



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.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/224,659	01/10/2017	9542595	595-010	1730

27776 7590 12/21/2016
Kelley Drye & Warren LLP
One Jefferson Road
Parsippany, NJ 07054

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 24 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):

BrighTex Bio-Photonics LLC, San Jose, CA
Rajeshwar Chhibber, San Jose, CA;
Ashutosh Chhibber, San Jose, CA;
Shefali Sharma, Petaluma, CA;

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

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax **(571)-273-2885**

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

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

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.

2776 7590 08/31/2016
Kelley Drye & Warren LLP
One Jefferson Road
Parsippany, NJ 07054

Certificate of Mailing or Transmission

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

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/224,659	03/25/2014	Rajeshwar Chhibber	595-010	1730

TITLE OF INVENTION: Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	11/30/2016

EXAMINER	ART UNIT	CLASS-SUBCLASS
BAYAT, ALI	2666	382-165000

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

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

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

1 Kelley Drye & Warren LLP

2 _____

3 _____

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

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

(A) NAME OF ASSIGNEE

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

BrighTex Bio-Photonics LLC

San Jose, CA

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

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

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

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

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

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

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

NOTE: Absent a valid certification of Micro Entity Status (see 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 /David G. Lindenbaum/

Date 11/30/2016

Typed or printed name David G. Lindenbaum

Registration No. 51,951

Electronic Patent Application Fee Transmittal				
Application Number:		14224659		
Filing Date:		25-Mar-2014		
Title of Invention:		Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		
First Named Inventor/Applicant Name:		Rajeshwar Chhibber		
Filer:		David G. Lindenbaum/Melissa Hegedus		
Attorney Docket Number:		595-010		
Filed as Small 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	2501	1	480	480

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				480

Electronic Acknowledgement Receipt

EFS ID:	27650918
Application Number:	14224659
International Application Number:	
Confirmation Number:	1730
Title of Invention:	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices
First Named Inventor/Applicant Name:	Rajeshwar Chhibber
Customer Number:	27776
Filer:	David G. Lindenbaum/Melissa Hegedus
Filer Authorized By:	David G. Lindenbaum
Attorney Docket Number:	595-010
Receipt Date:	30-NOV-2016
Filing Date:	25-MAR-2014
Time Stamp:	14:18:32
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	\$ 480
RAM confirmation Number	120116INTEFSW14210100
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)	IssueFeesubmitforfiling.pdf	139968	no	1
			7820ad04e0a01f1e88867e7cb658f34f4b135ec0		
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30624	no	2
			8597fc326ce26c8fcd769301aa872f088ed8e500		
Warnings:					
Information:					
Total Files Size (in bytes):			170592		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					



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www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

27776 7590 08/31/2016
Kelley Drye & Warren LLP
One Jefferson Road
Parsippany, NJ 07054

EXAMINER

BAYAT, ALI

ART UNIT

PAPER NUMBER

2666

DATE MAILED: 08/31/2016

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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14/224,659

03/25/2014

Rajeshwar Chhibber

595-010

1730

TITLE OF INVENTION: Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	11/30/2016

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

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

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.

2776 7590 08/31/2016
Kelley Drye & Warren LLP
One Jefferson Road
Parsippany, NJ 07054

Certificate of Mailing or Transmission

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(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/224,659	03/25/2014	Rajeshwar Chhibber	595-010	1730

TITLE OF INVENTION: Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	11/30/2016

EXAMINER	ART UNIT	CLASS-SUBCLASS
BAYAT, ALI	2666	382-165000

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

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

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

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

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

(A) NAME OF ASSIGNEE

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

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

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

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

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

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

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

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

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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
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/224,659	03/25/2014	Rajeshwar Chhibber	595-010	1730

27776	7590	08/31/2016
Kelley Drye & Warren LLP One Jefferson Road Parsippany, NJ 07054		

EXAMINER	
BAYAT, ALI	

ART UNIT	PAPER NUMBER
2666	

DATE MAILED: 08/31/2016

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 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

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. 14/224,659	Applicant(s) CHHIBBER ET AL.	
	Examiner ALI BAYAT	Art Unit 2666	AIA (First Inventor to File) Status Yes

-- 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 RCE filed on 8/23/16.
☐ 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 1,2,4,7-10,12-16 and 18-20. 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) | 5. ☐ Examiner's Amendment/Comment |
| 2. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____ | 6. ☒ Examiner's Statement of Reasons for Allowance |
| 3. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 7. ☐ Other _____. |
| 4. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____. | |

/ALI BAYAT/
Primary Examiner, Art Unit 2666

Art Unit: 2666

The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 8/23/16 has been entered.

Allowable Subject Matter

2. Claims 1-2, 4, 7-10,12-16 and 18-20 (renumbered as 1-15) are allowed.

Reasons for Allowance

3. The following is an examiner's statement of reasons for allowance: based on applicant's amendment/persuasive arguments, filed on 8/23/16, claims 1-2, 4, 7-10,12-16 and 18-20 (renumbered as 1-15) are allowed.

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."

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ALI BAYAT whose telephone number is (571)272-7444. The examiner can normally be reached on 9-5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vu Kim can be reached on 571-272-3859. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2666

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.

/ALI BAYAT/
Primary Examiner, Art Unit 2666

Issue Classification 	Application/Control No. 14224659	Applicant(s)/Patent Under Reexamination CHHIBBER ET AL.
	Examiner ALI BAYAT	Art Unit 2666

☐ Claims renumbered in the same order as presented by applicant															
☐ CPA															
☐ T.D.															
☐ R.1.47															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	-	17												
2	2	13	18												
-	3	14	19												
3	4	15	20												
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10	14														
11	15														
12	16														

NONE	Total Claims Allowed: 15	
(Assistant Examiner)	(Date)	
/ALI BAYAT/ Primary Examiner.Art Unit 2666	8/30/2016	O.G. Print Claim(s) 1
(Primary Examiner)	(Date)	O.G. Print Figure 1

Search Notes 	Application/Control No. 14224659	Applicant(s)/Patent Under Reexamination CHHIBBER ET AL.
	Examiner ALI BAYAT	Art Unit 2666

CPC- SEARCHED		
Symbol	Date	Examiner
(A45D2044/007 OR A45D44/005 OR G06K9/00221,00234,00)	9/16/15	AB
updated above	5/19/16	AB
updated above	8/29/16	AB

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
382	165	9/16/15	AB
	updated above	5/18/16	AB
	updated above	8/29/16	AB

SEARCH NOTES		
Search Notes	Date	Examiner
EAST (See text search history print out for CPC classification).	9/15/15	AB
updated above	5/19/16	AB
updated above	8/29/16	AB

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
USPAT; US-PGPUB	see Interference search history print out.	5/20/16	AB
	updated above	8/29/16	AB

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BIB DATA SHEET

CONFIRMATION NO. 1730

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.		
14/224,659	03/25/2014	382	2666	595-010		
APPLICANTS BrighTex Bio-Photonics LLC, San Jose, CA INVENTORS Rajeshwar Chhibber, San Jose, CA; Ashutosh Chhibber, San Jose, CA; Shefali Sharma, Petaluma, CA; ** CONTINUING DATA ~~YES A,B~~ ***** This appln claims benefit of 61/805,126 03/25/2013 ** FOREIGN APPLICATIONS ~~NONE A,B~~ ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED *** SMALL ENTITY ** 04/16/2014						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and Acknowledged <u> // </u> Examiner's Signature		☐ Met after Allowance Initials	STATE OR COUNTRY CA	SHEETS DRAWINGS 8	TOTAL CLAIMS 20	INDEPENDENT CLAIMS 3
ADDRESS Kelley Drye & Warren LLP One Jefferson Road Parsippany, NJ 07054 UNITED STATES						
TITLE Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices						
FILING FEE RECEIVED 1010	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:			☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit		

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	19193	image with face same pixels	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:48
L2	349	L1 and cosmetic	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:48
L3	105	L2 and skin near3 pixel	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:48
L4	6	L3 and (calculating or identify\$3 or identification or computing or obtaining or determining) near3 color adj1 value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:48
L5	15389	(A45D2044/007 OR A45D44/005 OR G06K9/00221,00234,00).CPC.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:49
L6	0	L5 and calibrat\$4 near3 (colour or color) same (previous or second) near3 image	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:49
L7	41	(calibrat\$4 near3 (colour or color) with first adj1 image near7 (previous or second) near3 image)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:51

EAST Search History (Prior Art)

L8	2	L7 and skin near3 (color or colour or pixel)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:51
L9	26122	(calibrat\$4 or adjust\$3)near3 (colour or color) with image	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:52
L10	1735	L9 and skin near3 (color or colour or pixel)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:52
L11	259	L10 and (first adj1 image near7 (previous or second) near3 image)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:52
L12	152	L11 and face near5(picture or image)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:52
L13	44	12 and (calibrat\$4 near3 (colour or color) same image)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/08/29 15:53

EAST Search History (I nterference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L14	1	(transferring and digital and image and face and subject and pixels and transferring and information and cosmetic and product and skin and pixels and identified and color and space and values and identified and cosmetic and product and identified).clm.	US-PGPUB; USPAT	AND	ON	2016/08/29 16:43
L15	0	(transferring and digital and image and face and subject and pixels and calibrating and colors and transferring and information and cosmetic and product and skin and pixels and identified and color and space and values and identified and cosmetic and product and identified).clm.	US-PGPUB; USPAT	AND	ON	2016/08/29 16:43

<i>Index of Claims</i> 	Application/Control No. 14224659	Applicant(s)/Patent Under Reexamination CHHIBBER ET AL.
	Examiner ALI BAYAT	Art Unit 2666

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

☐ Claims renumbered in the same order as presented by applicant					☐ CPA					☐ T.D.					☐ R.1.47				
CLAIM		DATE																	
Final	Original	09/16/2015	05/20/2016	08/30/2016															
1	1	✓	✓	=															
2	2	✓	✓	=															
-	3	✓	✓	-															
3	4	✓	✓	=															
-	5	✓	✓	-															
-	6	✓	○	-															
4	7	✓	✓	=															
5	8	✓	○	=															
6	9	✓	✓	=															
7	10	✓	✓	=															
-	11	✓	○	-															
9	12	✓	✓	=															
8	13	✓	✓	=															
10	14	✓	✓	=															
11	15	✓	✓	=															
12	16	✓	✓	=															
-	17	✓	○	-															
13	18	✓	✓	=															
14	19	✓	✓	=															
15	20	✓	✓	=															

Document code: WFEE

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Sales Receipt for Accounting Date: 08/24/2016

MGORDON	SALE	#00000001	Mailroom Dt:	08/23/2016	502968	14224659
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REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL (Submitted Only via EFS-Web)

Application Number	14/224,659	Filing Date	2014-03-25	Docket Number (if applicable)	595-010	Art Unit	2666
First Named Inventor	Rajeshwar Chhibber			Examiner Name	BAYAT, ALI		

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.

Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. The Instruction Sheet for this form is located at WWW.USPTO.GOV

SUBMISSION REQUIRED UNDER 37 CFR 1.114

Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

☐ Other _____

☒ Enclosed

☒ Amendment/Reply

☐ Information Disclosure Statement (IDS)

☐ Affidavit(s)/ Declaration(s)

☐ Other _____

MISCELLANEOUS

☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of months _____
(Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

☐ Other _____

FEES

The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

☒ The Director is hereby authorized to charge any underpayment of fees, or credit any overpayments, to
Deposit Account No 502968

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

☒ Patent Practitioner Signature

☐ Applicant Signature

Signature of Registered U.S. Patent Practitioner			
Signature	/David G. Lindenbaum/	Date (YYYY-MM-DD)	2016-08-23
Name	David G. Lindenbaum	Registration Number	51951

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450.

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

Privacy Act Statement

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

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

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

Electronic Patent Application Fee Transmittal

Application Number:	14224659			
Filing Date:	25-Mar-2014			
Title of Invention:	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices			
First Named Inventor/Applicant Name:	Rajeshwar Chhibber			
Filer:	David G. Lindenbaum/Stephanie Hewitt			
Attorney Docket Number:	595-010			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Request for Continued Examination	2801	1	600	600
Total in USD (\$)				600

Electronic Acknowledgement Receipt

EFS ID:	26723200
Application Number:	14224659
International Application Number:	
Confirmation Number:	1730
Title of Invention:	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices
First Named Inventor/Applicant Name:	Rajeshwar Chhibber
Customer Number:	27776
Filer:	David G. Lindenbaum/Stephanie Hewitt
Filer Authorized By:	David G. Lindenbaum
Attorney Docket Number:	595-010
Receipt Date:	23-AUG-2016
Filing Date:	25-MAR-2014
Time Stamp:	15:17:49
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 600
RAM confirmation Number	1681
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	Response After Final Action	Response_to_2016_05_23_OA_forfiling.pdf	131147	no	9
			a6952a2ed4b7403d67136bf8a5de13280b38827c		
Warnings:					
Information:					
2	Request for Continued Examination (RCE)	RCEfile.pdf	48437	no	3
			1a16a63790befcf7b9ac71299bd6f936946ada9		
Warnings:					
This is not a USPTO supplied RCE SB30 form.					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	30622	no	2
			bc89796c39561e14febece25079e5a0a146df288		
Warnings:					
Information:					
Total Files Size (in bytes):			210206		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Rajeshwar Chhibber, <i>et al.</i>	Confirmation No.: 1730
Serial No.: 14/224,659	Group Art Unit: 2666
Filed: 03/25/2014	Examiner: BAYAT, ALI
For: SYSTEMS AND METHODS FOR RECOMMENDING COSMETIC PRODUCTS FOR USERS WITH MOBILE DEVICES	Atty. Doc. No.: 595-010

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

RESPONSE TO MAY 23, 2016 OFFICE ACTION

SIR:

Applicant hereby requests continued examination of the instant application. An amendment and response to the May 23, 2016 Office Action is set forth below. Based upon the following amendments and remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

IN THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. **(Currently amended)** A method for analyzing a skin of a subject and identifying a cosmetic product for the subject, comprising:

at an electronic device with one or more processors and memory storing one or more programs for execution by the one or more processors:

calibrating colors of a first digital image, wherein the first digital image depicts at least a portion of a face of the subject, and the first digital image includes a plurality of pixels; and wherein calibrating colors of the first digital image is based on a second digital image of one or more color standards;

transferring the first digital image, but prior to transferring the first digital image, transferring the second digital image of one or more color standards; and

using the second digital image of one or more color standards to correlate one or more colors of one or more color standards and one or more colors of the skin pixels, wherein at least one color space value is identified in accordance with a correlation between the one or more colors of one or more color standards and the one or more colors of the skin pixels; and

transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.

2. **(Previously presented)** The method of claim 1, wherein transferring the first digital image is one of sending or receiving the digital image.

3. **(Cancelled)**

4. **(Previously presented)** The method of claim 1, including:

transferring a modified image, wherein the modified image is prepared based on the first digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.

5. **(Cancelled)**

6. **(Cancelled)**

7. **(Previously presented)** The method of claims 1, wherein the first digital image further depicts one or more color standards.

8. **(Currently amended)** ~~The method of claim 1, further comprising:~~ A method for analyzing a skin of a subject and identifying a cosmetic product for the subject, comprising:

at an electronic device with one or more processors and memory storing one or more programs for execution by the one or more processors;

calibrating colors of a first digital image, wherein the first digital image depicts at least a portion of a face of the subject, and the first digital image includes a plurality of pixels;

displaying the first digital image; and

dividing the display of the first digital image into two sides, wherein one side of the first digital image is displayed with no cosmetic product applied, and one side of the first digital image is displayed with a simulated application of a cosmetic product;

transferring the first digital image; and

transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.

9. **(Currently amended)** An electronic device, comprising:

one or more processors; and

memory storing one or more programs for execution by the one or more processors, the one or more programs causing the electronic device to perform a method comprising:

calibrating colors of a first digital image, wherein the first digital image depicts of at least a portion of a face of the subject, and the first digital image includes a plurality of pixels;

transferring the first digital image; ~~and~~

displaying the first digital image;

dividing the display of the first digital image into two sides, wherein one side of the first digital image is displayed with no cosmetic product applied, and one side of the first digital image is displayed with a simulated application of a cosmetic product; and

transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.

10. **(Previously presented)** The method of claim 9, wherein calibrating colors of a first digital image is based on a second digital image of one or more color standards.

11. **(Cancelled)**

12. **(Previously presented)** The electronic device of claim 9, wherein the method includes:
transferring a modified image, wherein the modified image is prepared based on the first digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.

13. **(Previously presented)** The electronic device of claim 10, wherein the method includes, prior to transferring the first digital image, transferring the second digital ~~an~~ image of one or more color standards.

14. **(Previously presented)** The electronic device of claim 9, wherein the first digital image further depicts one or more color standards.

15. **(Currently amended)** A non-transitory computer readable storage medium storing one or more programs for execution by one or more processors of an electronic device, the one or more programs causing the electronic device to perform a method comprising:

calibrating colors of a first digital image, wherein the first digital image depicts ~~of~~ at least a portion of a face of the subject, and the first digital image includes a plurality of pixels;

transferring the first digital image; ~~and~~

displaying the first digital image;

dividing the display of the first digital image into two sides, wherein one side of the first digital image is displayed with no cosmetic product applied, and one side of the first digital image is displayed with a simulated application of a cosmetic product; and

transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.

16. **(Previously presented)** The computer readable storage medium of claim 15, wherein calibrating colors of the first digital image is based on a second digital image of one or more color standards.

17. **(Cancelled)**

18. **(Previously presented)** The computer readable storage medium of claim 15, wherein the method includes:

transferring a modified image, wherein the modified image is prepared based on the first digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.

19. **(Previously presented)** The computer readable storage medium of claim 15, wherein the method includes, prior to transferring the first digital image, transferring the second digital image of one or more color standards.

20. **(Previously presented)** The computer readable storage medium of claim 15, wherein the first digital image further depicts one or more color standards.

REMARKS

This an amendment and response to the Office Action mailed May 23, 2016 (“the Office Action”). Claims 3, 5, 6, 11, and 17 are cancelled. Claims 1, 2, 4, 7-10, 12-16, and 18-20 are pending in this application. Please amend Claims 1, 8, 9 , and 15 as indicated above. Although claims have been amended, Applicant submits that the originally filed claims are patentable and reserves the right to pursue the originally filed claims (as well as any claims dependent therefrom) at a later time and/or in one or more continuation/divisional application(s). Applicant submits that these claim amendments are supported throughout the originally filed specification and that no new matter has been added by way of these amendments. Applicant respectfully submits that the inventions, as defined by the pending claims, are patentable over the prior art. Accordingly, Applicant respectfully requests reconsideration of the instant application in view of the following remarks.

In the Office Action, Claims 6, 8, 11, and 17 were objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims. Claims 3, 5, and 6 have been cancelled and their limitations have been included in Claim 1. The limitations of Claim 1 as recited before this amendment have been added to Claim 8. Claim 11 has been cancelled and its limitations have been to Claim 9. Claim 17 has been cancelled and its limitations have been added to Claim 15.

