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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 13/946,461	Applicant(s) DISTEFANO, THOMAS L.	
	Examiner KATHERINE KOLOSOWSKI-GAGER	Art Unit 3622	AIA (FITF) Status No

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

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

1. ☑ This communication is responsive to Petition Decision as mailed on 13 APRIL 2023..
   ☐ 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 69-94 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

   a) ☐ All b) ☐ Some* c) ☐ None of the:

   1. ☐ Certified copies of the priority documents have been received.
   2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
   3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____ .

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

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____ .

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☑ Notice of References Cited (PTO-892)
2. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____.
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date. _____.
5. ☐ Examiner's Amendment/Comment
6. ☑ Examiner's Statement of Reasons for Allowance
7. ☐ Other _____.

/KATHERINE KOLOSOWSKI-GAGER/
Primary Examiner, Art Unit 3622

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Notice of Pre-AIA or AIA Status

The present application is being examined under the pre-AIA first to invent provisions.

DETAILED ACTION

This action is in reference to the Petition Decision as mailed on 13 APRIL 2023.

Examiner notes claims 47-68, as filed but not entered on 25 NOV 2020, amended but not entered on 21 MARCH 2022, are indicated as canceled.

Claims 69-94, as filed on 20 MAY 2022 are present and Examined.

Allowable Subject Matter

Claims 69-94 are allowed.

The petition decision issued on 13 APRIL 2023 has negated any double patenting issues.

The claims are found to be free from the art. The closest prior art is found to be Horstmann et al (US 5995099).

The Examiner hereby asserts that the totality of the evidence neither anticipates nor renders obvious the particular combination of elements as claimed. That is, the Examiner emphasizes the claims as a whole and hereby asserts that the totality of the evidence fails to set forth, either explicitly or implicitly, an appropriate rationale for combining or otherwise modifying the available prior art to arrive at the claimed invention. The combination of features as claimed would not be obvious to one of ordinary skill in the art because any combination of the evidence at hand to reach the combination of features as claimed would require a substantial reconstruction of Applicant's claimed invention relying on improper hindsight bias.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KATHERINE KOLOSOWSKI-GAGER whose telephone number is (571)270-5920. The examiner can normally be reached Monday - Friday.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ilana Spar can be reached on 571-270-7537. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of published or unpublished applications may be obtained from Patent Center. Unpublished application information in Patent Center is available to registered users. To file and manage patent submissions in Patent Center, visit: https://patentcenter.uspto.gov. Visit https://www.uspto.gov/patents/apply/patent-center for more information about Patent Center and https://www.uspto.gov/patents/docx for information about filing in DOCX format. For additional questions, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/KATHERINE . KOLOSOWSKI-GAGER/
Primary Examiner
Art Unit 3622

/KATHERINE KOLOSOWSKI-GAGER/
Primary Examiner, Art Unit 3622

Notice of References Cited	Application/Control No. 13/946,461	Applicant(s)/Patent Under Reexamination DISTEFANO, THOMAS L.	
	Examiner KATHERINE KOLOSOWSKI-GAGER	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
	A					
	B					
	C					
	D					
	E					
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Quid Pro Quo: The Barter Agreement, available at: https://www.clickz.com/quid-pro-quo-the-barter-agreement/62921/ (Year: 2000)
	V	Defining the Web: The Politics of Search Engines, available at: https://ieeexplore.ieee.org/abstract/document/816269 (Year: 2000)
	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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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13/946,461	DISTEFANO, THOMAS L.
	Examiner	Art Unit
	KATHERINE KOLOSOWSKI-GAGER	3622

CPC - Searched*		
Symbol	**Date**	**Examiner**
(G06F17/2247 OR G06F3/0481 OR G06F17/2235 OR G06Q30/02 OR G06Q30/0207 OR G06Q30/0256 OR G06Q30/0273 OR G06Q30/0276 OR G06Q30/0277 OR G06Q30/0641 OR G06Q30/08 OR A01G9/227 OR B60R22/19 OR E06B3/285 OR	1/10/16	dl
Above, Updated	December 2017	KKG
Above, Updated	August 2018	KKG
Above, Updated	August 2020	KKG
Above, Updated	September 2023	KKG

