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NOTICE OF ALLOWANCE AND FEE(S) DUE

26362 7590 10/04/2018
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER

KATSIKIS, KOSTAS J

ART UNIT

PAPER NUMBER

2441

DATE MAILED: 10/04/2018

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/822,974	11/27/2017	Roy Shkedi	14-EP-CON8	8536

TITLE OF INVENTION: Media properties selection method and system based on expected profit from profile-based ad delivery

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	\$1000	\$0.00	\$0.00	\$1000	01/04/2019

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**

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

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

26362 7590 10/04/2018
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

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

Certificate of Mailing or Transmission

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

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

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nonprovisional	UNDISCOUNTED	\$1000	\$0.00	\$0.00	\$1000	01/04/2019

EXAMINER	ART UNIT	CLASS-SUBCLASS
KATSIKIS, KOSTAS J	2441	709-203000

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	
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.

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

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

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

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____



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Scottsdale, AZ 85260			2441	

DATE MAILED: 10/04/2018

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. 15/822,974	Applicant(s) Shkedi, Roy	
	Examiner KOSTAS J KATSIKIS	Art Unit 2441	AIA 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 the Preliminary Amendment filed on 02/12/2018.
☐ 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 37-51. 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 areply 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 <u>11/27/2017, 05/10/2018</u> .	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. _____.	

/KOSTAS J KATSIKIS/ Primary Examiner, Art Unit 2441	
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REASONS FOR ALLOWANCE

1. Claims 37-51 are allowed.

2. The following is an examiner's statement of reasons for allowance:

In interpreting the currently allowed claims, in light of the specification, the Examiner finds the claimed invention to be patentably distinct from the closest prior art of record.

Brian O'Kelley (United States Patent Application Publication No. US 2006/0122879 A1), hereinafter "O'Kelley" discloses a system and method of pricing an electronic advertisement that includes receiving a request for an electronic advertisement to be presented to a visitor, setting a price of the electronic advertisement, and presenting the electronic advertisement to the visitor (**See O'Kelley, Abstract**).

Charles A. Eldering (United States Patent No. US 6,324,519 B1), hereinafter "Eldering" discloses receiving information about at least one of a plurality of profile attributes possibly applicable to an electronic visitor, and an advertisement correlated with the profile-attribute information received about the visitor. Characterization ad information is correlated with a consumer profile and transmitted by an advertiser, and upon acceptance of a bid for an advertisement, an ad is delivered to a consumer. A profiler maintains a consumer profile server containing characterization information of

the consumer, the consumer profile being determined based on viewing habits of the consumer, obtaining importance of the ad in demographic and product profile by interest categories and spent viewing time (**Eldering, Abstract, FIG. 1A-1B, FIG. 2A-2D, col. 1, line 31-col. 2, line 21, col. 2, line 58-col. 3, line 25, col. 3, lines 56-64, col. 4, line 7-col. 5, line 58**).

Ramer et al. (United States Patent Application Publication No. US 2013/0254035 A1), hereinafter “Ramer” discloses a system configured to perform steps of receiving a request from an ad network for a wireless operator user profile datum, wherein the ad network includes a bidding platform configured to receive bids from third-party bidders, receiving from the bidding platform data representative of which of the third-party bidders within the ad network have a right to request the wireless operator user profile datum based on the respective bids submitted by each of the third-party bidders, receiving a financial consideration from the ad network, delivering the wireless operator user profile datum to the ad network for delivery to the third-party bidders within the ad network having the right to request the wireless operator user profile datum, and sharing a portion of the financial consideration with a corresponding wireless operator from which the wireless operator user profile datum is derived (**See Ramer, Abstract**).

Furthermore, **Ramer** discloses an algorithm facility 144 with filters (See FIG. 1) that receives a user's input in the form of a problem and evaluates the problem by applying the set of all potential solutions available within the search space. At its most basic, **Ramer** teaches that the algorithm facility 144 may apply naive/uninformed search

algorithms consisting of the most intuitive solution(s) available within the search space. Alternatively, the algorithm facility 144 may also employ informed search algorithms based on heuristics that utilize intelligence about the elements of the search space in order to minimize search time and resource allocation of the algorithm facility 144. The algorithm may serve to promote or demote content for display 172 to the user based upon the frequency of queries, the frequency of clicks or clickthroughs, the velocity of queries, the site of the search launch, storefront visit, or mobile website, community tagging, mobile user scoring, or alternatively based upon domain restrictions (**See Ramer, FIG. 1, paragraph [0116]**).