Applicant therefore respectfully requests withdrawal of the rejections of Claims 1, 8, 9 and 15. In addition, Claims 2, 4, 7, 10, 12-14, 16, and 18-20 are patentable by virtue of their dependency on Claims 1, 9, and 15.

In view of the foregoing, the application is believed to be in condition for allowance. Applicant respectfully requests reconsideration and withdrawal of the rejections and allowance of pending Claims 1, 2, 4, 7-10, 12-16, and 18-20. Should any changes to the claims and/or specification be deemed necessary to place the application in condition for allowance, the Examiner is respectfully requested to contact the undersigned to discuss the same.

The RCE fee under 37 CFR 1.17(e) is submitted herewith. No other fee is believed due for this Response. If, however, any fee is due, the Patent and Trademark Office is specifically authorized to charge such fees to Deposit Account No. 50-2968 in the name of Kelley Drye & Warren LLP.

Respectfully submitted,

Date: August 23, 2016

/David G. Lindenbaum/
David G. Lindenbaum
Reg. No. 51,951
KELLEY DRYE & WARREN LLP
One Jefferson Road
Parsippany, NJ 07054
Telephone: (212) 808-7800
Facsimile: (212) 808-7897

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 14/224,659	Filing Date 03/25/2014	☐ To be Mailed
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 ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X \$ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$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

AMENDMENT	(Column 1)	(Column 2)	(Column 3)	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
	08/23/2016	CLAIMS REMAINING AFTER AMENDMENT					
	Total (37 CFR 1.16(i))	* 15	Minus	** 20	= 0	X \$40 =	0
	Independent (37 CFR 1.16(h))	* 4	Minus	***3	= 1	X \$210 =	210
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
TOTAL ADD'L FEE							210

AMENDMENT	(Column 1)	(Column 2)	(Column 3)	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
		CLAIMS REMAINING AFTER AMENDMENT					
	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$ =	
	☐ 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.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

 LIE
 MARCIA GORDON

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.
14/224,659	03/25/2014	Rajeshwar Chhibber	595-010	1730

27776 7590 05/23/2016
Kelley Drye & Warren LLP
One Jefferson Road
Parsippany, NJ 07054

EXAMINER

BAYAT, ALI

ART UNIT	PAPER NUMBER
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2666

MAIL DATE	DELIVERY MODE
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05/23/2016

PAPER

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.

Office Action Summary	Application No. 14/224,659	Applicant(s) CHHIBBER ET AL.	
	Examiner ALI BAYAT	Art Unit 2666	AIA (First Inventor to File) Status Yes

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

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

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

Status

- 1) ☐ Responsive to communication(s) filed on _____.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

- 5) ☒ Claim(s) 1-20 is/are pending in the application.
5a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 6) ☐ Claim(s) _____ is/are allowed.
- 7) ☒ Claim(s) 1-5,7,9,10,12-16 and 18-20 is/are rejected.
- 8) ☒ Claim(s) 6,8,11 and 17 is/are objected to.
- 9) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

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

Application Papers

- 10) ☐ The specification is objected to by the Examiner.
- 11) ☒ The drawing(s) filed on 3/25/14 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

- a) ☐ All b) ☐ Some** c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

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

Attachment(s)

- | | |
|---|---|
| 1) ☒ Notice of References Cited (PTO-892) | 3) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)
Paper No(s)/Mail Date _____ | 4) ☐ Other: _____ |

Art Unit: 2666

The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

Response to Arguments

1. Applicant's arguments filed on 03/174/16 have been fully considered but they are not persuasive. On page 8 of applicant's remarks, applicant argues that LaForgia does not disclose all of the limitations of Claims, For example, Claims 1, 9, and 15 recite "skin pixels in the plurality of pixels are identified, [and] color space values are identified from the skin pixels." LaForgia does not mention the term "pixel," identification of any pixels as skin pixels, or identifying color space values from the skin pixels.

Examiner respectfully disagree with applicant, LaForgia disclose for skin pixels in the plurality of pixels are identified (col.4 lines 33-40, see "the system identifies the shade and brand of the cosmetic base matching the user's skin tone"), the skin tone refers to the skin of face (Fig.1, col. 3 line 45-50, see "the tone of the skin varying on different areas of the face" , the captured image by mobile device camera is digital image, that constitutes of plurality of pixels, it is inherent in the image (col.4 lines 22-25, see" If the images are acceptable, the app analyzes the captured skin tones by a color matching program, matching the skin tone to a cosmetic base 118").

Further applicant argues that LaForgia does not disclose for identifying color space values from the skin pixels.

Examiner respectfully disagree with applicant, LaForgia disclose for identifying color space values from the skin pixels (col.4 lines 22-32, note "The database associates a plurality of mathematically defined color values with each shade. Systems of mathematically defined color values, such as, as a non-limiting example, CIELAB or RGB, are well known to those of ordinary skill and a color value is easily converted between systems by a simple mathematical transformation").

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Further applicant argues that claims 1, 9, and 15 have been amended to recite "calibrating colors of a first digital image " The prior art references cited in the Office Action do not disclose calibrating colors of a digital image.

Examiner respectfully disagree with applicant, "calibrating colors of a first digital image ", is new limitations, however this limitations is rejected based on new reference of Kinjo.

Claim Rejections - 35 USC § 103

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

A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102 of this title, if the differences between the claimed invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-5, 7, 9-10, 12-16 and 18-20 are rejected under 35 U.S.C. 103 as being unpatentable over LaForgia U.S. Patent No. 8,693,768 in view of Kinjo U.S. patent 7577310.

Regarding claim 1, LaForgi provide for an electronic device with one or more processors and memory storing one or more programs

for execution by the one or more processors (*col.4 lines 16-17*)

calibrating colors of transferring a first digital image, wherein the first digital image depicts at least a portion of a face of the subject (Fig.1, col. 3 line 45-50, see "the tone of the skin varying on different areas of the face" further ,the skin tone refers to the skin of face),

and the first digital image includes a plurality of pixels (col.4 lines 22-25, see" If the images are acceptable, the app analyzes the captured skin tones by a color matching program, matching the skin tone to a cosmetic base 118", note that the captured image by mobile device camera is digital image, that constitutes of plurality of pixels, it is inherent in the image, also see

(*col.4 lines 16-21, see"The app captures the images that the user shoots with the mobile device camera and stores the images in memory 114. The app determines if the images are*

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acceptable for matching 116. If the images are not acceptable, the system repeats or modifies the instructions, further instructing the user 112 in order to provide acceptable images for color matching, note that the images capture by mobile camera are digital images, which constitute of pixels);

transferring the first digital image; and transferring information of a cosmetic product (col.4 lines 33-40, see "the system identifies the shade and brand of the cosmetic base matching the user's skin tone"), wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels (col.4 lines 22-32, note "The database associates a plurality of mathematically defined color values with each shade systems of mathematically defined color values, such as, as a non-limiting example, CIELAB or RGB, are well known to those of ordinary skill and a color value is easily converted between systems by a simple mathematical transformation"),

and the cosmetic product is identified at least based on the color space values (col.4 lines 22-31, specially "The database associates a plurality of mathematically defined color values with each shade. Systems of mathematically defined color values, such as, as a non-limiting example, CIELAB or RGB, are well known to those of ordinary skill"). LaForgia does not provide for calibrating colors of transferring a first digital image. However in the same field of endeavor Kinjo teaches the above missing limitation of LaForgia (col.21 line 50-col.22 line 5 of Kinjo, specifically see "the image characteristic amounts registered in advance are employed to correct or adjust density or color tone of the face so that the finished face image has the preferred made-up face or favorite face of the person. Thus, anyone can easily correct the face image to the reference face images such as the image of the preferred made-up face").

It would have been obvious to a person of ordinary skill in the art, at the time of the invention, to incorporate the teaching of Kinjo with the system and method of LaForgia, in-order to provide an image processing method with which a reproduced image, on which preference of each subject person is reflected, can be automatically obtained, since the simple image processing by using these image processing software programs that are commercially available

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cannot provide a sufficient accuracy to finish an image of a face of a person so as to have a favorite face or to finish the image in a full-faced state by making a line of sight coincident with a photographing direction. See col. Lines 47-54 of Kinjo.

Regarding claim 2, LaForgia provides for, wherein transferring the first digital image is one of sending or receiving the digital image (*Fig.2, step 114, for capture images, step 134 for analyze and match to products and step 140 for transmit order & data to lab*).

Regarding claim 3, see the rejection of claim 1. It recites similar limitations as claim 3. Hence it is similarly analyzed and rejected.

Regarding claim 4, LaForgia as modified by Kinko provides, transferring a modified image, wherein the modified image is prepared based on the first digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product (*col.21 line 50-col.22 line 5 of Kinjo, specifically see "the image characteristic amounts registered in advance are employed to correct or adjust density or color tone of the face so that the finished face image has the preferred made-up face or favorite face of the person. Thus, anyone can easily correct the face image to the reference face images such as the image of the preferred made-up face"*).

Regarding claim 5, LaForgia provides for prior to transferring the first digital image ~~of at least the portion of the face of the subject,~~ transferring the second digital an image of one or more color standards (*col.4 lines 30-37, see CIELAB or RGB*).

Regarding claim 7, LaForgia provides for, wherein the first digital image further depicts one or more color standards (*col.4 lines 30-37, see CIELAB or RGB*).

Regarding claim 9, see the rejection of claim 1. It recites similar limitations as claim 9. Hence it is similarly analyzed and rejected.

Regarding claim 10, see the rejection of claim 1. It recites similar limitations as claim 10. Hence it is similarly analyzed and rejected.

Regarding claim 12, see the rejection of claim 4. It recites similar limitations as claim 12. Hence it is similarly analyzed and rejected.

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Regarding claim 13, see the rejection of claim 5. It recites similar limitations as claim 13. Hence it is similarly analyzed and rejected.

Regarding claim 14, see the rejection of claim 7. It recites similar limitations as claim 14. Hence it is similarly analyzed and rejected.

Regarding claims 15 and 16, see the rejections of claim 1. They recite similar limitations as claim 1. *Except for computer readable storage medium see Fig.6, note "The mobile device 20 has an operating system 22, a memory function for storing a limited amount of data 24, an image analysis app for calculating the numerical color values of the captured images 26", also see col.8 lines 40-50).* Hence they are similarly analyzed and rejected.

Regarding claim 18, see the rejection of claim 4. It recites similar limitations as claim 18. Hence it is similarly analyzed and rejected.

Regarding claim 19, see the rejection of claim 5. It recites similar limitations as claim 19. Hence it is similarly analyzed and rejected.

Regarding claim 20, see the rejection of claim 7. It recites similar limitations as claim 20. Hence it is similarly analyzed and rejected.

Objected Claims

3. Claims 6,8,11 and 17 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, THIS ACTION IS MADE FINAL. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the

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date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ALI BAYAT whose telephone number is (571)272-7444. The examiner can normally be reached on 9-5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vu Kim can be reached on 571-272-3859. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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.

/ALI BAYAT/
Primary Examiner, Art Unit 2666

Notice of References Cited	Application/Control No. 14/224,659	Applicant(s)/Patent Under Reexamination CHHIBBER ET AL.	
	Examiner ALI BAYAT	Art Unit 2666	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-8,693,768 B1	04-2014	LaForgia; Lisa	A45D44/005	222/1
*	B	US-7,577,310 B2	08-2009	Kinjo; Naoto	G06K9/00308	382/118
	C	US-				
	D	US-				
	E	US-				
	F	US-				
	G	US-				
	H	US-				
	I	US-				
	J	US-				
	K	US-				
	L	US-				
	M	US-				

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

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

<i>Index of Claims</i> 	Application/Control No. 14224659	Applicant(s)/Patent Under Reexamination CHHIBBER ET AL.
	Examiner ALI BAYAT	Art Unit 2666

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

☐ Claims renumbered in the same order as presented by applicant				☐ CPA		☐ T.D.		☐ R.1.47	
CLAIM		DATE							
Final	Original	09/16/2015	05/20/2016						
	1	✓	✓						
	2	✓	✓						
	3	✓	✓						
	4	✓	✓						
	5	✓	✓						
	6	✓	○						
	7	✓	✓						
	8	✓	○						
	9	✓	✓						
	10	✓	✓						
	11	✓	○						
	12	✓	✓						
	13	✓	✓						
	14	✓	✓						
	15	✓	✓						
	16	✓	✓						
	17	✓	○						
	18	✓	✓						
	19	✓	✓						
	20	✓	✓						

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S66	15285	(A45D2044/007 OR A45D44/005 OR G06K9/00221,00234,00).CPC.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:34
S67	515	S66 and(skin adj3 care or cosmetic or makeup)same face	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:34
S68	0	S67 and calibrat\$4 near3 color with (previous or second) near3 image	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:36
S69	0	S67 and calibrat\$4 near3 (colour or color) with (previous or second) near3 image	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:37
S70	0	S66 and calibrat\$4 near3 (colour or color) with (previous or second) near3 image	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:37
S71	0	S66 and calibrat\$4 near3 (colour or color) same (previous or second) near3 image	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:38
S72	264	calibrat\$4 near3 (colour or color) with (previous or second) near3 image	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:38

EAST Search History (Prior Art)

S73	103	calibrat\$4 near3 (colour or color) near3 (previous or second) near3 image	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:38
S74	41	(calibrat\$4 near3 (colour or color) with first adj1 image near7 (previous or second) near3 image)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:39
S75	2	S74 and skin near3 (color or colour or pixel)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:43
S76	25707	(calibrat\$4 or adjust\$3)near3 (colour or color) with image	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:44
S77	1705	S76 and skin near3 (color or colour or pixel)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:45
S78	250	S77 and (first adj1 image near7 (previous or second) near3 image)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:46
S79	146	S78 and face near5(picture or image)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2016/05/19 11:47

EAST Search History (I nterference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	0	(transferring and digital and image and face and subject and pixels and calibrating and colors and transferring and information and cosmetic and product and skin and pixels and identified and color and space and values and identified and cosmetic and product and identified).clm.	US-PGPUB; USPAT	AND	ON	2016/05/20 09:58



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BIB DATA SHEET

CONFIRMATION NO. 1730

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.		
14/224,659	03/25/2014	382	2666	595-010		
APPLICANTS BrighTex Bio-Photonics LLC, San Jose, CA INVENTORS Rajeshwar Chhibber, San Jose, CA; Ashutosh Chhibber, San Jose, CA; Shefali Sharma, Petaluma, CA; ** CONTINUING DATA ** YES A B ***** This appln claims benefit of 61/805,126 03/25/2013 ** FOREIGN APPLICATIONS ** NONE A B ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** SMALL ENTITY ** 04/16/2014						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and Acknowledged <u> </u> Examiner's Signature		☐ Met after Allowance Initials	STATE OR COUNTRY CA	SHEETS DRAWINGS 8	TOTAL CLAIMS 20	INDEPENDENT CLAIMS 3
ADDRESS Kelley Drye & Warren LLP One Jefferson Road Parsippany, NJ 07054 UNITED STATES						
TITLE Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices						
FILING FEE RECEIVED 800	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:			☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit		

Search Notes 	Application/Control No. 14224659	Applicant(s)/Patent Under Reexamination CHHIBBER ET AL.
	Examiner ALI BAYAT	Art Unit 2666

CPC- SEARCHED		
Symbol	Date	Examiner
(A45D2044/007 OR A45D44/005 OR G06K9/00221,00234,00)	9/16/15	AB
updated above	5/19/16	AB

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
382	165	9/16/15	AB
	updated above	5/18/16	AB

SEARCH NOTES		
Search Notes	Date	Examiner
EAST (See text search history print out for CPC classification).	9/15/15	AB
updated above	5/19/16	AB

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
USPAT; US-PGPUB	see Interference search history print out.	5/20/16	AB

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Rajeshwar Chhibber, <i>et al.</i>	Confirmation No.: 1730
Serial No.: 14/224,659	Group Art Unit: 2666
Filed: 03/25/2014	Examiner: BAYAT, ALI
For: SYSTEMS AND METHODS FOR RECOMMENDING COSMETIC PRODUCTS FOR USERS WITH MOBILE DEVICES	Atty. Doc. No.: 595-010

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

RESPONSE TO SEPTEMBER 17, 2015 OFFICE ACTION

SIR:

This is a response to the Office Action mailed September 17, 2015. Based upon the following amendments and remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

IN THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. **(Currently amended)** A method for analyzing a skin of a subject and identifying a cosmetic product for the subject, comprising:

at an electronic device with one or more processors and memory storing one or more programs for execution by the one or more processors:

calibrating colors of ~~transferring~~ a first digital image, wherein the first digital image depicts ~~of~~ at least a portion of a face of the subject, and the first digital image includes ~~including~~ a plurality of pixels; ~~and~~

transferring the first digital image; and

transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.

2. **(Currently amended)** The method of claim 1, wherein transferring the first digital image is one of sending or receiving the digital image.

3. **(Currently amended)** The method of claim 1, wherein ~~transferring the information of the cosmetic product is one of receiving or sending the information of the cosmetic product~~ calibrating colors of the first digital image is based on a second digital image of one or more color standards.

4. **(Currently amended)** The method of claim 1, including:

transferring a modified image, wherein the modified image is prepared based on the first digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.

5. **(Currently amended)** The method of claim 34, including, prior to transferring the first digital image ~~of at least the portion of the face of the subject~~, transferring the second digital an image of one or more color standards.

6. **(Currently amended)** The method of claim 5, including:

using the second digital image of ~~the~~ one or more color standards to correlate one or more colors ~~in the image~~ of one or more color standards and one or more colors of the skin pixels, wherein at least one ~~of the~~ color space value ~~values~~ is identified in accordance with a correlation between the one or more colors ~~in the image~~ of one or more color standards and the one or more colors of the skin pixels.

7. **(Currently amended)** The method of claims 1, wherein the first digital image ~~of the at least the portion of the face of the subject includes an image of~~ further depicts one or more color standards.

8. **(Currently amended)** The method of claim 1, ~~wherein the electronic device is selected from a group consisting of a wireless phone, a wireless tablet, and a wireless computer~~ further comprising:

displaying the first digital image; and

dividing the display of the first digital image into two sides, wherein one side of the first digital image is displayed with no cosmetic product applied, and one side of the first digital image is displayed with a simulated application of a cosmetic product.

9. **(Currently amended)** An electronic device, comprising:

one or more processors; and

memory storing one or more programs for execution by the one or more processors, the one or more programs causing the electronic device to perform a method comprising:

calibrating colors of ~~transferring~~ a first digital image, wherein the first digital image depicts ~~of~~ at least a portion of a face of the subject, and the first digital image includes ~~including~~ a plurality of pixels; and

transferring the first digital image; and

transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.

10. **(Currently amended)** The ~~electronic device~~ method of claim 9, wherein ~~transferring the digital image is one of sending or receiving the digital image~~ calibrating colors of a first digital image is based on a second digital image of one or more color standards.

11. **(Currently amended)** The electronic device of claim 9, further comprising: ~~wherein transferring the information of the cosmetic product is one of receiving or sending the information of the cosmetic product.~~

displaying the first digital image; and

dividing the display of the first digital image into two sides, wherein one side of the first digital image is displayed with no cosmetic product applied, and one side of the first digital image is displayed with a simulated application of a cosmetic product.

