

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

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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 Initials	Item	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant
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	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
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	218	8566164	10/22/2013	Shkedi
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/M. J. S. /	233	9131282	09/08/2015	Shkedi
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	237	9351053	05/24/2016	Shkedi
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/M.J.S./	257 KR20010096343	11/07/2001	MyOne Card Corp.	Yes
	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
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	263 WO1999057660A1	11/11/1999	IWEB LTD.	No
	264 WO2001054034A1	07/26/2001	Angara E-commerce Services, Inc.	No
	265 WO2002050694A1	06/27/2002	Traffion Technologies Pty. Ltd.	No
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	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
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CERTIFICATION AND REQUEST FOR CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0		
Practitioner Docket No.: 14-PP/CON5	Application No.: 16/425,259	Filing Date: 5/29/2019
First Named Inventor: Shkedi	Title: Providing collected profiles to r	
APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0 (AFCP 2.0) OF THE ACCOMPANYING RESPONSE UNDER 37 CFR 1.116. - The above-identified application is (i) an original utility, plant, or design nonprovisional application filed under 35 U.S.C. 111(a) [a continuing application (e.g., a continuation or divisional application) is filed under 35 U.S.C. 111(a) and is eligible under (i)], or (ii) an international application that has entered the national stage in compliance with 35 U.S.C. 371(c). - The above-identified application contains an outstanding final rejection. - Submitted herewith is a response under 37 CFR 1.116 to the outstanding final rejection. The response includes an amendment to at least one independent claim, and the amendment does not broaden the scope of the independent claim in any aspect. - This certification and request for consideration under AFCP 2.0 is the only AFCP 2.0 certification and request filed in response to the outstanding final rejection. - Applicant is willing and available to participate in any interview requested by the examiner concerning the present response. - This certification and request is being filed electronically using the Office's electronic filing system (EFS-Web). - Any fees that would be necessary consistent with current practice concerning responses after final rejection under 37 CFR 1.116, e.g., extension of time fees, are being concurrently filed herewith. [There is no additional fee required to request consideration under AFCP 2.0.] - By filing this certification and request, applicant acknowledges the following: - Reissue applications and reexamination proceedings are not eligible to participate in AFCP 2.0. - The examiner will verify that the AFCP 2.0 submission is compliant, i.e., that the requirements of the program have been met (see items 1 to 7 above). For compliant submissions: - The examiner will review the response under 37 CFR 1.116 to determine if additional search and/or consideration (i) is necessitated by the amendment and (ii) could be completed within the time allotted under AFCP 2.0. If additional search and/or consideration is required but cannot be completed within the allotted time, the examiner will process the submission consistent with current practice concerning responses after final rejection under 37 CFR 1.116, e.g., by mailing an advisory action. - If the examiner determines that the amendment does not necessitate additional search and/or consideration, or if the examiner determines that additional search and/or consideration is required and could be completed within the allotted time, then the examiner will consider whether the amendment places the application in condition for allowance (after completing the additional search and/or consideration, if required). If the examiner determines that the amendment does not place the application in condition for allowance, then the examiner will contact the applicant and request an interview. - The interview will be conducted by the examiner, and if the examiner does not have negotiation authority, a primary examiner and/or supervisory patent examiner will also participate. - If the applicant declines the interview, or if the interview cannot be scheduled within ten (10) calendar days from the date that the examiner first contacts the applicant, then the examiner will proceed consistent with current practice concerning responses after final rejection under 37 CFR 1.116.		
Signature /Louis J. Hoffman/	Date 3/1/2021	
Name (Print/Typed) Louis J. Hoffman	Practitioner Registration No. 38,918	
Note: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below*.		
☐ * Total of _____ forms are submitted.		

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 ad networks having specified interests			

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

Filed via EFS-Web – March 1, 2021

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Final Office Action dated December 22, 2020, assignee requests entry of the following amendments and consideration of the following remarks.

Amendment to the title is on page 2.

Amendments to the claims begin on page 3.

Remarks begin on page 7.

No fees are required. An AFCP 2.0 form is submitted concurrently.

Amendments

IN THE TITLE:

Please amend the title as follows:

Providing collected profiles to ~~media properties~~ ad networks having specified
interests

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 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 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, one of which ad networks is the 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 ad network controlling the computer system, and

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

~~computer system, and which tag is the tag of part (a) when the selected ad network is the ad network controlling the computer system;~~

(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.

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

38. (Previously amended) The method of claim 36 wherein the profile owner computer is programmed to automatically select 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. (Previously amended) The method of claim 34 wherein the profile owner computer is programmed to automatically select an ad network using 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. (Previously 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 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.

47. (Previously amended) The method of claim 34 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.

48-61. (Canceled)

Remarks

Assignee proposes to amend pending claim 34 and to cancel apparatus claims 48-61 in this continuation application. Claim 34 would be the only independent claim.

The amendments may be entered under 37 C.F.R. § 1.116(b)(1) (canceling claims) and (b)(2) (“presenting rejected claims in better form for consideration on appeal”).

The claim amendments, which are parallel to the amendment believed to have produced allowance in the parent application (SN 15/893,354), simply clarify the portion of the language of the part (b)(ii) that previously stated “... which tag is the tag of part (a) when the selected ad network is the ad network controlling the computer system.” Although that language was considered reasonably clear as written, the examiner suggested further improving the clarity by moving the “when...” clause to the beginning of the element and referring to “the tag,” using the antecedent basis in part (a). The amendment is not thought to alter materially the scope of the claim.

