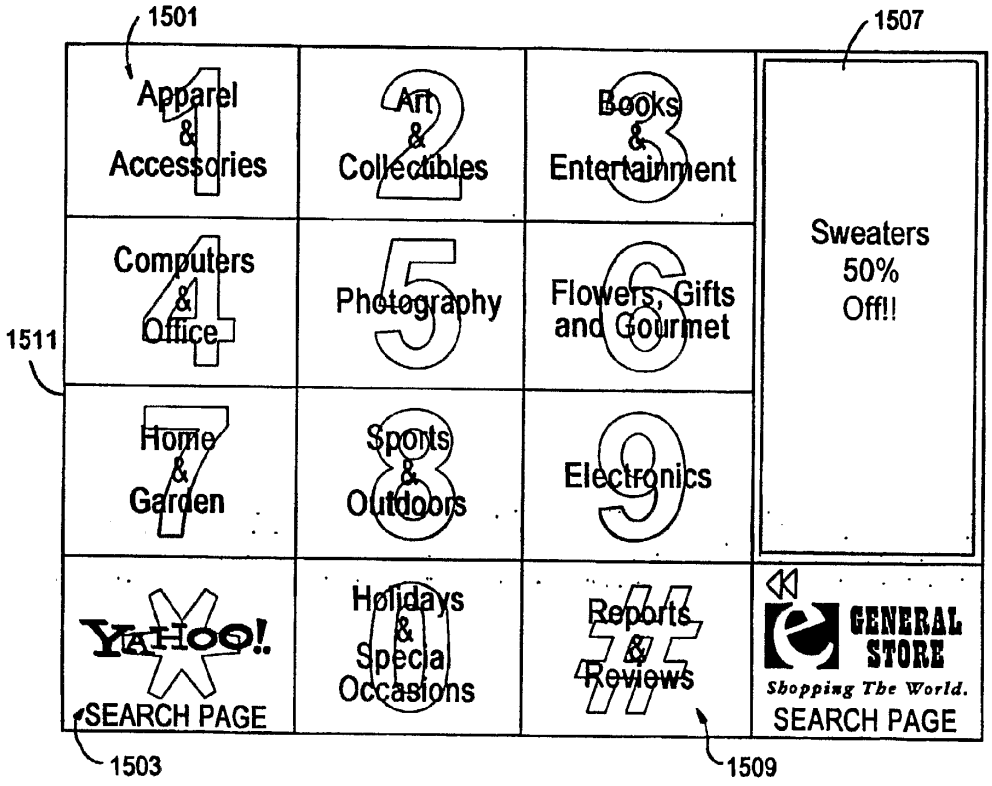


FIG. 14

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Yahoo! E-Commerce Channel

FIG. 15

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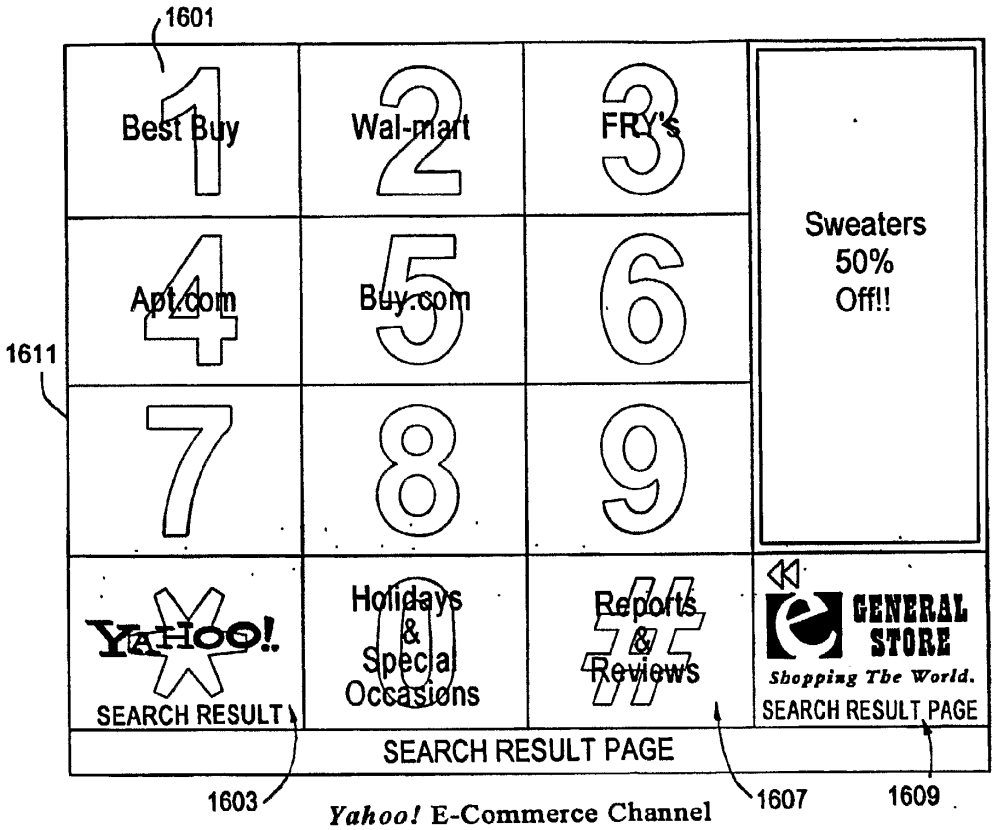


FIG. 16

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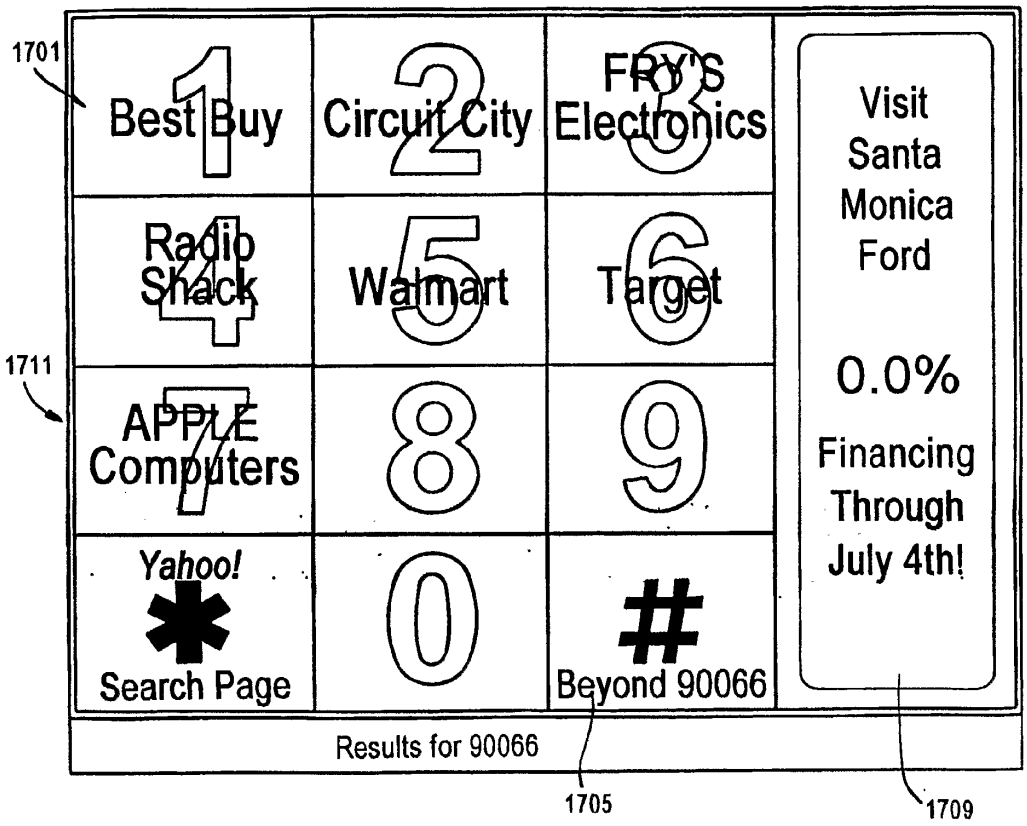


FIG. 17

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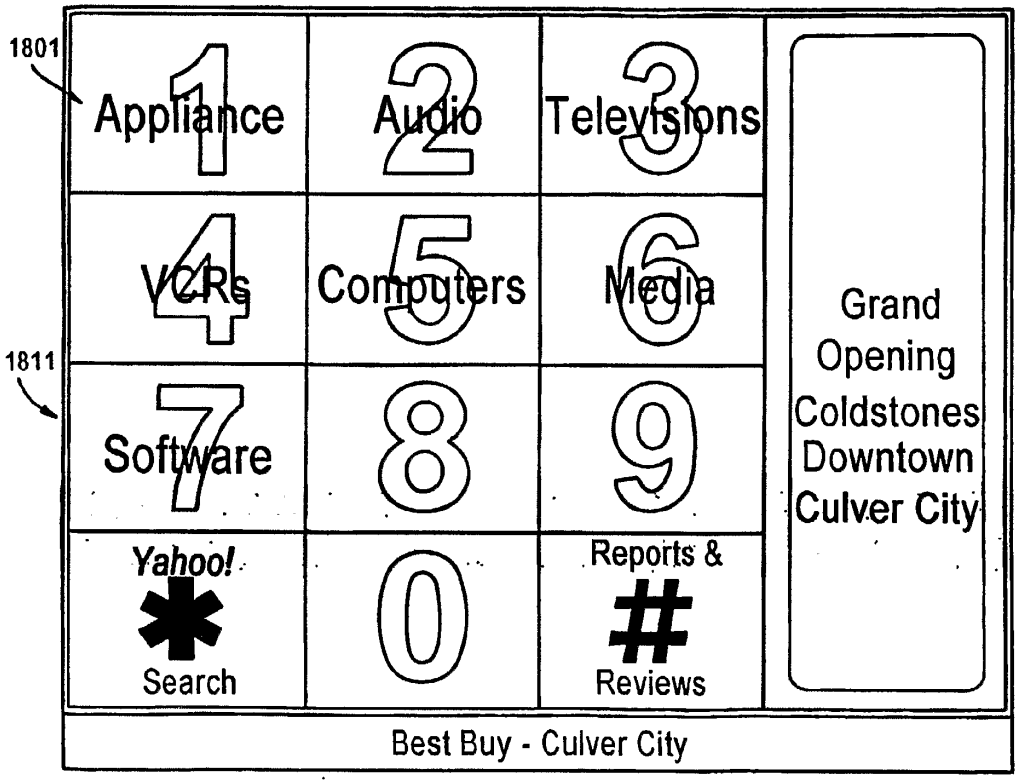

1801
1811
1 Appliance
2 Audio
3 Televisions
4 VCRs
5 Computers
6 Media
7 Software
8
9
Yahoo!
*
Search
0
Reports &
#
Reviews
Grand Opening Coldstones Downtown Culver City
Best Buy - Culver City

FIG. 18

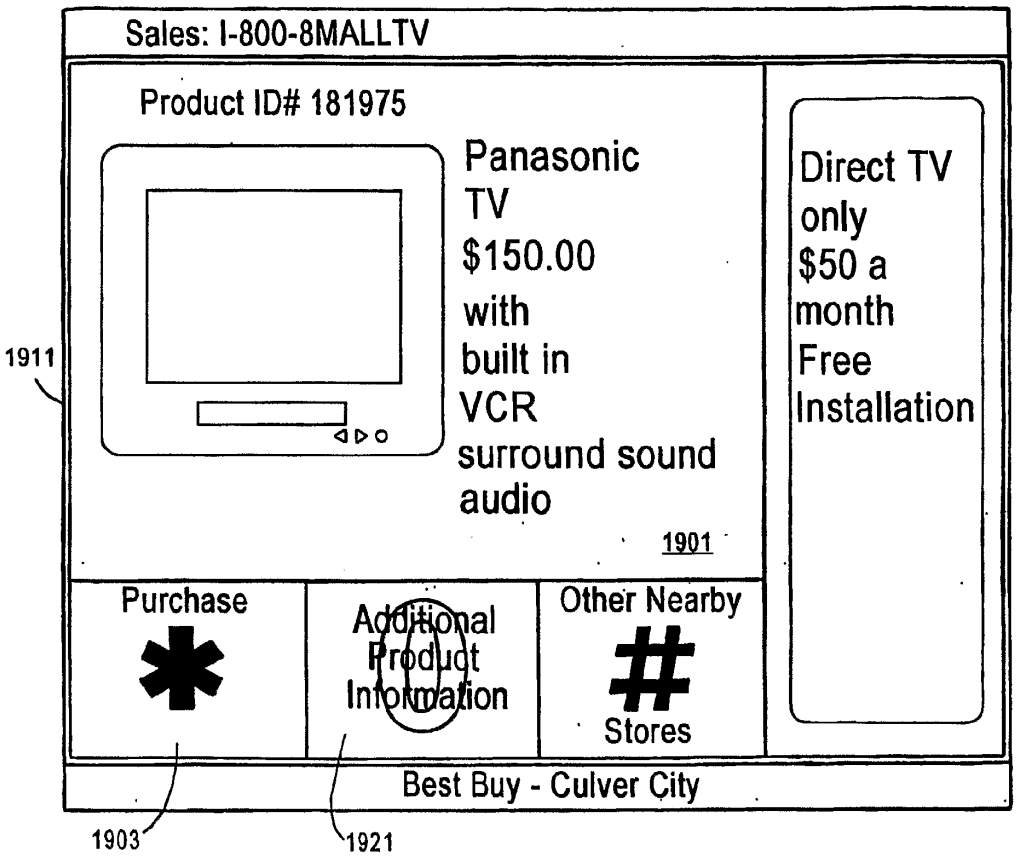


FIG. 19

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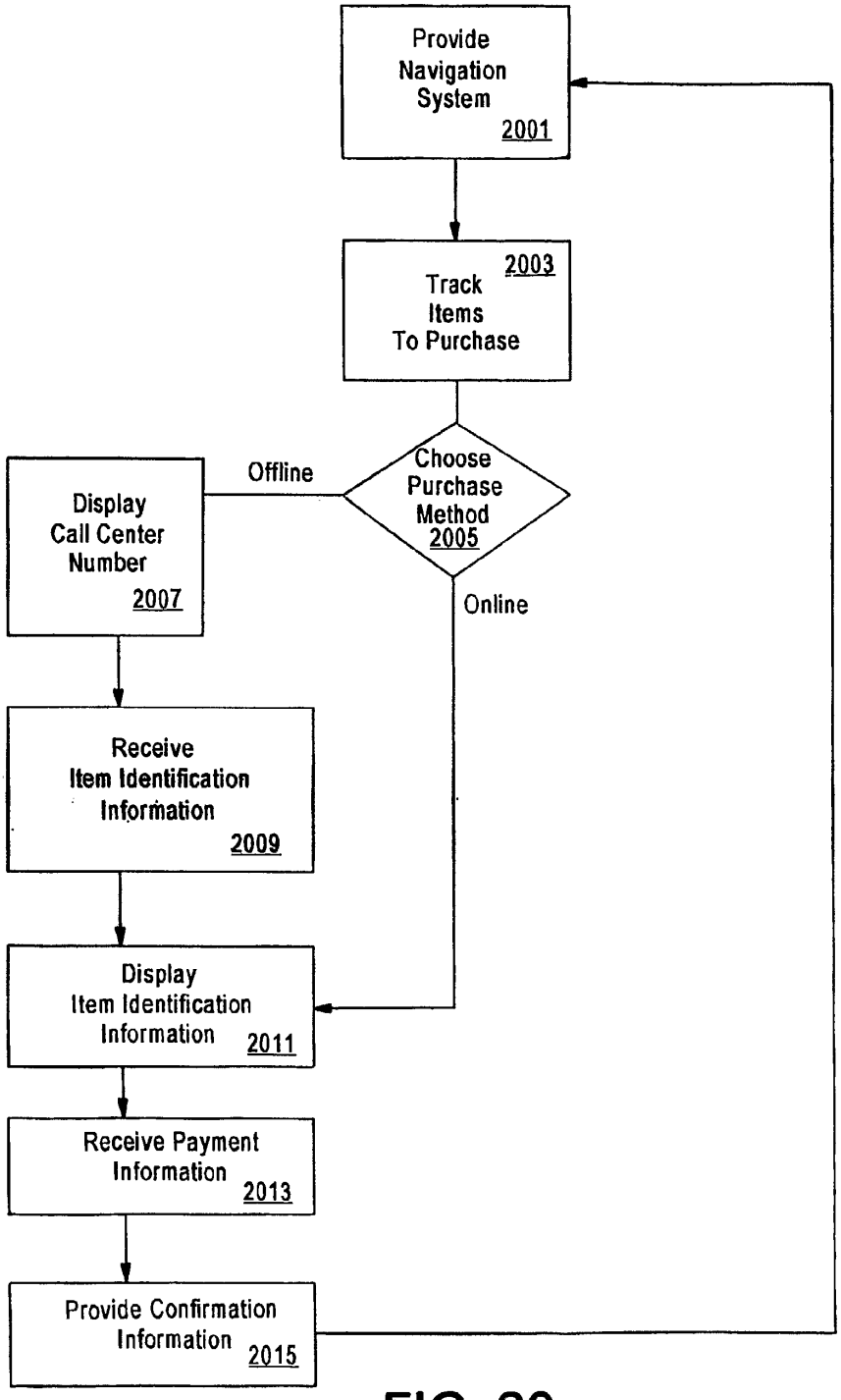