Moreover, **Ramer** teaches that a collaborative filtering protocol generally involves the collection of preference data from a large group of users. The preference data may be analyzed statistically to identify subgroups, or characteristics of subgroup members, with similar preference profiles. Various weighted average, fuzzy logic, or other techniques may be used to summarize or model a preference subgroup, and a preference function may be created using the model/summary. This function may then be used to match new users to an appropriate preference subgroup. In certain embodiments, **Ramer** teaches that such information may be collected from many individual mobile subscriber characteristic data sets, and data may be collected from many mobile communication facility users. For example, a wireless provider 108 (See again, FIG. 1) may collect preference data from a large group of its customers. In embodiments, the data may be collected from non-mobile users and may relate to preference information collected from other on-line or off-line activities (**See Ramer,**

FIG. 1, paragraph [0119]).

Goldman et al. (United States Patent Application Publication No. US 2007/0162396 A1), hereinafter “Goldman” discloses a system and method for determining advertisement placement based on preprocessed content. In particular, a first content available over a network is retrieved. One or more first-type elements associated with the first content using a rule-based algorithm is selected. The one or more first-type elements are selected from a plurality of predefined elements associated with a topic and/or industry. A corresponding score is assigned to the one or more first-type elements based on relevancy. A narrower scope of an ad related topic is provided based on the corresponding scores of the one or more first-type elements to increase the value of an ad placement (**See Goldman, Abstract**).

More specifically, **Goldman** discloses a system 100 (See FIG. 1) that also provides unique opportunities in behavioral targeting. For example, by tracking a user's use of the system 100, **Goldman** teaches that a profile of the user's interests may be generated. Tracking opportunities for a user exist, for example, when the user initially signs up for a login and password, when the user subscribes to publications and interest channels, when the user selects elements of interest from the knowledge discovery display 160 and when the user saves and forwards articles. The user's behavior may be tracked over an extended period of time and stored on servers. **Goldman** further teaches that conventional “cross publication” behavioral targeting methods typically use cookies which are stored on the user's computer, and notes that such use of cookies is sub-optimal because users (i) often have multiple computers, (ii) delete their cookies

frequently, (iii) may be in work environments that do not allow computers to record cookies and (iv) change their computers from time to time. The information tracked by the system 100 can be used to highlight content of interest for each user (i.e. create a customized online news experience without much effort on the part of the user) and finely target each user for advertising placement. All the data regarding the user's interests may be maintained in a database and used to indicate which documents and/or elements may also be of interest to the user. For example, certain documents and/or elements may be highlighted with another color, indicating that these elements may also be of interest. Such determination can be tested by also tracking whether the user selects a document/element that is indicated to be of interest. If the user does click on it, this is a reinforcement and such interest can be weighted even higher. Data stored in the database may be deleted after a certain period of time if the user has not indicated any further interest in a particular item. Further, the relationship between elements/items in the database generally can be used to suggest items. Such relationships may be created manually (e.g. Odessa is inside Ukraine so interest in Odessa might indicate interest in Ukraine) or by virtue of statistical analysis of the relationships in the database (e.g. Hank Greenberg and AIG are heavily correlated, so interest in Hank Greenberg would suggest an interest in AIG) (**See Goldman, FIG. 1, paragraph [0171]**).

Jain et al. (United States Patent Application Publication No. US 2007/0179846 A1), hereinafter "Jain," discloses a mechanism that facilitates a new advertising and/or referral architecture in the Internet advertising space, e.g., for

advertising on search engine web pages and/or on content web pages. A mechanism is provided for ad targeting and pricing based upon customer behavior. Accordingly, the ad(s) displayed to customers can be based upon the customer's transaction history. The transaction history can be determined based upon a distribution of points the customer receives upon completing a transaction with a merchant as well as search terms or keywords within a query or a document. The transaction history can be private and can be modified and/or purged by the customer to ensure the proper types of ads are displayed (**See Jain, Abstract**).