CPC Combination Sets - Searched*		
Symbol	**Date**	**Examiner**

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
705	14.1	1/10/16	dl

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

/KATHERINE KOLOSOWSKI-GAGER/ Primary Examiner, Art Unit 3622	

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13/946,461	DISTEFANO, THOMAS L.
	Examiner	**Art Unit**
	KATHERINE KOLOSOWSKI-GAGER	3622

Search Notes		
Search Notes	**Date**	**Examiner**
east	1/10/16	dl
EAST	December 2017	KKG
Online	December 2017	KKG
Consulted with SPE Peter Choi re: reopening	August 2020	KKG
Consulted with SPE Peter Choi re: Terminal disclaimer & 101	January 2021	KKG
Consulted with SPE Ilana Spar re: 101 & Amendments	May 2022	KKG
Terminal Disclaimer discussion with Douglas Wood	September 2022	KKG
Consulted with SPE Ilana Spar & QAS Beth Boswell re: TD ,101, prior art	December 2022	KKG

Interference Search			
US Class/CPC Symbol	**US Subclass/CPC Group**	**Date**	**Examiner**
705/G06Q	14.1/30/00	1/10/16	DL
G06q	30/00, 30/02, 30/08, 30/06	May 2023	KKG
G06F	40/01	May 2023	KKG

/KATHERINE KOLOSOWSKI-GAGER/ Primary Examiner, Art Unit 3622	

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Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13/946,461	DISTEFANO, THOMAS L.
	Examiner	**Art Unit**
	KATHERINE KOLOSOWSKI-GAGER	3622

CPC								
Symbol							**Type**	**Version**
G06Q	/	30	/	00			F	2013-01-01
G06Q	/	30	/	02			I	2013-01-01
G06Q	/	30	/	0207			I	2013-01-01
G06Q	/	30	/	0273			I	2013-01-01
G06Q	/	30	/	0276			I	2013-01-01
G06Q	/	30	/	0641			I	2013-01-01
G06Q	/	30	/	08			I	2013-01-01
G06F	/	40	/	134			I	2020-01-01
G06F	/	40	/	143			I	2020-01-01
G06Q	/	30	/	0277			I	2013-01-01
G06Q	/	30	/	0256			I	2013-01-01
G06F	/	3	/	0481			I	2013-01-01

CPC Combination Sets								
Symbol					**Type**	**Set**	**Ranking**	**Version**
	/		/					

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	26	
/KATHERINE KOLOSOWSKI-GAGER/ Primary Examiner, Art Unit 3622	25 May 2023	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	69	1

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Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13/946,461	DISTEFANO, THOMAS L.
	Examiner	**Art Unit**
	KATHERINE KOLOSOWSKI-GAGER	3622

INTERNATIONAL CLASSIFICATION				
CLAIMED				
G06Q	/	30	/	00
NON-CLAIMED				
	/		/	

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**
705	14.1

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

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	26	
/KATHERINE KOLOSOWSKI-GAGER/ Primary Examiner, Art Unit 3622	25 May 2023	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	69	1

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Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13/946,461	DISTEFANO, THOMAS L.
	Examiner	**Art Unit**
	KATHERINE KOLOSOWSKI-GAGER	3622

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☑ T.D. ☐ R.1.47

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	69	10	78	19	87										
2	70	11	79	20	88										
3	71	12	80	21	89										
4	72	13	81	22	90										
5	73	14	82	23	91										
6	74	15	83	24	92										
7	75	16	84	25	93										
8	76	17	85	26	94										
9	77	18	86												

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	26	
/KATHERINE KOLOSOWSKI-GAGER/ Primary Examiner, Art Unit 3622	25 May 2023	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	69	1

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PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	1	"20130305132"	(US-PGPUB; USPAT)	OR	OFF	OFF	2017/11/28 08:43 PM
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							01:37 PM
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L18	313	reciproc$6 near9 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link) near9 (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2021/04/28 04:27 PM
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		url) near8 (web$1 or website$1 or webpage$1 or site$1 or page$1 or (web near2 site$1) or (web near2 page$1) or internet)					
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L32	1	"8412570".pn.	(US-PGPUB; USPAT)	OR	OFF	OFF	2022/03/10 06:46 PM
L33	1	"13946461"	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L34	0	L9 and (creat$5 same hyperlink)	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L35	1	L9 and (creat$5 hyperlink)	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L36	6	"13408092"	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L37	1	"8423399".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L38	0	"13408092""6601057".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L39	1	"6601057".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L40	5043157	reciproc$6 nearIO (ad$1 or advertis$6 or banner$1 or bannerad$1) nearIO (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L41	56	reciproc$6 near9 (ad$1 or advertis$6 or banner$1 or bannerad$1) near9 (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L42	311	reciproc$6 near9 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link) near9 (web$1 or website$1 or	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM

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		webpage$1 or (web near2 site$1) or (web near2 page$1))					
L43	3020	(reciproc$6 near8 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link or url)) and (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L44	331	reciproc$6 near8 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link or url) near8 (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1) or internet)	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L45	370	reciproc$6 near8 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link or url) near8 (web$1 or website$1 or webpage$1 or site$1 or page$1 or (web near2 site$1) or (web near2 page$1) or internet)	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L46	51	(ad or advertis$6 or market$3 or campaign$3) near9 (web$4 or (web near2 site$1) or (web near2 page$1)) near9 (before near6 (live or launch$3 or implement$6))	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L47	51	(ad or advertis$6 or market$3 or campaign$3) near9 (web$4 or (web near2 site$1) or (web near2 page$1)) near9 (before near6 (live or launch$3 or implement$6))	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM
L48	5525	(cooperat$5 agree$5 reciproc$6 partner$6) with (advert$5 promot$5 (cross near3 (promot$5 sell advert$5))) same (web$4 or (web near2 site$1) or (web ! near2	(US-PGPUB; USPAT)	OR	ON	ON	2022/03/10 06:46 PM

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		page$1))					
L49	24982	g06q30/00.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/10 06:52 PM
L50	406116	g06q30/02$.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/10 06:52 PM
L51	1	"20130305132"	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L52	1	"5995099".pn.	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L53	53	("20140195886"|"7082407"|"7353199"|"8768760"|"8781890"|"8996398"|"20130311876"|"5560006"|"5787254"|"5995099"|"6035334"|"6199111"|"8589222"|"8650076"|"20130066727"|"20130066728"|"20130066729"|"20130073397"|"20130151338"|"20130151354"|"20130151982"|"20130173401"|"5778367"|"5913212"|"5950200"|"5963951"|"5987440"|"6009410"|"6029141"|"6052122"|"6061681"|"6073105"|"6073138"|"6175831"|"6253216"|"6269369"|"6360222"|"6480885"|"6839680"|"8412570"|"8417567"|"8423399"|"8442860"|"20120185339"|"5937392"|"5960409"|"6058417"|"6330575"|"6401075"|"6601057"|"6629135"|"7996259"|"8335713").PN.	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L54	1	"13946461"	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L55	1	"7996259".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L56	1	"13946461"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L57	1	"8423399".pn.	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L58	1	"8412570".pn.	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L59	1	"13946461"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L60	0	L9 and (creat$5 same	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24

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		hyperlink)					03:23 PM
L61	1	L9 and (creat$5 hyperlink)	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L62	6	"13408092"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L63	1	"8423399".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L64	0	"13408092""6601057".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L65	1	"6601057".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L66	5413008	reciproc$6 nearIO (ad$1 or advertis$6 or banner$1 or bannerad$1) nearIO (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L67	56	reciproc$6 near9 (ad$1 or advertis$6 or banner$1 or bannerad$1) near9 (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L68	312	reciproc$6 near9 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link) near9 (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L69	3140	(reciproc$6 near8 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link or url)) and (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L70	335	reciproc$6 near8 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link or url) near8 (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1) or internet)	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM

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L71	375	reciproc$6 near8 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link or url) near8 (web$1 or website$1 or webpage$1 or site$1 or page$1 or (web near2 site$1) or (web near2 page$1) or internet)	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L72	56	(ad or advertis$6 or market$3 or campaign$3) near9 (web$4 or (web near2 site$1) or (web near2 page$1)) near9 (before near6 (live or launch$3 or implement$6))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L73	56	(ad or advertis$6 or market$3 or campaign$3) near9 (web$4 or (web near2 site$1) or (web near2 page$1)) near9 (before near6 (live or launch$3 or implement$6))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L74	5808	(cooperat$5 agree$5 reciproc$6 partner$6) with (advert$5 promot$5 (cross near3 (promot$5 sell advert$5))) same (web$4 or (web near2 site$1) or (web ! near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L75	1	"20130305132"	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L76	1	"5995099".pn.	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L77	53	("20140195886"|"7082407"|"7353199"|"8768760"|"8781890"|"8996398"|"20130311876"|"5560006"|"5787254"|"5995099"|"6035334"|"6199111"|"8589222"|"8650076"|"20130066727"|"20130066728"|"20130066729"|"20130073397"|"20130151338"|"20130151354"|"20130151982"|"20130173401"|"5778367"|"5913212"|"5950200"|"5963951"|"5987440"|"6009410"|"6029141"|"6052122"|"6061681"|"60731	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM

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		05"|"6073138"|"6175831"|"6253216"|"6269369"|"6360222"|"6480885"|"6839680"|"8412570"|"8417567"|"8423399"|"8442860"|"20120185339"|"5937392"|"5960409"|"6058417"|"6330575"|"6401075"|"6601057"|"6629135"|"7996259"|"8335713").PN.				
L78	1	"13946461"	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L79	1	"7996259".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L80	1	"13946461"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L81	1	"8423399".pn.	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L82	1	"8412570".pn.	(US-PGPUB; USPAT)	OR	OFF	OFF	2023/05/24 03:23 PM
L83	1	"13946461"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L84	0	L9 and (creat$5 same hyperlink)	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L85	1	L9 and (creat$5 hyperlink)	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L86	6	"13408092"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L87	1	"8423399".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L88	0	"13408092""6601057".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L89	1	"6601057".pn.	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L90	5413008	reciproc$6 nearlO (ad$1 or advertis$6 or banner$1 or bannerad$1) nearlO (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L91	56	reciproc$6 near9 (ad$1 or advertis$6 or banner$1 or bannerad$1) near9 (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L92	312	reciproc$6 near9 (ad$1 or advertis$6 or	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM

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		banner$1 or bannerad$1 or link) near9 (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))					
L93	3140	(reciproc$6 near8 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link or url)) and (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L94	335	reciproc$6 near8 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link or url) near8 (web$1 or website$1 or webpage$1 or (web near2 site$1) or (web near2 page$1) or internet)	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L95	375	reciproc$6 near8 (ad$1 or advertis$6 or banner$1 or bannerad$1 or link or url) near8 (web$1 or website$1 or webpage$1 or site$1 or page$1 or (web near2 site$1) or (web near2 page$1) or internet)	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L96	56	(ad or advertis$6 or market$3 or campaign$3) near9 (web$4 or (web near2 site$1) or (web near2 page$1)) near9 (before near6 (live or launch$3 or implement$6))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L97	56	(ad or advertis$6 or market$3 or campaign$3) near9 (web$4 or (web near2 site$1) or (web near2 page$1)) near9 (before near6 (live or launch$3 or implement$6))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:23 PM
L99	25815	g06q30/00.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/05/24 03:23 PM

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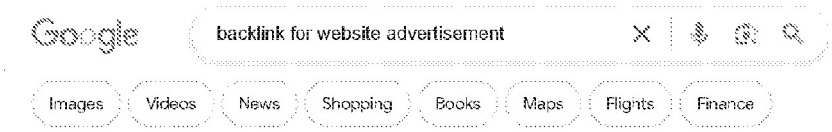
L100	454182	g06q30/02$.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2023/05/24 03:23 PM
L101	5808	(cooperat$5 agree$5 reciproc$6 partner$6) WITH (advert$5 promot$5 (cross near3 (promot$5 sell advert$5))) SAME (web$4 OR (web near2 site$1) OR (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:33 PM
L102	158595	100 OR 99	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:33 PM
L103	3647	102 AND 101	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:33 PM
L104	5816	(cooperat$5 agree$5 reciproc$6 partner$6) WITH (advert$5 promot$5 (cross near3 (promot$5 sell advert$5)) upsell) SAME (web$4 OR (web near2 site$1) OR (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:41 PM
L105	5948	(cooperat$5 agree$5 reciproc$6 partner$6) WITH (advert$5 promot$5 (cross near3 (promot$5 sell advert$5)) upsell companion$3) SAME (web$4 OR (web near2 site$1) OR (web near2 page$1))	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:41 PM
L106	3668	105 AND 102	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:42 PM
L107	30	106 AND @ad<"20000607"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:42 PM
L108	3090908	105and @ad<"20000607"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:43 PM
L109	96	105 AND @ad<"20000607"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:43 PM
L110	443	93 AND @ad<"20000607"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:43 PM
L111	443	19 AND @ad<"20000607"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:53 PM
L112	4741	(reciproc$6 partner$5 companion$5) near8 (ad$1 OR advertis$6 OR banner$1 OR bannerad$1 OR link OR url) near8 (web$1 OR	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:54 PM