FIG. 20

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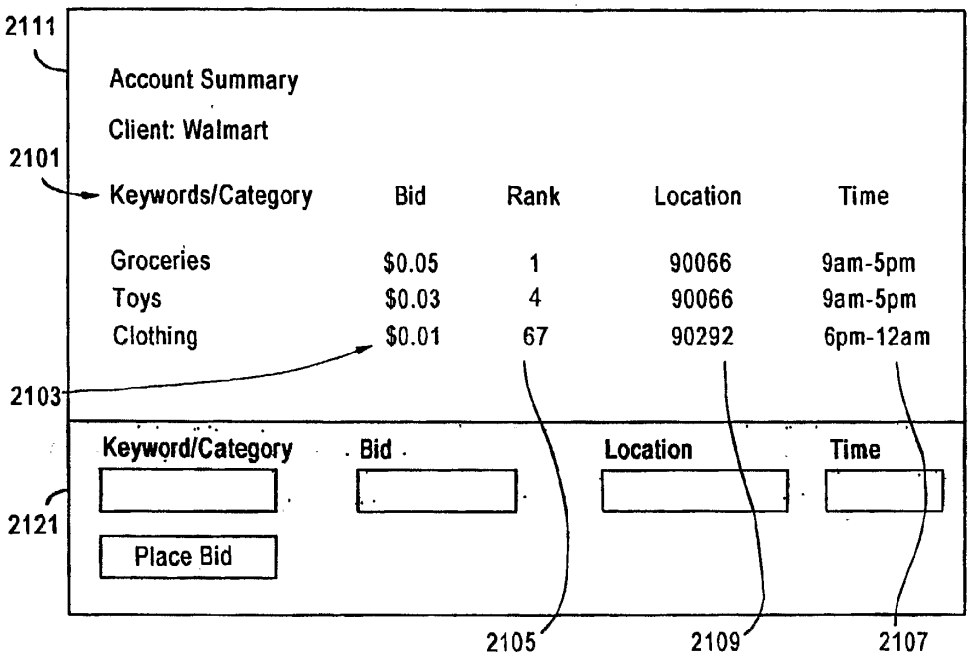


FIG. 21

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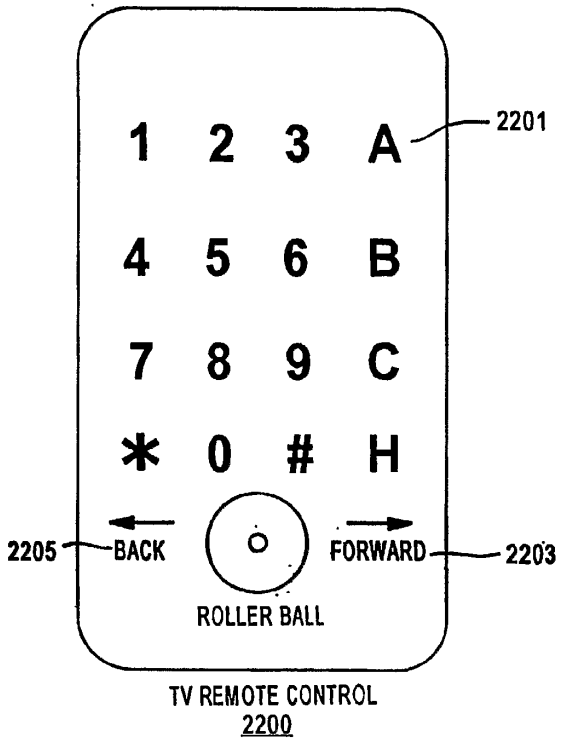


FIG. 22

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/425,259	05/29/2019	Roy Shkedi	14-PP-CON5

CONFIRMATION NO. 3067

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

PUBLICATION NOTICE

OC000000111076958

Title: Providing collected profiles to media properties having specified interests

Publication No.US-2019-0279248-A1
Publication Date:09/12/2019

NOTICE OF PUBLICATION OF APPLICATION

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/425,259	05/29/2019	Roy Shkedi	14-PP-CON5	3067

26362 7590 08/03/2020

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER	
SITTNER, MICHAEL J	

ART UNIT	PAPER NUMBER
3622	

NOTIFICATION DATE	DELIVERY MODE
08/03/2020	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

Office Action Summary	Application No. 16/425,259	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 --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 5/29/2019.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

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

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

Disposition of Claims*

5) ☑ Claim(s) 34-61 is/are pending in the application.

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

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 34-61 is/are rejected.

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

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

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

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

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

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

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

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☑ Notice of References Cited (PTO-892)

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date 5/29/2019; 7/12/2019.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

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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 continuation application filed 5/29/2019.

3. Claims 1-33 were canceled by preliminary amendment.

4. Claims 34-61 are new.

5. Claims 34-61 have been examined and are currently pending.

Continuation

6. This application is a continuation of application Serial No. 15/893,354 ("Parent Application"), filed February 9, 2018, which is a continuation application Serial No. 14/080,999, filed November 15, 2013, which is a continuation of application Serial No. 13/631,244, filed September 28, 2012, now U.S. Patent 8,589,210, which is a continuation of application Serial No. 11/765,433, filed June 19, 2007, now U.S. Patent 8,280,758, which claims the benefit of provisional application Serial No. 60/805,114, filed June 19, 2006 See MPEP §201.07. In accordance with MPEP §609.02 A.2 and MPEP §2001.06(b) (last paragraph), the Examiner has reviewed and considered the prior art cited in the Parent Application and intervening applications. Also in accordance with MPEP §2001.06(b) (last paragraph), all documents cited or considered 'of record' in the Parent Application are now considered cited or 'of record' in this application. Additionally, Applicant(s) are reminded that a listing of the information cited or 'of record' in the Parent Application need not be resubmitted in this application unless Applicants desire the information to be printed on a patent issuing from this application. See MPEP §609.02 A.2. Finally, Applicants are reminded that the prosecution history of the Parent Application is relevant in this application. See e.g., Microsoft Corp. v. Multi-Tech Sys., Inc., 357 F.3d 1340, 1350, 69 USPQ2d 1815, 1823 (Fed. Cir. 2004) (holding that statements made in prosecution of one patent are relevant to the scope of all sibling patents).

Interpretation of Claim Language

7. Per MPEP § 2106.II.C, unless a term is given an "explicit" and "clear" definition in the specification the examiner is obligated to give a claim term its broadest reasonable interpretation, in light of the specification as it would be interpreted by one of ordinary skilled in the art (MPEP § 2111). This means

that the words of a claim must be given their "plain meaning" unless the plain meaning is inconsistent with the specification (MPEP § 2111.01.I and 2111.01.III). An explicit and clear definition must establish the metes and bounds of the terms. A clear definition must unambiguously establish what is and what is not included. An example of a term does not constitute a "clear definition" beyond the scope of the example. An applicant may define specific terms used to describe the invention, but must do so "with reasonable clarity, deliberateness, and precision" and, if done, must "'set out his uncommon definition in some manner within the patent disclosure' so as to give one of ordinary skill in the art notice of the change" in meaning (see MPEP § 2111.01.IV and 2173.05(a)).

8. **A tag** is not given an "explicit" and "clear" definition in the specification. Therefore applicant's term "tag" is given the broadest reasonable interpretation, in light of the specification. 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 any 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"*. According to at least [6:11-15], *"A tag does not have to be placed on the user's device. A tag can also be used in a central database of a BT (Behavioral targeting) company or a central database of any second media property visited by the visitor, where the tag could be a unique identifier either of the device or of the user. In the case where the tag identifies the device, the tag might denote an IP address, a phone number, a device's manufacturer serial number, etc. A cookie placed on the device can also uniquely identify the device and the cookie therefore can be used as a tag in a central database*"; see also Spec [19:20-30].

9. **Profile owner** is not given an "explicit" and "clear" definition in the specification. Therefore the term "PO" or "Profile Owner" is given the broadest reasonable interpretation, in light of the specification. Spec [pg. 8:13-15] states, "…*profile owners (i.e., who either own the profiles or have the right to resell the profiles on behalf of another profile owner)…*"; and [pg. 11:15-20], *"the Profile Owner company owns profiles directly or acts as a databank representing other profile owners. Such other profile owners provide the databank with their profiles in return for (i) royalties paid to them whenever the profiles are used, or (ii) a*

payment. Any profile supplier (defined above) can also be a PO profile owner company." and [pg. 12:23-26] A *Publisher* may be a *Profile Owner* and also be the *Profile Supplier*.

10. **Profile supplier** is not given an "explicit" and "clear" definition in the specification. Therefore the term "PS" or "Profile Supplier" is given the broadest reasonable interpretation, in light of the specification. Profile supplier, as noted above at Spec [pg. 11:15-20] may be the profile owner and is interpreted as any entity that gathers and/or uses and/or transmits profile information. Note that at Spec [pg. 3:3-4] any entity (e.g. a publisher that is a BT company) may also be its own profile supplier. And [pg. 12:23-26] A *Publisher* may also be a *Profile Owner* and also be the *Profile Supplier*.

11. **Ad Network** Per Provisional Specification (60/805,114) at pg. 5 Applicant provides the following note: *"…a media property for this application could also be defined as any entity that controls an ad space viewed by a visitor. This definition of a media property will therefore include a web site, an ad network of sites where the ad network represents the ad space of different sites, a TV program, a cable company that represents some of the ad space within TV programs or TV channels, a TV network, any entity allowed to sell an advertisement and deliver it within an advertisement space whether the ad space is owned by that entity or whether the entity pays the owner of the ad space when using its ad space to deliver an ad sold by the entity. Ad space could be on a web site, in a TV program, in a text message, in a radio show, in any broadcasted material, in any streaming video or audio etc. An ad space could be a fixed position on a page or the ad space could be made available by a web site to an ad network for example only when the web site did not sell all of the site's ad inventory and therefore makes some of the inventory available to the ad network…"*

Claim Rejections - 35 USC § 103 (pre-AIA)

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

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

13. The factual inquiries set forth in Graham v. John Deere Co., 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

14. Claims 34-37, 39, 41-43, 45, 47-51, 53-56, 58, 60-61 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Kublickis** et al. (US 2007/0067297 A1; hereinafter, "Kublickis") in view of **Jaschke** et al. (U.S. 2007/0130005 A1; hereinafter, "Jaschke")

Claims 34, 48, 61:

Pertaining to the limitations of claims 34, 48, and 61, exemplified in the method steps of claim 34, Kublickis teaches the following:

> ***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 a website or ad network controlling the computer system*** (Kublickis, see at least Figs. 5C, 10B, [0132], teaching: consumers provide selective access to data within their profiles to each website [website controlling the computer system] which they visit, including search engines, for the purposes of enabling each such website to deliver more relevant and personalized content; per [0155]-[0157] and [0205] "consumers selectively grant automated access of specific personal data [indicia of the profile information] to any third-party content provider 130A or 130B they visit which uses a method of the invention to request it."; see at least [0454]-[0474] regarding methods of requesting such information by websites and third-party content providers; the profile data

which is accessed is stored, for the purpose of targeting content, by the requesting website/third-party content provider visited by the consumer and this is as a result of receipt of selectively granted specific personal data received from marketplace servers storing consumer profile data in consumer databases 215 (e.g. see [0155]-[0157]); See also at least [0186], [0195]-[0197], and [0210]-[0211] [0283], [0325], [0397]-[0398], and [0488])***, wherein a tag associated with a visitor device serves as a link to the profile information associated with the visitor*** (Kublickis, see at least [0423]-[0436] teaching: "… the third-party content provider 130A or 130B could request [arrange for] the custom browser [of the consumer] to construct [store] a cookie [a tag[1]] on its behalf which contains the requested data points [profile information]. As the consumer navigates across successive web pages in the third-party content provider's website, similar requests embedded in each of the pages could direct the custom browser to append the cookie [tag] with additional consumer profile data relevant to the context of the web pages visited…"; examiner notes applicant fails to recite or stipulate any specific embodiment for what constitutes a "tag" and therefore this is completely open to interpretation)***;***

(b) wherein the profile owner computer is programmed:

[…]

(ii) to automatically arrange for electronic storage of a requested profile linked to a tag that is associated with the visitor device and that is readable by equipment controlled by the selected website or ad network, which equipment is part of the computer system of part (a) when the selected website or ad network is the website or ad network controlling the computer system and which tag is the tag of part (a) when the selected website or ad network is the website or ad network controlling the computer system (Kublickis, see at least Fig. 4 and [0209]-[0220] teaching "toolset 400" which enables advertisers 110, ad agencies

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[1] 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 any 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*". According to at least [6:11-15], "*A tag does not have to be placed on the user's device. A tag can also be used in a central database of a BT (Behavioral targeting) company or a central database of any second media property visited by the visitor, where the tag could be a unique identifier either of the device or of the user. In the case where the tag identifies the device, the tag might denote an IP address, a phone number, a device's manufacturer serial number, etc. A cookie placed on the device can also uniquely identify the device and the cookie therefore can be used as a tag in a central database*"; see also Spec [19:20-30].

115, etc to: Filter the marketplace's general consumer membership into well-defined audiences using precisely articulated data points [requested profiles] (e.g. demographic, psychographic, purchasing history data points, etc…)… as well as to conduct precision-targeted ad campaigns to audiences as defined above…"; Per at least also see at least [0436] the "…With each new web page visited within the content provider's website, a fuller 'picture' [profile] of the visiting consumer would be captured within the cookie [tag] which the billed third-party content provider alone can access [store] and exploit to customize webpage content and any embedded advertising, and to target offers and merchandise, which becomes progressively more relevant to the consumer member…"; the cookie [tag] is readable by the third-party content provider 130A or 130B who requested the custom browser [of the consumer] to construct a cookie [tag] which is sent to the third-party content provider with appended profile information of the consumer)

(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 (Kublickis, see at least [0436] the "cookie" [tag], which is accessible [readable] by the "third-party content provider", is used to exploit or customize webpage content and embed advertising and to target offers and merchandise progressively more relevant to the consumer member.)