12. **(Currently amended)** The electronic device of claim 9, wherein the method includes:

transferring a modified image, wherein the modified image is prepared based on the first digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.

13. **(Currently amended)** The electronic device of claim 10, wherein the method includes, prior to transferring the first digital image ~~of at least the portion of the face of the subject,~~ transferring the second digital an image of one or more color standards.

14. **(Currently amended)** The electronic device of claim 9, wherein the first digital image ~~of the at least the portion of the face of the subject includes an image of~~ further depicts one or more color standards.

15. **(Currently amended)** A non-transitory computer readable storage medium storing one or more programs for execution by one or more processors of an electronic device, the one or more programs causing the electronic device to perform a method comprising:

calibrating colors of ~~transferring a~~ first digital image, wherein the first digital image depicts ~~of~~ at least a portion of a face of the subject, and the first digital image includes ~~including~~ a plurality of pixels; ~~and~~

transferring the first digital image; and

transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.

16. **(Currently amended)** The computer readable storage medium of claim 15, wherein ~~transferring the digital image is one of sending or receiving the digital image~~ calibrating colors of the first digital image is based on a second digital image of one or more color standards.

17. **(Currently amended)** The computer readable storage medium of claim 15, further comprising: ~~wherein transferring the information of the cosmetic product is one of receiving or sending the information of the cosmetic product~~

displaying the first digital image; and

dividing the display of the first digital image into two sides, wherein one side of the first digital image is displayed with no cosmetic product applied, and one side of the first digital image is displayed with a simulated application of a cosmetic product.

18. **(Currently amended)** The computer readable storage medium of claim 15, wherein the method includes:

transferring a modified image, wherein the modified image is prepared based on the first digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.

19. **(Currently amended)** The computer readable storage medium of claim 15, wherein the method includes, prior to transferring the first digital image ~~of at least the portion of the face of the subject~~, transferring the second digital ~~an~~ image of one or more color standards.

20. **(Currently amended)** The computer readable storage medium of claim 15, wherein the first digital image ~~of the at least the portion of the face of the subject~~ includes an image of further depicts one or more color standards.

REMARKS

This an amendment and response to the Office Action mailed September 17, 2015 (“the Office Action”). Claims 1-20 are pending in this application. Please amend Claims 1-20 as indicated above. Although claims have been amended, Applicant submits that the originally filed claims are patentable and reserves the right to pursue the originally filed claims (as well as any claims dependent therefrom) at a later time and/or in one or more continuation/divisional application(s). Applicant submits that these claim amendments are supported throughout the originally filed specification and that no new matter has been added by way of these amendments. Applicant respectfully submits that the inventions, as defined by the pending claims, are patentable over the prior art. Accordingly, Applicant respectfully requests reconsideration of the instant application in view of the following remarks.

In the Office Action, Claims 1-3, 5-11, 13-17, and 19-20 were rejected under 35 U.S.C. § 102(a)(2) as anticipated by U.S. Patent No. 8,693,768 (“LaForgia”). However, LaForgia does not disclose all of the limitations of Claims 1-3, 5-11, 13-17, and 19-20. For example, Claims 1, 9, and 15 recite “skin pixels in the plurality of pixels are identified, [and] color space values are identified from the skin pixels.” LaForgia does not mention the term “pixel,” identification of any pixels as skin pixels, or identifying color space values from the skin pixels.

Claims 1, 9, and 15 have been amended to recite “calibrating colors of a first digital image” The prior art references cited in the Office Action do not disclose calibrating colors of a digital image. Also, Claims 3, 10, and 16 — which depend from Claims 1, 9, and 15, respectively — have been amended to recite calibrating colors of a digital image “based on a second digital image of one or more color standards.” The prior art references likewise do not disclose that limitation. With respect to Claim 5, the Office Action cites column 4, lines 30-37

of LaForgia as disclosing, “prior to transferring the digital image of at least a portion of the face of the subject, transferring an image of one or more color standards.” Office Action at 3.

However, the cited portion of LaForgia does not disclose transferring an image of one or more color standards prior to transferring a digital image of the subject’s face.

Claims 8, 11, and 17 have been amended to recite “displaying the digital image; and dividing the display of the digital image into two sides, wherein one side of the digital image is displayed with no cosmetic product applied, and one side of the digital image is displayed with a simulated application of a cosmetic product.” The prior art references cited in the Office Action do not disclose that combination of elements.

Applicant therefore respectfully requests withdrawal of the rejections of Claims 1, 3, 5, 8, 9-11, and 15-17. In addition, Claims 2, 4, 6-7, 12-14, and 18-20 are patentable by virtue of their dependency on Claims 1, 9, and 15.

In view of the foregoing, the application is believed to be in condition for allowance. Applicant respectfully requests reconsideration and withdrawal of the rejections and allowance of pending Claims 1-20. Should any changes to the claims and/or specification be deemed necessary to place the application in condition for allowance, the Examiner is respectfully requested to contact the undersigned to discuss the same.

The fee for a three-month extension of time is submitted herewith. No other fee is believed due for this Response. If, however, any fee is due, the Patent and Trademark Office is specifically authorized to charge such fees to Deposit Account No. 50-2968 in the name of Kelley Drye & Warren LLP.

Respectfully submitted,

Date: March 17, 2016

/David G. Lindenbaum/
David G. Lindenbaum

Reg. No. 51,951
KELLEY DRYE & WARREN LLP
One Jefferson Road
Parsippany, NJ 07054
Telephone: (212) 808-7800
Facsimile: (212) 808-7897

Electronic Patent Application Fee Transmittal

Application Number:	14224659			
Filing Date:	25-Mar-2014			
Title of Invention:	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices			
First Named Inventor/Applicant Name:	Rajeshwar Chhibber			
Filer:	David G. Lindenbaum/Melissa Hegedus			
Attorney Docket Number:	595-010			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension - 3 months with \$0 paid	2253	1	700	700
Miscellaneous:				
Total in USD (\$)				700

Electronic Acknowledgement Receipt

EFS ID:	25230600
Application Number:	14224659
International Application Number:	
Confirmation Number:	1730
Title of Invention:	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices
First Named Inventor/Applicant Name:	Rajeshwar Chhibber
Customer Number:	27776
Filer:	David G. Lindenbaum/Melissa Hegedus
Filer Authorized By:	David G. Lindenbaum
Attorney Docket Number:	595-010
Receipt Date:	17-MAR-2016
Filing Date:	25-MAR-2014
Time Stamp:	16:40:07
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 700
RAM confirmation Number	3515
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	Applicant Arguments/Remarks Made in an Amendment	Response_to_2015_09_17_Office_Action_595_010_TO_FILE.pdf	134524 fe129b91aa3ed0a73195cd6e8ff94c4a95575d0b	no	10
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30632 4dff92456e69ae2af109834be8415f85fb877e9d	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			165156		
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 14/224,659	Filing Date 03/25/2014	☐ To be Mailed
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ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

(Column 1)

(Column 2)

FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X \$ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$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)

	03/17/2016	CLAIMS REMAINING AFTER AMENDMENT	Minus	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
AMENDMENT	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X \$40 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0	X \$210 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
	TOTAL ADD'L FEE						0

(Column 1)

(Column 2)

(Column 3)

	CLAIMS REMAINING AFTER AMENDMENT	Minus	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
AMENDMENT	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$ =
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$ =
	☐ 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.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

LIE
/GYZELL JOHNSON SMITH/

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.
14/224,659	03/25/2014	Rajeshwar Chhibber	595-010	1730
27776	7590	09/17/2015		
Ward & Zinna, LLC SUITE 300 382 SPRINGFIELD AVENUE SUMMIT, NJ 07901			EXAMINER BAYAT, ALI	
			ART UNIT	PAPER NUMBER
			2666	
			MAIL DATE	DELIVERY MODE
			09/17/2015	PAPER

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.

Office Action Summary	Application No. 14/224,659	Applicant(s) CHHIBBER ET AL.	
	Examiner ALI BAYAT	Art Unit 2666	AIA (First Inventor to File) Status Yes

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

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

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

Status

- 1) ☒ Responsive to communication(s) filed on 3/25/2014.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

- 5) ☒ Claim(s) 1-20 is/are pending in the application.
5a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 6) ☐ Claim(s) ____ is/are allowed.
- 7) ☒ Claim(s) 1-20 is/are rejected.
- 8) ☐ Claim(s) ____ is/are objected to.
- 9) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

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

Application Papers

- 10) ☐ The specification is objected to by the Examiner.
- 11) ☒ The drawing(s) filed on 3/25/14 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

- a) ☐ All b) ☐ Some** c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

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

Attachment(s)

- | | |
|---|---|
| 1) ☒ Notice of References Cited (PTO-892) | 3) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____. |
| 2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)
Paper No(s)/Mail Date ____. | 4) ☐ Other: ____. |

Art Unit: 2666

The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. (a)(2) the claimed invention was described in a patent issued under section 151, or in an application for patent published or deemed published under section 122(b), in which the patent or application, as the case may be, names another inventor and was effectively filed before the effective filing date of the claimed invention.

Claims 1-3,5-11,13-17 and 19-20 are rejected under 35 U.S.C. 102(a)(2) as being anticipated by LaForgia .US 8693768 B1.

Regarding claims 1, LaForgia discloses for at an electronic device with one or more processors and memory storing one or more programs for execution by the one or more processors (col.4 lines 16-17): transferring a digital image of at least a portion of a face of the subject, the digital image including a plurality of pixels(col.4 lines 7-10); and transferring information of a cosmetic product (col.4 Lines 33-40, see “the system identifies the shade and brand of the cosmetic base matching the user's skin tone”), wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels(col.4 lines 33-40) , and the cosmetic product is identified at least based on the color space values (col.4 lines 33-40).

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Regarding claim 2, LaForgia disclose, for wherein transferring the digital image is one of sending or receiving the digital image (Fig.2, step 114, for capture images, step 134 for analyze and match to products and step 140 for transmit order & data to lab).

Regarding claim 3, LaForgia discloses, wherein transferring the information of the cosmetic product is one of receiving or sending the information of the cosmetic product (Fig.2, step 132, for analyze (images) and match to products, and step 136, for match available, step 138 for direct to commercial outlet).

Regarding claim 5, LaForgia discloses, prior to transferring the digital image of at least the portion of the face of the subject, transferring an image of one or more color standards (col.4 lines 30-37, see CIELAB or RGB).

Regarding claim 6, LaForgia discloses, using the image of the one or more color standards to correlate one or more colors in the image of one or more color standards and one or more colors of the skin pixels, wherein at least one of the color space values is identified in accordance with a correlation between the one or more colors in the image of one or more color standards and the one or more colors of the skin pixels (col.4 lines 33-40).

Regarding claim 7, LaForgia discloses, wherein the digital image of the at least the portion of the face of the subject includes an image of one or more color standards (col.4 lines 30-37, see CIELAB or RGB).

Art Unit: 2666

Regarding claim 8, LaForgia discloses, wherein the electronic device is selected from a group consisting of a wireless phone, a wireless tablet, and a wireless computer (col.3 lines 53-57).

Regarding claims 9, 10, 11, 13-14, see the rejections of claims 1,2,3,5 and 7 respectively. They recite similar limitations as claims 9, 10, 11, 13-14. Hence they are similarly analyzed and rejected.

Regarding claims 15, 16, 17 and 19-20, see the rejections of claims 1,2,3,5 and 7. They recite similar limitations as claims 9, 10, 11, 13-14. Except for computer readable storage medium(see Fig.6, note “The mobile device 20 has an operating system 22, a memory function for storing a limited amount of data 24, an image analysis app for calculating the numerical color values of the captured images 26”, also see col.8 lines 40-50). Hence they are similarly analyzed and rejected.

Claim Rejections - 35 USC § 103

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

A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102 of this title, if the differences between the claimed invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made.

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Claims 4, 12 and 18 rejected under 35 U.S.C. 103 as being unpatentable over LaForgia .US 8693768 B1, in view of Saito et al. (Pub.No: US 20120223956 A1).

Regarding claim 4, LaForgia does not disclose, transferring a modified image, wherein the modified image is prepared based on the digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product. However in the same filed of endeavor Saito teaches the above missing limitation of LaForgia (para.0039, note “FIG. 1, a face image of the user is captured by a camera 10 provided in the makeup support apparatus 1. An AR image in which a virtual makeup image is superimposed on the face image is displayed on the display unit 18”). It would have been obvious to one ordinary skill in the art, at the time of invention, to incorporate the teaching of Saito with the system and method of LaForgia, in-order to provide for modified image by superimposing a virtual makeup image on the face image.

Regarding claim 12, see the rejection of claim 4. It recites similar limitations as claim 4. Hence it is similarly analyzed and rejected.

Regarding claim 18, see the rejection of claim 4. It recites similar limitations as claim 4. Hence it is similarly analyzed and rejected. Except for computer readable storage medium(see Fig.6, note “The mobile device 20 has an operating system 22, a memory function for storing a limited amount of data 24, an image analysis app for calculating the numerical color values of the

Art Unit: 2666

captured images 26", also see col.8 lines 40-50). Hence it is similarly analyzed and rejected.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ALI BAYAT whose telephone number is (571)272-7444. The examiner can normally be reached on M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kim Vu can be reached on 571-272-3859. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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.

/ALI BAYAT/

Application/Control Number: 14/224,659

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Primary Examiner, Art Unit 2666

Notice of References Cited	Application/Control No. 14/224,659		Applicant(s)/Patent Under Reexamination CHHIBBER ET AL.	
	Examiner ALI BAYAT		Art Unit 2666	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-8,693,768 B1	04-2014	LaForgia; Lisa	A45D44/005	222/1
*	B	US-2012/0223956 A1	09-2012	SAITO; Mari	A45D44/005	345/582
*	C	US-2010/0284610 A1	11-2010	Yoshikawa; Hironobu	G06T7/0012	382/164
*	D	US-2008/0219528 A1	09-2008	Edgar; Albert D.	A45D44/005	382/128
*	E	US-2010/0284610 A1	11-2010	Yoshikawa; Hironobu	G06T7/0012	382/164
*	F	US-7,336,810 B2	02-2008	Fujii; Makoto	A61B5/0059	356/369
	G	US-				
	H	US-				
	I	US-				
	J	US-				
	K	US-				
	L	US-				
	M	US-				

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

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



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BIB DATA SHEET

CONFIRMATION NO. 1730

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.		
14/224,659	03/25/2014	382	2666	595-010		
RULE						
APPLICANTS BrighTex Bio-Photonics LLC, San Jose, CA INVENTORS Rajeshwar Chhibber, San Jose, CA; Ashutosh Chhibber, San Jose, CA; Shefali Sharma, Petaluma, CA; ** CONTINUING DATA ** YES A:B ***** This appln claims benefit of 61/805,126 03/25/2013 ** FOREIGN APPLICATIONS ** NONE A:B ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** SMALL ENTITY ** 04/16/2014						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and Acknowledged <u> </u> Examiner's Signature		☐ Met after Allowance <u> </u> Initials	STATE OR COUNTRY CA	SHEETS DRAWINGS 8	TOTAL CLAIMS 20	INDEPENDENT CLAIMS 3
ADDRESS Ward & Zinna, LLC SUITE 300 382 SPRINGFIELD AVENUE SUMMIT, NJ 07901 UNITED STATES						
TITLE Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices						
FILING FEE RECEIVED 800	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:			☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit		

<i>Index of Claims</i> 	Application/Control No. 14224659	Applicant(s)/Patent Under Reexamination CHHIBBER ET AL.
	Examiner ALI BAYAT	Art Unit 2666

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

☐ Claims renumbered in the same order as presented by applicant		☐ CPA		☐ T.D.		☐ R.1.47			
CLAIM		DATE							
Final	Original	09/16/2015							
	1	✓							
	2	✓							
	3	✓							
	4	✓							
	5	✓							
	6	✓							
	7	✓							
	8	✓							
	9	✓							
	10	✓							
	11	✓							
	12	✓							
	13	✓							
	14	✓							
	15	✓							
	16	✓							
	17	✓							
	18	✓							
	19	✓							
	20	✓							

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S13	17288	image with face same pixels	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:12
S15	312	S13 and cosmetic	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:13
S16	96	S15 and skin near3 pixel	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:13
S17	5	S16 and (calculating or identify\$3 or identification or computing or obtaining or determining) near3 color adj1 value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:15
S18	54	(image with face same (skin adj3 care or cosmetic adj1 industry or skin adj3 products))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:40
S19	0	S18 and (calculating or identify\$3 or identification or computing or obtaining or determining) near3 color adj1 value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:40
S20	112	image same face same (skin adj3 care or cosmetic adj1 industry or skin adj3 products)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:41

EAST Search History (Prior Art)

S21	0	S20 and (calculating or identify\$3 or identification or computing or obtaining or determining) near3 color adj1 value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:42
S22	3	S20 and (calculating or identify\$3 or identification or computing or obtaining or determining) near3 (skin adj3 care or cosmetic or brand)near3(name or company or product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:47
S23	2162	(calculating or identify\$3 or identification or computing or obtaining or determining) near3 (skin adj3 care or cosmetic or brand)near3(name or company or product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:51
S24	11	S23 and skin near3 pixel	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 11:52
S25	419	S23 and skin	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 12:06
S26	1	S25 and simulat\$4 near3 effect near7 application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 12:08
S27	2162	(calculating or identify\$3 or identification or computing or obtaining or determining) near3 (skin adj3 care or cosmetic or brand)near3(name or company or product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 15:38

EAST Search History (Prior Art)

S28	419	S27 and skin	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 15:38
S29	3	S28 and (calculating or identify\$3 or identification or computing or obtaining or determining) near3 color adj1 value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 15:39
S30	1954	(image same face same (skin adj3 care or cosmetic or makeup))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 17:15
S31	8	S30 and samir near3 ahmed	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/14 17:15
S32	33791	(face same (skin adj3 care or cosmetic or makeup))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 10:45
S33	10	S32 and samir near3 ahmed	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 10:45
S34	600106	(skin adj3 care or cosmetic or makeup)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 10:48

EAST Search History (Prior Art)

S35	85936	S34 and face	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 10:48
S36	17	S35 and samir near3 ahmed	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 10:48
S37	112	image same face same (skin adj3 care or cosmetic adj1 industry or skin adj3 products)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 10:53
S38	3	S37 and (calculating or identify\$3 or identification or computing or obtaining or determining) near3 (skin adj3 care or cosmetic or brand)near3(name or company or product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 10:53
S39	8622	(calculating or identify\$3 or identification or computing or obtaining or determining) near3 (skin adj3 care or cosmetic or brand or cosmetic adj1 product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 11:06
S40	459	S39 and (skin adj3 care or cosmetic or makeup)same face	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 11:06
S41	3	S40 and(calculating or identify\$3 or identification or computing or obtaining or determining) near3 color adj1 value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 11:08

EAST Search History (Prior Art)