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		website$1 OR webpage$1 OR site$1 OR page$1 OR (web near2 site$1) OR (web near2 page$1) OR internet)					
L113	74	112 AND @ad<"20000607"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:54 PM
L114	5229	(reciproc$6 partner$5 companion$5 symbiotic$5 complementar$5 "give-and-take" ((mutual joint) adj2 benefi$5)) near8 (ad$1 OR advertis$6 OR banner$1 OR bannerad$1 OR link OR url) near8 (web$1 OR website$1 OR webpage$1 OR site$1 OR page$1 OR (web near2 site$1) OR (web near2 page$1) OR internet)	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:56 PM
L115	122	114 AND @ad<"20000607"	(US-PGPUB; USPAT)	OR	ON	ON	2023/05/24 03:56 PM

PE2E SEARCH - Search History (Interference)

There are no Interference searches to show.



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Aug 18, 2020 — First and foremost, Create great content! This will be the foundation of your blog... Then go out and gain these kind of backlinks: **Social Media** Profile links - ...
2 answers · 1 vote: By doing SEO. SEO stands for Search Engine Optimization and what this is ...

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Fly High Media
https://www.flyhighmedia.co.uk › what-to-do-if-your-...

What to Do If Your Ads Don't Get Approved by Google

Feb 1, 2001 — Pay-per-click advertising using Google Ads is a fantastic online channel to increase revenue, but what should you do if your ads are not approved by Google?

Quizlet
https://quizlet.com › digital-marketing-exam-2-flash-cards

Digital Marketing Exam 2 Flashcards

Oct 15, 2000 — Search engines determine the popularity of a webpage by examining that page's backlinks—links from external sources pointing to that webpage. This list of ...

uniqueinfosystem.com
https://www.uniqueinfosystem.com › pages › onlinead...

Online Advertisement - UI SYSTEMS PVT. LTD.

Oct 15, 2000 — We generate backlinks and keywords in search engine optimization. PPC. PPC (pay per click) marketing is a form of online advertising in which advertisers pays ...

Seolearners
https://seolearners.com › category › link-building

Link Building

Feb 1, 2001 — Competitor backlinks Competitor Backlinks refers to a search engine optimization strategy that involves analyzing the backlinks from competing websites ...

5iCreations.com
https://www.5icreations.com › digital-media-glossary

Digital Media Glossary

Apr 15, 1996 — Advertising networks are the sales representatives for the Web sites within ... Backlinks are important for search engine optimization (SEO) because some ...

Hercules SEO
https://herculesseo.com › blog

Insights

Feb 1, 2001 — A backlink is a link from another site that points directly 'back' to your website. Learn more about why backlinks are important for SEO.

Monalo Media
https://monalomedia.com › blog

Blog - Monalo Media - SEO and Google Ads Agency

Feb 1, 2001 — To help you get started with Google Ads, we'll give you 600 CAD [...] ... 7 Local Link Building Ideas (aka -- How to build backlinks to a website).

Seobility
https://www.seobility.net › team

About us - Seobility Team

Feb 1, 2001 — We want to help SEOs, online marketers and website owners worldwide to create ... Backlink Analysis and tools, Seobility becomes an All-in-One SEO tool.

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Marketing

ET Martin, J Kita - 1983 - tuloweb.fr

... • La pertinence (contenus texte et média) • La popularité (avoir des **backlinks**) • L'indexation par le moteur de recherche • Le temps de chargement des ... • Outil intégré à Google **Ads** ...

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... given by the **advertising** router for later reference to the particular **advertisement** identified in ... The neighbor will send **back Link** State Update (LSU) packets in response if the request is ...

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A method of integrating Aeroheating into conceptual reusable launch vehicle design: evaluation of advanced thermal protection techniques for future reusable launch ...

JR Olds, K Cowart - 2001 - ntrs.nasa.gov

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A Role on Digital Marketing in Business

V Soundharya - 1990 - academia.edu

... We can easily attract by way of **advertising** the ... **optimization** techniques include: researching relevant keywords and including them into your website copy, loading speed and **back links**...