Although Kublickis teaches the above limitations and teaches (e.g. [0430]) his custom browser stores, for each third-party, requested profile information of the user which the user has agreed to share during a previous visit to that third-party and (e.g. per [0433]) teaches the custom browser stores new requested data points of profile information as well as (e.g. per [0436]) cookies appended with the profile data points which the user allows a third-party to collect, he may not explicitly teach the nuance of the below limitation. However, regarding this feature, Kublickis in view of Jaschke teaches the following:

(b) wherein the profile owner computer is programmed: (i) to automatically select a website or ad network of a plurality of websites or ad networks 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 websites or ad networks, one of which website or ad network is the website or ad network 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 website or ad network controlling the computer system*** (Jaschke, see at least [0019] teaching: "…Consumer information brokers [profile owner computer] manage (1) the process of identifying [automatically selecting] advertisement platforms [website or ad network] and opportunities and presenting those to advertisers…"; Jaschke see also at least [0022] noting: "A consumer information broker can also be an advertisement platform provider, advertiser, marketer, profiler, target or any combination thereof."; See also at least [0028]-[0031] and [0064]-[0073]; e.g. note per [0030] "…After receiving notification of an advertising opportunity, the consumer information broker requests the target profile from one or more target profile processor(s) and correlates [compares] the target profile to the associated description of each advertiser participating in the bidding process…")

Therefore, the Examiner understands that *identifying [automatically selecting] an advertisement platform [website or ad network] based on a correlation [comparison] of a target profile [of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier] to the associated description of each advertiser [with (B) a plurality of stored requests from the plurality of websites or ad networks, one of which website or ad network is the website or ad network 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 website or ad network controlling the computer system]* is merely applying a known technique of Jaschke to a known base device and method of Kublickis to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Jaschke with the base device/method of Kublickis to realize that Kublickis' custom browser, which already stores for each third-party various requested profile information of the user which the user has agreed to share with each particular third-party and which stores additional request for profile data points as the user navigates websites, and also

stores cookies appended with the profile data points which the user allows a third-party to collect, may also be used via the technique as taught by Jaschke to automatically select between competing websites or ad networks based on this information already available to the browser (i.e. (A) profile information about a visitor, and (B) plurality of stored requests from different websites or ad networks) because both Kublickis and Jaschke are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products (i.e. Kublickis' browser tool) in the same way (or which is ready for improvement) is obvious.

Claims 35, 49:

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, and (e.g. see at least [0273]) Kublickis teaches that more than one consumer may be associated with a single node [i.e. consumer device with particular IP address] and each consumer may be individually targeted as each member has a unique member serial number 505, etc… Kublickis may not explicitly teach the nuances of the below limitations directed towards deriving profile information from user activity on one device and targeted advertising to a second device of the user. However, pertaining to these features, Kublickis in view of Jaschke teaches the following:

…wherein the profile information associated with the visitor is derived from the visitor's activity using a first device, (Jaschke, see at least Fig. 1, the user may use various devices to interact with the system - i.e. visitor activity. These interactions are captured as profile information. See at least [0052], [0064]-[0065] and [0074]-[0075], teaching a profiler 100 collects target user profiles by tracking user usage behavior on various devices and per [0064] the profiled information may be via "cookies" or memory based identifiers (e.g. SIM cards, smart cards, computer memory, etc.), calling number identifiers, fixed IP addresses, cable or satellite TV identifiers, etc…) *and wherein the visitor device that is available to receive an advertisement is a second device of the visitor* (Jaschke, per at least [0074], teaching targeted advertisements may be delivered and customized to the technical capabilities of the particular customer premise equipment; i.e. current device on which there is an opportunity to target an advertisement. The device from which profile information was collected may be a different device than

particular customer premise equipment which is targeted for advertising.)

Therefore, the Examiner understands that deriving profile information from user activity via one device and targeted advertising to a second device of the user is merely applying a known technique of Jaschke to a known base device/method of Kublickis to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Jaschke with the base device/method of Kublickis in order to realize that the ad targeting done by Kublickis which uniquely targets a specific user based on unique member serial number, etc., would benefit from applying the technique of Jaschke for the purpose of targeting a user, who is visiting a website via use of a second device, based on profile information collected about that user, known by his unique member number, from the user's previous interaction with a website via a first device because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 36, 50:

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, Kublickis may not explicitly teach the nuance of the below limitation. However, pertaining to the below limitations, Kublickis in view of Jaschke teaches the following:

…wherein the first device is a computer of the visitor and the second device is a mobile phone of the visitor (Jaschke, see at least Fig. 1 and [0063], the first device may be computer PC 172 and the second device may be mobile telephone 170.)

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Jaschke with the base device/method of Kublickis in order to realize that the ad targeting done by Kublickis could be to a mobile device of a user based on profile information collected from a user's interaction with a computer device as taught by Jaschke because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 37, 51:

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, Kublickis may not explicitly teach the nuance of the below limitation. However, pertaining to the below limitations, Kublickis in view of Jaschke teaches the following:

…wherein the tag identifies the mobile phone (Jaschke, see at least [0029]-[030], [0064], and [0076]: cookies and memory based identifiers (e.g. Subscriber Identity Module) are used to identify devices and subsequently profiles of users of such devices for the purpose of targeting those users; e.g. the (IMSI) number and its related key, are used to identify and authenticate subscribers on mobile telephony devices; these may be used to identify profile of a user and target advertising.)

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Jaschke with the base device/method of Kublickis in order to realize that the cookie identifiers [tag] of Kublickis, which Kublickis teaches have profile information appended thereto, could append and identify a mobile device identifier of a user, which Jaschke in turn teaches may be used to subsequently target advertising, because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 39, 53:

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, Kublickis may not explicitly teach the nuance of the below limitation. However, pertaining to the below limitations, Kublickis in view of Jaschke teaches the following:

…wherein the second device is a computer (Jaschke, see at least Fig. 1 and [0063], the second device may be computer PC 172) *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* (Jaschke, see at least [0059]-[0060], teaching: The consumer information broker 130 may send or make accessible a report to

advertisers as well as convey the selected marketing materials to the target 190, charge the advertiser's account and credit the accounts of the target 190, the advertisement platform provider 120 and/or the profiler 100; Examiner notes: as applicant fails to stipulate what "information" is reported "about"/concerning delivery of ads, this is open to interpretation and at least a "credit" [information] which is provided to the profiler [a profile owner] which supplied the profile used in the transaction is information about such ad delivery.)

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Jaschke with the base device/method of Kublickis in order to realize that information regarding the targeted advertising of Kublickis could be electronically reported and could include information regarding delivery of the advertisement to the targeted device, as taught by Jaschke, because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 41, 54:

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, Kublickis may not explicitly teach the nuance of the below limitation. However, pertaining to the below limitations, Kublickis in view of Jaschke teaches the following:

… 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. (Jaschke, see at least [0060], teaching: "…The consumer information broker 130 [profile owner] may send or make accessible a report to advertisers as well as convey the selected marketing materials to the target 190, charge the advertiser's account and credit the accounts of the target 190, the advertisement platform provider 120 and/or the profiler 100…"; Examiner notes: as applicant fails to stipulate what "information" is reported "about"/concerning delivery of ads, this is open to interpretation and at least a "credit" [information] which is provided by and to a type of profile owner concerning the profile information used in the transaction of the advertisement is information about delivery of the

advertisement. Also, the information broker who is a profile owner inherently has the information and therefore this has been made available [reported] in some manner.)

Therefore, the Examiner understands that the limitation in question is merely applying a known technique of Jaschke which is applicable to a known base device/method of Kublickis to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to apply the techniques of Jaschke to the base device/method of Kublickis for the benefit as taught supra by Jaschke, because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 42, 55:

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, Kublickis may not explicitly teach the nuance of the below limitation. However, pertaining to the below limitations, Kublickis in view of Jaschke teaches the following:

… 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 (Jaschke, see at least [0099] providing [identifying] profiles, used in association with delivering ads, to profilers, information brokers, and advertisers.)

Therefore, the Examiner understands automatically providing [identifying] profiles, used in association with delivering ads, to profilers, information brokers, and advertisers is merely a known technique of Jaschke which is applicable to a known base device/method of Kublickis to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Jaschke with the base device/method of Kublickis, who already collects profile information, for the benefit as taught by Jaschke *supra* and because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 43, 56: (Previously presented)

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, Kublickis may not explicitly teach the nuance of the below limitation. However, pertaining to the below limitations, Kublickis in view of Jaschke teaches the following:

… wherein the profile owner computer is programmed to automatically select a website or ad network using profile information about the visitor that was derived from the visitor's activity using the visitor device (Jaschke, see at least [0022], [0028]-[0032], and [0059]-[0075] teaching, in part, "…The brokerage processor 138 [profile owner] substantially correlates the target profile to the advertiser's associated description for all cleared advertisers, and …determines the winning advertiser 110…"; note per [0022]: "A consumer information broker can also be an advertisement platform provider, advertiser, marketer, profiler, target or any combination thereof."; because Jaschke's information broker may be any combination of ad platform provider, advertiser, etc… it would have been obvious to a person of ordinary skill in the art at the time of the invention, via rearrangement or simple substitution, e.g. substituting Jaschke's 'ad platform provider' [applicant's "ad network"] per Jaschke at [0059]-[0075], for Jaschke's 'advertiser', that Jaschke's broker may also determines the winning ad platform provider [ad network] by using the profile information which he received because per MPEP 2144.04 (VI)(C) – Rearrangement is obvious and/or per MPEP 2143(I) (B) Simple substitution of one known element for another to obtain predictable results is obvious)

Therefore, the Examiner understands automatically selecting an ad platform provider [ad network] using user profile information is merely a known technique of Jaschke which may be applied to a known base device/method of Kublickis to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Jaschke with the base device/method of Kublickis, who already collects profile information, because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 45, 58:

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, and Kublickis (e.g. at least at [0436]) teaches his cookie [tag] contains user profile data corresponding to third-party content provider requested data points, Kublickis may not explicitly teach the nuance of the below limitation directed towards the profile information appended to his cookie [tag] comprising personally identifiable information. However, pertaining to the below limitations, Kublickis in view of Jaschke teaches the following:

… wherein the tag comprises personally identifiable information identifying the visitor (Jashcke, see at least [0029]-[0030], [0064], and [0076]: cookies may contain "identifiers" which may be any means of "uniquely identifying a user"; applicant fails to stipulate what is encompassed by "personally identifiable information" and therefore this is open to interpretation)

Therefore, the Examiner understands that a tag, such as a cookie, may comprises identifiers which "uniquely identify a user" [*personally identifiable information identifying the visitor*] and this is merely a known technique of Jaschke which may be applied to a known base device/method of Kublickis, who already teaches appending user profile information to cookies [tags], to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to apply the techniques of Jaschke to the base device/method of Kublickis in order to realize that the cookie of Kublickis may beneficially be comprised of identifiers which "uniquely identify a user" [*personally identifiable information identifying the visitor*] as taught by Jaschke because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 47, 60:

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, Kublickis may not explicitly teach the below limitation. However, pertaining to this feature, Kublickis in view of Jaschke teaches the following:

… wherein the apparatus of the profile supplier operates in the Internet and the equipment of the selected website or ad network utilizes the profile data to cause delivery of the electronic advertisements

on a television of the visitor. (Jashcke, see at least [0028] "Advertisement platforms include, but are not limited to, mobile telephones or pagers connected to a Mobile Switching Network; telephones connected to the Public Switched Telephone Network ("PSTN"); Personal Computers (PCs) connected to the Internet via the PSTN, a satellite network or a cable network; set top boxes connected to cable networks or satellite networks; television (TV) sets, etc..."; see also at least [0063]-[0064] and Fig. 1 Public Internet 142, TV 176 which may receive electronic ads, Profile Processor 131, Advertiser 110, Platform Provider 120, Consumer Information Broker 130 all operate through the Public Internet 142 to reach Satellite Network 158 and Cable Network 156 to send ads to TV 176).

Therefore, the Examiner understands that equipment of a profile supplier may operate via the Internet and the equipment of a selected ad platform supplier [ad network] may utilize profile data to cause delivery of an electronic advertisements to a television of a targeted user/visitor and these are merely known techniques of Jaschke applied to a known base device/method of Kublickis to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Jaschke with the base device/method of Kublickis in order to realize that the ad targeting done by Kublickis could be to a TV device of a user based on profile information collected from a user as taught by Jaschke because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

15. Claims 38, 40, 44, 46, 52, 57, 59 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Kublickis** in view of **Jaschke** further in view of **Horowitz** (U.S. 2005/0097204 A1; hereinafter, "Horowitz").

Claims 38, 52:

Although the combination Kublickis/Jaschke teaches the limitations upon which these claims depends, Kublickis may not explicitly teach the nuance of the below limitation. However, pertaining to the below limitations, Kublickis in view of Jaschke teaches the following:

…wherein the profile owner computer is programmed to automatically select a website or ad network using profile information about the visitor that was derived from the visitor's activity using the computer of the visitor ((Jaschke, see at least [0022], [0028]-[0032], and [0059]-[0075] teaching, in part, "…The brokerage processor 138 [profile owner] substantially correlates the target profile to the advertiser's associated description for all cleared advertisers, and …determines the winning advertiser 110…"; note per [0022]: "A consumer information broker can also be an advertisement platform provider, advertiser, marketer, profiler, target or any combination thereof."; because Jaschke's information broker may be any combination of ad platform provider, advertiser, etc… it would have been obvious to a person of ordinary skill in the art at the time of the invention, via rearrangement or simple substitution, e.g. substituting Jaschke's 'ad platform provider' [applicant's "ad network"] per Jaschke at [0059]-[0075], for Jaschke's 'advertiser', that Jaschke's broker may also determines the winning ad platform provider [ad network] by using the profile information which he received because per MPEP 2144.04 (VI)(C) – Rearrangement is obvious and/or per MPEP 2143(I) (B) Simple substitution of one known element for another to obtain predictable results is obvious)

Therefore, the Examiner understands automatically selecting an ad platform provider [ad network] using user profile information is merely a known technique of Jaschke which may be applied to a known base device/method of Kublickis to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Jaschke with the base device/method of Kublickis, who already collects profile information, because both Jaschke and Kublickis are analogous art in the same field of endeavor and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Although Kublickis/Jaschke teaches the above limitations, neither may not explicitly teach the nuance of the below limitation directed towards collection of such profile information is as a result of a URL redirect. However, pertaining to this technique for collection, Horowitz does teach the following:

…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. (Horowitz, see at least Fig. 4 - #412, and [0045]]-[0048] and

[0061] teaching URL redirection; for example, "…the system can use a cookie-based tracking system and can include all features included in the tracking system, including (1) a cookie that can be dropped on a user's browser before redirecting to the user's destination; and (2) a pixel image on the destination site's acquisition page that can register a conversion for the system… the system also can be configured to utilize a back channel, and the like, for the advertiser to share information and to maintain security of purchasing and other information for the advertiser…")

Therefore, the Examiner understands that URL redirection and sharing user information such as profile information as a result of URL redirection is merely applying a known technique (techniques of Horowitz) to a known device/method of Kublickis/Jaschke to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Horowitz with the device/method of Kublickis/Jaschke to realize that the profile information which Kublickis collects and/or which Jaschke collects and compiles by target profile processor 131 and brokered by consumer information broker 130, could have been the result a URL redirection from a website that is served by the electronic apparatus of the market place servers which store consumer profiles [profile supplier], because Kublickis, Jaschke, and Horowitz are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claim 40:

Although Kublickis/Jaschke teaches the above limitations, neither Kublickis nor Jaschke may explicitly teach a technique of URL redirection although each of their systems utilizes a cookie for the purpose of delivering targeted advertising. However, pertaining to this technique, Kublickis/Jaschke in view of Horowitz does teach the following:

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 (Horowitz, see at least Fig. 4 - #412, and [0045]]-[0048] and [0061] teaching URL

redirection; for example, "…the system can use a cookie-based tracking system and can include all features included in the tracking system, including (1) a cookie that can be dropped on a user's browser before redirecting to the user's destination [*cause delivery of the advertisement*]; and (2) a pixel image on the destination site's acquisition page that can register a conversion for the system… the system also can be configured to utilize a back channel, and the like, for the advertiser to share information and to maintain security of purchasing and other information for the advertiser…")

Therefore, the Examiner understands that URL redirection and sharing and/or reporting information as a result of URL redirection is merely applying a known technique (techniques of Horowitz) to a known base device/method of Kublickis/Jaschke to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Horowitz with the device/method of Kublickis/Jaschke to realize that the profile information which Jaschke teaches is collected and compiled by target profile processor 131 and brokered by consumer information broker 130, could have been reported as the result a URL redirection from the computer system, when Jaschke's computer system utilizes the cookie to cause delivery of the advertisement, because Kublickis, Jaschke, and Horowitz are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 44, 57:

Although the combination Kublickis/Jaschke teaches the above limitations, neither Kublickis nor Jaschke may not explicitly teach a technique of URL redirection to a website where user profile information is gathered. However, pertaining to this technique, Kublickis/Jaschke in view of Horowitz does teach the following:

… 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 (Horowitz, see at least Fig. 4 - #412, and [0045]-[0048] and [0061] teaching URL redirection; for example, "…the system can use a cookie-based tracking system and can include all features included in the tracking system, including (1) a cookie that can be dropped on a user's

browser before redirecting to the user's destination [*cause delivery of the advertisement*]; and (2) a pixel image on the destination site's acquisition page that can register a conversion for the system… the system also can be configured to utilize a back channel, and the like, for the advertiser to share information and to maintain security of purchasing and other information for the advertiser…")

Therefore, the Examiner understands that URL redirection and sharing and/or reporting information as a result of URL redirection is merely applying a known technique (techniques of Horowitz) to a known base device/method of Kublickis/Jaschke to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Horowitz with the device/method of Kublickis/Jaschke to realize that the profile information which Jaschke teaches is collected and compiled by target profile processor 131 and brokered by consumer information broker 130, could have been reported or gathered as the result a URL redirection from the computer system, when Jaschke's computer system utilizes the cookie to cause delivery of the advertisement, because Kublickis, Jaschke, and Horowitz are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 46, 59:

Although the combination Kublickis/Jaschke teaches the above limitations, neither Kublickis nor Jaschke may explicitly teach a technique of URL redirection to a website which subsequently enables the advertiser to store the cookie [tag] which may be contained in the redirect URL. However, pertaining to this technique, Horowitz does teach the following:

… comprises the profile owner computer being programmed to perform automatic redirection to a URL provided by the selected website or ad network to place the visitor device in communication with computer equipment controlled by the selected website or ad network to enable storage, in a central database associated with the computer equipment of the selected website or ad network, of the profile information linked to the tag that is associated with the visitor device (Horowitz, see at least [0045]-[0048] specifically teaching: "…For example, in step 412, the End User 110 can be tracked by employing a

cookie [tag] having information [profile information] that varies depending on the type of tracking scheme being employed or an ID [profile information] can be passed in the redirect [automatic redirection to a URL] and the Advertiser site 106 can remember [store] the ID and return it to the exemplary performance-based online advertising system 100 either in a tracking pixel request or in a direct request from the Advertisement server 126…")

Therefore, the Examiner understands that URL redirection which may enable the advertiser to store the profile information linked to the cookie [tag] is merely applying known techniques of Horowitz to a known base device/method of Kublickis/Jaschke to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the techniques of Horowitz with the device/method of Kublickis/Jaschke to realize the well-known technique of a URL redirection, as taught by Horowitz, to cause delivery of the advertisement by redirecting the user to the advertiser's URL along with a cookie and information [profile information] in the URL redirect, would be useful to the base device/method of Kublickis/Jaschke which already tracks delivery of targeted advertisement because Kublickis, Jaschke and Horowitz are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Conclusion

16. 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.

17. 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.

18. 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

Notice of References Cited	Application/Control No. 16/425,259	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					
	B					
*	C	US-20070067297-A1	03-2007	Kublickis; Peter Joseph	G06Q30/02	1/1
*	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					
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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	
	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.

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/425,259	Shkedi, Roy
	Examiner	Art Unit
	MICHAEL J SITTNER	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 all with text	07/28/2020	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.

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 History	07/28/2020	MJS

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/425,259	Shkedi, Roy
	Examiner	Art Unit
	MICHAEL J SITTNER	3622

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

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
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	MICHAEL J SITTNER	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	07/28/2020								
	34	✓								
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	36	✓								
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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
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$.cds. 705/14.3$.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	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;	OR	ON	2020/07/29 12:50

			DERWENT; IBM_TDB			
S35	2	("20110314092").PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/29 12:50
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

EAST Search History (Interference)

<This search history is empty>

7/29/2020 2:42:56 PM
C:\Users\msittner1\Documents\EAST\Workspaces\16425259 - CON of 15893354 CON of 14080999 - Shkedi - collection and selling of profile information.wsp

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Examiner: Sittner, M.J. (in parent)
Docket No.: 14-PP-CON5
Conf. No.: 3067

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
/M.J.S./	1	5220655	06/15/1993	Tsutsui
/M.J.S./	2	5359508	10/25/1994	Rossides
/M.J.S./	3	5442633	08/15/1995	Perkins et al.
	4	5572643	11/05/1996	Judson
	5	5710884	01/20/1998	Dedrick
	6	5717923	02/10/1998	Dedrick
	7	5724424	03/03/1998	Gifford
	8	5724521	03/03/1998	Dedrick
	9	5751956	05/12/1998	Kirsch
	10	5752238	05/12/1998	Dedrick
	11	5754939	05/19/1998	Herz et al.
	12	5774670	06/30/1998	Montulli
	13	5794210	08/11/1998	Goldhaber et al.
	14	5819092	10/06/1998	Ferguson et al.
	15	5819285	10/06/1998	Damico et al.
	16	5835718	11/10/1998	Blewett
	17	5848396	12/08/1998	Gerace
	18	5855008	12/29/1998	Goldhaber et al.
	19	5870546	02/09/1999	Kirsch
	20	5870550	02/09/1999	Wesinger Jr. et al.
	21	5901287	05/04/1999	Bull et al.
	22	5918014	06/29/1999	Robinson
	23	5933811	08/03/1999	Angles et al.
	24	5937390	08/10/1999	Hyodo
	25	5937392	08/10/1999	Alberts
	26	5948061	09/07/1999	Merriman et al.
	27	5948061	09/07/1999	Merriman et al.
	28	5959623	09/28/1999	van Hoff et al.
	29	5963915	10/05/1999	Kirsch

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Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
/M.J.S./	30	5999912	12/07/1999	Wodarz et al.
	31	6014638	01/11/2000	Burge et al.
	32	6016504	01/18/2000	Arnold et al.
	33	6026368	02/15/2000	Brown et al.
	34	6026369	02/15/2000	Capek
	35	6026374	02/15/2000	Chess
	36	6044376	03/28/2000	Kurtzman II
	37	6047310	04/04/2000	Kamakura et al.
	38	6049835	04/11/2000	Gagnon
	39	6055513	04/25/2000	Katz et al.
	40	6073241	06/06/2000	Rosenberg et al.
	41	6128663	10/03/2000	Thomas
	42	6134532	10/17/2000	Lazarus et al.
	43	6141010	10/31/2000	Hoyle
	44	6188398	02/13/2001	Collins-Rector et al.
	45	6205432	03/20/2001	Gabbard et al.
	46	6216112	04/10/2001	Fuller et al.
	47	6216129	04/10/2001	Eldering
	48	6285987	09/04/2001	Roth
	49	6289318	09/11/2001	Barber
	50	6308202	10/23/2001	Cohn et al.
	51	6324519	11/27/2001	Eldering
	52	6327574	12/04/2001	Kramer et al.
	53	6366298	04/02/2002	Haitsuka et al.
	54	6385592	05/07/2002	Angles et al.
	55	6385592	05/07/2002	Angles et al.
	56	6401075	06/04/2002	Mason et al.
	57	6408278	06/18/2002	Carney et al.
	58	6415270	07/02/2002	Rackson et al.

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/M.J.S./	59	6415322	07/02/2002	Jaye
	60	6446261	09/03/2002	Rosser
	61	6449657	09/10/2002	Stanbach Jr. et al.
	62	6484492	11/26/2002	Meholic et al.
	63	6487538	11/26/2002	Gupta et al.
	64	6615247	09/02/2003	Murphy
	65	6633850	10/14/2003	Gabbard et al.
	66	6654725	11/25/2003	Langheinrich et al.
	67	6804660	10/12/2004	Landau et al.
	68	6810527	10/26/2004	Conrad et al.
	69	6839680	01/04/2005	Liu et al.
	70	6868392	03/15/2005	Ogasawara
	71	6907566	06/14/2005	McElfresh et al.
	72	6983379	01/03/2006	Spalink et al.
	73	6985882	01/10/2006	Del Sesto
	74	7003792	02/21/2006	Yuen
	75	7013290	03/14/2006	Ananian
	76	7038637	05/02/2006	Eller et al.
	77	7039594	05/02/2006	Gersting
	78	7039599	05/02/2006	Merriman et al.
	79	7043531	05/09/2006	Seibel, et al.
	80	7051351	05/23/2006	Goldman et al.
	81	7058593	06/06/2006	Merritt
	82	7065550	06/20/2006	Raghunandan
	83	7085682	08/01/2006	Heller et al.
	84	7155508	12/26/2006	Sankuratripati et al.
	85	7181438	02/20/2007	Szabo
	86	7188076	03/06/2007	Bensemana
	87	7194424	03/20/2007	Greer et al.

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Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
/M.J.S./	88	7299195	11/20/2007	Tawakol et al.
	89	7343354	03/11/2008	Hennessey
	90	7346615	03/18/2008	Bem
	91	7356711	04/08/2008	Calinov et al.
	92	7360251	04/15/2008	Spalink et al.
	93	7373599	05/13/2008	McElfresh et al.
	94	7386599	06/10/2008	Piersol et al.
	95	7546249	06/09/2009	Main
	96	7558795	07/07/2009	Malik
	97	7580855	08/25/2009	Fernandes
	98	7693863	04/06/2010	Martin et al.
	99	7698422	04/13/2010	Vanderhook et al.
	100	7725944	05/25/2010	Spalink et al.
	101	7756744	07/13/2010	Schiff et al.
	102	7788358	08/31/2010	Martino
	103	7805332	09/28/2010	Wilson
	104	7899801	03/01/2011	Bronson et al.
	105	7930252	04/19/2011	Bender et al.
	106	7930253	04/19/2011	Schoenhals
	107	7937383	05/03/2011	Hintze et al.
	108	7966647	06/21/2011	Igoe et al.
	109	8036929	10/11/2011	Reisman
	110	8086491	12/27/2011	Matz et al.
	111	8880677	11/04/2014	Julia et al.
	112	9117217	08/25/2015	Wilson et al.
	113	20010020242	09/06/2001	Gupta et al.
	114	20010034646	10/25/2001	Hoyt et al.
	115	20010039515	11/08/2001	Mayadas
	116	20010042002	11/15/2001	Koopersmitch

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Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
/M.J.S./	117	20010044743	11/22/2001	McKinley, et al.
	118	20020002541	01/03/2002	Williams
	119	20020029267	03/07/2002	Sankuratripati
	120	20020046105	04/18/2002	Gardenswartz et al.
	121	20020046286	04/18/2002	Caldwell et al.
	122	20020056109	05/09/2002	Tomsen
	123	20020072965	06/13/2002	Merriman et al
	124	20020072965	06/13/2002	Merriman et al.
	125	20020072971	06/13/2002	DeBusk et al.
	126	20020082910	06/27/2002	Kontogouris
	127	20020082923	06/27/2002	Merriman et al.
	128	20020091568	07/11/2002	Kraft, et al.
	129	20020099603	07/25/2002	Bandura
	130	20020112013	08/15/2002	Walsh
	131	20020123928	09/05/2002	Eldering, et al.
	132	20020143632	10/03/2002	Walter, et al.
	133	20020161636	10/31/2002	Takahashi
	134	20020194058	12/19/2002	Eldering
	135	20020194589	12/19/2002	Cristofalo et al.
	136	20030023481	01/30/2003	Calvert et al.
	137	20030028871	02/06/2003	Wang et al.
	138	20030036944	02/20/2003	Lesandrini, et al.
	139	20030046156	03/06/2003	Cromer et al.
	140	20030046689	03/06/2003	Gaos
	141	20030065558	04/03/2003	Shaw, et al.
	142	20030083938	05/01/2003	Smith, et al.
	143	20030110497	06/12/2003	Yassin et al.
	144	20030135413	07/17/2003	Nishi et al.
	145	20030154126	08/14/2003	Gehlot, et al.

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/M.J.S./	146	20030171990	09/11/2003	Rao et al.
	147	20030220837	11/27/2003	Asayama
	148	20040024632	02/05/2004	Perry
	149	20040059632	03/25/2004	Kang et al.
	150	20040068436	04/08/2004	Boubek
	151	20040117322	06/17/2004	Bjorksten, et al.
	152	20040260605	12/23/2004	McIntyre, et al.
	153	20050010472	01/13/2005	Quatse, et al.
	154	20050021397	01/27/2005	Cui et al.
	155	20050028188	02/03/2005	Latona et al.
	156	20050038698	02/17/2005	Lukose, et al.
	157	20050038702	02/17/2005	Merriman, et al.
	158	20050097204	05/05/2005	Horowitz et al.
	159	20050120091	06/02/2005	Casais
	160	20050125289	06/09/2005	Beyda et al.
	161	20050131762	06/16/2005	Bharat, et al.
	162	20050131762	06/16/2005	Bharat et al.
	163	20050165644	07/28/2005	Beyda, et al.
	164	20050216336	09/29/2005	Roberts, et al.
	165	20050216823	09/29/2005	Petersen
	166	20050222905	10/06/2005	Wills
	167	20050278443	12/15/2005	Winner et al.
	168	20060020508	01/26/2006	Gorti, et al.
	169	20060020510	01/26/2006	Vest
	170	20060026061	02/02/2006	Collins
	171	20060053047	03/09/2006	Garcia, et al.
	172	20060064351	03/23/2006	Hamor et al
	173	20060069614	03/30/2006	Agarwal et al.
	174	20060070117	03/30/2006	Spalink et al.

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/M.J.S./	175	20060085263	04/20/2006	Greer, et al.
	176	20060095322	05/04/2006	Dierks
	177	20060106710	05/18/2006	Meek et al.
	178	20060116924	06/01/2006	Angles et al.
	179	20060122879	06/28/2006	O'Kelley
	180	20060161553	07/20/2006	Woo
	181	20070067297	03/22/2007	Kublickis
	182	20070121843	05/31/2007	Atazky et al.
	183	20070130005	06/07/2007	Jaschke
	184	20070260624	11/08/2007	Chung
	185	20070283384	12/06/2007	Haeuser et al.
	186	20080052392	02/28/2008	Webster et al.
	187	20080133342	06/05/2008	Criou et al.
	188	20080183561	07/31/2008	Zohar et al.
	189	20090049469	02/19/2009	Small et al.
	190	20090106100	04/23/2009	Mashinsky
	191	20090129377	05/21/2009	Chamberlain et al.
	192	20090132559	05/21/2009	Chamberlain et al.
	193	20100198705	08/05/2010	Spalink et al.
	194	20100293057	11/18/2010	Haveliwala et al.
	195	20100299431	11/25/2010	Vanderhook et al.
	196	20110167043	07/07/2011	Hintze et al.
	197	20110258049	10/20/2011	Ramer et al.
	198	6832207	12/14/2004	Shkedi
	199	6925440	08/02/2005	Shkedi
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	201	7072853	07/04/2006	Shkedi
	202	7428493	09/23/2008	Shkedi
	203	7454364	11/18/2008	Shkedi

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Applicant: Shkedi, Roy
Filed: 05/29/2019
Art Unit: 3622 (in parent)
Examiner: Sittner, M.J. (in parent)
Docket No.: 14-PP-CON5
Conf. No.: 3067

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Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
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	205	7822637	10/26/2010	Shkedi
	206	7822639	10/26/2010	Shkedi
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	209	8051444	11/01/2011	Shkedi
	210	8200822	06/12/2012	Shkedi
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	258	WO2005/046237	05/19/2005	Gutta et al.	No
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	260	KR2004099222A	11/26/2004	Echo Marketing Co., Ltd.	Yes
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	262	WO1997021183A1	06/12/1997	Bell Communications Research Inc.	No
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Doc description: Information Disclosure Statement (IDS) Filed

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16425259
Filing Date	2019-05-29
First Named Inventor	Shkedi, Roy
Art Unit	3622
Examiner Name	Sittner, Michael J. (in parent)
Attorney Docket Number	14-PP-CON5

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	First Named Inventor	Shkedi, Roy
	Art Unit	3622
	Examiner Name	Sittner, Michael J. (in parent)
	Attorney Docket Number	14-PP-CON5

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	Art Unit	3622
	Examiner Name	Sittner, Michael J. (in parent)
	Attorney Docket Number	14-PP-CON5

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).