S42	17304	image with face same pixels	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 14:18
S43	8	S42 and cosmetic same skin near3 pixel	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 14:18
S44	2	"20100284610".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 14:22
S45	13739	(A45D2044/007 OR A45D44/005 OR G06K9/00221,00234,00).CPC.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 15:23
S46	86	S45 and(calculating or identify\$3 or identification or computing or obtaining or determining) near3 (skin adj3 care or cosmetic or brand or cosmetic adj1 product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 15:24
S47	48	S46 and (skin adj3 care or cosmetic or makeup)same face	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 15:24
S48	1	S47 and(calculating or identify\$3 or identification or computing or obtaining or determining) near3 color adj1 value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 15:24

EAST Search History (Prior Art)

S50	13739	(A45D2044/007 OR A45D44/005 OR G06K9/00221,00234,00).CPC.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 21:59
S51	86	S50 and(calculating or identify\$3 or identification or computing or obtaining or determining) near3 (skin adj3 care or cosmetic or brand or cosmetic adj1 product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 21:59
S52	48	S51 and (skin adj3 care or cosmetic or makeup)same face	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 21:59
S53	15	S52 and (modified or correct\$3 or improv\$4) near5(image or face or picture)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:02
S54	21	S51 and (modified or correct\$3 or improv\$4) near5(image or face or picture)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:10
S55	33791	(skin adj3 care or cosmetic or makeup)same face	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:18
S56	1523	S55 and (modified or correct\$3 or improv\$4) near3(image or face)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:19

EAST Search History (Prior Art)

S57	456	S50 and(skin adj3 care or cosmetic or makeup)same face	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:20
S58	148	S57 and (modified or correct\$3 or improv\$4) near3(image or face)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:20
S59	44	S58 and skin near3 pixel	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:20
S60	2	S59 and(calculating or identify\$3 or identification or computing or obtaining or determining) near3 color adj1 value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:21
S61	90	S57 and enhanc\$3 near3(image or face)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:36
S62	42	S61 and skin near3 pixel	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:37
S63	2	S62 and(calculating or identify\$3 or identification or computing or obtaining or determining) near3 color adj1 value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:37

EAST Search History (Prior Art)

S64	296	S57 and (modified or correct\$3 or improv\$4 or enhanc\$3) near3image with application near3 (cosmetic adj1 product or makeup)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:45
S65	4	S57 and (modified or correct\$3 or improv\$4 or enhanc\$3) near3 image with application near3 (cosmetic adj1 product or makeup)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2015/09/15 22:45

EAST Search History (I nterference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S49	1	(transferring and digital and image and face and subject and pixels and transferring and information and cosmetic and product and skin and pixels and identified and color and space and values and identified and cosmetic and product and identified).clm.	US-PGPUB; USPAT; UPAD	AND	ON	2015/09/15 15:43

Search Notes 	Application/Control No. 14224659	Applicant(s)/Patent Under Reexamination CHHIBBER ET AL.
	Examiner ALI BAYAT	Art Unit 2666

CPC- SEARCHED		
Symbol	Date	Examiner
(A45D2044/007 OR A45D44/005 OR G06K9/00221,00234,00)	9/16/15	AB

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
382	165	9/16/15	AB

SEARCH NOTES		
Search Notes	Date	Examiner
EAST (See text search history print out for CPC classification).	9/15/15	AB

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/224,659	03/25/2014	Rajeshwar Chhibber	595-010

CONFIRMATION NO. 1730

PUBLICATION NOTICE



OC000000071498272

27776
Ward & Zinna, LLC
SUITE 300
382 SPRINGFIELD AVENUE
SUMMIT, NJ 07901

Title: Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices

Publication No. US-2014-0314315-A1

Publication Date: 10/23/2014

NOTICE OF PUBLICATION OF APPLICATION

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

The publication may be accessed through the USPTO's publically available Searchable Databases via the Internet at www.uspto.gov. The direct link to access the publication is currently <http://www.uspto.gov/patft/>.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Office of Public Records. The Office of Public Records can be reached by telephone at (703) 308-9726 or (800) 972-6382, by facsimile at (703) 305-8759, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at www.uspto.gov using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently <http://pair.uspto.gov/>. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of PAIR.

Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
14/224,659	03/25/2014	2668	800	595-010	20	3

CONFIRMATION NO. 1730

UPDATED FILING RECEIPT



27776
Ward & Zinna, LLC
SUITE 300
382 SPRINGFIELD AVENUE
SUMMIT, NJ 07901

Date Mailed: 07/15/2014

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

Inventor(s)

Rajeshwar Chhibber, San Jose, CA;
Ashutosh Chhibber, San Jose, CA;
Shefali Sharma, Petaluma, CA;

Applicant(s)

BrighTex Bio-Photonics LLC, San Jose, CA

Power of Attorney: The patent practitioners associated with Customer Number 27776

Domestic Priority data as claimed by applicant

This appln claims benefit of 61/805,126 03/25/2013

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 04/16/2014

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/224,659**

Projected Publication Date: 10/23/2014

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices

Preliminary Class

382

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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

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

NOT GRANTED

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

SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit <http://www.SelectUSA.gov> or call +1-202-482-6800.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 14/224,659				
APPLICATION AS FILED - PART I										
(Column 1)		(Column 2)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY				
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)			
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	70		N/A				
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	300		N/A				
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	360		N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	20	minus 20 = *	x 40 =	0.00	OR					
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 = *	x 210 =	0.00						
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00						
			TOTAL	730		TOTAL				
* If the difference in column 1 is less than zero, enter "0" in column 2.										
APPLICATION AS AMENDED - PART II										
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY		
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY		
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.										



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/224,659	03/25/2014	Rajeshwar Chhibber	595-010

27776
Ward & Zinna, LLC
SUITE 300
382 SPRINGFIELD AVENUE
SUMMIT, NJ 07901

CONFIRMATION NO. 1730
POA ACCEPTANCE LETTER



Date Mailed: 07/15/2014

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 07/10/2014.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

/ddinh/

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

Electronically filed July 10, 2014

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Rajeshwar Chhibber, et al.

Confirmation No.: 1730

Serial No.: 14/224,659

Group Art Unit: 1616

Filed: 3/25/2014

Examiner: TBD

For: SYSTEMS AND METHODS FOR
RECOMMENDING COSMETIC PRODUCTS FOR USERS
WITH MOBILE DEVICES

Atty. Doc. No.: 595-010

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

**RESPONSE TO NOTICE TO FILE MISSING PARTS AND
REQUEST TO CORRECT A NAME OF AN INVENTOR UNDER 37 C.F.R. 1.48(f)**

S I R:

In response to the Notice to File Missing Parts mailed April 17, 2014, Applicant is submitting herewith inventors' declarations that comply with 37 C.F.R. 1.63 and the required fees in the notice.

Applicant also requests the correction of the name of one of the inventors under 37 C.F.R. 1.48(f). Specifically, there is a typo in the family name of the second named inventor. The inventor's family name should be changed from "Chhibbar" to "Chhibber." Pursuant to 37 C.F.R. 1.48(f), Applicant submits herewith: (a) a Corrected Application Data Sheet that complies with 37 C.F.R. 1.76, and (2) a processing fee set forth in §1.17(i).

If any additional fees are due, the Patent and Trademark Office is specifically authorized to charge such fee to Deposit Account No. 23-0420 in the name of Ward & Zinna, LLC.

Respectfully submitted,

Date: July 10, 2014

/Hanna Bondarik Mosolygo/

Hanna Bondarik Mosolygo, Reg. No. 66,475
Ward & Zinna, LLC
382 Springfield Avenue, Suite 300
Summit, New Jersey 07901
(908) 277-3333

067455-5008-US
RFT/TWK/JLU



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 NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/224,659 ✓	03/25/2014 ✓	Rajeshwar Chhibber ✓	067455-5008-US ✓

CONFIRMATION NO. 1730 ✓

24341 ✓

MORGAN, LEWIS & BOCKIUS LLP (PA)
2 PALO ALTO SQUARE
3000 EL CAMINO REAL, SUITE 700
PALO ALTO, CA 94306

FORMALITIES LETTER



0C000000067829903

Date Mailed: 04/17/2014

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing.

Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- Surcharge as set forth in 37 CFR 1.16(f) must be submitted.

The surcharge is due for any one of:

- late submission of the basic filing fee, search fee, or examination fee,
- late submission of inventor's oath or declaration,
- filing an application that does not contain at least one claim on filing, or
- submission of an application filed by reference to a previously filed application.

SUMMARY OF FEES DUE:

The fee(s) required within **TWO MONTHS** from the date of this Notice to avoid abandonment is/are itemized below. Small entity discount is in effect. If applicant is qualified for micro entity status, an acceptable Certification of Micro Entity Status must be submitted to establish micro entity status. (See 37 CFR 1.29 and forms PTO/SB/15A and 15B.)

- \$ 70 surcharge.
- \$(.00) previous unapplied payment amount.
- \$ 70 TOTAL FEE BALANCE DUE.

Items Required To Avoid Processing Delays:

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

- A properly executed inventor's oath or declaration has not been received for the following inventor(s):

page 1 of 2

w/ REMARKS
DOCKETED
File Missing Parts
DUE: 17JUN2014
Final: 17NOV2014

RECEIVED DOCKETING

APR 17 2014

MORGAN LEWIS
PALO ALTO OFFICE
L Oreal EX-1002

Rajeshwar Chhibber
Ashutosh Chhibbar
Shefali Sharma

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

Mail Stop Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice".
<https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html>

For more information about EFS-Web please call the USPTO Electronic Business Center at 1-866-217-9197 or visit our website at <http://www.uspto.gov/ebc>.

If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

/mkanno/

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

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

Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		
As the below named inventor, I hereby declare that: This declaration is directed to: ☐ The attached application, or ☒ United States application or PCT international application number <u>14/224,659</u> filed on <u>03/25/2014</u>. The above-identified application was made or authorized to be made by me. I believe that I am the original inventor or an original joint inventor of a claimed invention in the application. I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both. WARNING: Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available. LEGAL NAME OF INVENTOR Inventor: <u>Ashutosh Chhibber</u> Date (Optional): <u>6/24/14</u> Signature: <u><i>Ashutosh Chhibber</i></u> Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.			

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

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

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.

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

Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices
As the below named inventor, I hereby declare that: This declaration is directed to: ☐ The attached application, or ☒ United States application or PCT international application number <u>14/224,659</u> filed on <u>03/25/2014</u>. The above-identified application was made or authorized to be made by me. I believe that I am the original inventor or an original joint inventor of a claimed invention in the application. I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both. WARNING: Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.	
LEGAL NAME OF INVENTOR Inventor: <u>Shefali Sharma</u> Date (Optional): <u>6/24/2014</u> Signature: <u><i>Shefali Sharma</i></u>	
Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.	

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

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

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

Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices
---------------------------	--

As the below named inventor, I hereby declare that:

This declaration is directed to: ☐ The attached application, or ☒ United States application or PCT international application number 14/224,659 filed on 03/25/2014.

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Rajeshwar Chhibber Date (Optional): 6/24/14

Signature: R. C. Chhibber

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

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	595-010
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		
The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76. This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.			

Secrecy Order 37 CFR 5.2

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

Inventor Information:

Inventor 1					Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Rajeshwar		Chhibber			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	San Jose	State/Province	CA	Country of Residence	US	
Mailing Address of Inventor:						
Address 1		4929 Cruden Bay Ct.				
Address 2						
City	San Jose	State/Province	CA			
Postal Code	95138	Country	US			
Inventor 2					Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Ashutosh		~~Chhibber~~ Chhibber			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	San Jose	State/Province	CA	Country of Residence	US	
Mailing Address of Inventor:						
Address 1		5881 Assisi Ct.				
Address 2						
City	San Jose	State/Province	CA			
Postal Code	95138	Country	US			
Inventor 3					Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Shefali		Sharma			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	595-010
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		

City	Petaluma	State/Province	CA	Country of Residence	US
------	----------	----------------	----	----------------------	----

Mailing Address of Inventor:

Address 1	1897 Adobe Creek Drive				
Address 2					
City	Petaluma	State/Province	CA		
Postal Code	94954	Country	US		
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button.					Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below. For further information see 37 CFR 1.33(a).			
☐ An Address is being provided for the correspondence Information of this application.			
Customer Number	27776		
Email Address		Add Email	Remove Email

Application Information:

Title of the Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		
Attorney Docket Number	595-010	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	8	Suggested Figure for Publication (if any)	

Filing By Reference :

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

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

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

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)
☐ Request Not to Publish. I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	595-010
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32). Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.			
Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)
Customer Number	27776		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78. When referring to the current application, please leave the application number blank.			
Prior Application Status	Expired	Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	Claims benefit of provisional	61805126	2013-03-25
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.			

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55(d). When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)ⁱ the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(h)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).			
Remove			
Application Number	Country ⁱ	Filing Date (YYYY-MM-DD)	Access Code ⁱ (if applicable)
Additional Foreign Priority Data may be generated within this form by selecting the Add button.			

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	595-010
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		

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

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.

NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

Authorization to Permit Access:

☐ Authorization to Permit Access to the Instant Application by the Participating Offices

If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.

Applicant Information:

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	595-010
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		

Applicant 1			
If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section. Clear			
☒ Assignee		☐ Legal Representative under 35 U.S.C. 117	☐ Joint Inventor
☐ Person to whom the inventor is obligated to assign.		☐ Person who shows sufficient proprietary interest	
If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:			
Name of the Deceased or Legally Incapacitated Inventor :			
If the Applicant is an Organization check here. ☒			
Organization Name	BrighTex Bio-Photonics LLC		
Mailing Address Information For Applicant:			
Address 1	359 Piercy Road		
Address 2			
City	San Jose	State/Province	CA
Country	US	Postal Code	95138
Phone Number		Fax Number	
Email Address			
Additional Applicant Data may be generated within this form by selecting the Add button.			

Assignee Information including Non-Applicant Assignee Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.	
Assignee 1	
Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.	
If the Assignee or Non-Applicant Assignee is an Organization check here. ☐	

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	595-010
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		

Prefix	Given Name	Middle Name	Family Name	Suffix

Mailing Address Information For Assignee including Non-Applicant Assignee:

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

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

Signature:

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications.					
Signature	/Hanna Bondarik Mosolygo/			Date (YYYY-MM-DD)	2014-07-10
First Name	Hanna	Last Name	Mosolygo	Registration Number	66475
Additional Signature may be generated within this form by selecting the Add button.					

This collection of information is required by 37 CFR 1.76. 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 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

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

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

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

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.

STATEMENT UNDER 37 CFR 3.73(c)Applicant/Patent Owner: BRIGHTEX BIO-PHOTONICS LLCApplication No./Patent No.: 14/224,659 Filed/Issue Date: 3/25/2014Titled: Systems and Methods for Recommending Cosmetic Products for Users with Mobile DevicesBRIGHTEX BIO-PHOTONICS LLC, a limited liability company

(Name of Assignee)

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

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

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

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

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

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

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

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

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

1. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

2. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

[Page 1 of 2]

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

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

STATEMENT UNDER 37 CFR 3.73(c)

3. From: _____ To: _____

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

4. From: _____ To: _____

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

5. From: _____ To: _____

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

6. From: _____ To: _____

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

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

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

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

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

/Hanna Bondarik Mosolygo/

July 10, 2014

Signature

Date

Hanna Bondarik Mosolygo

66,475

Printed or Typed Name

Title or Registration Number

JOINT

ASSIGNMENT

WHEREAS, we, **Rajeshwar Chhibber**, a resident of San Jose, California, **Ashutosh Chhibber**, a resident of San Jose, California, and **Shefali Sharma**, a resident of Petaluma, California ("ASSIGNORS"), are owners of the entire right, title, and interest in, and to and under the United States patent applications identified and set forth on the attached Schedule A; and

WHEREAS, **BrighTex Bio-Photonics LLC**, a California limited liability company having a place of business at 359 Piercy Road, San Jose, CA 95138 ("ASSIGNEE"), wishes to acquire and ASSIGNORS wish to assign all right, title, and interest in and to the patent applications.

NOW, THEREFORE, for and in consideration of said agreement and of other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assign, the entire right, title and interest in, to and under the said United States applications and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said inventions in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said inventions in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, including the right to pursue damages, injunctive relief, and other remedies for past, current and future infringement;

ASSIGNORS authorize and request the Commissioner of Patents and Trademarks to record ASSIGNEE as the owner of the patent applications identified and set forth in the attached Schedule A, including any continuations, divisions, continuations-in-part, reissues, reexaminations or extensions thereof, and to issue any and all letters patent of the United States thereon to ASSIGNEE, as assignee of the entire right, title, and interest in, and to and under the same, for the sole use and enjoyment of ASSIGNEE its successors, assigns or other legal representatives.

ASSIGNORS hereby represent and warrant that, as of the Effective Date, their right, title, and interest in and to the patent applications set forth in Schedule A is free and clear of any liens and encumbrances, that they have full right to assign all of their interests therein, and that they have not executed and will not execute any agreement or other instrument in conflict herewith.

ASSIGNORS and ASSIGNEE shall use their respective commercially reasonable best efforts to take, or cause to be taken, all action, and to do, or cause to be done, all things necessary, proper, or advisable under the applicable laws and regulations to consummate and

make effective the assignment contemplated by this Assignment. If at any time after the Effective Date any further action is necessary or desirable to carry out the purposes of this Assignment, the parties hereto shall take or cause to be taken all such necessary action, including without limitation, the execution and delivery of such further instruments and documents as may be reasonably requested by the other party for such purposes or otherwise to consummate and make effective this Assignment, such documents including but not limited to the provision of copies of records and documents in ASSIGNORS' possession or under their control, such as those required to fill in gaps in the chain of title, dockets, information regarding local prosecuting counsel, and copies of notices received from outside counsel and registry officials; provided that to the extent not required hereunder, the cost of such action or of such instruments and documents related thereto shall be borne by the party requesting them.

This ASSIGNMENT may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 6/24/14

Signature R.C. Chhibber
Rajeshwar Chhibber

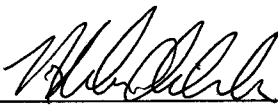
STATE OF)
) ss:
COUNTY OF)

On this ___ day of _____, 2014, before me, a Notary Public in and for the State and County aforesaid, personally appeared _____, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

Notary Public

See Acknowledgement
Attached Exhibit


Date 6/24/2014

Signature 
Ashutosh Chhibber

STATE OF)
) ss:
COUNTY OF)

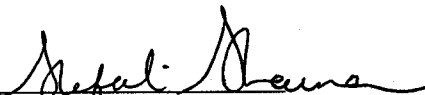
On this ___ day of _____, 2014, before me, a Notary Public in and for the State and County aforesaid, personally appeared _____, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

See ☒ Acknowledgement
Attached ☐ Jurat



Notary Public

Date 6/24/2014

Signature 
Shefal Sharma

STATE OF)
) ss:
COUNTY OF)

On this ___ day of _____, 2014, before me, a Notary Public in and for the State and County aforesaid, personally appeared _____, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

See ☒ Acknowledgement
Attached ☐ Jurat



Notary Public

California All-Purpose Acknowledgement

State of California

County of Santa Clara

On June 24, 2014 before me, Sarah Madriz, Notary Public

Name of Notary Public, Title

personally appeared Rajeshwar Chhibber and

Ashutosh Chhibber and Shefali Sharma

Name of Signer (1)

Name of Signer (2)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) ~~is/are~~ subscribed to the within instrument and acknowledged to me that ~~he/she/they~~ executed the same in ~~his/her/their~~ authorized capacity(ies), and that by ~~his/her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under **PENALTY OF PERJURY** under the laws of the State of California that the foregoing paragraph is true and correct.