In one embodiment, **Jain** discloses a computer implemented system 200 (See FIG. 2) that ranks advertisers and/or consumers and facilitates equitable use of advertising space. Generally, the system 200 can include a search engine website (SEW) 202 coupled to the Internet 106 that can host an ad 204 for an advertiser 206 at a price that varies according to an advertiser ranking 208. Also depicted is the search engine provider (SEP) 104 that hosts and/or maintains the SEW 202 and that can compute the advertiser ranking 208 based at least in part upon a rating from a consumer 210 who clicked on the ad 204 and completed a purchase from the advertiser 206 (**See Jain, FIG. 2, paragraph [0042]**).

Furthermore, **Jain** discloses one known pricing mechanism to allow advertisers to bid on ad space, resulting in a display of ads from advertisers who paid the most, irrespective of the value to the consumer. Another pricing mechanism disclosed by **Jain** is a function of the bid multiplied by a click-through rate (CTR), yet this function does not accurately depict how a consumer truly values an ad because there is a strong incentive to commit click-fraud and very little in the way of prevention or effective

detection. For example, **Jain** teaches that click-through schemes commonly employ revenue splitting with the user who clicks on an ad or a third party publisher, which provides a monetary incentive to get as many clicks-through as possible without an incentive for those click-throughs to be germane. Moreover, even when the click-through revenue is allocated entirely to the underlying SEP, a competitor of the advertiser can be benefited by click-fraud by when the advertiser is forced to pay large marketing sums due to the click-throughs (**See Jain, paragraph [0080]**).

Additionally, with reference to FIG. 8, **Jain** discloses a computer-implemented method 800 for employing purchase history and behavioral targeting. At 802, a purchase history for a consumer can be compiled. The purchase history can be based upon purchases and/or transactions of the consumer that are sufficiently verified. For example, a transaction can be potentially verified when a consumer provides feedback relating to a transaction, when points are deposited into the consumer's points account, when the consumer exchanges points for products or services offered by the SEP, and the like. At 804, the purchase history can be employed to provide behavioral targeting. For example, consumer information can be related to an IP address, a machine ID, stored in a cookie, or another means known in the art to identify the consumer to the SEW. As such, upon visiting the SEW, or as a result of a search query a determination can be made as to what ad or ads should be displayed, e.g., as a way of targeting appropriate ads to the consumer based upon the consumers purchase history. As such, the value of advertisements can be increased, which, unlike more invasive or annoying methods, is often welcomed by consumers if presented properly, as shown. At 806 the price of the ad space for the ad displayed at 804 can vary. For example,

Jain expressly teaches that since behavioral targeting can increase the value of particular ads the SEP can select only those applicable ads from particular advertisers, such as advertisers with higher advertiser rankings and/or charge a premium for the ad space (**See Jain, FIG. 8, paragraphs [0090]-[0091]**).

However, the prior art of records, individually or in combination, fail to explicitly teach or render obvious the features and limitations of the broadest independent claim (method claim 37), including, automatically with a first computer system (i.e., the first computer system), at a first time, triggered by a visit of a first visitor computerized device to a first website, causing a second computer system not controlled by the first entity, which second computer system controls advertising space on a plurality of media properties not controlled by the first entity at the first time, to electronically tag the first visitor computerized device, without transferring to the second computer system any profile information related to the first visitor computerized device, which tag is readable by computers operating under a domain of the second computer system and electronically marks the first visitor computerized device as a device of a visitor for which the first entity has profile information, recording, in a first profile associated with the first visitor computerized device maintained by the first computer system, profile information collected during the visit of the first visitor computerized device to the first website, electronically transferring to the second computer system a condition specific to the first visitor computerized device for allowing delivery of an advertisement to the first visitor computerized device within media property advertising space controlled by the second computer system, and at a second

time, later than the first time, upon receiving a redirection of the first visitor computerized device while the first visitor computerized device is visiting one of the plurality of media properties, which redirection is received following the second computer system checking the condition and determining that the condition is met, causing a selected advertisement to be served to the first visitor computerized device, which advertisement is based on the profile information collected during the visit of the first visitor computerized device to the first website, which profile information is in the profile related to the first visitor computerized device maintained by the first computer system.