OR

☐ 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	38918

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

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

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

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these record s.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor	:	Shkedi, Roy	Art Unit*	:	3622
Serial No.	:	16/425,259	Examiner*	:	Sittner, M.J.
Filing Date	:	05/29/2019	** In parent S.N. 15/893,354*		
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 May 29, 2019

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the reference listed on form PTO-1449 attached to this document. All foreign and non-patent references listed were previously cited in parent application Serial No. 15/893,354, therefore copies of those references are not included here.

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

Serial No.	Filing Date	Earliest Parent Filing Date
12/536,451	08/05/2009	
14/089,645	11/25/2013	12/31/2007
15/789,354	10/20/2017	06/02/2008
16/016,448	06/22/2018	01/30/2013
16/033,035	07/11/2018	11/28/2000
16/117,611	08/30/2018	08/03/2011 (prov.)
16/194,203	11/16/2018	06/16/2006 (prov.)
16/228,479	12/20/2018	04/17/2007
16/421,313	05/23/2019	06/02/2008

/M.J.S./

/MICHAEL J SITTNER/ 07/29/2020

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: May 29, 2019

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

USPTO Automated Interview Request (AIR)

Sep 24 2020

This paper requesting to schedule and/or conduct an interview is appropriate because:

This submission is requested to be accepted as an authorization for this interview to communicate via the internet. Recognizing that Internet communications are not secure, I hereby authorize the USPTO to communicate with the undersigned concerning scheduling of the interview via video conference, instant messaging, or electronic mail, and to conduct the interview in accordance with office practice including video conferencing.

Name(s):
Louis J. Hoffman

S-signature:
/Louis Hoffman/

Registration Number:
38918

U.S. Application Number:
16425259

Confirmation Number:
3067

E-mail Address:
louis@valuablepatents.com

Phone Number:
+1 4809483295

Proposed Time of Interview:
10-1-2020 1:00 PM ET

Alternative Proposed Time(s) of Interview:
10-1-2020 4:00 PM ET

Alternative Proposed Time(s) of Interview:
9-30-2020 1:00 PM ET

Prefered Interview Type:
Telephonic

I am the applicant or applicant's representative for this application.

Topic for Discussion:
The 8/3/20 Office Action, cited prior art references, and PTAB decision in parent S.N. 15/893,354

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UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/425,259	05/29/2019	Roy Shkedi	14-PP-CON5	3067

26362 7590 10/13/2020

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER	
SITTNER, MICHAEL J	

ART UNIT	PAPER NUMBER
3622	

NOTIFICATION DATE	DELIVERY MODE
10/13/2020	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

Applicant-Initiated Interview Summary	**Application No.** 16/425,259	**Applicant(s)** Shkedi, Roy	
	Examiner MICHAEL J SITTNER	**Art Unit** 3622	**AIA (FITF) Status** No

All participants (applicant, applicants representative, PTO personnel):

(1) MICHAEL J. SITTNER. (3) _____.

(2) Hoffman, Louis (Reg. No.: 38,918). (4) _____.

Date of Interview: 07 October 2020.

Type: ☑ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☑ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☑103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: 1.

Identification of prior art discussed: See Continuation Sheet.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

See Continuation Sheet.

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the 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.

☐ Attachment

/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	

Amazon/AlmondNet
Exhibit 1008
Page 233

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiners responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicants correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,-
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicants record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiners version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, Interview Record OK on the paper recording the substance of the interview along with the date and the examiners initials.

Continuation of Identification of prior art discussed: Kublickis et al. (US 2007/0067297 A1) and Jaschke et al. (U.S. 2007/0130005 A1);

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: No agreements were reached.

Counsel's agenda items (i.e. "topics for discussion") are provided in Applicant's Electronic Request for Interview with Examiner (filed 9/24/2020).

Counsel requested discussion of a PTAB decision of a parent application. Examiner noted that for clarity of record, a separate interview should be conducted to discuss questions related to that particular application and Examiner also noted that discussion should not be scheduled before Nov. 1st, 2020 due to current review of the PTAB decision by the Office.

Pertaining to this particular application, counsel asserted Jaschke does not teach element (b)(i) of the claims. Examiner respectfully noted that regarding this limitation in question (per non-Final OA pgs. 7-8), Kublickis in view of Jaschke was relied upon to teach the features in question.

These features are as follows:

(b) wherein the profile owner computer is programmed: (i) to automatically select a website or ad network of a plurality of websites or ad networks based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (BJ a plurality of stored requests from the plurality of websites or ad networks, one of which website or ad network is the website or ad network 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 website or ad network controlling the computer system

Counsel asserted that applicant's "automatically select[ing] a website or ad network of a plurality of websites or ad networks" is distinguished from Jaschke's identifying advertisement platforms [website or ad network] and
opportunities and presenting those to advertisers.

Examiner requested an explanation of how Applicant's "automatically selecting..." is distinguished from Jaschke's teachings. Counsel did not elaborate.

Counsel asserted that applicant's "website or ad network" is distinguished from Jaschke's advertisement platforms and counsel asserted that Jaschke's ad platform is simply the internet as a whole and cited to Jaschke at [0015].

Respectfully, the Examiner disagreed and noted that mere assertions without evidence isn't convincing and Examiner pointed out that counsel's narrow view of Jaschke at [0015] appeared to be improper. Instead, Jaschke at [0015] notes: "advertisement platforms include, but are not limited to, the Internet, cable and satellite networks, mobile and fixed telephone networks, digital billboards, advertisements on receipts at the point of sale and any other real-time advertisement space."; so, in view of at least Jaschke at [0015], his advertisement platform includes at least "networks", such as cable and satellite networks, as well as internet and other "real-time advertisement space" providers.

Examiner also noted Jaschke's teachings at [0016], [0019], [0022] [0024], [0028], [0079], etc... regarding Jaschke's "advertisement platform"; e.g. per Jaschke at [0028]: "When targets visit an

advertisement platform, a trigger or indication of availability is automatically sent through the communications network to the consumer information broker indicating that an advertisement opportunity is available. Advertisement platforms include, but are not limited to, mobile telephones or pagers connected to a Mobile Switching Network; telephones connected to the Public Switched Telephone Network ("PSTN"); Personal Computers (PCs) connected to the Internet via the PSTN, a satellite network or a cable network; set top boxes connected to cable networks or satellite networks; television (TV) sets..."

Also, per example at least at [0079]: "When John accesses an advertisement platform on a communication network, a trigger or indication of availability is sent to the brokerage processor 138[FIG. 1]. The brokerage processor 138[FIG. 1] sends a trigger to the target profile database 131 and pulls John's target profile [FIG. 3]. In this example, the data contained in the target profile consists of Personal Data, Product Group Data, Product Data and Viewing Habit Data...."; therefore, it is clear that Jaschke's "advertisement platform" is not limited as suggested by counsel.

No agreements were reached.

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/425,259	Filing Date 05/29/2019	☐ To be Mailed

ENTITY: ☑ LARGE ☐ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

	(Column 1)	(Column 2)			
FOR	NUMBER FILED	NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $100 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $460 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	12/09/2020	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 28	Minus	** 28	= 0		x $100 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $480 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

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

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

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

Electronic Patent Application Fee Transmittal

Application Number:	16425259
Filing Date:	29-May-2019
Title of Invention:	Providing collected profiles to media properties having specified interests
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-PP-CON5

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:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension - 2 months with $0 paid	1252	1	640	640
Miscellaneous:				
		Total in USD ($)		**640**

Electronic Acknowledgement Receipt	
EFS ID:	41335029
Application Number:	16425259
International Application Number:	
Confirmation Number:	3067
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-CON5
Receipt Date:	09-DEC-2020
Filing Date:	29-MAY-2019
Time Stamp:	12:38:07
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$640
RAM confirmation Number	E2020B9C38313385
Deposit Account	
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment/Req. Reconsideration-After Non-Final Reject	20-12-09-DAT-PP_CON5-RTOA.pdf	206515 fd76552420bb5274553c648455da4045529 01879	no	18
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30617 8441bd6491bc2e81a87a0dd82a815b0f7db 52b23	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	237132		

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

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor	:	Shkedi, Roy	Art Unit	:	3622
Serial No.	:	16/425,259	Examiner	:	Sittner, Michael J.
Filing Date	:	05/29/2019	Conf. No.	:	3067
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 – December 9, 2020

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated August 3, 2020, assignee requests entry of the following amendments and consideration of the following remarks.

Amendments to the claims begin on page 3.

Remarks begin on page 11.

The fee for the requested two-month extension of time, in the amount of $640.00, is submitted concurrently.

Amendments

IN THE CLAIMS:

Please amend the claims as follows:

1.-33. (Canceled)

34. (Currently amended) 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 ~~a website or~~ an ad network 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 website or~~ an ad network of a plurality of ~~websites or~~ ad networks 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 ~~websites or~~ ad networks, one of which ~~websites or~~ ad networks is the ~~website or~~ ad network 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 ~~website or~~ ad network controlling the computer system, and

(ii) to automatically arrange for electronic storage of a requested profile linked to a tag that is associated with the visitor device and that is readable by equipment controlled by the selected ~~website or~~ ad network,

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which equipment is part of the computer system of part (a) when the selected ~~website or~~ ad network is the ~~website or~~ ad network controlling the computer system, and which tag is the tag of part (a) when the selected ~~website or~~ ad network is the ~~website or~~ ad network controlling the computer system; 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 in a first ad space on a first web page, wherein the electronic advertisement is dependent on the profile information associated with the visitor;

(d) wherein the ad network controlling the computer system (i) represents ad space of a plurality of websites, one of which websites includes the first web page, (ii) temporarily controls the first ad space while the computer system is automatically causing delivery of the electronic advertisement to the visitor device in accordance with part (c), and (iii) has access to the visitor device by redirection at a time when the visitor device is available to receive the electronic advertisement.

35. (Original) 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. (Original) 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.

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

38. (Currently amended) The method of claim 36 wherein the profile owner computer is programmed to automatically select ~~a website or~~ an ad network 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. (Original) 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. (Original) 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. (Original) 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. (Original) 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. (Currently amended) The method of claim 34 wherein the profile owner computer is programmed to automatically select ~~a website or~~ an ad network using

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profile information about the visitor that was derived from the visitor's activity using the visitor device.

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

46. (Currently amended) 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 ~~website or~~ ad network to place the visitor device in communication with computer equipment controlled by the selected ~~website or~~ ad network to enable storage, in a central database associated with the computer equipment of the selected ~~website or~~ ad network, of the profile information linked to the tag that is associated with the visitor device.

47. (Currently amended) The method of claim 34 wherein the apparatus of the profile supplier operates in the Internet and the equipment of the selected ~~website or~~ ad network utilizes the profile data to cause delivery of the electronic advertisements on a television of the visitor.

48. (Currently amended) A computer system comprising one or more computers, wherein the one or more computers are programmed and connected:

(a) to automatically store, 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

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profile or kind of profiles requested by an ~~website or~~ ad network 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 website or~~ an ad network of a plurality of ~~websites or~~ ad networks 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 ~~websites or~~ ad networks, one of which ~~websites or~~ ad networks is the ~~website or~~ ad network 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 ~~website or~~ ad network controlling the computer system, and

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

(c) later, when the visitor device is available to receive an advertisement, with the computer system, (i) to use the tag of part (a) that is associated with the visitor device to access the profile information stored in the central database, and (ii) to use the profile information linked to the tag of part (a) to automatically cause delivery of an electronic advertisement to the visitor

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device in a first ad space on a first web page, wherein the electronic advertisement is dependent on the profile information associated with the visitor;

(d) wherein the ad network controlling the computer system (i) represents ad space of a plurality of websites, one of which websites includes the first web page, (ii) temporarily controls the first ad space while the computer system is automatically causing delivery of the electronic advertisement to the visitor device in accordance with part (c), and (iii) has access to the visitor device by redirection at a time when the visitor device is available to receive the electronic advertisement.

49. (Original) The computer system of claim 48 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.

50. (Original) The computer system of claim 49 wherein the first device is a computer of the visitor and the second device is a mobile phone of the visitor.

51. (Original) The computer system of claim 50 wherein the tag identifies the mobile phone.

52. (Currently amended) The computer system of claim 50 wherein the profile owner computer is programmed to automatically select ~~a website or~~ an ad network 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.

53. (Original) The computer system of claim 49 wherein the second device is a computer and wherein the computer system is further programmed to, after parts (a)

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and (c), electronically report, to a profile owner controlling the profile owner computer, information about delivery of the advertisement to the second device.

54. (Original) The computer system of claim 48 wherein the one or more computers are further programmed to, after parts (a) and (c), electronically report, to a profile owner controlling the profile owner computer, information about delivery of the advertisement to the visitor device that is available to receive an advertisement.

55. (Original) The computer system of claim 54 wherein the one or more computers are programmed to electronically report by further automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.

56. (Currently amended) The computer system of claim 48 wherein the profile owner computer is programmed to automatically select ~~a website or~~ an ad network using profile information about the visitor that was derived from the visitor's activity using the visitor device.

57. (Original) The computer system of claim 56 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.

58. (Original) The computer system of claim 48 wherein the tag comprises personally identifiable information identifying the visitor.

59. (Currently amended) The computer system of claim 48 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 ~~website or~~ ad network to place the visitor device in communication with computer equipment controlled by the selected ~~website or~~ ad network to enable storage, in a central database associated with the computer

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equipment of the selected ~~website or~~ ad network, of the profile information linked to the tag that is associated with the visitor device.

60. (Currently amended) The computer system of claim 48 wherein the apparatus of the profile supplier operates in the Internet and the equipment of the selected ~~website or~~ ad network utilizes the profile data to cause delivery of the electronic advertisements on a television of the visitor.

61. (Currently amended) An article comprising a tangible medium that is not a transitory propagating signal encoding computer-readable instructions that, when applied to a computer system comprising one or more computers, instruct the computer system to perform a method of causing delivery of electronic advertisements based on provided profiles comprising:

(a) 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 ~~website or~~ ad network 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 website or~~ an ad network of a plurality of ~~websites or~~ ad networks 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 ~~websites or~~ ad networks, one of which ~~websites or~~ ad networks is the ~~website or~~ ad network 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

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requested by the ~~website or~~ ad network controlling the computer system, and

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

(c) later, when the visitor device is available to receive an advertisement, (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 in a first ad space on a first web page, wherein the electronic advertisement is dependent on the profile information associated with the visitor;

(d) wherein the ad network controlling the computer system (i) represents ad space of a plurality of websites, one of which websites includes the first web page, (ii) temporarily controls the first ad space while the computer system is automatically causing delivery of the electronic advertisement to the visitor device in accordance with part (c), and (iii) has access to the visitor device by redirection at a time when the visitor device is available to receive the electronic advertisement.

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Remarks

Assignee amends selected of pending claims 34-61 in this continuation application. Claims 34, 48, and 61, are independent claims.

1. Background and history leading to this application

In the immediate parent application, pending after appeal, SN 15/893,354 ("the Parent"), the undersigned representative and the examiner conducted an interview after final rejection on February 13, 2019. Although the interview did not produce agreement on allowance of the parent claims or on any substitute claim language, the examiner suggested that a debate (over the meaning of "media property" and "media property entity"), and about certain prior art, might be avoided by using specific examples given in the specification. The examiner recommended that applicant might improve matters "by directly reciting a particular embodiment of 'media property entity' that is being claimed in the context of this particular invention."

Applicant thereupon proposed this continuation application with a modified version of the claims on appeal, where the term "media property entity" was replaced with "website or ad network" throughout.

Unfortunately, however, the office action dated August 3, 2020, repeats the same rejection.

After the office action, though, the Board reversed the examiner's claim construction of "media property entity" in the parent application.