Witness my hand and official seal.

Sarah Madriz
Signature of Notary Public



Seal

OPTIONAL INFORMATION

Although the information in this section is not required by law, it could prevent fraudulent removal and reattachment of this acknowledgement to an unauthorized document and may prove useful to persons relying on the attached document.

Description of Attached Document

The preceding Certificate of Acknowledgement is attached to a document title/for the purpose of Assignment

containing, 2+ Acknowledgement. pages, and dated 6/24/2014

The signer(s) capacity or authority is/are as:

☒ Individual(s) ☐ Attorney-in-fact ☐ Corporate Officer(s)

☐ Guardian/Conservator ☐ Partner - Limited/General ☐ Trustee(s)

☐ Other: _____

Schedule A

UNITED STATES PATENT APPLICATIONS

<u>Docket No.</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Title</u>
595-010P	61/805,126	3/25/2013	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices
595-010	14/224,659	3/25/2014	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(c).

I hereby appoint:



Practitioner(s) associated with Customer Number:

27776

OR



Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number

Name	Registration Number

As attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned, according to the USPTO assignment records or assignments documents attached to this form in accordance with 37 CFR 3.73(c).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(c) to:



The address associated with Customer Number:

27776

OR

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

Assignee Name and Address: **BRIGHTEX BIO-PHOTONICS LLC**
359 PIERCY ROAD
SAN JOSE, CALIFORNIA 95138

A copy of this form, together with a statement under 37 CFR 3.73(c) (Form PTO/AIA/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(c) may be completed by one of The practitioners appointed in this form, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	6/9/14
Name	Rajeshwar Chhibber	Telephone	1408 772 7020
Title	CEO		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is designed to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1806, Alexandria, VA 22313-1806. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1480, Alexandria, VA 22313-1480.

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

Electronic Patent Application Fee Transmittal				
Application Number:		14224659		
Filing Date:		25-Mar-2014		
Title of Invention:		Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		
First Named Inventor/Applicant Name:		Rajeshwar Chhibber		
Filer:		Hanna Bondarik Mosolygo/Melissa Nardone		
Attorney Docket Number:		067455-5008-US		
Filed as Small Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Late Filing Fee for Oath or Declaration	2051	1	70	70
PROCESSING FEE, EXCEPT PROV. APPLS.	2830	1	70	70
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Extension - 1 month with \$0 paid	2251	1	100	100
Miscellaneous:				
Total in USD (\$)				240

Electronic Acknowledgement Receipt

EFS ID:	19541031
Application Number:	14224659
International Application Number:	
Confirmation Number:	1730
Title of Invention:	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices
First Named Inventor/Applicant Name:	Rajeshwar Chhibber
Customer Number:	24341
Filer:	Hanna Bondarik Mosolygo/Melissa Nardone
Filer Authorized By:	Hanna Bondarik Mosolygo
Attorney Docket Number:	067455-5008-US
Receipt Date:	10-JUL-2014
Filing Date:	25-MAR-2014
Time Stamp:	12:17:43
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$240
RAM confirmation Number	8319
Deposit Account	230420
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Applicant Response to Pre-Exam Formalities Notice	2014_07_10Notice_Cover_Letter_filing.pdf	244218	no	4
			b0ff0285267eb65d918799c86de92a4bb5f48c18		
Warnings:					
Information:					
2	Oath or Declaration filed	Executed_Declarations.pdf	203065	no	3
			3ab16579ed6826f5a5ac7b4478b0b486f7ee0a06		
Warnings:					
Information:					
3	Application Data Sheet	2014_07_10CorrectedADS.pdf	69064	no	7
			c4b621ec17b5c8f77438c2e482db94c34f1d74bf		
Warnings:					
Information:					
This is not an USPTO supplied ADS fillable form					
4	Assignee showing of ownership per 37 CFR 3.73.	aia0096filing.pdf	252739	no	7
			293871ff2e9bdc575ee8e886f0a2c9bd34da143c		
Warnings:					
Information:					
5	Power of Attorney	595_POA_Executed.pdf	219544	no	1
			d03ac44b1e8d8d1abc3d90d370b335b3640d5a2f		
Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	34285	no	2
			2b19aebc3b1884f3b24a94c159740bbac5092be5		
Warnings:					
Information:					
Total Files Size (in bytes):			1022915		

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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**CHANGE OF
CORRESPONDENCE ADDRESS**
*Application*Address to:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Application Number	14/224,659
Filing Date	March 25, 2014
First Named Inventor	Rajeshwar Chhibber
Art Unit	1616: Conf. No. 1730
Examiner Name	Not yet assigned
Attorney Docket Number	067455-5008-US

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

☐ The address associated with
Customer Number:

OR

☒ Firm or
Individual Name **Rajeshwar Chhibber**Address **4929 Cruden Bay Court**City **San Jose**State **CA**Zip **95138**Country **United States of America**Telephone **408 772 7020**

Email

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I am the:

☐

Applicant

☐

Attorney or agent of record. Registration Number _____

☒Registered practitioner named in the application transmittal papers who acts in a representative capacity under 37 CFR 1.34. See 37 CFR 1.33(a)(1). Registration Number 59,649Signature **/Tae-Woong Koo/**Typed or Printed
Name **Tae-Woong Koo**Date **June 6, 2014**Telephone **650 843 4000**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*.☐ Richa *Total of _____ forms are submitted.This collection of information is required by 37 CFR 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Electronic Acknowledgement Receipt

EFS ID:	19240111
Application Number:	14224659
International Application Number:	
Confirmation Number:	1730
Title of Invention:	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices
First Named Inventor/Applicant Name:	Rajeshwar Chhibber
Customer Number:	24341
Filer:	Richard F. Trecartin/Jere Valles
Filer Authorized By:	Richard F. Trecartin
Attorney Docket Number:	067455-5008-US
Receipt Date:	06-JUN-2014
Filing Date:	25-MAR-2014
Time Stamp:	18:58:16
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	Change of Address	067455_5008_US_CHANGEAD D.pdf	69867 914ec6af7bc95eb096ce9c656285b2a9e8e52865	no	1

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 14/224,659	
APPLICATION AS FILED - PART I							
(Column 1)		(Column 2)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	70		N/A	
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	300		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	360		N/A	
TOTAL CLAIMS (37 CFR 1.16(j))	20	minus 20 = *	x 40 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 = *	x 210 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
			TOTAL	730		TOTAL	
* If the difference in column 1 is less than zero, enter "0" in column 2.							
APPLICATION AS AMENDED - PART II							
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	OR	x =
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	OR	x =
	Application Size Fee (37 CFR 1.16(s))					OR	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR	
				TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	OR	x =
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	OR	x =
	Application Size Fee (37 CFR 1.16(s))					OR	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR	
				TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.							



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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
14/224,659	03/25/2014	1616	730	067455-5008-US	20	3

CONFIRMATION NO. 1730

24341
MORGAN, LEWIS & BOCKIUS LLP (PA)
2 PALO ALTO SQUARE
3000 EL CAMINO REAL, SUITE 700
PALO ALTO, CA 94306

FILING RECEIPT



OC000000067829902

Date Mailed: 04/17/2014

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

Inventor(s)

Rajeshwar Chhibber, San Jose, CA;
Ashutosh Chhibbar, San Jose, CA;
Shefali Sharma, Petaluma, CA;

Applicant(s)

BrighTex Bio-Photonics LLC, San Jose, CA

Power of Attorney: None

Domestic Priority data as claimed by applicant

This appln claims benefit of 61/805,126 03/25/2013

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 04/16/2014

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/224,659**

Projected Publication Date: 09/25/2014

Non-Publication Request: No

Early Publication Request: No

** SMALL ENTITY **

Title

Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices

Preliminary Class

424

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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Title 37, Code of Federal Regulations, 5.11 & 5.15

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/224,659	03/25/2014	Rajeshwar Chhibber	067455-5008-US

CONFIRMATION NO. 1730

FORMALITIES LETTER



OC000000067829903

24341
MORGAN, LEWIS & BOCKIUS LLP (PA)
2 PALO ALTO SQUARE
3000 EL CAMINO REAL, SUITE 700
PALO ALTO, CA 94306

Date Mailed: 04/17/2014

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing.

Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- Surcharge as set forth in 37 CFR 1.16(f) must be submitted.

The surcharge is due for any one of:

- late submission of the basic filing fee, search fee, or examination fee,
- late submission of inventor's oath or declaration,
- filing an application that does not contain at least one claim on filing, or
- submission of an application filed by reference to a previously filed application.

SUMMARY OF FEES DUE:

The fee(s) required within **TWO MONTHS** from the date of this Notice to avoid abandonment is/are itemized below. Small entity discount is in effect. If applicant is qualified for micro entity status, an acceptable Certification of Micro Entity Status must be submitted to establish micro entity status. (See 37 CFR 1.29 and forms PTO/SB/15A and 15B.)

- \$ 70 surcharge.
- \$(.00) previous unapplied payment amount.
- \$ 70 TOTAL FEE BALANCE DUE.

Items Required To Avoid Processing Delays:

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

- A properly executed inventor's oath or declaration has not been received for the following inventor(s):

page 1 of 2

Rajeshwar Chhibber
Ashutosh Chhibbar
Shefali Sharma

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

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Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice".
<https://portal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html>

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/mkanno/

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

UTILITY PATENT APPLICATION TRANSMITTAL <i>(Only for new nonprovisional applications under 37 CFR § 1.53(b))</i>		Attorney Docket No. 067455-5008-US	
		First Inventor Rajeshwar CHHIBBER	
		Title SYSTEMS AND METHODS FOR RECOMMENDING COSMETIC PRODUCTS FOR USERS WITH MOBILE DEVICES	
		Electronically filed March 25, 2014	
APPLICATION ELEMENTS <i>See MPEP Chapter 600 concerning utility patent application contents.</i>		Address to: Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	
1. ☐ Fee Transmittal Form <i>(with duplicate for fee processing)</i> 2. ☒ Applicant claims Small Entity status, see 37 C.F.R. § 1.27 3. ☒ Specification [Total Pages 23] 4. ☒ Drawing(s) (35 USC § 113) [Total Sheets 8] 5. ☐ Oath or Declaration [Total Pages] a. ☐ Newly executed <i>(original or copy)</i> b. ☐ Copy from a prior application (37 CFR § 1.63(d)) 6. ☒ Application Data Sheet, see 37 C.F.R. § 1.76 7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program <i>(Appendix)</i> ☐ Landscape Table on CD 8. ☐ Nucleotide and/or Amino Acid Sequence Submission <i>(if applicable, all necessary)</i> a. ☐ Computer Readable Form (CRF) b. ☐ Specification Sequence Listing on i. ☐ CD-ROM or CD-R (2 copies); or ii. ☐ Paper c. ☐ Statement verifying identity of above copies		ACCOMPANYING APPLICATION PARTS	
		9. ☐ Assignment Papers <i>(cover sheet & document(s))</i> Name of Assignee: 10. ☐ 37 CFR § 3.73(c) Statement a. ☐ Power of Attorney 11. ☐ English Translation Document <i>(if applicable)</i> 12. ☐ Information Disclosure Statement and PTO-1449 a. ☐ Copies of citations attached 13. ☐ Preliminary Amendment 14. ☐ Return Receipt Postcard <i>(MPEP 503)</i> 15. ☐ Certified Copy of Priority Document(s) <i>(if foreign priority is claimed)</i> 16. ☐ Non-Publication Request under 35 U.S.C. § 122 (b)(2)(B)(i) 17. ☐ Other:	
Note: (1) Benefit claims under 37 CFR 1.78 and foreign priority claims under 1.55 MUST be included in an Application Data Sheet (ADS). (2) For applications filed under 35 U.S.C. 111, the application must contain an ADS specifying the applicant if the applicant is an assignee, person to whom the inventor is under an obligation to assign, or person who otherwise shows sufficient proprietary interest in the matter. See 37 CFR 1.46(b).			
19. CORRESPONDENCE ADDRESS: Customer Number 24341			
Signature		Date	March 25, 2014
Name (Print/Type)	Tae-Woong Koo	Registration No. (Attorney/Agent)	59,649

Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices

RELATED APPLICATIONS

[0001] This application claims priority to U.S. Provisional Patent Application Serial No. 61/805,126, filed March 25, 2013, entitled “Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices,” which is incorporated by reference herein in its entirety.

[0002] This application is related to U.S. Patent Application Serial Number 13/240,969, filed September 22, 2011, entitled “Systems and Methods for Determining a Surface Profile Using a Plurality of Light Sources” and U.S. Patent Application Serial Number 13/078,834, filed April 1, 2011, entitled “Methods and Systems for Imaging and Modeling Skin Using Polarized Lighting,” which claims priority to U.S. Provisional Application Serial No. 61/320,627, filed April 2, 2010, entitled “Methods and Systems for Imaging and Modeling Skin Using Polarized Lighting,” and is a continuation-in-part of U.S. Patent Application Serial No. 12/731,072, filed March 24, 2010, entitled “Methods and Systems for Imaging Skin Using Polarized Lighting,” which claims priority to U.S. Provisional Application Serial No. 61/164,356, filed March 27, 2009, entitled “Methods and Systems for Imaging Skin Using Polarized Lighting.” All of these applications are incorporated by reference herein in their entirety.

TECHNICAL FIELD

[0003] The disclosed embodiments relate generally to imaging skin, and more particularly, to determining a color of skin and recommending a cosmetic product.

BACKGROUND

[0004] Selection of cosmetic products for a user typically involves many trials with different products. It often takes time and efforts to find a cosmetic product that works well for the user, which can be frustrating and cumbersome. Furthermore, a cosmetic product that has been selected solely based on a visual perception of the user may not be a correct cosmetic product for the user.

SUMMARY

[0005] Accordingly, there is a need for systems that can identify a cosmetic product for a user. The above deficiencies and other related problems are addressed by the systems and methods described herein. In some embodiments, a method includes transferring a digital image of at least a portion of a face of the subject, the digital image including a plurality of pixels. Skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and a cosmetic product is identified at least based on the color space values. The method also includes transferring information of the cosmetic product.

[0006] In some embodiments, an electronic device includes one or more processors; and memory storing one or more programs for execution by the one or more processors. The one or more programs including instructions for transferring a digital image of at least a portion of a face of the subject, the digital image including a plurality of pixels. Skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and a cosmetic product is identified at least based on the color space values. The one or more programs also include instructions for transferring information of the cosmetic product.

[0007] In some embodiments, a non-transitory computer readable storage medium stores one or more programs for execution by one or more processors of an electronic device. The one or more programs include instructions for transferring a digital image of at least a portion of a face of the subject, the digital image including a plurality of pixels. Skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and a cosmetic product is identified at least based on the color space values. The one or more programs also include instructions for transferring information of the cosmetic product.

[0008] Thus, systems for identifying a cosmetic product based on an image of a user are provided, thereby increasing the speed, quality, accuracy, and details of identifying a cosmetic product for the user.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] For a better understanding of the aforementioned embodiments, reference should be made to the Description of Embodiments below, in conjunction with the following drawings in which like reference numerals refer to corresponding parts throughout the figures.

[0010] Figure 1 is a block diagram illustrating an exemplary distributed computer system in accordance with some embodiments.

[0011] Figure 2 is a block diagram illustrating a cosmetics identification system in accordance with some embodiments.

[0012] Figure 3 is a block diagram illustrating a client in accordance with some embodiments.

[0013] Figure 4A is a block diagram illustrating an exemplary cosmetics data in accordance with some embodiments.

[0014] Figure 4B illustrates a graphical user interface in accordance with some embodiments.

[0015] Figure 4C illustrates graphical user interfaces in accordance with some embodiments.

[0016] Figure 5 is a flowchart illustrating operations performed by a client and a server in accordance with some embodiments.

[0017] Figure 6 is a flowchart illustrating a method of identifying a cosmetic product for a user in accordance with some embodiments.

[0018] Like reference numerals refer to corresponding parts throughout the drawings.

DESCRIPTION OF EMBODIMENTS

[0019] Reference will now be made in detail to embodiments, examples of which are illustrated in the accompanying drawings. In the following detailed description, numerous specific details are set forth in order to provide a thorough understanding of the present inventions. However, it will be apparent to one of ordinary skill in the art that the present inventions may be practiced without these specific details. In other instances, well-known methods, procedures, components, and circuits have not been described in detail so as not to unnecessarily obscure aspects of the embodiments. In addition, it should be noted that at least some of the drawings are not drawn to scale.

[0020] It will also be understood that, although the terms first, second, *etc.* may be used herein to describe various elements, these elements should not be limited by these terms. These terms are only used to distinguish one element from another. For example, a first

image could be termed a second image, and, similarly, a second image could be termed a first image, without departing from the scope of the present invention. The first image and the second image are both images, but they are not the same image.

[0021] Figure 1 is a block diagram illustrating an exemplary distributed computer system 100, according to certain embodiments. In Figure 1, system 100 includes one or more client device 102, communications network(s) 106, and cosmetics identification system 108. Various embodiments of the cosmetics identification system 108 implement the cosmetics identification methods described in this document.

[0022] Client device 102 can be any of a number of electronic devices (e.g., Internet kiosk, personal digital assistant, cell phone, gaming device, desktop computer, laptop computer, handheld computer, or combinations thereof) used to enable the activities described below. Client device(s) 102 is also referred to herein as client(s). Client 102 includes a graphical user interface (GUI) 111. Client 102 is described in greater detail below with reference to Figure 3. Client 102 is connected to cosmetics identification system 108 via communications network(s) 106. As described in more detail below, GUI 111 is used to display information of cosmetic products. Cosmetics identification system 108 provides cosmetics identification services to a plurality of users who access cosmetics identification system 108 from clients 102.

[0023] Cosmetics identification system 108 includes one or more servers, such as server 112, connected to communications network(s) 106. Optionally, the one or more servers are connected to communications network(s) 106 via front end server 122 (e.g., a server that conveys (and optionally parses) inbound requests to the appropriate server of system 108, and that formats responses and/or other information being sent to clients in response to requests). Front end server 122, if present, may be a web server providing web based access to cosmetics identification system 108. Front end server 122, if present, may also route communications to and from other destinations, such as an online transaction server (e.g., a server for merchandise sales).

[0024] Cosmetics identification system 108 includes user information database 116, cosmetics database 118, and optionally, sales database 120. In some embodiments, cosmetics identification system 108 also includes or has access to one or more other databases, such as image database (not shown). In some embodiments, the image database is a cloud database.

Server 112 includes applications 128. Server 112 communicates with databases internal to cosmetics identification system 108, such as user information database 116, cosmetics database 118, and optionally, sales database 120, and in some embodiments, an image database (not shown) using a local area network, by internal communication busses, or by any other appropriate mechanism or combination of mechanism.