The final office action points to certain parts of Jaschke that arguably discussed certain types of “ad networks,” but assignee disagreed. In a preliminary call today, the examiner now said that the examining group agrees that the current method claims “overcome the art of record.” However, the examiner said there was a need to do a supplemental search.

Assignee’s undersigned representative reminded the examiner that claim 34 as stated requires that the computer performing part (a) must receive “profile information associated with the visitor” from a particular kind of “profile owner computer,” namely one that “is programmed ... to automatically select an ad network of a plurality of ad networks.” See part (a) referring to part (b)(i)(A). Further, the claim-required “ad networks” require certain specific characteristics: First, as stated in part (b)(i)(B), the “profile owner computer” has access to “a plurality of stored requests from the plurality of ad networks, each stored request being for requested profiles or kinds of profiles.”

Second, as stated in part (d), the “the ad network controlling the computer system” must have all of the following three characteristics, namely it:

“(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.”

The references in Jaschke to certain entities or computer systems that the examiner thought might be viewed as “ad networks” (in some sense of the term) simply do not meet the above characteristics, as explained in more detail next.

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.

Jaschke did not disclose selecting an ad network for a given visitor device based on stored requests from different ad networks, and Jaschke did not cause any selected ad network to store profile data for later use when the visitor device happens to become available to serve an ad.

Neither Jaschke’s “broker,” nor Jaschke’s advertisers, nor Jaschke’s “ad platform” meet the characteristics of “ad networks” defined in claim 34. The only entities in Jaschke, one of which is selected, are the advertisers, but the advertisers do not qualify – at a minimum because they do not have a computer system store their requests for profiles or types of profiles and because they do not individually represent ad space of several websites.

The final office action does not allege that the other reference, Kublickis, performs the limitations of part (b)(i) of claim 34, 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.

The previous response to office action (dated December 9, 2020) identified additional differences between claim 34 and the proposed combination related to Kublickis and the lack of propriety of the Kublickis/Jaschke combination hypothesized by the rejection. That same paper and the May 29, 2019, preliminary amendment (pp. 20-21) also identified significant advantages over the known prior art by virtue of the claimed technological arrangement. In sum, the claimed method of claim 34 is new and non-obvious and eligible for a patent.

If the examiner’s supplemental search locates any other reference, assignee respectfully asks the examiner to identify with specificity what parts of the reference is considered the “ad network” and how it meets all of the above characteristics. What is considered the “ad network”? In what way is one selected from a plurality of them? What are the “stored requests” for profiles (or types) submitted by the “ad networks”? How does the “ad network” represent ad space of plural websites? How does the ad network “temporarily control” ad space during ad delivery? Does the “ad network” have “access to the visitor device by redirection”?

Assignee respectfully submits that the claimed invention is new and non-obvious over the prior art of record and that the examiner is unlikely to locate a reference or combination of references that meets the above-listed criteria and in general makes claim 34 non-novel or obvious. It is not thought necessary, therefore, to discuss any dependent claims separately.

Applicant and counsel appreciate the examiner's time spent so far on this application and its parent. Please feel free to telephone the undersigned for the AFCEP 2.0 interview and to advance (and hopefully conclude) prosecution of this application.

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: March 1, 2021

/Louis J. Hoffman/

Louis J. Hoffman

Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.

7689 East Paradise Lane

Suite 2

Scottsdale, Arizona 85260

(480) 948-3295

Electronic Acknowledgement Receipt	
EFS ID:	42057247
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
Filer Authorized By:	
Attorney Docket Number:	14-PP-CON5
Receipt Date:	01-MAR-2021
Filing Date:	29-MAY-2019
Time Stamp:	17:45:55
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	After Final Consideration Program Request	21-03-01-DAT-PP_CON5-AFCP2-Form-SB0434.pdf	621707 26e94bb0c9ff727503248ca4d69fa97e7190aa3	no	1

Warnings:

Information:					
2		21-03-01-DAT-PP_CON5-RTFOAwAFCP2.pdf	119533	yes	10
			0410650d1ae6f5bde68b948c2a9fa1dc6a7887a4		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Response After Final Action		1	1	
	Specification		2	2	
	Claims		3	6	
	Applicant Arguments/Remarks Made in an Amendment		7	10	
Warnings:					
Information:					
Total Files Size (in bytes):			741240		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

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), (l), 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	03/03/2021	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA		RATE (\$)		ADDITIONAL FEE (\$)			
	Total (37 CFR 1.16(i))	* 14	Minus	** 28	= 0			x \$100 =		0			
	Independent (37 CFR 1.16(h))	* 1	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	
AMENDMENT		(Column 1)		(Column 2)		(Column 3)							
		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".										/SHARAIN E MORELAND/			
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".													
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.													

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

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



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APPLICATION 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	03/03/2021	EXAMINER	
LOUIS J. HOFFMAN, P.C.			SITTNER, MICHAEL J	
7689 East Paradise Lane				
Suite 2				
Scottsdale, AZ 85260				
			ART UNIT	PAPER NUMBER
			3622	
			NOTIFICATION DATE	DELIVERY MODE
			03/03/2021	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

<i>Applicant-Initiated Interview Summary</i>	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: 17 February 2021

Issues Discussed:

35 U.S.C. 103

In response to previous Interview (Feb 4, 2021 - AFCP 2.0), Applicant's attorney noted that Applicant is amendable to canceling claims 48-61 and amending Independent claim 34 as proposed (see attached) via e-mail received from applicant's attorney; this amendment is to clarify the operation/implementation of a use of "a tag" (e.g. a cookie) and the circumstances of its use within the system. This proposed amended language is to replace feature (b)(ii), as follows:

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

Examiner noted that consideration will need to be given regarding this subject matter as pertains to allowability and an additional interview was subsequently scheduled for Monday, March 1, 2021 at 4pm EST.