Each of independent claims 42 and 47 are narrower in scope than independent claim 37, as each of independent claims 42 and 47 perform limitations substantially as described in method claim 37 and also contain additional features than method claim 37; therefore, they are also allowed.

Dependent claims 38-41, 43-44 and 48-51 further limit the allowed independent claims 37, 42 and 47, respectively; therefore, they are also allowed.

3. 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."

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to KOSTAS J. KATSIKIS whose telephone number is

(571)270-5434. The examiner can normally be reached on Monday-Friday, 9:00am-5:00pm.

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, Wing F. Chan can be reached on 571-272-7493. 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.

/KOSTAS J KATSIKIS/
Primary Examiner, Art Unit 2441

Notice of References Cited	Application/Control No. 15/822,974		Applicant(s)/Patent Under Reexamination Shkedi, Roy	
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U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20110258049-A1	10-2011	Ramer; Jorey	G06F17/30867	705/14.66
*	B	US-20130232001-A1	09-2013	van Datta; Glen	G06Q30/02	705/14.45
*	C	US-20140324576-A1	10-2014	van Datta; Glen	A63F13/12	705/14.49
*	D	US-20120209705-A1	08-2012	Ramer; Jorey	G06F17/30867	705/14.51
*	E	US-8751310-B2	06-2014	van Datta; Glen	G06Q30/02	705/14.58
*	F	US-20120215639-A1	08-2012	Ramer; Jorey	G06F17/30867	705/14.53
*	G	US-20090254971-A1	10-2009	Herz; Frederick S. M.	G06Q10/10	726/1
*	H	US-20070078706-A1	04-2007	Datta; Glen van	G06Q30/02	705/14.5
*	I	US-20070079331-A1	04-2007	Datta; Glen van	A63F13/12	725/42
	J					
	K					
	L					
	M					

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

NON-PATENT DOCUMENTS

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

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

<i>Search Notes</i> 	Application/Control No. 15/822,974	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner KOSTAS J KATSIKIS	Art Unit 2441

CPC - Searched*		
Symbol	Date	Examiner
G06Q30/02, 0241, 0242, 0246, 0247, 0249, 0255, 0269, 0273, 0277	09/27/2018	KK
H04L67/22, 306	09/27/2018	KK

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner
705	14, 14.49, 14.51, 14.52, 14.53, 14.66, 14.67, 14.73	09/27/2018	KK

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

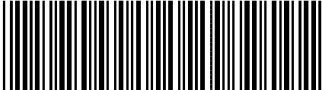
/KOSTAS J KATSIKIS/ Primary Examiner, Art Unit 2441	/KOSTAS J KATSIKIS/ Primary Examiner, Art Unit 2441
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<i>Search Notes</i> 	Application/Control No. 15/822,974	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner KOSTAS J KATSIKIS	Art Unit 2441

Search Notes		
Search Notes	Date	Examiner
EAST (USPAT, US-PGPUB) - see search history printout.	09/27/2018	KK
EAST (EPO, JPO, FPRS) - see search history printout.	09/27/2018	KK
705/14, 14.49, 14.51, 14.52, 14.53, 14.66, 14.67, 14.73	09/27/2018	KK
G06Q30/02, 0241, 0242, 0246, 0247, 0249, 0255, 0269, 0273, 0277	09/27/2018	KK
H04L67/22, 306	09/27/2018	KK
Examiner conducted Inventor Name, Applicant Name, and Assignee searches in EAST for Double Patenting.	09/27/2018	KK
Examiner conducted NPL search (Google Web, Google Patents, Google Scholar - see attached search history printouts).	09/27/2018	KK

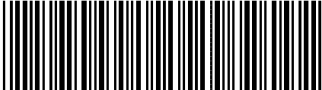
Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
	See Interference Search History Printout.	09/27/2018	KK

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<i>Index of Claims</i> 	Application/Control No. 15/822,974	Applicant(s)/Patent Under Reexamination Shkedi, Roy
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✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

CLAIMS										
☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☒ T.D. ☐ R.1.47										
CLAIM		DATE								
Final	Original	09/27/2018								
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	2	-								
	3	-								
	4	-								
	5	-								
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3	39	=								
4	40	=								
5	41	=								
6	42	=								