2. Interview report

Applicant's undersigned representative conducted a further interview, this time dated October 7, 2020, by telephone, seeking to clarify the examiner's position and views. The examiner sent an interview report dated October 13, 2020. Frankly, the undersigned participant does not recognize a good deal of the supposed discussion recited in the examiner's interview report beginning at the middle of the first continuation page, starting at "Counsel asserted …." The interview report incorrectly

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reports that the examiner "requested an explanation," and incorrectly reports supposed "suggestions" or "assertions" on the part of applicant's representative.

The purpose of the interview was to clarify the examiner's position, so applicant and counsel could better understand it, not for counsel to present applicant's argument. Counsel wished to avoid spending the limited time arguing with the examiner. To that end, counsel used the time to ask the examiner to explain what parts of Jaschke the examiner considered as disclosing the features of part (b)(i) of the claim and the examiner's reasoning for same. Even though the examiner strictly limited the interview to 30 minutes exactly, the purpose of the interview was achieved, and applicant obtained a somewhat better picture of the examiner's views. Applicant and the undersigned representative thank the examiner greatly for the information in the interview. Applicant and counsel appreciate the examiner's time.

The second continuation page of the interview report (and the preceding few lines) contains further citations to Jaschke. Although those citations were not mentioned in the interview, applicant appreciates the examiner's further clarification of views.

Applicant presents arguments in this paper and did not present argument in the interview. The undersigned representative therefore asks the examiner to consider the below remarks carefully. The examiner should not assume that he has heard applicant's position based on the very limited statements made in the interview or that the remarks below merely repeat arguments made in the interview, as that is not the case.

3. Summary of amendments

To simplify the matter, applicant has now modified the language "website or ad network" to focus on only one of the two previously claimed alternatives, namely "ad networks." That choice is expressed by amendments throughout. Applicant reserves the right to pursue "website" claims in another continuation (or as part of the parent).

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According to the specification, an "ad network" is an entity that "represents the ad space of different sites." Spec., p. 5, line 6. The specification also clarifies on page 5 that:

(1) The ad network has "equipment that controls an ad space viewed by a visitor" (Spec., p. 5, line 5);

(2) In some instances, "a specific ad space on a page might be controlled only temporarily," thus an "ad network will have temporary control of the ad space" (Spec., p. 5, lines 17-18, 21); and

(3) Accordingly, "Once the site redirects the ad space on the page to the ad network (so the ad network could fill the ad space with an ad sold by the ad network), the ad network controls the ad space and has access to the visitor viewing the ad space that was redirected to the ad network by the site, and therefore the ad network's equipment is considered a media property, as it controls an ad space viewed by a visitor" (Spec., p. 5, lines 22-27).

Applicant has added these characteristics of an "ad network" to the claim language, in part (d) of the independent claims.

The office action (para. 11) cites roughly parallel quotations from the provisional application, of which this application seeks benefit. The examiner thus seems to understand what an "ad network" is.

The office action (paras. 8-10) speaks about the claim terms "tag," "profile owner," and "profile supplier." No further comments are deemed necessary in response.

4. <u>Overview of these claims, in the context of "ad network" only</u>

The invention claimed by amended claim 34 refers to a selected ad network—namely the one "controlling the computer system" of part (a) (*see* part (b)(ii)). That selected "ad network" stores a profile linked to a tag (part (a)) and causes delivery of an ad (part (c)) to a visitor. That visitor is specifically a visitor whose profile information

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was received from a profile owner (PO) computer. That profile owner computer is a computer that has *automatically selected the ad network from among a plurality of ad networks* based on requests for profiles or types of profiles of particular kinds received from each. (*See* part (b).)

The selected ad network's "computer system" thus receives (part (a)) from the specially programmed profile-owner computer (part (b)) profile data matching the ad network's previous request for a profile or type of profile (*see* part (b)(i)). The received profile data is stored in a central database, and a visitor device's tag serves as a link to it. (*See* part (a).) This allows the ad network to later cause delivery of ads connected to that profile when ad space become available for that visitor's device. (*See* part (c).)

The other two independent claims are direct counterparts. The discussion that follows therefore applies to all claims of this particular application.

It is not thought necessary to discuss any dependent claims separately.

5. <u>Primary distinction from Jaschke (and from the combination)</u>

The office action rejects all claims as allegedly obvious over the combination of Kublickis (U.S. Pat. Pub. 2007/0067297) in view of Jaschke (U.S. Pat. Pub. 2007/0130005). The office action adds Horowitz as to a few dependent claims only. No other rejections appear in the office action.

The specific claimed arrangement (described in overview in Part 4 of this paper just above) differs from the cited prior art, which did not select an ad network for a given visitor device based on stored requests from different ad networks, and which did not have the selected ad network store the profile data for later use when the visitor device happens to become available to serve an ad.

Jaschke discloses a "consumer information broker" that accepts advertiser bids and chooses one of several *advertisers* automatically. In Jaschke, various advertisers bid for delivery of their ads to a "target" or user, and an advertiser is selected based on a calculation of which matches.

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The examiner has previously asserted that Jaschke's advertisers are "media property entities," but there can be no doubt that Jaschke's advertisers are not "ad networks." Jaschke's advertisers do not meet the characteristics of "ad networks" defined in part (d) either.

It is not understood how Jaschke's "consumer information broker" could be an "ad network" any more so than Jaschke's advertisers. But even if Jaschke's "consumer information broker" could somehow be considered an "ad network," no computer is automatically programmed to select Jaschke's "consumer information broker" from a plurality of different ad networks.

The examiner's interview report refers to Jaschke's teaching of an "ad platform," and Jaschke's teaching that—when a user (e.g., a person named John) accesses the "ad platform"—"a trigger or indication of availability is sent to the brokerage processor" and the user's profile data is accessed. The interview report (middle of the first continuation page) contains a brief parenthetical referring to Jaschke's "advertising platforms [website or ad network]." This suggests that the examiner might somehow have the inaccurate impression that Jaschke's advertising platform would qualify as "a website or ad network." Again that cannot meet the claim language. Even if Jaschke's advertising platform were considered as an ad network, there is no disclosure in Jaschke of selecting one ad platform from among a plurality. Nor does Jaschke disclose the referenced advertising platform having delivered requests that are stored to allow such selection, as indicated in part (b). Nor does Jaschke teach that the referenced advertising platform meets the requirements of part (d).

In sum, Jaschke's discloses an advertising platform and a broker selecting advertisers. None of Jaschke's elements—not the advertising platform, not the broker, and not the advertisers—can possibly meet the claim limitation of a "computer … programmed … to automatically select an ad network of a plurality of ad networks" as recited in part (b)(i) of claim 34 pending here.

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The office action does not allege that the other reference, Kublickis, performs the limitations of part (b)(i) of the independent claims, and the examiner indeed has admitted that Kublickis "may not explicitly teach the nuance of" limitation (b)(i). Kublickis' "custom browser" company, too, does not select any ad network.

In sum, neither Kublickis nor Jaschke teach a "profile owner computer" programmed as specified in part (b) to select an ad network (specified as in part (d)) out of a plurality of ad networks based on stored requests and to arrange for storage of a requested profile readable by the selected ad network's equipment. Nor does either reference teach making such a selection based on stored requests from each ad network. Because the selection step is disclosed by *neither* reference, it is clear that at least part (b)(i) is missing from the *combination*. Nothing about the combination would add a selection step missing from each of the combined references individually.

6. Additional reasons to reverse the rejection

The pending claims have additional differences from the proposed combination:

Kublickis discloses providing data to a visited website on demand, at the time of a visit by the user to a given website. Kublickis works only with respect to a given website in current contact with a user's customized browser.

Also, Kublickis does not work with *ad networks*.

In effect, the Kublickis/Jaschke combination hypothesized by the rejection would use the Kublickis custom browser, and therefore would provide data to a visited website on demand, at the time of a visit by the user to a given website, and use Jaschke's technique to evaluate advertiser bids and to deliver an ad of a selected advertiser *while the visitor is on the website in question*, rather than facilitating delivery of an ad when the visitor appears "later" on a website having ad space temporarily controlled by an ad network.

Claim part (c) requires that the computer system of the selected ad network use the tag and linked profile information to cause delivery of the advertisement, and that

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part of the pending claim specifies that such action occurs "later," i.e., after the profile information associated with a visitor is stored as mentioned in claim part (a).

In sum, Jaschke's broker selects advertisers (advertisements) for a given ad space, whereas in contrast the claims of this application relate to selection of one among several "ad networks" with the goal of enabling the selected one to cause delivery of a targeted advertisement to the profiled visitor within an available ad space if and when encountering that visitor in the future. The Jaschke approach is thus, in that way, the obverse of the claimed invention.

As a consequence, neither Kublickis nor Jaschke teach the specially and unconventionally programmed profile owner computer of part (b). And it follows that the combination cannot meet part (a) either, because part (a) requires receipt of data "from a profile owner computer," which is defined in part (b).

Moreover, one of ordinary skill in the art at the time of the invention would not have combined Kublickis and Jaschke. 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 ad network. Thus, even if Jaschke somehow discloses selection of an ad network (which it does not), Kublickis would have no need for that technique.

7. <u>Certain advantages believed unachieved by known prior art</u>

The above differences are not mere nuances or details. Rather, the claimed invention has significant advantages by virtue of a technological arrangement wherein a selected ad network, which has expressed interest in a profile or type of profile, can receive profile data, specifically from the specially programmed profile-owner computer, which profile data is stored in a central database and linked to a visitor device's tag, with the *hope* that the selected ad network will encounter the tagged browsers *later* and then have the opportunity to cause delivery to the browser of a targeted ad based on the *previously* received profile information. If so, the ad network, later, when the visitor device becomes available to receive an advertisement, can use the

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tag to access the profile data and use the profile data to cause delivery of the targeted ad to the visitor's device.

Applicant's May 29, 2019, preliminary amendment (pp. 20-21) explains in detail difficulties solved by the current invention and why the current invention provides a technical solution that assists in overcoming such difficulties or at least improving the situation. The office action does not challenge that discussion, so it should be considered established.

In sum, the claimed invention is non-obvious and deserves a patent.

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

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: December 9, 2020

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

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

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16/425,259	05/29/2019	Roy Shkedi	14-PP-CON5	3067

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LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER	
SITTNER, MICHAEL J	

ART UNIT	PAPER NUMBER
3622	

NOTIFICATION DATE	DELIVERY MODE
12/22/2020	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

Office Action Summary	**Application No.** 16/425,259	**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 --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 12/9/2020.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

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

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

Disposition of Claims*

5) ☑ Claim(s) 34-61 is/are pending in the application.

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

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 34-61 is/are rejected.

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

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

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

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

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

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

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

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☑ Notice of References Cited (PTO-892)

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date 5/29/2019.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

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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 Remarks and Amendments filed 12/9/2020.

3. Claims 1-33 remain canceled.

4. Claims 34, 46, 47, 48, 52, 56, 59, 60-61 are amended.

5. Claims 34-61 have been examined and are currently pending.

Continuation

6. This application is a continuation of application Serial No. 15/893,354 ("Parent Application"), filed February 9, 2018, which is a continuation application Serial No. 14/080,999, filed November 15, 2013, which is a continuation of application Serial No. 13/631,244, filed September 28, 2012, now U.S. Patent 8,589,210, which is a continuation of application Serial No. 11/765,433, filed June 19, 2007, now U.S. Patent 8,280,758, which claims the benefit of provisional application Serial No. 60/805,114, filed June 19, 2006 See MPEP §201.07. In accordance with MPEP §609.02 A.2 and MPEP §2001.06(b) (last paragraph), the Examiner has reviewed and considered the prior art cited in the Parent Application and intervening applications. Also in accordance with MPEP §2001.06(b) (last paragraph), all documents cited or considered 'of record' in the Parent Application are now considered cited or 'of record' in this application. Additionally, Applicant(s) are reminded that a listing of the information cited or 'of record' in the Parent Application need not be resubmitted in this application unless Applicants desire the information to be printed on a patent issuing from this application. See MPEP §609.02 A.2. Finally, Applicants are reminded that the prosecution history of the Parent Application is relevant in this application. See e.g., Microsoft Corp. v. Multi-Tech Sys., Inc., 357 F.3d 1340, 1350, 69 USPQ2d 1815, 1823 (Fed. Cir. 2004) (holding that statements made in prosecution of one patent are relevant to the scope of all sibling patents).

Interpretation of Claim Language

7. Per MPEP § 2106.II.C, unless a term is given an "explicit" and "clear" definition in the specification the examiner is obligated to give a claim term its broadest reasonable interpretation, in light of the specification as it would be interpreted by one of ordinary skilled in the art (MPEP § 2111). This means

that the words of a claim must be given their "plain meaning" unless the plain meaning is inconsistent with the specification (MPEP § 2111.01.I and 2111.01.III). An explicit and clear definition must establish the metes and bounds of the terms. A clear definition must unambiguously establish what is and what is not included. An example of a term does not constitute a "clear definition" beyond the scope of the example. An applicant may define specific terms used to describe the invention, but must do so "with reasonable clarity, deliberateness, and precision" and, if done, must "'set out his uncommon definition in some manner within the patent disclosure' so as to give one of ordinary skill in the art notice of the change" in meaning (see MPEP § 2111.01.IV and 2173.05(a)).

8. **A tag** is not given an "explicit" and "clear" definition in the specification. Therefore applicant's term "tag" is given the broadest reasonable interpretation, in light of the specification. 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."* According to at least [6:11-15], *"A tag does not have to be placed on the user's device. A tag can also be used in a central database of a BT (Behavioral targeting) company or a central database of any second media property visited by the visitor, where the tag could be a unique identifier either of the device or of the user. In the case where the tag identifies the device, the tag might denote an IP address, a phone number, a device's manufacturer serial number, etc. A cookie placed on the device can also uniquely identify the device and the cookie therefore can be used as a tag in a central database*"; see also Spec [19:20-30].

9. **Profile owner** is not given an "explicit" and "clear" definition in the specification. Therefore the term "PO" or "Profile Owner" is given the broadest reasonable interpretation, in light of the specification. Spec [pg. 8:13-15] states, "…*profile owners (i.e., who either own the profiles or have the right to resell the profiles on behalf of another profile owner)…"*; and [pg. 11:15-20], *"the Profile Owner company owns profiles directly or acts as a databank representing other profile owners. Such other profile owners provide the*

databank with their profiles in return for (i) royalties paid to them whenever the profiles are used, or (ii) a payment. Any profile supplier (defined above) can also be a PO profile owner company." and [pg. 12:23-26] A *Publisher* may be a *Profile Owner* and also be the *Profile Supplier*.

10. **Profile supplier** is not given an "explicit" and "clear" definition in the specification. Therefore the term "PS" or "Profile Supplier" is given the broadest reasonable interpretation, in light of the specification. Profile supplier, as already noted *supra*, e.g. at Spec [pg. 12:23-26] A *Publisher* may be a *Profile Owner* and also be the *Profile Supplier*. Note that at Spec [pg. 3:3-5]: "…a publisher that is a BT company may also be its own profile supplier….".

11. **Ad Network** Per Provisional Specification (60/805,114) at pg. 5 Applicant provides the following note: *"…a media property for this application could also be defined as any entity that controls an ad space viewed by a visitor. This definition of a media property will therefore include a web site, an ad network of sites where the ad network represents the ad space of different sites, a TV program, a cable company that represents some of the ad space within TV programs or TV channels, a TV network, any entity allowed to sell an advertisement and deliver it within an advertisement space whether the ad space is owned by that entity or whether the entity pays the owner of the ad space when using its ad space to deliver an ad sold by the entity. Ad space could be on a web site, in a TV program, in a text message, in a radio show, in any broadcasted material, in any streaming video or audio etc. An ad space could be a fixed position on a page or the ad space could be made available by a web site to an ad network for example only when the web site did not sell all of the site's ad inventory and therefore makes some of the inventory available to the ad network…"*

Claim Rejections - 35 USC § 103 (pre-AIA)

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

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be

patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

13. The factual inquiries set forth in Graham v. John Deere Co., 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

14. Claims 34-41, 43-54, 56-61 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Jaschke** et al. (U.S. 2007/0130005 A1; hereinafter, "Jaschke") in view of **Horowitz** (U.S. 2005/0097204 A1; hereinafter, "Horowitz")..