However, the Examiner did agree that this proposed amendment to claim 34 and cancellation of claims 48-61 would ameliorate the ambiguity in regards to the multiple recitations of "a tag...", as currently claimed, and would render moot the ambiguity as relates to which equipment is intended to be positively recited as part of the "computer system..." of claim 48 and similarly for claim 61.

Proposed Amendment(s)

See attached.

☒ 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	

<i>Applicant-Initiated Interview Summary</i>	Application No. 16/425,259	Applicant(s) Shkedi, Roy		
	Examiner MICHAEL J SITTNER	Art Unit 3622	AIA (First Inventor to File) Status No	Page 2 of 2

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.

From: Louis J. Hoffman
To: Sinner, Michael
Subject: Both Shkedi Providing Profiles applications
Date: Wednesday, February 17, 2021 2:50:24 PM

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

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

--
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NOTICE OF ALLOWANCE AND FEE(S) DUE

26362 7590 04/13/2021
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER

SITTNER, MICHAEL J

ART UNIT PAPER NUMBER

3622

DATE MAILED: 04/13/2021

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

TITLE OF INVENTION: Providing collected profiles to ad networks having specified interests

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	\$1200	\$0.00	\$0.00	\$1200	07/13/2021

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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

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

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

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

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

26362 7590 04/13/2021
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission

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

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

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

TITLE OF INVENTION: Providing collected profiles to ad networks having specified interests

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	\$1200	\$0.00	\$0.00	\$1200	07/13/2021

EXAMINER	ART UNIT	CLASS-SUBCLASS
SITTNER, MICHAEL J	3622	705-014530

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

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

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

2. For printing on the patent front page, list

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

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

1 _____

2 _____

3 _____

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

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

(A) NAME OF ASSIGNEE

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

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

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

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

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

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

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

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

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

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

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

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____



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 04/13/2021 LOUIS J. HOFFMAN, P.C. 7689 East Paradise Lane Suite 2 Scottsdale, AZ 85260			EXAMINER SITTNER, MICHAEL J	
			ART UNIT 3622	PAPER NUMBER

DATE MAILED: 04/13/2021

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

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

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

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

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 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--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to AFCP 2.0 Request filed 3/01/2021.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on ____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 34-47. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
Certified copies:
a) ☐ All b) ☐ Some *c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. ____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
* Certified copies not received: ____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

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

Attachment(s)

1. ☒ Notice of References Cited (PTO-892) 2. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date <u>5/29/2019</u> . 3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____. 4. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____.	5. ☐ Examiner's Amendment/Comment 6. ☒ Examiner's Statement of Reasons for Allowance 7. ☒ Other <u>PTO-2323</u> .
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/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
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DETAILED ACTION

Status of Claims

1. The present application is being examined under the pre-AIA first to invent provisions.
2. This action is in reply to the After Final Remarks and Amendments filed 03/01/2021.
3. Claims 1-33 and 48-61 are canceled.
4. Claim 34 is amended.
5. Claims 34-47 have been examined and are currently pending.

Reasons For Allowance

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

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

Gilmour et al. (U.S. 2004/0068477A1; hereinafter, "Gilmour");

Shkedi (U.S. 2005/0086112A1; hereinafter, "Shkedi");

Horowitz (U.S. 2005/0097204 A1; hereinafter, "Horowitz");

Chen et al. (U.S. 2003/0163370 A1; hereinafter, "Chen");

8. The Examiner has carefully considered Applicant's arguments (hereinafter, "Remarks") made in the After Final Consideration Program Request filed 03/01/2021 and although the Examiner has concluded the claims to be allowable over the prior art, the Examiner respectfully does not find all of the Applicant's arguments and characterizations of the prior art convincing.

For example, Applicant argues (Remarks, pg. 8) the following: "...*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...*". However, Examiner respectfully notes that Jaschke is not so limited to a consumer information broker only choosing from among advertisers; note per at least Jaschke

at paragraph [0019] teaches: "Consumer information brokers manage (1) the process of identifying advertisement platforms 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."

Therefore, in this regard, it is apparent that Jaschke's Consumer information broker also identifies/selects "advertisement platforms and opportunities" and by virtue of identifying "advertisement platforms and opportunities" [e.g. available spots to place ads] Jaschke must, in some manner, also selects/identifies the provider/publishers of such "advertisement platforms and opportunities". Applicant's "ad network" reads on Jaschke's provider/publisher of such "advertisement platforms and opportunities" which Jaschke must identify/select in some manner to enable his disclosure at [0019].