<i>Index of Claims</i> 	Application/Control No. 15/822,974	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner KOSTAS J KATSIKIS	Art Unit 2441

CLAIM		DATE								
Final	Original	09/27/2018								
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8	44	=								
9	45	=								
10	46	=								
11	47	=								
12	48	=								
13	49	=								
14	50	=								
15	51	=								

Issue Classification 	Application/Control No. 15/822,974	Applicant(s)/Patent Under Reexamination Shkedi, Roy
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CPC						
Symbol					Type	Version
G06Q	/	30	/	0255	F	2013-01-01
G06Q	/	30	/	02	I	2013-01-01
G06Q	/	30	/	0241	I	2013-01-01
G06Q	/	30	/	0242	I	2013-01-01
G06Q	/	30	/	0246	I	2013-01-01
G06Q	/	30	/	0247	I	2013-01-01
G06Q	/	30	/	0249	I	2013-01-01
G06Q	/	30	/	0269	I	2013-01-01
G06Q	/	30	/	0277	I	2013-01-01
G06Q	/	30	/	0273	I	2013-01-01
H04L	/	67	/	22	I	2013-01-01
H04L	/	67	/	306	I	2013-01-01

CPC Combination Sets				
Symbol	Type	Set	Ranking	Version
/				

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	15	
/KOSTAS J KATSIKIS/ Primary Examiner, Art Unit 2441	27 September 2018	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	3

Issue Classification 	Application/Control No. 15/822,974	Applicant(s)/Patent Under Reexamination Shkedi, Roy
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INTERNATIONAL CLASSIFICATION			
CLAIMED			
G06Q		30	02
H04L		29	08
NON-CLAIMED			

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS

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

NONE (Assistant Examiner)		Total Claims Allowed: 15	
/KOSTAS J KATSIKIS/ Primary Examiner, Art Unit 2441 (Primary Examiner)		27 September 2018 (Date)	O.G. Print Claim(s) 1
			O.G. Print Figure 3

Issue Classification 	Application/Control No. 15/822,974	Applicant(s)/Patent Under Reexamination Shkedi, Roy
	Examiner KOSTAS J KATSIKIS	Art Unit 2441

☐ Claims renumbered in the same order as presented by applicant	☐ CPA	☒ T.D.	☐ R.1.47
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CLAIMS															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
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	2		11		20		29	2	38	11	47				
	3		12		21		30	3	39	12	48				
	4		13		22		31	4	40	13	49				
	5		14		23		32	5	41	14	50				
	6		15		24		33	6	42	15	51				
	7		16		25		34	7	43						
	8		17		26		35	8	44						
	9		18		27		36	9	45						

NONE (Assistant Examiner) _____ (Date) _____		Total Claims Allowed: 15	
/KOSTAS J KATSIKIS/ Primary Examiner, Art Unit 2441 (Primary Examiner) _____ (Date) 27 September 2018		O.G. Print Claim(s) 1	O.G. Print Figure 3

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Serial No.: 15/822,974
Applicant: Shkedi, Roy
Filed: 11/27/2017
Art Unit: 2441 (in parent)
Examiner: Katsikis, Kostas J. (in parent)
Conf. No.: 8536

U.S. PATENT DOCUMENTS

Examiner	Document		Publication	Name of Patentee or
<u>Initials</u>		<u>Number</u>	<u>Date</u>	<u>Applicant of Cited Document</u>
	<u>Item</u>		<u>MM/DD/YYYY</u>	
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	2	5359508	10/25/1994	Rossides
	3	5442633	08/15/1995	Perkins et al.
	4	5572643	11/05/1996	Judson
	5	5710884	01/20/1998	Dedrick
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	25	5948061	09/07/1999	Merriman, et al.
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<u>Initials</u>	<u>Item</u>	<u>Number</u>	<u>Date</u>	<u>Applicant of Cited Document</u>
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	28	5999912	12/07/1999	Wodarz et al.
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	46	6216129	04/10/2001	Eldering
	47	6269361	07/31/2001	Davis et al.
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	49	6285991	09/04/2001	Powar
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	53	6366298	04/02/2002	Haitsuka et al.
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	69	6868525	03/15/2005	Szabo
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	79	7065550	06/20/2006	Raghunandan
	80	7085682	08/01/2006	Heller et al.
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	89	7580855	08/25/2009	Fernandes
	90	7756744	07/13/2010	Schiff et al.
	91	7797274	09/14/2010	Strathearn et al.
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	93	7899801	03/01/2011	Bronson et al.
	94	7930252	04/19/2011	Bender et al.
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	102	8364540	01/29/2013	Soroca et al.
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	104	8527352	09/03/2013	Chatwin et al.