Claims 34, 48, 61: (Currently amended)

Pertaining to the limitations of claims 34, 48, and 61, exemplified in the method steps of claim 34, Jaschke teaches the following:

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*]… [the received] 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 ad network 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 ad network*]…"; note [0061]: "The associated description [*kind of profiles requested by an ad network*] is a reflection/virtual representation of the ideal target 190 suitable for that particular advertisement."; applicant's "ad network" which requests profiles reads on Jaschke's advertisers; Furthermore, as noted per [0022]: "A consumer information broker [entity controlling the computer system] can also be an advertisement platform provider [ad network], 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 advertisement platform provider [ad network], an advertiser [entity requesting a type of profile], or combination thereof, Examiner finds that Jaschke may not explicitly teach, in a single embodiment, that his "consumer information broker" [entity controlling the computer system] *is* a combination of the advertisement platform provider [ad network] and advertiser [an entity requesting a type of profile] who has provided an advertising description [the requested a 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], 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 both advertisement platform provider [ad network] and advertiser [an entity requesting a type of profile] 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 and/or because per

MPEP 2143(I) (E) choosing from a finite number of identified, predictable solutions, with a reasonable expectation of success is "Obvious to try".)***, wherein a tag[1] 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 an ad network of a plurality of ad networks 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 ad networks (Jaschke, see at least Fig. 4 and [0019]-[0022]. Furthermore, herein Jaschke teaches "Consumer information brokers manage (1) the process of identifying [selecting] advertisement platforms [ad networks]… determining the winning advertiser, etc…"; 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 (who is also the ad platform [ad network] as shown *supra*) participating in the

[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."*

bidding process… the target profile is a data representation of the target [visitor]…"; note also at least [0064]-[0073]

The only difference between the limitation and the teachings of the prior art is that Jaschke may not explicitly teach, in a single embodiment, that his "Consumer information broker" is actually the profiler [*profile owner*]. However, as noted *supra* at [0022] a "consumer information broker" can be a "profiler" [*profile owner*], ad platform, advertiser,… or any combination thereof 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 and/or because per MPEP 2143(I) (E) choosing from a finite number of identified, predictable solutions, with a reasonable expectation of success is "Obvious to try)***, one of which ad networks is the ad network 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 "ad platform" [ad network] and would be obvious, for rationale noted *supra*, that the "consumer information broker" [entity controlling the computer system] is also one of the "ad platforms" [ad networks])***, 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 ad network 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…" 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." because as noted supra an advertiser may be an ad platform [ad network])

(ii) to automatically arrange for electronic storage of a requested profile linked to a tag[2] that is associated with the visitor device and that is readable by equipment controlled by the selected ad network (Jaschke, see at least [0029]-[0030] teaching e.g.: "… the target profile is a data representation of the target. The information [profile] is collected [*automatically arranging for electronic storage*] through (1) … (2) …, (3) the tracking of usage behavior of the target which is stored in digital memory (e.g. smart cards, (SIM) cards, computer memory, etc.) or cookies [linked to a tag] residing on the targets' premise equipment…"; See also at least [0061]-[0062]), ***which equipment is part of the computer system of part (a) when the selected ad network is the entity controlling the computer system and which tag is the tag of part (a) when the selected ad network is the entity controlling the computer system*** (Again, as already shown *supra*, e.g. in view of [0022], Jaschke's, "consumer information broker" [entity controlling the computer system] may also be an "ad platform" [ad network] and therefore the equipment controlled by the selected "ad platform" [ad network] is part of the "consumer information broker" system [*computer system of part (a)*] when the selected ad platform [ad network] is the "consumer information broker" [*the entity controlling the computer system*]. Same for Jaschke's advertisement trigger or indication of availability [tag] which, e.g. per [0029]-[0030] is sent over the communications network to a consumer information broker and which, i.e. the tag, can be implemented using cookies [a type of *tag associated with a visitor device*], etc…)

(c) later, when the visitor device is available to receive an advertisement, with the computer system, (i) using the tag[3] of part (a) that is associated with the visitor device to

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[2] 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.*"

[3] 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*

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]-[0090] 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…")

(d) wherein the ad network controlling the computer system (i) represents ad space of a plurality of websites (Jaschke, see at least [0024] teaching e.g.: "Real-time advertisement

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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."*

platforms [ad networks] include, but are not limited to, the Internet, cable and satellite networks, mobile and fixed telephone networks, digital billboards, advertisements on receipts at the point of sale and any other real-time advertisement space…"; see also at least [0055]),***[…]***

(ii) temporarily controls the first ad space while the computer system is automatically causing delivery of the electronic advertisement to the visitor device in accordance with part (c) (Jaschke, see at least [0022]-[0024], [0055], [0063] and example at [0079]-[0080]; as noted *supra*, the consumer information broker [entity controlling the computer system] may also be an ad platform [ad network] which controls the "real-time advertisement space". Per [0019] Consumer information brokers manage (1) the process of identifying advertisement platforms [ad networks] and opportunities and presenting those to advertisers, correlating target profile data with descriptions provided by the advertiser, de-identifying the target data, determining the winning advertiser, conveying an advertisement from the winning advertiser to the target, charging the advertiser's account, and crediting the accounts of the target, the advertisement platform provider and/or the profiler.)

Although Jaschke teaches the above limitations, including delivery of a selected advertisement to a target [visitor], and teaches, e.g. per [0090], such advertisements may be interactive and allow feedback via use of icons in browses, which implies the advertisement was presented within a webpage – i.e. because the ad is interactive within a browser and browsers are used to view webpages, Jaschke may not explicitly teach providing the ad in a webpage. However, regarding such feature Jaschke in view of Horowitz teaches the following:

in a first ad space on a first web page, (Horowitz, see at least [0005] For example, the CPM method charges advertisers based solely on the number of times the advertisement is delivered on a Web page (i.e., the number of impressions); see also at least [0042]-[0044])

one of which websites includes the first web page (Horowitz, see at least [0042]-[0047] e.g. "…the Distribution Partner 108 can serve an advertisement, for example, via a banner, hypertext link, and the like, to the End User 110, in which case the Distribution Partner 108 submits the Query to the exemplary performance-based online advertising system 100 and the End User **110** sees the advertisement via a Web page that the"), ***and (iii) has access to the visitor device by***

redirection at a time when the visitor device is available to receive the electronic advertisement (Horowitz, see at least [0045]-[0048], [0061] and [0081] regarding URL redirects – e.g. "Click Server 522 can be configured to handle clicks made by an End User 110 clicking on listing results. The Click Server 522 can extract and log the listing ID and other information, which can be encrypted and placed in a Uniform Resource Locator (URL), can give a browser of the End User 110 a cookie that can be used to identify the click for matching with subsequent conversions, and can redirect to the URL of the listing (e.g., an Advertiser Site 106). Accordingly, when the End User 110 clicks on a listing result, the Click Server 522 passes the corresponding click information to the Log Processor 510").

Therefore, the Examiner understands that the limitations in question are merely applying known techniques of Horowitz which are applicable to a known base device/method of Jaschke to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to apply the techniques of Horowitz to the device/method of Jaschke because Jaschke and Horowitz are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 35, 49: (Original)

Jaschke/Horowitz teaches the limitations upon which these claims depends. Furthermore, Jaschke teaches the following:

…wherein the profile information associated with the visitor is derived from the visitor's activity using a first device, (Jaschke, see at least Fig. 1, and [0030] e.g. profile information is collected at least through …(3) the tracking of usage behavior of the target which is stored in digital memory (e.g. smart cards, (SIM) cards, computer memory, etc.) or cookies residing on the targets' premise equipment [e.g. derived using a first device]. See also [0052], [0063]-[0065] and [0074]-[0075]) *and wherein the visitor device that is available to receive an advertisement is a second device of the visitor* (Jaschke, per at least [0029]-[0030] the target [visitor] may access any of those platforms creating an indication of availability to receive an advertisement; the device used to access the platform is a device available to receive an

advertisement; note also per [0030], [0055], [0063])

Claims 36, 50: (Original)

Jaschke/Horowitz teaches the limitations upon which these claims depends. Furthermore, Jaschke teaches the following:

…wherein the first device is a computer of the visitor and the second device is a mobile phone of the visitor (Jaschke, see at least Fig. 1 and [0063], the first device may be computer PC 172 and the second device may be mobile telephone 170.)

Claims 37, 51: (Original)

Jaschke/Horowitz teaches the limitations upon which these claims depends. Furthermore, Jaschke teaches the following:

…wherein the tag identifies the mobile phone (Jaschke, see at least [0029]-[030], [0064], [0076] regarding: cookies and memory based identifiers e.g. Subscriber Identity Module SIM [identifies a mobile phone] calling number identifiers, fixed IP addresses, cable or satellite TV identifiers or any other means of uniquely identifying a user; these are used to retrieve the user's target profile)

Claims 38, 52: (Currently amended)

Jaschke/Horowitz teaches the limitations upon which these claims depends. Furthermore, Jaschke teaches the following:

…wherein the profile owner computer is programmed to automatically select a <u>an ad network</u> using profile information about the visitor that was derived from the visitor's activity using the computer of the visitor (Jaschke, see at least [0065]-[0073] e.g.: "…brokerage processor 138 substantially correlates the target profile to the advertiser's associated description for all cleared advertisers… [and] determines the winning advertiser 110…"; as noted supra "advertiser" is also "ad platform" [ad network]; and note per at least [0028]-[0032], and [0073]-[0076] e.g. user profile information is collected via "…the tracking of the usage behavior of the target 190 which is collected in databases of target profile processors 131, …(3) the tracking of usage behavior of the target 190 which is stored in digital memory (e.g. smart cards, SIM

cards, computer memory, etc.) or cookies residing on the target's premise equipment, etc…).

Although Jaschke teaches the above limitations, he may not explicitly teach the nuance of the below limitation directed towards collection of such profile information is as a result of a URL redirect. However, pertaining to this technique for collection, Horowitz does teach the following:

…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 (Horowitz, see at least Fig. 4 - #412, and [0045]-[0048] and [0061] teaching URL redirection; for example, "…the system can use a cookie-based tracking system and can include all features included in the tracking system, including (1) a cookie that can be dropped on a user's browser before redirecting to the user's destination; and (2) a pixel image on the destination site's acquisition page that can register a conversion for the system… the system also can be configured to utilize a back channel, and the like, for the advertiser to share information and to maintain security of purchasing and other information for the advertiser…")

Therefore, the Examiner understands that URL redirection and sharing user information such as profile information as a result of URL redirection is merely applying a known technique (techniques of Horowitz) to a known device/method of Jaschke to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to apply the techniques of Horowitz to the device/method of Jaschke to realize that the profile information which Jaschke collects and brokers by consumer information broker 130, may be the result Horowitz' technique – i.e. the result of a URL redirection from a website that is served by the electronic apparatus of the market place servers and brokerage processors 138 which store consumer profiles [profile owner/supplier], because Jaschke and Horowitz are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 39, 53: (Original)

Jaschke/Horowitz teaches the limitations upon which these claims depends. Furthermore, Jaschke teaches the following:

…wherein the second device is a computer (Jaschke, see at least Fig. 1 and [0063], the second device may be computer PC 172) *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* (Jaschke, see at least [0059], teaching: The consumer information broker 130 may credit the accounts of the advertisement platform provider 120 and/or the profiler 100 [*profile owner*]; crediting occurs after ad delivery [after parts (a) and (c)]; Examiner notes: as applicant fails to stipulate what "information" is reported about/concerning delivery of ads, this is open to interpretation and at least the provision of a "credit" [reported information] which is provided to the profiler [a profile owner] which supplied the profile used in the transaction is information [a report] about such advertisement delivery.)

Claim 40: (Original)

Although Jaschke/Horowitz teaches the above limitations, and as shown *supra* teaches *his computer system utilizes cookies or other identifiers [the tag] to cause selection of and delivery of an advertisement* he may not explicitly teach the nuance of URL redirection used to report feedback of delivery of such advertisement as recited below although his system does provide mechanisms for providing such feedback, e.g. per [0090] targets may use "any other feedback mechanism… in order to confirm [report] that they have viewed an advertisement presented to them." However, pertaining to the nuance of the URL redirect technique recited below, Jaschke in view of Horowitz does teach the following:

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 (Horowitz, see at least [0081]-[0086] e.g.: "…a Click Server 522 can extract and log the listing ID and other information, which can be encrypted and placed in a Uniform Resource Locator (URL), can give a browser of the End User 110 a cookie [tag] that can be used to identify the click for matching with subsequent conversions, and can redirect to the URL of the listing (e.g., an Advertiser Site 106). … The Conversion Server 524 then checks the request for the cookie [tag] set by the Click Server 522 [computer system], and extracts information from the request URL, which identifies [reports] the

Advertiser 102, the listing, and the like, and logs such information to the Log Processor 510")

Therefore, the Examiner understands that the limitation in question is merely applying a known technique of Horowitz (using a *URL redirection from the computer system*) to a known base device/method of Jaschke (in order to confirm [report] that a target [visitor] has viewed an advertisement presented to them) to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to apply the techniques of Horowitz to the device/method of Jaschke because Jaschke and Horowitz are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 41, 54: (Original)

Jaschke/Horowitz teaches the limitations upon which these claims depends. Furthermore, Jaschke teaches the following:

… 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. (Jaschke, see at least [0059], teaching: The consumer information broker 130 may credit the accounts of the advertisement platform provider 120 and/or the profiler 100 [*profile owner*]; crediting occurs after ad delivery [after parts (a) and (c)]; Examiner notes: as applicant fails to stipulate what "information" is reported about/concerning delivery of ads, this is open to interpretation and at least the provision of a "credit" [reported information] which is provided to the profiler [a profile owner] which supplied the profile used in the transaction is information [a report] about such advertisement delivery; Whatever company is in control of the profiler [profile owner] has been provided with the "credit" [report] when such is provided to the account of the profiler 100.)