9. Nonetheless, Examiner does agree with some of Applicant's arguments (e.g. additional Remarks, pg. 8) which state: *"...Jaschke did not disclose selecting an ad network for a given visitor device based on stored requests from different ad networks, and Jaschke did not cause any selected ad network to store profile data for later use when the visitor device happens to become available to serve an ad. Neither Jaschke's "broker," nor Jaschke's advertisers, nor Jaschke's "ad platform" meet the characteristics of "ad networks" defined in claim 34."*; i.e. although the claims do not explicitly recite: *"...cause [the] selected ad network to store profile data for later use when the visitor device happens to become available to serve an ad"*, the Examiner understands that Applicant herein is introducing into the record his intended interpretation of the claim elements – namely the claim elements require in part *"caus[ing] [the] selected ad network to store profile data for later use when the visitor device happens to become available to serve an ad."* Under this interpretation, Examiner agrees that Jaschke does not teach *causing a selected publisher [ad network] to store profile data for later use when the visitor device happens to become available to serve an ad.*
10. Furthermore, as Jaschke is not found to teach this aforementioned feature in combination with all the other features as claimed and Examiner finds that neither Horowitz, Gilmour, Shkedi, or Chen cure the

deficiencies of Jaschke, the Examiner has respectfully withdrawn the remaining prior art rejections.

Response to Arguments

11. Examiner acknowledges Applicant's After Final Remarks and Amendments filed 03/01/2021. In view of the findings, as noted *supra*, and in view of Examiner initiated Interviews (2/4/2017 and 2/17/2021), the Examiner has withdrawn all outstanding rejections presented in Final Office Action mailed 12/22/2020.
12. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

13. 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.
14. 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.
15. 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	US-20030163370-A1	08-2003	Chen, Simon S.	G06Q30/0254	705/14.52
*	B	US-20050086112-A1	04-2005	Shkedi, Roy	G06Q30/02	705/14.61
*	C	US-20040068477-A1	04-2004	Gilmour, David L.	G06F16/9535	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					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	R Newbould and R Collingridge "Profiling Technology", BT Technology Journal , Vol 21 No 1 (Year: 2003)
	V	
	W	
	X	

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

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

Notice of References Cited

Part of Paper No. 20210407

<i>Index of Claims</i> 	Application/Control No. 16/425,259	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner MICHAEL J SITTNER	Art Unit 3622

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

CLAIMS										
☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47										
CLAIM		DATE								
Final	Original	07/28/2020	12/17/2020	04/07/2021						
1	34	✓	✓	=						
2	35	✓	✓	=						
3	36	✓	✓	=						
4	37	✓	✓	=						
5	38	✓	✓	=						
6	39	✓	✓	=						
7	40	✓	✓	=						
8	41	✓	✓	=						
9	42	✓	✓	=						
10	43	✓	✓	=						
11	44	✓	✓	=						
12	45	✓	✓	=						
13	46	✓	✓	=						
14	47	✓	✓	=						
	48	✓	✓	-						
	49	✓	✓	-						
	50	✓	✓	-						
	51	✓	✓	-						
	52	✓	✓	-						
	53	✓	✓	-						
	54	✓	✓	-						
	55	✓	✓	-						
	56	✓	✓	-						
	57	✓	✓	-						
	58	✓	✓	-						
	59	✓	✓	-						
	60	✓	✓	-						
	61	✓	✓	-						

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

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

CPC Combination Sets							
Symbol				Type	Set	Ranking	Version
	/		/				

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	14	
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	07 April 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	34	2

U.S. Patent and Trademark Office

Part of Paper No.: 20210407

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

INTERNATIONAL CLASSIFICATION					
CLAIMED					
G06Q	/	30	/	02	

NON-CLAIMED					
	/		/		

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS
705/14	530

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	14	
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	07 April 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	34	2

U.S. Patent and Trademark Office

Part of Paper No.: 20210407

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

☒ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47															
CLAIMS															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	34	10	43												
2	35	11	44												
3	36	12	45												
4	37	13	46												
5	38	14	47												
6	39														
7	40														
8	41														
9	42														

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	14	
/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	07 April 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	34	2

U.S. Patent and Trademark Office

Part of Paper No.: 20210407

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

CPC - Searched*		
Symbol	Date	Examiner
G06Q30/02 all with text	06/11/2018	MJS
G06F7/04 all with text	06/11/2018	MJS
H04L 9/32 all with text	06/11/2018	MJS
G06Q30/02 all with text	07/28/2020	MJS
G06Q30/02; /0207-/0277 all with text	12/17/2020	MJS
G06Q30/02; /0207-/0277 all with text	04/07/2021	MJS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

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

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

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

Search Notes		
Search Notes	Date	Examiner
See East Search History	06/11/2018	MJS
Assignee Search	06/11/2018	MJS
Inventor Search	06/11/2018	MJS
Review of Parent Applications and related Art	06/11/2018	MJS
PLUS Search	06/11/2018	MJS
See updated East Search History	07/28/2020	MJS
See updated East Search History	12/17/2020	MJS
See updated East Search History	04/07/2021	MJS
Updated NPL Search	04/07/2021	MJS

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06Q30	G06Q30/02; /0207-/0277 all with text	04/07/2021	MJS