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	105	8554940	10/08/2013	Jennings et al.
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	128	20020123928	09/05/2002	Eldering et al.
	129	20020133399	09/19/2002	Main
	130	20020143632	10/03/2002	Walter et al.

Examiner: /KOSTAS J KATSIKIS/

Date Considered: 09/27/2018

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	<u>Item</u>		<u>MM/DD/YYYY</u>	
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Examiner: /KOSTAS J KATSIKIS/

Date Considered: 09/27/2018

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

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Form PTO-1449 (Modified)
List of Patents and Publications For
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Page 17 of 19

Serial No.: 15/822,974
Applicant: Shkedi, Roy
Filed: 11/27/2017
Art Unit: 2441 (in parent)
Examiner: Katsikis, Kostas J. (in parent)
Conf. No.: 8536

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Date Considered: 09/27/2018

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Form PTO-1449 (Modified)
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Information Disclosure Statement

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Serial No.: 15/822,974
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 Art Unit: 2441 (in parent)
 Examiner: Katsikis, Kostas J. (in parent)
 Conf. No.: 8536

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Serial No.: 15/822,974
Applicant: Shkedi, Roy
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Art Unit: 2441 (in parent)
Examiner: Katsikis, Kostas J. (in parent)
Conf. No.: 8536

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Examiner: /KOSTAS J KATSIKIS/

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

Serial No.: 15/822,974
 Inventor: Shkedi, Roy
 Filed: 11/27/2017
 Art Unit: ~~2447~~
 Examiner: Katsikis, Kostas K.
 Conf. No.: 8536

Page 1 of 1

U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant of Cited Document
/K. J. K./		6044376	03/28/2000	Kurtzman, II

FOREIGN PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Inventor	Translation Yes / No
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OTHER ART

Examiner Initials	Cite No.	AUTHOR, Title, Date, Pertinent Pages, Etc.
/K. J. K./		Yahoo's Invalidity Contentions (pages related to parent patents in this family); AlmondNet, Inc. et al. v. Yahoo! Inc., Civil Action No. 16-cv-1557-ILG-SMG, U.S. District Court for the Eastern District of New York; June 30, 2017
/K. J. K./		Exhibits C-1 through C-12 (as revised) of Yahoo's Invalidity Contentions cited above; June 30, 2017 and August 22, 2017

Examiner: /KOSTAS J KATSIKIS/

Date Considered: 09/26/2018

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

Providing collected **profiles** to **media properties** having specified interests

R Shkedi - US Patent 8,280,758, 2012 - Google Patents

... **property** operates within a different **media** than the first **media property**, the **tagging** of the ... half of the revenues the PO company generates from ads delivered by **media properties** based on ... **media property** by the **profile** owner will later choose to visit the low-reach **media property** ...

☆ 77 Cited by 61 Related articles All 5 versions 🔍

On-line interactive system and method for providing content and **advertising** information to a targeted set of viewers

YR Brown, MB Walker - US Patent 6,026,368, 2000 - Google Patents

... table contains the definition **data** for each entity type that is available to all **users** and all ... included in a content segment play list 21segment **media** type inherited from the **media** type in ... folders for the content segments that are related to the campaigns available to the current **user** ...

☆ 77 Cited by 918 Related articles All 2 versions 🔍

Method and apparatus for local **advertising**

A Gupta, S Venkataraman, G Baehr - US Patent 6,487,538, 2002 - Google Patents

... Each block has **properties** such as name, type, and value ... The combination of the name and delimiting characters is referred to as a marker, or **tag** ... The mass storage 212 may include both fixed and removable **media**, such as magnetic, optical or magnetic optical storage systems ...