[0025] Server 112 communicates with clients 102 via front end server 122 (if present) and communication network(s) 106. In some embodiments, communications network(s) 106 is the Internet. In other embodiments, communication network(s) 106 can be any local area network (LAN), wide area network (WAN), metropolitan area network, or a combination of such networks. In some embodiments, if server 112 is used within an intranet, it may be an intranet server.

[0026] Applications 128 include application programs used for managing an online cosmetics identification system. In some embodiments, applications 128 also include a user information processing module, where the user information processing module assists in accessing and updating user information database 116. User information database 116 stores various information associated with the users of cosmetics identification system 108, including user preferences, digital images, and optionally other information such as user survey results. In some other embodiments, sales database 120 stores purchase history of users.

[0027] In some embodiments, cosmetics database 118 stores information concerning various cosmetic products (e.g., name, price, type, and color). The details of cosmetics data stored in cosmetics database 118 is described in detail with respect to Figure 4A.

[0028] In some embodiments, user information database 116 includes user information records having information relevant to the identification of cosmetic products. For example, the user information record for a respective user may include, in addition to identifying information for the user, user preferences (e.g., preferred finish of a cosmetic product, color perception of the user, etc.).

[0029] In essence, server 112 is configured to manage certain aspects of cosmetics identification system 108, including transferring information of a cosmetic product to a respective client 102.

[0030] Optionally, cosmetics identification system 108 is implemented as part of an online cosmetics store system that provides cosmetics sales services to users.

[0031] In some embodiments, fewer and/or additional modules, functions or databases are included in cosmetics identification system 108 and server 112. The modules shown in cosmetics identification system 108 and server 112 represent functions performed in certain embodiments.

[0032] Figure 2 is a block diagram illustrating cosmetics identification system 108 in accordance with some embodiments. Cosmetics identification system 108 typically includes one or more processing units (CPUs) 202, one or more network or other communications interfaces 204, memory 206, and one or more communication buses 208 for interconnecting these components. In some embodiments, communication buses 208 include circuitry (sometimes called a chipset) that interconnects and controls communications between system components. In some other embodiments, cosmetics identification system 108 includes a user interface (not shown) (e.g., a user interface having a display device, a keyboard, and a mouse or other pointing device), but more typically cosmetics identification system 108 is controlled from and accessed by various client systems (e.g., a desktop or a laptop).

[0033] Memory 206 of cosmetics identification system 108 includes high-speed random access memory, such as DRAM, SRAM, DDR RAM or other random access solid state memory devices; and may include non-volatile memory, such as one or more magnetic disk storage devices, optical disk storage devices, flash memory devices, or other non-volatile solid state storage devices. Memory 206 may optionally include one or more storage devices remotely located from the CPU(s) 202. Memory 206, or alternately the non-volatile memory device(s) within memory 206, comprises a non-transitory computer readable storage medium. In some embodiments, memory 206 or the computer readable storage medium of memory 206 stores the following programs, modules and data structures, or a subset thereof:

- Operating System 210 that includes procedures for handling various basic system services and for performing hardware dependent tasks;
- Network Communication Module (or instructions) 212 that is used for connecting the cosmetics identification system 108 to other computers (e.g., clients 102) via one or more communications interfaces 204 and one or more communications networks 106

(Figure 1), such as the Internet, other wide area networks, local area networks, metropolitan area networks, and so on;

- Cosmetics Identification Engine 214 that receives cosmetics identification requests from and provides responses to clients 102; and
- Presentation module 226 that formats results from cosmetics identification engine 214 for display at respective clients; for example, presentation module 226 may generate a web page or XML document that includes information for cosmetic products or an image showing a simulated effect of application of a cosmetic product; in some embodiments, presentation module 226 is executed by front end server 122, which comprises one of the servers implementing cosmetics identification system 108; optionally, presentation module 226 is a module of cosmetics identification engine 214.

[0034] In some embodiments, cosmetics identification engine 214 includes the following programs, modules and data structures, or a subset or superset thereof:

- Server 112 for managing certain aspects of cosmetics identification system 108 including applications 128, including cosmetics identification application 216 for performing the primary functions of an online cosmetics identification system; cosmetics identification application 216 includes cosmetics identification -client interface program (or module) 218 for receiving cosmetics identification requests from clients and generating responses to the requests, skin identification module 220, and (optionally) image modification module 222; applications 128 may optionally include other applications 224;
- User information database 116 that stores records for users;
- Cosmetics database 118 that includes concerning various cosmetic products (e.g., name, price, type, and color); and
- (Optional) Sales database 120 that stores purchase history of users; sales database 120 may include other information (e.g., product availability, lead time, promotions, etc.).

[0035] Each of the above identified modules and applications correspond to a set of instructions for performing one or more functions described above. These modules (i.e., sets of instructions) need not be implemented as separate software programs, procedures or

modules, and thus various subsets of these modules may be combined or otherwise rearranged in various embodiments. In some embodiments, memory 206 may store a subset of the modules and data structures identified above. Furthermore, memory 206 may store additional modules and data structures not described above.

[0036] Notwithstanding the discrete blocks in Figures 1 and 2, these figures are intended to be a functional description of some embodiments rather than a structural description of functional elements in the embodiments. One of ordinary skill in the art will recognize that an actual implementation might have the functional elements grouped or split among various components. In practice, and as recognized by those of ordinary skill in the art, items shown separately could be combined and some items could be separated. For example, in some embodiments, user information database 116 is part of or stored within server 112. In other embodiments, user information database 116 is implemented using one or more servers whose primary function is to store and process user information. In some embodiments, user information database 116 includes sales database 120, or vice versa. Similarly, an image database (not shown) can be implemented on one or more servers.

[0037] The actual number of servers used to implement cosmetics identification system 108 and how features are allocated among them will vary from one implementation to another, and may depend in part on the amount of data traffic that the system must handle during peak usage periods as well as during average usage periods, and may also depend on the amount of data stored by the cosmetics identification system. Moreover, one or more of the blocks in Figure 1 may be implemented on one or more servers designed to provide the described functionality. Although the description herein refers to certain features implemented in client 102 and certain features implemented in server 112, the embodiments are not limited to such distinctions. For example, features described herein as being part of server 112 can be implemented in whole or in part in client 102, and vice versa.

[0038] Figure 3 is a block diagram illustrating a client, also called client systems or client devices, in accordance with some embodiments. Client 102 as shown in Figure 3 is configured for use by a user of cosmetics identification system 108. Client 102 includes a user interface 300, which typically includes display device 301, and one or more input devices. In some embodiments, the one or more input devices include touch-sensitive surface 305. In some embodiments, touch-sensitive surface 305 is located on display device 301

(e.g., a touch-sensitive display). In some embodiments, the one or more input devices include a keyboard and a mouse or other pointing device (303). As noted above, client 102 includes graphical user interface (GUI) 111, which is displayed on display device 301. Client 102 typically includes one or more processing units (CPUs) 302, one or more network or other network communications interfaces 304, memory 306, camera module 307, and one or more communication buses 308 for interconnecting these components. In some embodiments, camera module 307 is connected to one or more communication buses through a peripheral module controller (not shown). Communication buses 308 may include circuitry (sometimes called a chipset) that interconnects and controls communications between system components.

[0039] Memory 306 includes high-speed random access memory, such as DRAM, SRAM, DDR RAM or other random access solid state memory devices; and may include non-volatile memory, such as one or more magnetic disk storage devices, optical disk storage devices, flash memory devices, or other non-volatile solid state storage devices. Memory 306 may optionally include one or more storage devices remotely located from the CPU(s) 302. Memory 306, or alternately the non-volatile memory device(s) within memory 306, comprises a non-transitory computer readable storage medium. In some embodiments, memory 306 or the computer readable storage medium of memory 306 stores the following programs, modules and data structures, or a subset thereof:

- Operating System 310 that includes procedures for handling various basic system services and for performing hardware dependent tasks;
- Network Communication Module (or instructions) 312 that is used for connecting client 102 to other computers (e.g., cosmetics identification system 108 and other clients 102) via the one or more communications network interfaces 304 and one or more communication networks 106 (Figure 1), such as the Internet, other wide area networks, local area networks, metropolitan area networks, and so on;
- Applications 314, including cosmetics identification application 316; in some embodiments, cosmetics identification application 316 includes image transfer module 318 for transferring images to and from cosmetics identification system 108 and/or image display module 320 for displaying one or more images on display device 301;

- (optional) User preference data 322, which is a locally stored subset of the user's preferences; and
- (optional) Image data 324, which is a locally stored subset of the user's images (e.g., images of user's skin).

[0040] Figure 4A is a block diagram illustrating exemplary cosmetics data 400 in accordance with some embodiments. In some embodiments, cosmetics data 400 is stored in cosmetics database 118. Cosmetics data 400 includes information for cosmetic products. Cosmetics data 400 typically includes a plurality of entries, each entry storing information for a respective cosmetic product.

[0041] An entry in cosmetics data 400 includes the following data for a cosmetic product, or a subset or superset thereof:

- Product ID 402 that uniquely identifies a respective cosmetic product;
- (optional) Product Name 404 that identifies a name of the respective cosmetic product;
- (optional) Product Price 404 that identifies a price of the respective cosmetic product; and
- Product Profile 408 that identifies properties of the respective product.

[0042] In some embodiments, product profile 408 includes color space values (e.g., chroma and luma values). In some embodiments, product profile 408 includes indication of a finish of the respective product (e.g., semi-matte, natural, or radiant). In some embodiments, product profile 408 includes product performance attributes. In some embodiments, product profile 408 includes product performance claims. In some embodiments, product profile 408 includes product hierarchy (e.g., "hero" or "must-have" status over other products). In some embodiments, product profile 408 includes an area of application (e.g., one or more target facial zones, such as a nose, forehead, and chin).

[0043] Figure 4B illustrates a graphical user interface in accordance with some embodiments.

[0044] In Figure 4B, the graphical user interface shows a portion of the digital image. The displayed portion of the digital image includes a first portion of the face of the user. The

first portion typically indicates a face without application of a cosmetic product. The graphical user interface shown in Figure 4B also includes a portion of a modified image. The modified image includes a second portion of the face of the user. The second portion typically includes a face with application of a cosmetic product. In some embodiments, the second portion includes a face with simulated application of the cosmetic product.

[0045] Figure 4C illustrates graphical user interfaces in accordance with some embodiments.

[0046] Shown on the left side of Figure 4C is an image of a face of a user. The image shown on the left side of Figure 4C corresponds to the face of the user without application of a cosmetic product.

[0047] The image shown on the left side of Figure 4C also includes red and green vertical lines. The red and green lines may be moved horizontally based on a user input (e.g., a horizontal drag gesture on a touch-sensitive display). In some embodiments, the red line is used to change a portion of the image that represents a portion of the face without application of a cosmetic product. In some embodiments, the green line is used to change a portion of the image that represents a portion of the face with full application of the cosmetic product.

[0048] Shown in the middle of Figure 4C is an image of the face wherein a first portion of the face is shown without application of the cosmetic product, a second portion of the face is shown with sheer application of the cosmetic product, and a third portion of the face is shown with medium or full application of the cosmetic product. As shown in Figure 4C, a portion of the face on a left-hand side of the red line is shown without application of the cosmetic product, a portion of the face between the red line and the green line is shown with sheer application of the cosmetic product, and a portion of the face on the right-hand side of the green line is shown with medium or full application of the cosmetic product.

[0049] Shown in the right side of Figure 4C is an image of the face wherein red and green are moved to the left side of the face. The image of the face is shown with simulated medium or full application of the cosmetic product.

[0050] Figure 5 is a flowchart illustrating operations performed by a client and a server in accordance with some embodiments.

[0051] As shown in Figure 5, client 102 sends (502) a digital image of at least a portion of a face of the subject (e.g., a user) to server 108.

[0052] Server 108 receives (504) the digital image of at least the portion of the face of the subject.

[0053] Server 108 identifies (506) skin pixels in the digital image. In some embodiments, server 108 performs a facial recognition in the digital image. In some embodiments, performing a facial recognition includes locating non-skin regions (e.g., eyes, nose, mouth, and hair) of the user in the digital image, and precluding the non-skin regions in a face of the user in the digital image. For example, server 108 identifies forehead, cheek, and chin regions of the user in the digital image as skin pixels.

[0054] In some embodiments, server 108 identifies a gradient in a brightness of the portion of the face in the digital image, and selects a portion of the face that has a medium brightness (e.g., an average brightness or a median brightness). This precludes regions with reduced lighting or excessive lighting from affecting identifying color space values.

[0055] Server 108 identifies (508) color space values from the skin pixels. A respective skin pixel in the digital image typically includes multiple color values, such as red (R), green (G), and blue (B) values. In some embodiments, server calculates L, a, and b values (values in a Lab color space, such as a Lab color space specified by the International Commission on Illumination) as color space values. In some embodiments, the L, a, and b values are referred to as Lab values. The methods for converting the RGB values to Lab values are well known. For example, in some embodiments when RGB values range from 0 to 255, Lab values are obtained in accordance with the following equations:

$$r = R / 255$$

$$g = G / 255$$

$$b = B / 255$$

$$r' = (r + 0.055) / 1.055^{2.4} \quad (\text{if } r > 0.04045)$$

$$r / 12.92 \quad (\text{if } r \leq 0.04045)$$

$$g' = (g + 0.055) / 1.055^{2.4} \quad (\text{if } g > 0.04045)$$

$$g / 12.92 \quad (\text{if } g \leq 0.04045)$$

$$b' = (b + 0.055) / 1.055^{2.4} \quad (\text{if } b > 0.04045)$$

$$b' = b / 12.92 \quad (\text{if } b \leq 0.04045)$$

$$r'' = r' \times 100$$

$$g'' = g' \times 100$$

$$b'' = b' \times 100$$

$$x = 0.04124 \times r'' + 0.3576 \times g'' + 0.1805 \times b''$$

$$y = 0.2126 \times r'' + 0.7152 \times g'' + 0.0722 \times b''$$

$$z = 0.0193 \times r'' + 0.1192 \times g'' + 0.9505 \times b''$$

$$x' = x^{1/3} \quad (\text{if } x > 0.008856)$$

$$x' = 7.787 \times x + 16/116 \quad (\text{if } x \leq 0.008856)$$

$$y' = y^{1/3} \quad (\text{if } y > 0.008856)$$

$$y' = 7.787 \times y + 16/116 \quad (\text{if } y \leq 0.008856)$$

$$z' = z^{1/3} \quad (\text{if } z > 0.008856)$$

$$z' = 7.787 \times z + 16/116 \quad (\text{if } z \leq 0.008856)$$

$$L = 116 \times y' - 16$$

$$a = 500 \times (x' - y')$$

$$b = 200 \times (y' - z')$$

[0056] Some of these equations assume illumination that corresponds to International Commission on Illumination (CIE) standard illuminant D65. However, a person having ordinary skill in the field of colorimetry would understand that different equations can be used to obtain Lab values for different illumination conditions. A person having ordinary skill in the field of colorimetry would also understand that these equations can be presented in more compact forms.

[0057] In some embodiments, RGB values of multiple skin pixels are used. This eliminates the effect of imperfections (e.g., spots and/or wrinkles) shown in the digital image

from affecting the Lab values of the skin pixels. For examples, average RGB values over a skin region may be used.

[0058] In some embodiments, client 102 sends (510) user selection (or user preference) to server 108, and server 108 receives the user selection (or user preference). In some embodiments, the user selection (or the user preference) includes a user preference to use a lighter or darker color.

[0059] In some embodiments, prior to client 102 sending user selection, server 108 sends the color space values to client 102, and client 102, in response, presents the color space values to the user. In some embodiments, client 102 presents the color space values in a graphical form to the user (e.g., show the color that corresponds to the color space values concurrently with an image including at least a portion of the face of the subject). Subsequent to presenting the color space values, client 102 receives user selection to use a lighter or darker color, and sends the user selection to server 108.

[0060] Server 108 identifies (512) a cosmetic product at least based on the color space values. In some embodiments, server 108 compares the Lab values of the skin pixels to Lab values of cosmetic products. In some embodiments, server 108 retrieves Lab values of cosmetic products from cosmetics database 118 (Figure 1). In some embodiments, server 108 selects a cosmetic product that has a color that most closely matches the color of the skin pixels. In some embodiments, server 108 identifies a cosmetic product that has a color with a shortest Euclidean distance to a color of the skin pixels. In other embodiments, server 108 selects a cosmetic product that has a color that is close to the color of the skin pixels in accordance with the following equations:

$$\Delta E = \sqrt{(0.5\Delta V_J)^2 + (\Delta W_X)^2 + (0.4\Delta W_Z)^2}$$

$$\text{where } W_X = \left(\frac{x/x_n}{y/y_n} - 1 \right) V_J,$$

$$W_Z = \left(\frac{z/z_n}{y/y_n} - 1 \right) V_J,$$

x_n, y_n, z_n are chromaticities of a reference white object, and

V_J is the Newhall-Nickerson-Judd value function.

[0061] In some embodiments, when the user selection is received, server 108 identifies a cosmetic product at least based on the color space values and the user selection.

[0062] Server 108 sends (514) information of the identified cosmetic product to client 102.

[0063] Client 102 receives (516) the information of the identified cosmetic product. In some embodiments, client 102 presents the information of the identified cosmetic product to the user. For example, client 102 displays an image of the identified cosmetic product.

[0064] In some embodiments, client 102 sends user selection for generating a modified image. In some embodiments, the user selection for generating a modified image includes a level of coverage (e.g., sheer coverage, sheer-medium coverage, medium-full coverage, etc.). In some embodiments, the user selection for generating a modified image includes a finish (e.g., semi-matte, natural, radiant, etc.). In some embodiments, server 108 receives the user selection for generating a modified image.

[0065] In some embodiments, server 108 prepares (520) a modified image based on the digital image. At least a portion of the modified image shows a simulated effect of application of the cosmetic product. For example, the modified image may include a portion of the face of the subject that does not have a cosmetic product applied and another portion of the face of the subject with a simulated application of the cosmetic product. In some embodiments, the modified image includes three or more portions, each portion corresponding to a respective level of coverage and/or finish. For example, the modified image may include a first portion with a semi-matte finish, a second portion with a natural finish, and a third portion with a radiant finish. In another example, the modified image may include a first portion with a full coverage, a second portion with a medium coverage, and a third portion with a sheer coverage.

[0066] In some embodiments, server 108 prepares the modified image by mixing the digital image with a layer with a selected color (called “cosmetic layer” herein). In some embodiments, the selected color is based on the identified color space values. In generating the modified image, the cosmetic layer is applied to the skin pixels. In other words, the cosmetic layer is not applied to eyes, mouth, and hair that do not typically receive application of a particular cosmetic product (e.g., a foundation). This allows eyes, mouth, and hair to look natural in the modified image. In some embodiments, the modified image is prepared

by mixing the digital image with the cosmetic layer based on preselected weights. For example, in simulating a sheer application of the cosmetic product, the cosmetic layer is given a low weight (e.g., 10% or 20%) and, in simulating a full application of the cosmetic product, the cosmetic layer is given a high weight (e.g., 60% or 70%). Thus, the modified image is useful in illustrating the product performance as described for a cosmetic product. In some embodiments, the product performance is illustrated by modifying one or more portions of the digital image. For example, for a cosmetic product that is effective in reducing wrinkles in an eye area, the modified image is created by reducing visual features (e.g., wrinkles) in a corresponding area (e.g., eye area).