/MICHAEL J SITTNER/ Primary Examiner, Art Unit 3622	
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AFCP 2.0 Decision	Application No. 16/425,259	Applicant(s) Shkedi, Roy	
	Examiner MICHAEL J SITTNER	Art Unit 3622	AIA (FITF) Status No
	This is in response to the After Final Consideration Pilot request filed <u>01 March 2021</u>. 1. Improper Request – The AFCP 2.0 request is improper for the following reason(s) and the after final amendment submitted with the request will be treated under pre-pilot procedure. ☐ An AFCP 2.0 request form PTO/SB/434 (or equivalent document) was not submitted. ☐ A non-broadening amendment to at least one independent claim was not submitted. ☐ The request is not the first proper AFCP 2.0 request submitted in response to the most recent final rejection. ☐ Other: _____ 2. Proper Request A. After final amendment submitted with the request will not be treated under AFCP 2.0. The after final amendment cannot be reviewed and a search conducted within the guidelines of the pilot program. ☐ The after final amendment will be treated under pre-pilot procedure. B. Updated search and/or completed additional consideration. The examiner performed an updated search and/or completed additional consideration of the after final amendment within the time authorized for the pilot program. The result(s) of the updated search and/or completed additional consideration are: ☒ 1. All of the rejections in the most recent final Office action are overcome and a Notice of Allowance is issued herewith. ☐ 2. The after final amendment would not overcome all of the rejections in the most recent final Office action. See attached interview summary for further details. ☐ 3. The after final amendment was reviewed, and it raises a new issue(s). See attached interview summary for further details. ☐ 4. The after final amendment raises new issues, but would overcome all of the rejections in the most recent final Office action. A decision on determining allowability could not be made within the guidelines of the pilot. See attached interview summary for further details, including any newly discovered prior art. ☐ 5. Other: _____ Examiner Note: Please attach an interview summary when necessary as described above.		



Report Information from Dialog

April 07 2021 13:07

Created by My Research account: 362309 (Michael Sittner)

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Bibliography..... 2

Search Strategy

Databases: ABI/INFORM® Professional Advanced, Abstracts in New Technology & Engineering, AdisInsight: Drugs, AdisInsight: Trials, Adis Pharmacoeconomics & Outcomes News, AGRICOLA, AGRIS, Allied & Complementary Medicine™, Analytical Abstracts, APA PsycInfo®, Aqualine, Aquatic Science & Fisheries Abstracts (ASFA), Australian Education Index, BIOSIS® Toxicology, BIOSIS Previews®, British Library Inside Conferences, British Nursing Index, Business & Industry, CAB ABSTRACTS, Chemical Business Newsbase, Chemical Engineering & Biotechnology Abstracts, Chemical Safety Newsbase, Civil Engineering Abstracts, Current Contents® Search, Derwent Drug File, Derwent Drug Registry, DH-DATA: Health Administration, Medical Toxicology & Environmental Health, DIOGENES® FDA Regulatory Updates, Drug Information Fulltext, Earthquake Engineering Abstracts, EconLit, Ei Compendex®, Ei EnCompassLIT, Embase®, EMCare®, ERIC, ESPICOM Pharmaceutical & Medical Device News, FDAnews, FLUIDEX (Fluid Engineering Abstracts), Foodline®: MARKET, Foodline®: PRODUCT, Foodline®: SCIENCE, FSTA®, Gale Group Computer Database™, Gale Group Health Periodicals Database, Gale Group New Product Announcements / Plus®, Gale Group Newsletter Database™, Gale Group PharmaBiomed Business Journals, Gale Group PROMT®, Gale Group Trade & Industry Database™, GEOBASE, GeoRef, Global Health, HSELINE: Health and Safety, ICONDA - International Construction Database, IMS Company Profiles, IMS New Product Focus, IMS Pharma Trademarks, IMS R&D Focus, IMS R&D Focus Drug News, Inspec®, International Pharmaceutical Abstracts, Jane's Defense & Aerospace News, King's Fund, KOSMET: Cosmetic Science, Lancet Titles, Material Safety Datasheets -OHS™, Mechanical & Transportation Engineering Abstracts, MEDLINE®, Meteorological & Geostrophysical Abstracts, Morressier Life Science Conference Abstracts and Posters, New England Journal of Medicine, Northern Light Life Sciences Conference Abstracts, NTIS: National Technical Information Service, Oceanic Abstracts, PAIS International, Paperbase, PAPERCHEM, ProQuest Advanced Tech & Aerospace Professional, ProQuest Biological & Health Science Professional, ProQuest Dissertations and Theses Professional, ProQuest Environmental Science Professional, ProQuest Materials Research Professional, ProQuest Newsstand Professional, ProQuest Technology Research Professional, Prous Science Daily Essentials, Prous Science Drug Data Report, Prous Science Drugs Of The Future™, Registry of Toxic Effects of Chemical Substances (RTECS®), SciSearch®: a Cited Reference Science Database, Social SciSearch®, ToxFil®, Transport Research International Documentation, TULSA™ (Petroleum Abstracts), UBM Computer Full Text, Weldasearch®, Zoological Record

Set#	Searched for	Results
S9	(s7 and advertis[*4]) and (pd(2003))	1°
S8	s7 and advertis[*4]	28°
S7	s5 and s6	36°
S6	request[*4] near/5 profile	30244*
S5	(s4 and (tag or cookie))	263°
S4	profile pre/0 owner	3626°
S3	(S2 and selling)	6°
S2	(S1 and cookie)	42
S1	((profile near/15 link[*4]) near/15 (tag or cookie or (tracking pre/0 pixel))) and (pd(<20060619))	152

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

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

Profiling — Technology

Author: Newbould, R; Collingridge, R

Publication info: BT Technology Journal 21.1: 44-55. British Telecommunications PLC. (Jan 2003)

[ProQuest document link](#)

Abstract (English): Network identity is defined by the set of characteristics about a person held on a computer network, and hence identity management on the Internet is key to ensuring maximum competitive and marketing advantage for service providers while protecting end-user privacy. In the last few years, there have been major attempts in the IT world at providing parts of the identity management solution, from which we can learn important lessons. BTextact has also developed a profile hosting server to investigate the technological issues and propose a solution in this significant, evolving area.