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KK Cowart - 2000 - apps.dtic.mil

... Below the diagonal are feed **back links**. These are used to pass information from a discipline lower ... In turn, TCAT and **ADS** numerically **optimize** the thickness, unit weight, and acreage ...

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The anatomy of a large-scale hypertextual web search engine

S Brin, L Page - Computer networks and ISDN systems, 1998 - Elsevier

... a black art and to be **advertising** oriented (see Appendix A in ... , largely by counting citations or **backlinks** to a given page. This ... In the end we chose a hand **optimized** compact encoding ...

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Shaping the Web: Why the politics of search engines matters

LD Introna, H Nissenbaum - The information society, 2000 - Taylor & Francis

... **backlinks**, especially **backlinks** from other pages with high ... a Web page in order to **optimize** its ranking and combines these ... that of commercial television where **advertisers** pay television ...

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- What do you mean by web site?
- What are the means of advertising?

FindLaw
https://corporate.findlaw.com › ... › Business Operations

Preferred Partner Agreement - DrKoop.com Inc. and Salon ...

Jan 31, 2001 — Preferred Partner Agreement - DrKoop.com Inc. and Salon Internet Inc.: Learn more about this contract and other key contractual terms and issues by viewing ...

SEC.gov
https://www.sec.gov › Archives › edgar › data

Branded Distributor Marketing Agreement

Jun 25, 1996 — This Branded Distributor Marketing Agreement (Multi-Brand) ("Agreement") is entered into by and between VALERO MARKETING AND SUPPLY COMPANY ("VMSC") and CST ...

https://www.sec.gov › edgar › data › wiqx101 PDF

SOFTWARE DISTRIBUTION AGREEMENT

Nov 15, 2001 — Software Owner grants Publisher a royalty-free nonexclusive right and license to use, publicly display, publicly perform, and duplicate the Software either ...

Federal Trade Commission (.gov)
https://www.ftc.gov › business-guidance › resources › ad...

Advertising FAQ's: A Guide for Small Business

Apr 4, 2001 — What truth-in-advertising rules apply to advertisers? Under the Federal Trade Commission Act:

Staples
https://www.staples.com › sbd › content › open › partner...

Writing a Partnership Agreement

Jan 31, 2001 — Create your written partnership agreement with the assumption that anything that can go wrong with your partnership will. Friction between partners over things ...

Interactive Advertising Bureau
https://www.iab.com › News

Internet Advertising Bureau (IAB) Issues Voluntary ...

Feb 26, 2001 — The new voluntary guidelines for Interactive Marketing Units (IMUs) join the roster of recommended guidelines that the IAB already has in place for banners.

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Harvard Business Review
https://hbr.org › 2000/05 › how-to-acquire-customers ...

How to Acquire Customers on the Web

Jun 15, 2000 — Customer acquisition is one of the biggest challenges facing on-line companies today. Success requires a fresh approach to managing the marketing mix.

Computerworld
https://www.computerworld.com › Retail Industry

Online Profiling

Sep 18, 2000 — Online profiling involves the collection and analysis of customer Web site data - information that can be used to personalize and customize an end user's ...

Chron
https://smallbusiness.chron.com › ... › Business Rules

Rules for Business Partners

Jul 15, 2001 — A partnership agreement is a formal, legally binding document that business partners sign to outline their rights, responsibilities and financial ...
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Society for Human Resource Management
https://www.shrm.org › hr-forms › pages › independe...

Independent Contractor Agreement

Jan 31, 2001 — A sample agreement between a business and an independent contractor.

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Quid Pro Quo: The Barter Agreement

Apr 18, 2000 — On zero budget. How to accomplish this goal? Enter the barter arrangement. Many web sites have an extraordinary amount of unsold inventory each and every month.

World Trade Organization
https://www.wto.org › tratop_e › trips_e › intel2_e

intellectual property - overview of TRIPS Agreement

Jan 31, 2001 — The TRIPS Agreement, which came into effect on 1 January 1995, is to date the most comprehensive multilateral agreement on intellectual property

WA.gov
https://www.courts.wa.gov › GA_RPC_07_03_00 PDF

RPC 7.3 SOLICITATION OF CLIENTS (a) A lawyer may ...