Claims 43, 56: (currently amended)

Jaschke/Horowitz teaches the limitations upon which these claims depends. Furthermore, Jaschke teaches the following:

… wherein the profile owner computer is programmed to automatically select a an ad network using profile information about the visitor that was derived from the visitor's activity using the visitor device (Jaschke, see at least [0065]-[0073] e.g.: "…brokerage processor 138 substantially correlates the target profile to the advertiser's associated description for all cleared advertisers… [and] determines the winning advertiser 110…"; as noted supra "advertiser" is also "ad platform" [ad network]; and note per at least [0028]-[0032], and [0073]-[0076] e.g. user profile information is collected via "…the tracking of the usage behavior of the target 190 which is collected in databases of target profile processors 131, …(3) the tracking of usage behavior of the target 190 which is stored in digital memory (e.g. smart cards, SIM cards, computer memory, etc.) or cookies residing on the target's premise equipment, etc…)

Claims 44, 57: (Original)

Although Jaschke/Horowitz teaches the above limitations, and teaches providing mechanisms for providing target feedback [a type of profile data], e.g. per [0090] targets may use "any other feedback mechanism… in order to confirm [report] that they have viewed an advertisement presented to them." he may not explicitly teach a technique of URL redirection to provide this information. However, pertaining to this technique, Jaschke in view of Horowitz does teach the following:

… 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 (Horowitz, see at least Fig. 4 - #412, and [0045]-[0048] and [0061] teaching URL redirection)

Therefore, the Examiner understands that URL redirection and sharing and/or reporting information as a result of URL redirection is merely applying a known technique (techniques of Horowitz) to a known base device/method of Jaschke to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to apply the techniques of Horowitz to the device/method of Jaschke to realize that the profile information which Jaschke teaches is collected and compiled by target profile processor 131 and brokered by consumer information broker 130, may be

reported or gathered as the result a URL redirection from the computer system, e.g. when Jaschke's computer system utilizes the cookie to cause delivery of the advertisement, because Jaschke and Horowitz are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 45, 58: (Original)

Jaschke/Horowitz teaches the limitations upon which these claims depends. Furthermore, Jaschke teaches the following:

… wherein the tag comprises personally identifiable information identifying the visitor (Jashcke, see at least Fig. 2. [0029]-[0030], [0064], and [0076]: indication of availability [tag] may be implemented using cookies or other "identifiers" which may be any means of "uniquely identifying a user" [personally identifiable information])

Claims 46, 59: (Currently amended)

Although Jaschke/Horowitz teaches the above limitations, they may not explicitly teach nuance as recited below. However, pertaining to this technique, Jaschke in view of Horowitz does teach the following:

… comprises the profile owner computer being programmed to perform automatic redirection to a URL provided by the selected ad network to place the visitor device in communication with computer equipment controlled by the selected ad network to enable storage, in a central database associated with the computer equipment of the selected ad network, of the profile information linked to the tag that is associated with the visitor device (Horowitz, see at least [0045]-[0048] specifically teaching: "At step 412, the Advertisement Server 126 [profile owner computer] can log the click-through and redirect the Web browser of the End User 110 or pop up a new Web browser for the End User 110 to the destination (e.g., Web page, landing page [URL provided by the selected ad network], and the like) of the Advertiser Site 106. At step 414, the End User 110 visits the Advertiser Site 106 and information regarding a unique advertisement click identifier, information detailing that the End User 110 originated from the Production

Site 104, and the like, can be determined… For example, in step 412, the End User 110 can be tracked by employing a cookie [tag] having information [profile information] that varies depending on the type of tracking scheme being employed or an ID [profile information] can be passed in the redirect and the Advertiser site 106 can remember [store] the ID [profile information] and return it to the exemplary performance-based online advertising system 100 either in a tracking pixel request or in a direct request from the Advertisement server 126…")

Therefore, the Examiner understands that the limitation in question is merely applying known techniques of Horowitz (URL redirect to a landing page [URL provided by the selected ad network] to enable storage, in a central database associated with the computer equipment of the advertiser, of an ID [the profile information] linked to the cookie [tag] that is associated with the End user 110 [visitor device]) to a known base device/method of Jaschke (already directed towards collecting profile information, via use of identifiers such as cookies, and storage of such profile information for the purpose of advertising) to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to apply the techniques of Horowitz to the device/method of because Jaschke and Horowitz are analogous art in the same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Claims 47, 60: (Currently amended)

Jaschke/Horowitz teaches the limitations upon which these claims depends. Furthermore, Jaschke teaches the following:

… wherein the apparatus of the profile supplier operates in the Internet and the equipment of the selected ad network utilizes the profile data to cause delivery of the electronic advertisements on a television of the visitor. (Jashcke, see at least [0028] "Advertisement platforms [ad networks] include, but are not limited to, mobile telephones… Personal Computers (PCs) connected to the Internet via the PSTN, … television (TV) sets, etc…"; see also at least [0063]-[0064] and Fig. 1 Public Internet 142, TV 176 which may receive electronic ads, Profile Processor 131, Advertiser 110, Platform Provider 120, Consumer Information Broker 130 all operate through the Public Internet 142 to reach Satellite Network

158 and Cable Network 156 to send ads to TV 176).

15. Claims 42 and 55 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Jaschke** in view of **Horowitz** further in view of **Chen** et al. (U.S. 2003/0163370 A1; hereinafter, "Chen").

Claims 42, 55: (Original)

Although Jaschke/Horowitz teaches the above limitations, and as shown *supra*, Jaschke see at least [0037] and [0059], teaches: The consumer information broker 130 credits an account of a profiler [profile owner] for providing profile information of a target to which an ad was delivered; and Examiner finds that providing a credit is a type of report – e.g. financial report of payment for services rendered, Jaschke may not explicitly teach the nuanced content of the report as recited below; However, pertaining to this feature, Jaschke in view of Chen teaches the following:

… 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 (Chen, see at least [0101]-[0105] regarding "subscriber reporting", e.g.: "…the system of the present invention generates comprehensive subscriber reports… The reports provide information regarding site audience,… profile information which include rank, unique audience size, reach, page views, pages viewed from browser cache and pages viewed per person. The SITE_ID and USER_ID are used to uniquely identify a user profile in order to provide demographic information for reporting…. on-line access to the database is provided by, for example, the HTTP server 235 (see FIG. 2) which allows template-driven queries, thereby providing customized reports…")

Therefore, the Examiner understands that comprehensive subscriber reporting technique, with on-line access, of Chen is merely applying a known technique to a known device/method of Jaschke (who already teaches providing credit to profilers [profile owners]) to yield predictable results. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to apply the techniques of Horowitz to the device/method of Jaschke to realize that providing such reports to Jaschke's profilers [profile owners] would be beneficial, e.g. to assist in auditing the accounts which Jaschke already teaches are being credited, and because Jaschke and Chen are analogous art in the

same field of endeavor (at least G06Q30/02) and because according to MPEP 2143(I) (C) and/or (D), the use of known technique to improve a known device, methods, or products in the same way (or which is ready for improvement) is obvious.

Response to Arguments

16. Applicant amended claims 34, 46, 47, 48, 52, 56, 59, 60-61 on 12/9/2020. Applicant's arguments (hereinafter "Remarks") also filed 12/9/2020, have been fully considered but are moot in view of the new grounds of rejection necessitated by applicant's amendments. Note the new 35 USC 103 rejections with Jaschke in view of Horowitz.

Conclusion

17. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

18. 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.

19. 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.

20. 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

Notice of References Cited	Application/Control No. 16/425,259	Applicant(s)/Patent Under Reexamination Shkedi, Roy	
	Examiner MICHAEL J SITTNER	Art Unit 3622	Page 1 of 1

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	B					
	C					
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	K					
	L					
	M					

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*		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	
	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.

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/425,259	Shkedi, Roy
	Examiner	Art Unit
	MICHAEL J SITTNER	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 all with text	07/28/2020	MJS
G06Q30/02; /0207-/0277 all with text	12/17/2020	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.

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 History	07/28/2020	MJS
See updated East Search History	12/17/2020	MJS

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

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✓	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	07/28/2020	12/17/2020							
	34	✓	✓							
	35	✓	✓							
	36	✓	✓							
	37	✓	✓							
	38	✓	✓							
	39	✓	✓							
	40	✓	✓							
	41	✓	✓							
	42	✓	✓							
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	60	✓	✓							
	61	✓	✓							

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Serial No.:	16/425,259
Applicant:	Shkedi, Roy
Filed:	05/29/2019
Art Unit:	3622 (in parent)
Examiner:	Sittner, M.J. (in parent)
Docket No.:	14-PP-CON5
Conf. No.:	3067

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Examiner: /MICHAEL J SITTNER/ Date Considered: 10/05/2020

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	352	Jones, Duncan; The History of Pay Per Click (PPC) Marketing; Online Marketing Bog (www.duncanjonesnz.com) available at https://www.duncanjonesnz.com/history-of-ppc-marketing; September 23, 2014
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	354	Fielding, R. et al.; Hypertext Transfer Protocol – HTTP/1.1; Network Working Group, RFC 2068; January 1997
	355	Glenn, A. And Millman, D.; Access Management of Web-based Services; D-Lib Magazine; September 1998
	356	New Engage ECHO Remarketing Solution Aimed at Decreasing Customer Acquisition Costs, Improving Customer Retention; BusinessWire; September 25, 2000
	357	Google Launches Self-Service Advertising Program; http://googlepress.blogspot.com/2000/10/google-launches-self-service.html; October 23, 2000

Examiner: /MICHAEL J SITTNER/ Date Considered: 10/05/2020

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

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

Page 16 of 16

Serial No.:	16/425,259
Applicant:	Shkedi, Roy
Filed:	05/29/2019
Art Unit:	3622 (in parent)
Examiner:	Sittner, M.J. (in parent)
Docket No.:	14-PP-CON5
Conf. No.:	3067

OTHER ART

Examiner Initials	Item	AUTHOR, Title, Date, Pertinent Pages, Etc.
/M.J.S./	358	Google Introduces New Pricing For Popular Self-Service Online Advertising Program; http://googlepress.blogspot.com/2002/02/google-introduces-new-pricing-for.html; February 20, 2002
	359	AdWords Separate Content Bidding; http://googlepress.blogspot.com/2005/11/adwords-separate-content-bidding_22.html; November 22, 2005
	360	Ipro.com website, as it was publicly available at least by January 18, 1998; see generally https://web.archive.org/web/19980118123203fw_/http://www.ipro.com:80/index.html; January 18, 1998
	361	Baker, Loren; Behavioral Targeting and Contextual Advertising; https://www.searchenginejournal.com/behavioral-targeting-and-contextual-advertising/836/; September 1, 2004
	362	Yahoo's Invalidity Contentions (pages related to parent patent in this family); AlmondNet, Inc. et al. v. Yahoo! Inc., Civil Action No. 16-cv-1557-ILG-SMG, U.S. District Court for the Eastern District of New York; June 30, 2017
	363	Exhibits D-1 through D-16 (as revised) of Yahoo's Invalidity Contentions cited above; June 30, 2017 and August 22, 2017

Examiner: /MICHAEL J SITTNER/ Date Considered: 10/05/2020

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	4	(("6839680") or ("6446261")).PN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/08/25 11:31
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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
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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
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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
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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
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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
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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
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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$.cds. 705/14.3$.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	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; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/29 12:50
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;	OR	ON	2020/07/29 12:51

			JPO; DERWENT; IBM_TDB			
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; DERWENT; IBM_TDB	OR	ON	2020/07/29 12:52
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;	OR	ON	2020/07/29 12:53

			DERWENT; IBM_TDB			
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; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:21
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;	OR	ON	2020/12/17 18:22

			DERWENT; IBM_TDB			
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; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:27
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;	OR	ON	2020/12/17 18:28

			DERWENT; IBM_TDB			
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; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:32
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;	OR	ON	2020/12/17 18:35

			DERWENT; IBM_TDB			
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; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:36
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S76	9	(profile near5 conversion near5 report)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:39
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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$5 with reach)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/12/17 18:57
S83	274,504	705/14.1$.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 19:02
S84	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 19:02
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EAST Search History (Interference)

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12/17/2020 10:44:55 PM
C:\Users\msittner1\Documents\EAST\Workspaces\16425259b - CON of 15893354 CON of 14080999 - Shkedi - collection and selling of profile information.wsp

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/425,259	05/29/2019	Roy Shkedi	14-PP-CON5	3067

26362 7590 02/10/2021

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER	
SITTNER, MICHAEL J	

ART UNIT	PAPER NUMBER
3622	

NOTIFICATION DATE	DELIVERY MODE
02/10/2021	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

Examiner-Initiated Interview Summary	Application No. 16/425,259	Applicant(s) Shkedi, Roy		
	Examiner MICHAEL J SITTNER	Art Unit 3622	AIA (First Inventor to File) Status No	Page 1 of 2

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: 04 February 2021

Issues Discussed:

35 U.S.C. 112

See notes below

35 U.S.C. 103

See notes below

Proposed Amendment(s)

See attached

Other

Examiner called Applicant's Attorney to gain clarification of various claim features in this application which have raised concern, after the recently mailed Final OA, in view of a review of similar claims in a parent application.

Main points discussed were as follows:

(1) There is confusion, potentially leading to a 35 USC 112 rejection, regarding multiple recitations of "a tag" within the independent claims. Clarification within the independent claims (34, 48, 61) of multiple instances of recited “a tag” was requested; i.e. as currently recited, it is not clear that the scenario under which the second recited “a tag” is definitively the same tag as the first recited “a tag” actually occurs and therefore it is not clear if the second "a tag" is the same as the first "a tag". Specification (pg. 19, line22) states: “Note that the PO company's tag is different from the identified media property's tag.” The Examiner does not find that the context of the claim as currently recited clarifies this issue. Currently, the Final OA has interpreted the two recitations of "a tag" to refer to the same tag. Applicant's Attorney agreed clarification can be made and that the intent was for the two "a tag" to refer to the same tag and for this scenario, under which they are the same tag, to be positively recited.

(2) Examiner also noted that dependent claims 48 and 61; i.e. the “system” and “apparatus" claims, do not positively recite the features attributed to the “profile owner computer”; this adds further complication to interpreting the "a tag" as noted above. Applicant's Attorney agrees the “profile owner computer” is not intended to be positively recited as part of claims 48 and 61; i.e. Attorney noted in the interview that dependent claims 48 and 61 were intended to be a “lock and key” type claims where claiming the lock is attempted by describing the key but Attorney admits that the received "indicia of profile information" (i.e. the key), upon which the claimed "computer system" of claim 48 operates (and similarly the claimed " article" of claim 61), is not limited by the description of the "profile owner" (PO) system itself, which provides such key (i.e. the indicia), nor is the claimed "computer system" and "article" limited by the the recited capabilities of that “profile owner computer” (i.e. features recited as (b)(i) and (b)(ii)).

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Exhibit 1008
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To address these issues, the following potential paths forward were discussed:

(a) Examiner will provide proposed amendments which ameliorate issue (1); this has been provided - see attached.
(b) Cancellation of independent claims 48 and 61 are a proposed path forward to ameliorate issue (2)

Furthermore, regarding potentially allowable subject matter:

Attorney agreed to discuss with applicant amendments to the claims to include the following steps directed towards (1) [spec, pg. 11] "whenever a profile is used by a media property [i.e. a publisher], the media property transfers the visitor along with the profile it is using to the profile owner system… the profile owner system records the usage of the profile by the media property… and determines which profile owner… should be credited for the usage of the profile by the media property" and (2) [Spec, pg. 6] "profile [saved] on both the device and a central database" (3) [Spec, pg. 15] "the Tag readable by the identified media property is arranged to be placed by the PO company, the profile and a copy of the arranged Tag will be sent separately by the PO company to the identified media property that will store the Tag and the profile in its central database and when it [recognizes] the Tag on a visitor's computer for example, it will pull the visitor's profile from the database."

No agreements regarding specific language which would lead to allowance was made.

☑ Attachment

/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.

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

electronically receiving by a computer system, from a profile owner computer, indicia of profile information;

automatically storing, by the computer system, in a central database associated with the computer system, profile information associated with a visitor, as a result of the electronic receipt from the profile owner computer of the indicia of the profile information,

wherein, the profile information associated with the visitor matches a profile, or kinds of profiles, requested by an ad network controlling the computer system,

wherein, a tag associated with a visitor device serves as a link to the profile information associated with the visitor;

automatically selecting, by the profile owner computer, an ad network of a plurality of ad networks based on a comparison of (A) profile information about a visitor who electronically accessed an electronic apparatus of a profile supplier with (B) a plurality of stored requests for profiles, or kinds of profiles, received from the plurality of ad networks, one of which ad networks is the ad network controlling the computer system,

automatically linking, by the profile owner computer, the tag that is associated with the visitor device to the profile information associated with the visitor which is stored in the central database;

detecting by the computer system, an indication the visitor device is available to receive an advertisement,

In response to detecting the indication the visitor device is available to receive an

advertisement, *(i) use the tag that is associated with the visitor device to access the profile information stored in the central database, and (ii) use the profile information linked to the tag to automatically cause delivery of an electronic advertisement to the visitor device in a first ad space on a first web page, wherein the electronic advertisement is dependent on the profile information associated with the visitor*

Wherein, *the ad network controlling the computer system (i) represents ad space of a plurality of websites, one of which websites includes the first web page, (ii) temporarily controls the first ad space while the computer system is automatically causing delivery of the electronic advertisement to the visitor device, and (iii) has access to the visitor device by redirection at a time when the visitor device is available to receive the electronic advertisement.*

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Conf. No.:	3067

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Examiner Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
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/M.J.S./	2	5359508	10/25/1994	Rossides
/M.J.S./	3	5442633	08/15/1995	Perkins et al.
	4	5572643	11/05/1996	Judson
	5	5710884	01/20/1998	Dedrick
	6	5717923	02/10/1998	Dedrick
	7	5724424	03/03/1998	Gifford
	8	5724521	03/03/1998	Dedrick
	9	5751956	05/12/1998	Kirsch
	10	5752238	05/12/1998	Dedrick
	11	5754939	05/19/1998	Herz et al.
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	42	6134532	10/17/2000	Lazarus et al.
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	51	6324519	11/27/2001	Eldering
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	62	6484492	11/26/2002	Meholic et al.
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	72	6983379	01/03/2006	Spalink et al.
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