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

Language: English

Language of abstract: English

Publication title: BT Technology Journal

Volume: 21

Issue: 1

Pagination: 44-55

Publisher location: Ipswich

DOI: <http://dx.doi.org/10.1023/A:1022400226864>

Document type: Journal Article

Document URL: <https://dialog.proquest.com/professional/docview/2239131877?accountid=161862>

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

Keywords in context:

Bibliography

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

Newbould, R., & Collingridge, R. (2003). Profiling — technology. *BT Technology Journal*, 21(1), 44-55.
doi:<http://dx.doi.org/10.1023/A:1022400226864>

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EAST Search History

EAST Search History (Prior Art)

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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
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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

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			DERWENT; IBM_TDB			
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EAST Search History (Interference)

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S57	3	S55 and @ad<"20060619"	US-PGPUB; USPAT	OR	ON	2021/04/07 10:39
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S61	9	S60 and redirect\$4	US-PGPUB; USPAT	OR	ON	2021/04/07 10:49
S62	7	S61 and (request\$4 near5 profile)	US-PGPUB; USPAT	OR	ON	2021/04/07 10:49
S63	48	S60 and (request\$4 near5 profile)	US-PGPUB; USPAT	OR	ON	2021/04/07 10:54
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4/7/2021 1:08:36 PM

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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

Page 1 of 16

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
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	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

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 2 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

U.S. PATENT DOCUMENTS

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
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	63	6487538	11/26/2002	Gupta et al.
	64	6615247	09/02/2003	Murphy
	65	6633850	10/14/2003	Gabbard et al.
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	238	9369779	06/14/2016	Shkedi
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	247	10026100	07/17/2018	Shkedi
	248	10070200	09/04/2018	Shkedi
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/M.J.S./	257 KR20010096343	11/07/2001	MyOne Card Corp.	Yes
↓	258 WO2005/046237	05/19/2005	Gutta et al.	No
↓	259 WO2004084109A	09/30/2004	NHN Corporation	Yes
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↓	261 KR20040026167	03/30/2004	IBM Corporation	Yes
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/M. J. S. /	304	Kwok et al., Tracking Results from Multichannel Marketing Programs on Electronic Commerce," EC'03, June 9-12, 2003
	305	Langheinrich et al., Unintrusive Customization Techniques for Web Advertising, COMPUTER NETWORKS 31, 1259-1272, May 1999
	306	Maekawa et al., A Java-Based Information Browsing System in a Remote Display Environment, IEEE (2004)
	307	Meeker, Mary, The Internet Advertising Report, Harper Business, 1997
	308	Yeager & McGrath, Web Server Technology, The Advance Guide for World Wide Web Information Providers, Morgan Kaufmann Publishers (1996)
	309	net.Genesis & Devra Hall, Build a Website, The Programmer's Guide to Creating, Building, and Maintaining a Web Presence, Prima Publishing (1995)
	310	NetGravity Launches AdServer 3.5 with Beefed Up Targeting, clickz.com, September 10, 1998
	311	Novak & Hoffman, New Metrics for New Media, Toward the Development of Web Measurement Standards, Project 2000, elab.vanderbilt.edu, September 26, 1996
	312	RealMedia.com webpages, www.archive.org, archived on May 15, 1997 and June 7, 1997
	313	Bruner, Rick E., Interactive, NetGravity to launch new ad service bureau, adage.com, December 1, 1997
	314	Bruner, Rick E., Small networks chase per-click ad business, Aaddzz, ValueClick compete, AdvertisingAge, September 8, 1997
	315	Zeff & Aronson, Advertising on the Internet, 1st Edition, John Wiley & Sons (1997)
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	317	Samar, Single Sign-On Using Cookies for Web Applications, IEEE 8th International Workshops on Enabling Technologies, Infrastructure for Collaborative Enterprises (WET ICE'99), June 16-18, 1999
	318	Singh & Dalal, Web Home Pages as Advertisements, Communications of the ACM, August 1999
	319	The ClickZ Network, Netscape Selects Real Media's Open AdStream, January 13, 1998
	320	The ClickZ Network, Real Media Signs More Media Companies, December 30, 1998
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↓	322	Bakos, The Emerging Role of Electronic Marketplaces on the Internet, Communications of the ACM, Vol. 41, No. 8, August 1998