Mar 7, 2000 — (i) the reciprocal referral agreement is not exclusive, and (ii) the client is informed of the existence and nature of the agreement; (5) give nominal gifts ...
3 pages

Minnesota gov
https://www.revisor.mn.gov › statutes › cite

Sec. 82A.02 MN Statutes

Jan 31, 2001 — "Reciprocal program" means any arrangements allowing purchasers to use campgrounds owned or operated by persons other than the membership camping operator ...

National Association of Insurance Commissioners
https://content.naic.org › files › model-law-840 PDF

MO-40-1 ADVERTISEMENTS OF ACCIDENT AND ...

Apr 15, 1999 — "Institutional advertisement" means an advertisement having as its sole purpose the promotion of the reader's, viewer's or listener's interest in the concept of ...
20 pages

5iCreations.com
https://www.5icreations.com › digital-media-glossary

Digital Media Glossary

Apr 15, 1996 — Advertising networks are the sales representatives for the Web sites ... Link building techniques can reciprocal linking, entering barter arrangements, ...

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Justia
https://law.justia.com › codes › article 5 › section 391

California Fish and Game Code § 391 (2021)

Jan 1, 2001 — Fish and Game Code - FGC DIVISION 1 - FISH AND GAME COMMISSION CHAPTER 3 - Other Regulatory Powers ARTICLE 5 - **Reciprocal Agreements** With Adjoining States

Albuquerque Public Schools
https://www.aps.edu › old-procedural-directives › adv...

Advertising, Gifts and Donations - November 1998 Revision

Feb 5, 2001 — All requests for any **advertising agreements** should be made through appropriate cluster assistant ... **Reciprocal** activities initiated by the school.

Mondaq
https://www.mondaq.com › unitedstates › corporate-tax

Tax Court Revisits Grants Of Reciprocal Put And Call Options

Dec 11, 2000 — One concern with respect to such **arrangements** is whether the grant of the **reciprocal** put and call options transfers to the anticipated buyer substantially ...

Casetext
https://casetext.com › ... › Ct. App. › 1995 › May

Blackburn v. Sweeney, 53 F.3d 825

May 3, 1995 — At oral argument, counsel for Blackburn and Green put the percentage of clients brought in by **advertising** at 90%. Whichever figure is accepted, the **reciprocal** ...

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Quid Pro Quo: The Barter Agreement

A long time ago, in a galaxy far far away, Jim had a major client who needed an enormous media placement all over the web. On zero budget. How to accomplish this goal? Enter the barter arrangement. Many web sites have an extraordinary amount of unsold inventory each and every month. And one way to burn some of this inventory without it being all in bonus rotation and overdeliveries is through barter. It's not an uncommon practice. Learn the basics of negotiating barter arrangements.

Author
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(https://www.clickz.com/author/jim-meskauskas/)

Date published
April 18, 2000

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A long time ago, in a galaxy far far away, I worked at an agency that counted among its clients a major search engine. This property, which shall remain nameless (let's just say, it ended up as part of "the happiest place on earth" and was never the same again), was interested in placing an enormous media effort all over the web.

They were looking for audience development on the grandest scale, with ads running on every web site imaginable. The scope of this effort was going to be in the realm of nearly 100 million impressions a month. In 1997, that was an extraordinary volume. Amazon (http://www.amazon.com/), one of our other clients, was one of the preeminent online advertisers and spending a great deal of money, and even they weren't choking through that much online ad inventory.

The budget for this blowout?

Zero dollars.

So how were we going to come close to accomplishing this goal, with a zero-dollar budget?

Enter the barter arrangement. Barter, as the word suggests, is an exchange of something for something else of equally perceived value. According to Merriam-Webster, it means "to trade by exchanging one commodity for another."

Many web sites out there have an extraordinary amount of inventory that goes unsold each and every month. Hundreds of thousands, and sometimes millions of impressions go unloved and unwanted each month. But one way to burn some of this inventory without it being all in bonus rotation and overdeliveries is through barter.

Media bartering goes back to the good old days of media. Large packaged goods companies exchange surplus product inventory for an equal value of media inventory. This is not an uncommon practice.

So it is with online. Let's say my client, Site X, has 1 million impressions left unsold every month. This inventory can be exchanged with Site Y for a certain amount of impressions on Site Y. But is it an impression for impression exchange? Of course not.

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