[0067] In some embodiments, server 108 sends (522) the modified image to client 102.

[0068] In some embodiments, client 102 receives (524) the modified image and displays (526) the modified image.

[0069] In some embodiments, client 102 receives user input manipulating on the modified image, and sends the user input to server 108. For example, the user input may change a portion of the face with a simulated application of the cosmetic product (e.g., increase the portion of the face with a simulated application of the cosmetic product). In another example, the user input may include a change of the level of coverage and/or finish. Server 108, in response, revises the modified image and sends the revised image to client 102. Client 102 replaces the modified image with the revised image.

[0070] Details of certain operations shown in Figure 5 are described below with respect to Figure 6. Certain details of operations described above with respect to Figure 5 are applicable to operations shown in Figure 6 (e.g., identifying skin pixels in the digital image, identifying color space values from the skin pixels, and identifying a cosmetic product). For brevity, these details are not repeated.

[0071] Figure 6 is a flowchart illustrating method 600 of identifying a cosmetic product for a user in accordance with some embodiments. In some embodiments, the method is performed at a cosmetics identification system (e.g., cosmetics identification system 108 in Figures 1 and 2) or a client (e.g., client 102 in Figures 1 and 3).

[0072] In some embodiments, the system, prior to transferring the digital image of at least the portion of the face of the subject, transfers (602) an image of one or more color standards. In some embodiments, the image of one or more color standards and the digital image of at least a portion of a face of the subject are captured in a same lighting environment. For example, client 102 acquires an image of one or more color standards (e.g., a color wheel, a color standard card that shows multiple standard colors, etc.) and sends the image to server 108. In another example, server 108 receives the image of one or more color standards. Typically, the one or more color standards are one or more preselected color standards.

[0073] The system transfers (604) a digital image of at least a portion of a face of the subject (e.g., a user). The digital image including a plurality of pixels. For example, the digital image includes an image of the entire face of the user or a portion thereof, such as a cheek portion of the user.

[0074] In some embodiments, the system determines whether the digital image of at least a portion of a face of the subject is suitable for cosmetic recommendations. In some embodiments, the system determines one or more areas in the digital image of at least a portion of a face of the subject for cosmetic recommendations. In some embodiments, the determination is based on a presence of a face and facial characteristics in the digital image. In some embodiments, the determination is based on a presence of facial characteristics in the digital image such that a skin model can be created. In some embodiments, the determination is based on a size of the face in the digital image. In some embodiments, the system corrects an orientation of the digital image. For example, a digital image taken upside down is rotated to have a correct orientation.

[0075] In some embodiments, transferring the digital image is (606) one of sending or receiving the digital image. For example, client 102 sends the digital image to server 108. In another example, server 108 receives the digital image.

[0076] In some embodiments, the digital image of the at least the portion of the face of the subject includes (608) an image of one or more color standards. For example, the one or more color standards are located adjacent to the portion of the face in the digital image. In some embodiments, this is achieved by placing the one or more color standards below the user's chin when the digital image is acquired.

[0077] In some embodiments, the system correlates (610) one or more colors in the image of one or more color standards and one or more colors of the skin pixels. For example, a standard red color in the one or more color standards may not appear as a standard red color in the image. Thus, in some embodiments, the system determines that a color that matches a standard red color as shown in the image has a standard red color. At least one of the color space values is identified in accordance with a correlation between the one or more colors in the image of one or more color standards and the one or more colors of the skin pixels. For example, in some embodiments, colors in the digital image are calibrated based on the image of one or more color standards. In some embodiments, the system processes the image of one or more color standards. For example, the system processes the image of one or more color standards to correlate colors that appear in the image of one or more color standards and one or more colors that the image of one or more color standards represents. In some embodiments, the system processes the image of one or more color standards. In some embodiments, the processing includes a shape recognition (e.g., identifying colors in the image of one or more color standards based on a location of the one or more color standards in the image). For example, a Macbeth color checker chart or any other color checker chart may be used.

[0078] In some embodiments, the system performs white balancing on the digital image. In some embodiments, the system receives a user selection of a light source (e.g., outdoor light condition, such as sunny, partly cloudy, and cloudy, or indoor light condition, such as bright white, soft white, and yellow and/or incandescence light or fluorescence light).

[0079] The system transfers (612) information of a cosmetic product. Skin pixels in the plurality of pixels are identified. Color space values are identified from the skin pixels. The cosmetic product is identified at least based on the color space values.

[0080] In some embodiments, transferring the information of the cosmetic product is (614) one of receiving or sending the information of the cosmetic product.

[0081] In some embodiments, the system transfers (616) a modified image. The modified image is prepared based on the digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.

[0082] In some embodiments, the electronic device is selected (618) from a group consisting of a wireless phone, a wireless tablet, and a wireless computer. In some

embodiments, the electronic device is a connected device. In some embodiments, the electronic device is a wired device.

[0083] The foregoing description, for purpose of explanation, has been described with reference to specific embodiments. However, the illustrative discussions above are not intended to be exhaustive or to limit the inventions to the precise forms disclosed. Many modifications and variations are possible in view of the above teachings. The embodiments were chosen and described in order to best explain the principles of the inventions and their practical applications, to thereby enable others skilled in the art to best utilize the inventions and various embodiments with various modifications as are suited to the particular use contemplated.

What is claimed is:

1. A method for analyzing a skin of a subject and identifying a cosmetic product for the subject, comprising:

at an electronic device with one or more processors and memory storing one or more programs for execution by the one or more processors:

transferring a digital image of at least a portion of a face of the subject, the digital image including a plurality of pixels; and

transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.

2. The method of claim 1, wherein transferring the digital image is one of sending or receiving the digital image.

3. The method of claim 1, wherein transferring the information of the cosmetic product is one of receiving or sending the information of the cosmetic product.

4. The method of claim 1, including:

transferring a modified image, wherein the modified image is prepared based on the digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.

5. The method of claim 1, including, prior to transferring the digital image of at least the portion of the face of the subject, transferring an image of one or more color standards.

6. The method of claim 5, including:

using the image of the one or more color standards to correlate one or more colors in the image of one or more color standards and one or more colors of the skin pixels, wherein at least one of the color space values is identified in accordance with a correlation between the one or more colors in the image of one or more color standards and the one or more colors of the skin pixels.

7. The method of claims 1, wherein the digital image of the at least the portion of the face of the subject includes an image of one or more color standards.

8. The method of claim 1, wherein the electronic device is selected from a group consisting of a wireless phone, a wireless tablet, and a wireless computer.
9. An electronic device, comprising:
 - one or more processors; and
 - memory storing one or more programs for execution by the one or more processors, the one or more programs causing the electronic device to perform a method comprising:
 - transferring a digital image of at least a portion of a face of the subject, the digital image including a plurality of pixels; and
 - transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.
10. The electronic device of claim 9, wherein transferring the digital image is one of sending or receiving the digital image.
11. The electronic device of claim 9, wherein transferring the information of the cosmetic product is one of receiving or sending the information of the cosmetic product.
12. The electronic device of claim 9, wherein the method includes:
 - transferring a modified image, wherein the modified image is prepared based on the digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.
13. The electronic device of claim 9, wherein the method includes, prior to transferring the digital image of at least the portion of the face of the subject, transferring an image of one or more color standards.
14. The electronic device of claim 9, wherein the digital image of the at least the portion of the face of the subject includes an image of one or more color standards.
15. A non-transitory computer readable storage medium storing one or more programs for execution by one or more processors of an electronic device, the one or more programs causing the electronic device to perform a method comprising:

transferring a digital image of at least a portion of a face of the subject, the digital image including a plurality of pixels; and

transferring information of a cosmetic product, wherein skin pixels in the plurality of pixels are identified, color space values are identified from the skin pixels, and the cosmetic product is identified at least based on the color space values.

16. The computer readable storage medium of claim 15, wherein transferring the digital image is one of sending or receiving the digital image.

17. The computer readable storage medium of claim 15, wherein transferring the information of the cosmetic product is one of receiving or sending the information of the cosmetic product.

18. The computer readable storage medium of claim 15, wherein the method includes:
transferring a modified image, wherein the modified image is prepared based on the digital image, and at least a portion of the modified image shows a simulated effect of application of the cosmetic product.

19. The computer readable storage medium of claim 15, wherein the method includes,
prior to transferring the digital image of at least the portion of the face of the subject,
transferring an image of one or more color standards.

20. The computer readable storage medium of claim 15, wherein the digital image of the at least the portion of the face of the subject includes an image of one or more color standards.

Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices

ABSTRACT OF THE DISCLOSURE

An electronic device for analyzing a skin of a subject and identifying a cosmetic product for the subject includes one or more processors and memory storing one or more programs for execution by the one or more processors. The device transfers a digital image of at least a portion of a face of the subject. The digital image includes a plurality of pixels. Skin pixels in the plurality of pixels are identified. Color space values are identified from the skin pixels. A cosmetic product is identified at least based on the color space values. The device transfers information of the cosmetic product.