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

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

Page 14 of 16

OTHER ART

Examiner Initials	Item	AUTHOR, Title, Date, Pertinent Pages, Etc.
/M. J. S. /	323	Youiji Kohda & Susumu Endo, Ubiquitous Advertising on the WWW, Merging Advertisement on the Browser, Fifth International World Wide Web Conference (May 1996)
	324	Baseview.com webpages from www.archive.org, archived January 16, 1997
	325	AdForce, Inc., Quick Reference Guide, Version 3.0 (1999)
	326	AdManagerPro, Ad Entry Manual, User's Manual V.1.05, 1997
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	328	AdManagerPro, Administration and Receivables Manual, Administrator's Manual Version 1.0.5, November 1997
	329	AdManagerPro, Administration and Receivables Manual, Administrator's Manual Version 2.0, June 1998
	330	Commercialization of the World Wide Web, The Role of Cookies, vanderbilt.edu web pages, archive.org, February 1, 1997
	331	Crabtree et al., Adaptive Personal Agents, Personal Technologies (1998)
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	333	Dunn et al., Privacy and Profiling on the Web, Submitted to W3C on June 2, 1997
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	336	Hersley et al., Implementation of OPS Over HTTP, Submitted to W3C on June 2, 1997
	337	Hersley et al., Proposal for an Open Profiling Standard, Submitted to W3C on June 2, 1997
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	339	junkbusters.com web pages, archive.org, archived April 1997 through November 2000
	340	Karpinski, Richard, ICE application to revolutionize e-commerce, Business Marketing, March 1998
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	342	Roscheisen, R. Martin, A Network-Centric Design for Relationship-Based Rights Management (Dissertation), December 1997
	343	Kristol, D. & Montulli, L.; HTTP State Management Mechanism, Internet Engineering Task Force; available at https://tools.ietf.org/html/rfc2109 ; February 1997

Examiner: /MICHAEL J SITTNER/Date Considered: 10/05/2020

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 Docket No.: 14-PP-CON5
 Conf. No.: 3067

Page 15 of 16

OTHER ART

Examiner Initials	Item	AUTHOR, Title, Date, Pertinent Pages, Etc.
/M. J. S. /	344	Berners-Lee, Tim; Information Management: A Proposal; CERN; available at http://www.w3.org/History/1989/proposal.html ; May 1990
	345	Berners-Lee, Tim; Uniform Resource Locators (URL), A Syntax for the Expression of Access Information of Objects on the Network; Internet Engineering Task Force; available at http://www.w3.org/Addressing/URL/url-spec.txt ; March 21, 1994
	346	Berners-Lee, Tim; The Original HTTP as defined in 1991, W3C; available at http://www.w3.org/Protocols/HTTP/AsImplemented.html (1991)
	347	Berners-Lee, Tim, et al.; Hypertext Transfer Protocol – HTTP/1.0; Network Working Group Request for Comments: 1945; Internet Engineering Task Force; available at https://tools.ietf.org/html/rfc1945 ; May 1996
	348	Leiner, Barry M. et al.; Brief History of the Internet; Internet Society; October 15, 2012
	349	Berners-Lee, T. & Connolly, D.; Hypertext Markup Language – 2.0; Network Working Group Request for Comments: 1866; Internet Engineering Task Force; available at https://tools.ietf.org/html/rfc1866 ; November 1995
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	351	Johnson, Bradley; Interactive; Planet Oasis Gives Web Sites Promotion Clout; Advertising Age; available at http://adage.com/article/news/interactive-planet-oasis-web-sites-promotion-clout/78467 ; July 8, 1996
	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

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 Conf. No.: 3067

Page 16 of 16

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
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	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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 Draw line through citation if not in conformance *and* not considered. Include copy of this form with next
 communication to applicant.

Bibliographic Data

Application No: 16/425,259

Foreign Priority claimed: ☐ Yes ☒ No

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

Verified and Acknowledged:

/MICHAEL J SITTNER/

Examiner's Signature

Initials

Title:

Providing collected profiles to ad networks having specified interests

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
05/29/2019	705	3622	14-PP-CON5
RULE			

APPLICANTS

Datonics, LLC, Long Island City, NY,

INVENTORS

Roy Shkedi, Forest Hills, NY, UNITED STATES

CONTINUING DATA

This application is a CON of 15893354 02/09/2018 PAT 10984445

15893354 is a CON of 14080999 11/15/2013ABN

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

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

11765433 has PRO of 60805144 06/19/2006

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

06/05/2019

STATE OR COUNTRY

UNITED STATES

ADDRESS

LOUIS J. HOFFMAN, P.C.

7689 East Paradise Lane

Suite 2

Scottsdale, AZ 85260

UNITED STATES

FILING FEE RECEIVED

\$2,520

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 ad networks having specified interests		

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

Filed via EFS-Web – April 16, 2021

COMMENTS ON REASONS FOR ALLOWANCE

Dear Sir:

Applicant wishes to correct a slight error in a statement made in applicant's paper that led to allowance and that is quoted in the "reasons for allowance" in the Notice of Allowance dated April 13, 2021.

In an after-final response accompanying an AFCP 2.0 interview request (filed 3/1/2021), applicant wrote in the remarks (p. 8): *"Jaschke did not disclose selecting an ad network for a given visitor device based on stored requests from different ad networks, and Jaschke did not cause any selected ad network to store profile data for later use when the visitor device happens to become available to serve an ad."* The "reasons for allowance" section repeats (at ¶9) that sentence and agrees (¶¶9-10) with both halves of the sentence.

The word "serve" at the end of that sentence, though, was written in error. The independent claims (e.g., claim 34, part (c), emphasis added) say: **"later, when the visitor device is available to receive an advertisement, with the computer system, ... using the profile information"** Applicant's remarks were not an "intended interpretation of the claim elements" (as said in the "reasons for allowance" section) but rather intended to refer to *explicit* claim language. The "when" clause of the remarks

emphasized in the “reasons for allowance” (i.e., “*when the visitor device happens to become available to serve an ad*”) paraphrased the above-quoted and bolded claim language.

Therefore, the error just noted is that the word “*serve*” in assignee’s 3/1/2021 remarks at page 8 should have been “*receive*.” In sum: Jaschke did not cause any selected ad network to store profile data for “later” use—as the claims recite—“when the visitor device is available to *receive* an advertisement.”

Applicant respectfully submits that the “reasons for allowance” did not turn on the mistaken word and that the allowance should remain intact despite this minor correction.

Finally, paragraph 8 of the “reasons for allowance” expresses reasons why the examiner “does not find ... convincing” certain other remarks made by assignee in the same after-final paper. Given that the examiner has allowed this application, further dispute over those other remarks seem moot. Assignee does not address the examiner’s comments in paragraph 8 and should not be deemed to have agreed with them.

Applicant and its undersigned counsel thank the examiner for the notice of allowance. Please telephone the undersigned if there are any residual concerns.

Respectfully submitted,

DATONICS, LLC

by its attorney

Dated: April 16, 2021

/Louis J. Hoffman/

Louis J. Hoffman

Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.

7689 East Paradise Lane

Suite 2

Scottsdale, Arizona 85260

(480) 948-3295

Electronic Acknowledgement Receipt	
EFS ID:	42474328
Application Number:	16425259
International Application Number:	
Confirmation Number:	3067
Title of Invention:	Providing collected profiles to ad networks having specified interests
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman
Filer Authorized By:	
Attorney Docket Number:	14-PP-CON5
Receipt Date:	16-APR-2021
Filing Date:	29-MAY-2019
Time Stamp:	13:35:52
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Post Allowance Communication - Incoming	21-04-16-DAT-PP_CON5-CommentsReasonsAllowance.pdf	105510 1b11993ca8683a8bfb7b5566a9b2c416b449e1ce	no	2

Warnings:

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**Courtesy Reminder for
Application Serial No: 16/425,259**

Attorney Docket No: 14-PP-CON5
Customer Number: 26362
Date of Electronic Notification: 04/13/2021

This is a courtesy reminder that new correspondence is available for this application. If you have not done so already, please review the correspondence. The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

An email notification regarding the correspondence was sent to the following email address(es) associated with your customer number:

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

To view your correspondence online or update your email addresses, please visit us anytime at **<https://ppair-my.uspto.gov/pair/PrivatePair>**. If you have any questions, please email the Electronic Business Center (EBC) at EBC@uspto.gov or call 1-866-217-9197.

PART B - FEE(S) TRANSMITTAL

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

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

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

26362 7590 04/13/2021
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7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

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

Louis J. Hoffman	(Typed or printed name)
/Louis J. Hoffman/	(Signature)
July 9, 2021	(Date)

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

TITLE OF INVENTION: Providing collected profiles to ad networks having specified interests

APPL. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	\$1200	\$0.00	\$0.00	\$1200	07/13/2021

EXAMINER	ART UNIT	CLASS-SUBCLASS
SITTNER, MICHAEL J	3622	705-014530

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

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

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

2. For printing on the patent front page, list

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

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

1 Louis J. Hoffman

2 David S. Alavi

3

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

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

(A) NAME OF ASSIGNEE

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

Datonics, LLC

Long Island City, NY

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

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

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

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

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

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

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

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

Authorized Signature /Louis J. Hoffman/

Date 07/09/2021

Typed or printed name Louis J. Hoffman

Registration No. 38918

Electronic Patent Application Fee Transmittal				
Application Number:		16425259		
Filing Date:		29-May-2019		
Title of Invention:		Providing collected profiles to ad networks having specified interests		
First Named Inventor/Applicant Name:		Roy Shkedi		
Filer:		Louis J. Hoffman		
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:				
UTILITY APPL ISSUE FEE	1501	1	1200	1200

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

Electronic Acknowledgement Receipt	
EFS ID:	43214939
Application Number:	16425259
International Application Number:	
Confirmation Number:	3067
Title of Invention:	Providing collected profiles to ad networks having specified interests
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman
Filer Authorized By:	
Attorney Docket Number:	14-PP-CON5
Receipt Date:	09-JUL-2021
Filing Date:	29-MAY-2019
Time Stamp:	18:05:45
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	\$ 1200
RAM confirmation Number	E202179107151433
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	Issue Fee Payment (PTO-85B)	21-07-09-DAT-PP_CON5-Form-PTOL-85.pdf	1983382	no	1
			665cc59d9ca3d1f497332a7790aea9098109f749		
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30294	no	2
			3f204f00c9aea4c3fab26f69892e2c915024897b		
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Total Files Size (in bytes):			2013676		
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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/425,259	08/17/2021	11093970	14-PP-CONS	3067

26362 7590 07/28/2021
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)

(application filed on or after May 29, 2000)

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

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

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

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

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

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	Issue Date	08/17/2021
	Application Number	16/425,259
	Filing Date	05/29/2019
	First Named Inventor	Shkedi
	Attorney Docket Number	PP-CON5

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EFS ID:	43648392
Application Number:	16425259
International Application Number:	
Confirmation Number:	3067
Title of Invention:	Providing collected profiles to ad networks having specified interests
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman
Filer Authorized By:	
Attorney Docket Number:	14-PP-CON5
Receipt Date:	31-AUG-2021
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Time Stamp:	14:03:47
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Change of Address	21-08-31-DAT-PP_CON5-COA-sb0123.pdf	70230 d645c3216d18c6621b8d25879b5b0f5250f ebc59	no	2

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