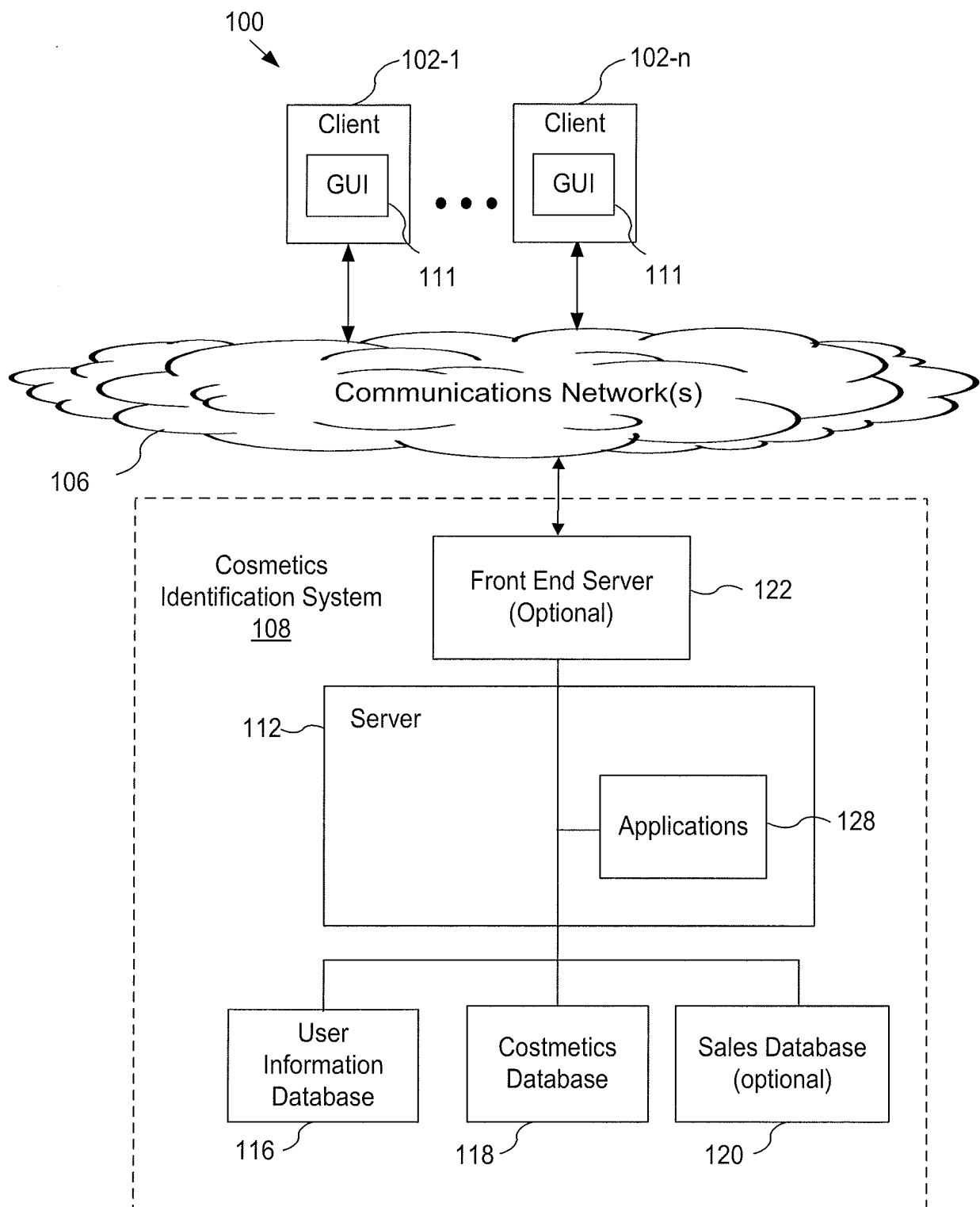


Figure 1

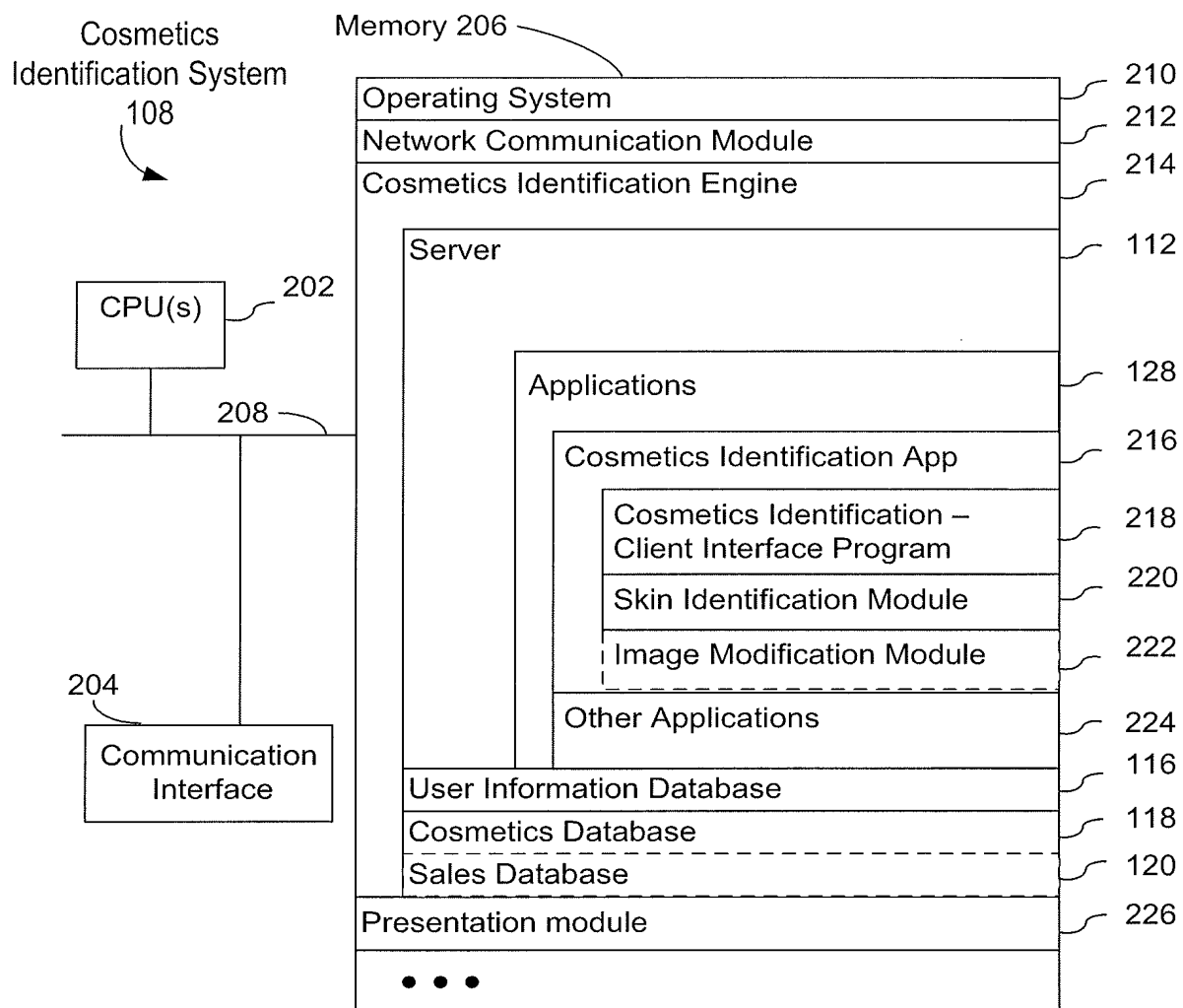


Figure 2

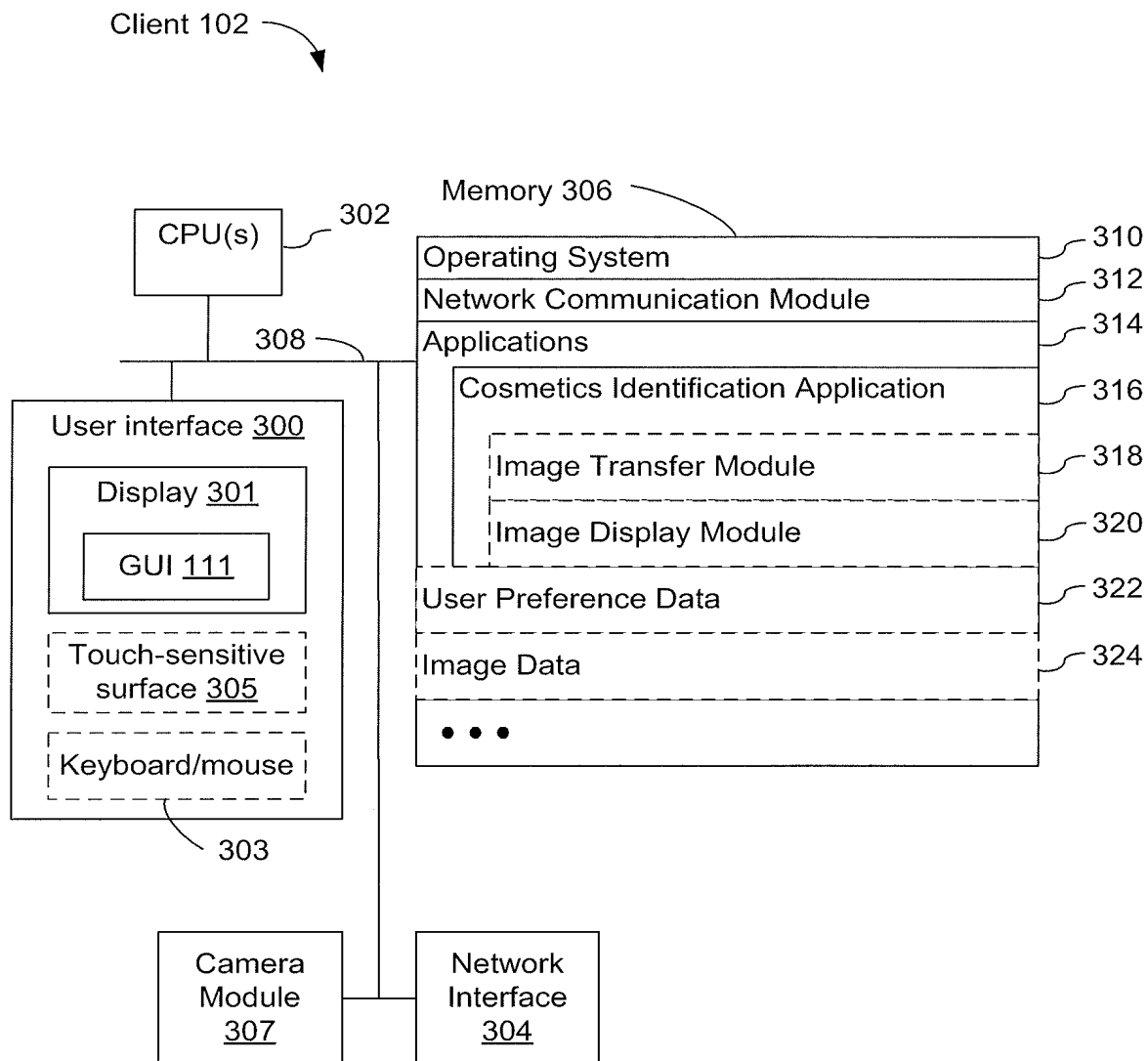


Figure 3

Cosmetics Data 400 →

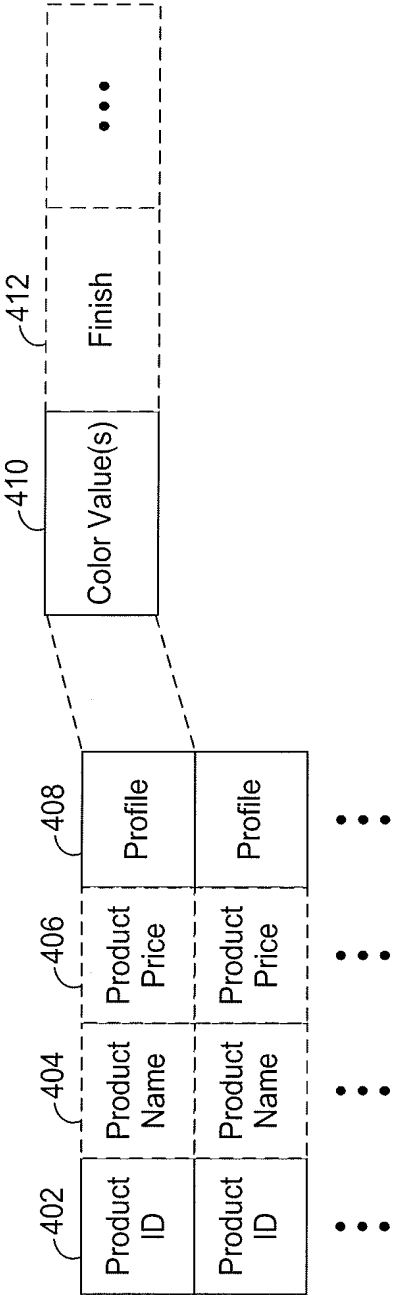


Figure 4A



Figure 4B

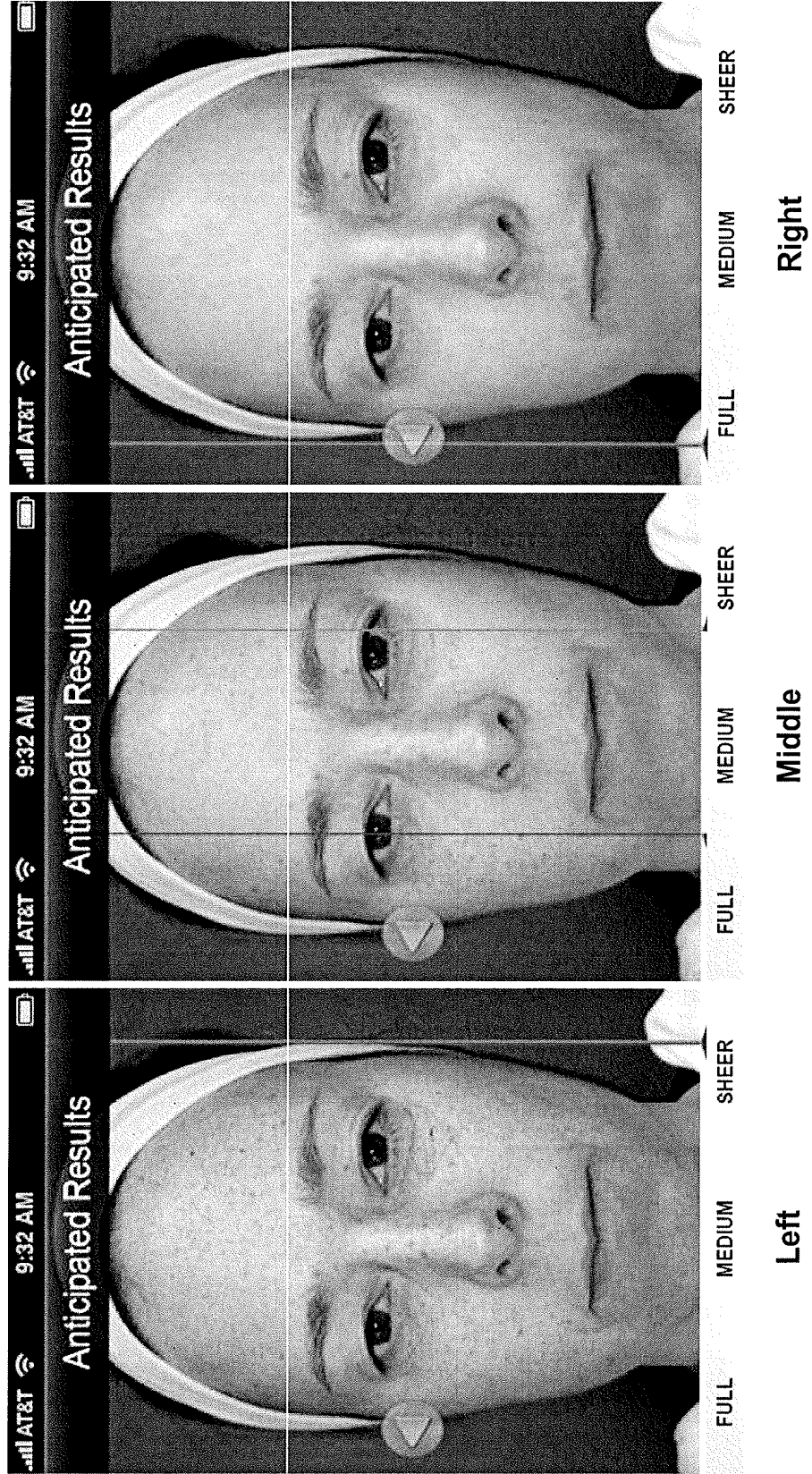


Figure 4C

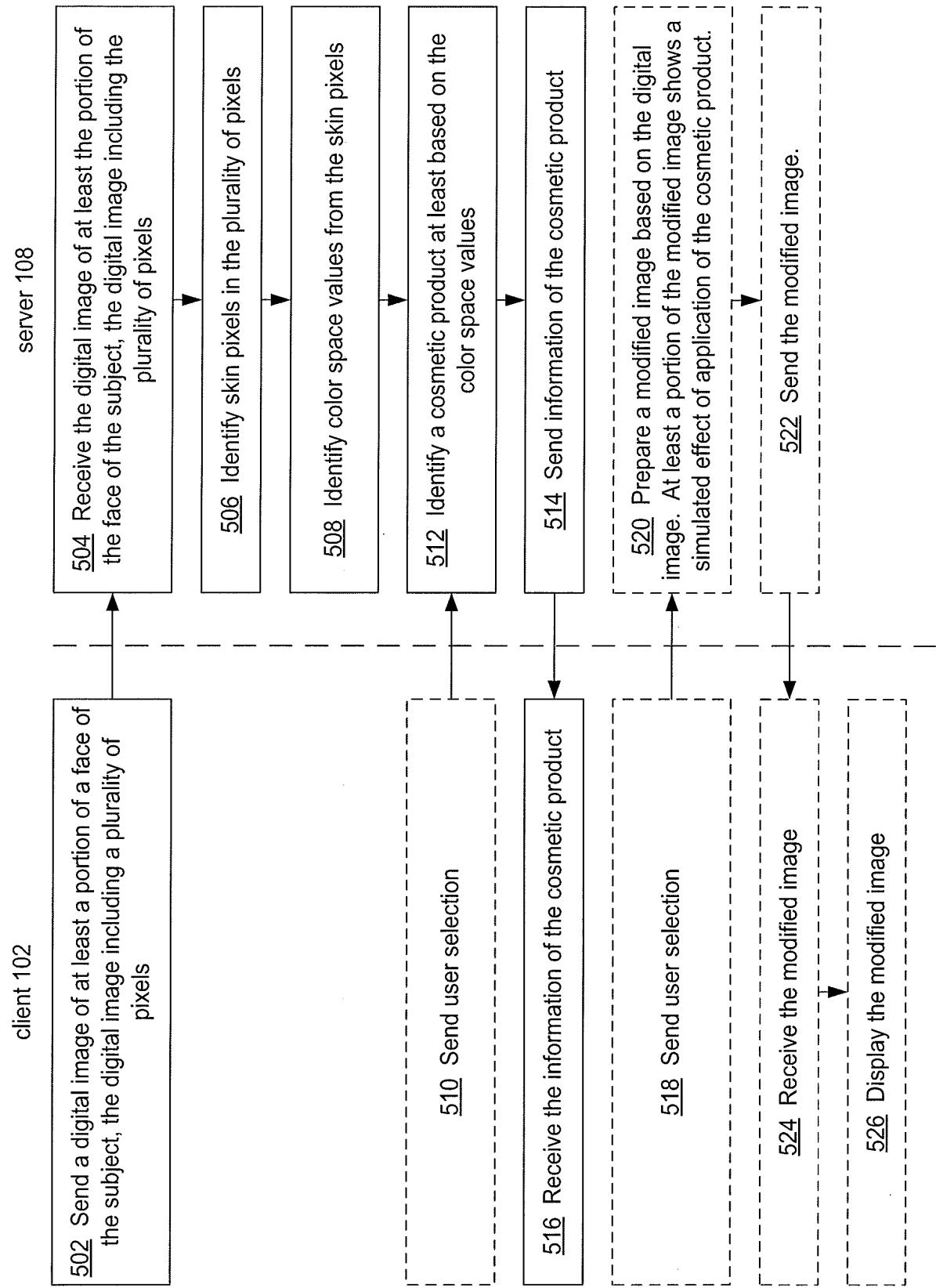


Figure 5

600

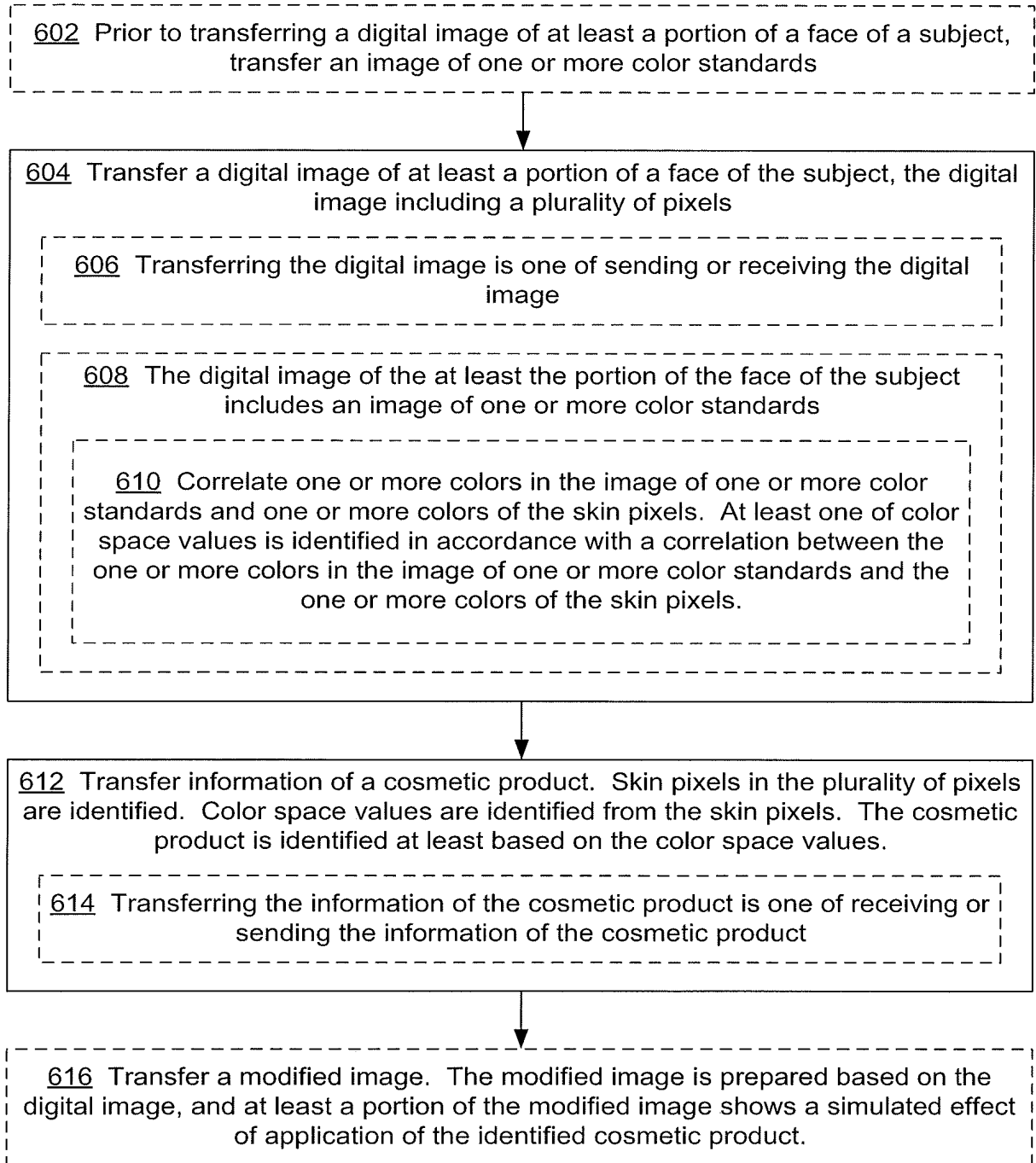


Figure 6

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	067455-5008-US
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		
The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76. This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.			

Secrecy Order 37 CFR 5.2

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

Inventor Information:

Inventor 1					Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Rajeshwar		Chhibber			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	San Jose	State/Province	CA	Country of Residence i	US	
Mailing Address of Inventor:						
Address 1		4929 Cruden Bay Ct.				
Address 2						
City	San Jose	State/Province	CA			
Postal Code	95138	Country i	US			
Inventor 2					Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Ashutosh		Chhibbar			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	San Jose	State/Province	CA	Country of Residence i	US	
Mailing Address of Inventor:						
Address 1		5881 Assisi Ct.				
Address 2						
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Postal Code	95138	Country i	US			
Inventor 3					Remove	
Legal Name						
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	Shefali		Sharma			
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Application Data Sheet 37 CFR 1.76		Attorney Docket Number		067455-5008-US	
		Application Number			
Title of Invention		Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices			
City	Petaluma	State/Province	CA	Country of Residence i	US
Mailing Address of Inventor:					
Address 1		1897 Adobe Creek Drive			
Address 2					
City	Petaluma	State/Province	CA		
Postal Code	94954	Country i	US		
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button.					Add

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☐ An Address is being provided for the correspondence Information of this application.			
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Email Address		Add Email	Remove Email

Application Information:

Title of the Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		
Attorney Docket Number	067455-5008-US	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	8	Suggested Figure for Publication (if any)	

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)
☐ Request Not to Publish. I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

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Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32). Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.			
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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	067455-5008-US
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		
Customer Number	24341		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.

When referring to the current application, please leave the application number blank.

Prior Application Status	Pending	Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	Claims benefit of provisional	61/805126	2013-03-25
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.			Add

Foreign Priority Information:

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

Remove			
Application Number	Country ⁱ	Filing Date (YYYY-MM-DD)	Access Code ⁱ (if applicable)
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Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	067455-5008-US
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		

Authorization to Permit Access:

☐ Authorization to Permit Access to the Instant Application by the Participating Offices
If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application. In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application. In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.

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If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.		
Clear		
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☒ Person to whom the inventor is obligated to assign.		☐ Person who shows sufficient proprietary interest
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Name of the Deceased or Legally Incapacitated Inventor :		
If the Applicant is an Organization check here. ☒		
Organization Name	BrighTex Bio-Photonics LLC	

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	067455-5008-US
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		

Mailing Address Information:			
Address 1		359 Piercy Road	
Address 2			
City	San Jose	State/Province	CA
Country i	US	Postal Code	95138
Phone Number		Fax Number	
Email Address			
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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	067455-5008-US
		Application Number	
Title of Invention	Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices		

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Signature	/ Tae-Woong Koo /			Date (YYYY-MM-DD)	2014-03-25
First Name	Tae-Woong	Last Name	Koo	Registration Number	59649

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Application Number:				
Filing Date:				
Title of Invention:		SYSTEMS AND METHODS FOR RECOMMENDING COSMETIC PRODUCTS FOR USERS WITH MOBILE DEVICES		
First Named Inventor/Applicant Name:		RAJESHWAR CHHIBBER		
Filer:		Tae-Woong Koo		
Attorney Docket Number:		067455-5008-US		
Filed as Small Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Utility filing Fee (Electronic filing)	4011	1	70	70
Utility Search Fee	2111	1	300	300
Utility Examination Fee	2311	1	360	360
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				730

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EFS ID:	18576709
Application Number:	14224659
International Application Number:	
Confirmation Number:	1730
Title of Invention:	SYSTEMS AND METHODS FOR RECOMMENDING COSMETIC PRODUCTS FOR USERS WITH MOBILE DEVICES
First Named Inventor/Applicant Name:	RAJESHWAR CHHIBBER
Customer Number:	24341
Filer:	Tae-Woong Koo
Filer Authorized By:	
Attorney Docket Number:	067455-5008-US
Receipt Date:	25-MAR-2014
Filing Date:	
Time Stamp:	15:21:42
Application Type:	Utility under 35 USC 111(a)

Payment information:

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1		067455_5008us_Trans_Appln_Drwgs.pdf	1939822 569b092a5efdcc23d0080724e6c0dfd9c2cc4806	yes	32
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Transmittal of New Application		1	1	
	Specification		2	20	
	Claims		21	23	
	Abstract		24	24	
	Drawings-only black and white line drawings		25	32	
Warnings:					
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2	Application Data Sheet	067455_5008US_ADS.pdf	1265314 29add376e7542283138e3eb6e704c547aa0a1272	no	7
Warnings:					
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3	Fee Worksheet (SB06)	fee-info.pdf	33172 0e73c30aba692a6a7439277862b9a14e1ca91542	no	2
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