☆ 77 Cited by 751 Related articles All 2 versions 🔍

Media properties selection method and system based on expected profit from **profile**-based ad delivery

R Shkedi - US Patent 7,747,745, 2010 - Google Patents

... for the **media property**, then the BT company 30 can arrange for the **tagging** of the ... its ads appear on **media properties** that have certain content and not on other **media properties**, a **media** ... agree to show ads from a certain category (for example, a sports **media property** might not ...

☆ 77 Cited by 48 Related articles All 5 versions 🔍

Systems and methods for social **media data** mining

J Feng, LDA Barbosa, V Torres - US Patent 9,282,517, 2016 - Google Patents

... not performed a legal analysis and makes no representation or warranty as to the accuracy of the list.) AT&T Intellectual **Property** I LP Original Assignee AT&T Intellectual **Property** I LP ... The process indexes the **data** to allow for efficient retrieval of social **media** by its **properties** ...

☆ 77 Cited by 156 Related articles All 4 versions 🔍

Systems and methods for prioritized selection of **media properties** for providing **user profile** information used in **advertising**

R Shkedi, A Pinhasi, D Ben-Yishai... - US Patent App. 12 ..., 2011 - Google Patents

... Any such **tagging** by a **media property** (ie, placement, recognition, or modification of a ... during a single encounter, or (ii) for selecting, among the identified **media properties**, those that ... which the **profile** owner has collected **profile** information, of which **media property** has received ...

☆ 77 Cited by 26 Related articles All 2 versions 🔍

Method of determining the effect of internet **advertisement** on offline commercial activity

M Perry - US Patent App. 10/213,151, 2004 - Google Patents

... Such services may include placement of **advertisements** on a publisher's digital **property**, consulting services ... and publisher's customers and visitors to the advertiser's and publisher's digital **properties** ... for storing programs and **data**, and a computer-readable **media** drive, such ...

☆ 77 Cited by 89 Related articles All 2 versions 🔍

System and method for consumer-selected **advertising** and branding in interactive **media**

LL Kusumoto, ED Sacerdoti, LJ Sigler... - US Patent ..., 2010 - Google Patents

... programmable displays on clothing, automobiles, or other personal or real **property**, or "real ... the selected **advertisement** group using the virtual world, wherein the **users** have access ... dress, sticker, billboard, poster, vending machine, programmable paper, or **media** projected onto ...

☆ 77 Cited by 269 Related articles All 4 versions 🔍

Content-targeted advertising using collected user behavior data

Y Cui, N Shivakumar, A Carobus, D Jindal... - US Patent App. 10 ..., 2005 - Google Patents

... of that content (for example, e-mail fields and associated **data**, HTML **tags** and associated ... of content rendering applications include an Internet browser (eg, Explorer or Netscape), a **media** player (eg ... [0075]. A "content owner" is a person or entity that has some **property** right in ...

☆  Cited by 426 Related articles All 2 versions **Targeted online, telephone and television advertisements based on cross-service subscriber profiling**

D Small, C Ou, R Savor, S Sposato - US Patent 8,505,046, 2013 - Google Patents

... the list.) AT&T Intellectual **Property** I LP Original Assignee AT&T Intellectual **Property** I LP ... to facilitate advertisers distributing **advertisements** to either targeted website publishers or targeted end **users** ... sites on the Internet based World Wide Web, which attract end **user** visits, or ...

☆  Cited by 119 Related articles All 4 versions 

Bibliographic Data

Application No: 15/822,974

Foreign Priority claimed: ☐ Yes ☒ No

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

Verified and Acknowledged: /KOSTAS J KATSIKIS/

Examiner's Signature

Initials

Title:

Media properties selection method and system based on expected profit from profile-based ad delivery

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/27/2017	709	2441	14-EP-CON8
RULE			

APPLICANTS

AlmondNet, Inc., Long Island City, NY, UNITED STATES

INVENTORS

Roy Shkedi Forest Hills, NY, UNITED STATES

CONTINUING DATA

This application is a CON of 15360762 11/23/2016 PAT 9830615

15360762 is a CON of 14960237 12/04/2015 PAT 9508089

14960237 is a CON of 14620502 02/12/2015 PAT 9208514

14620502 is a CON of 14201494 03/07/2014 PAT 8959146

14201494 is a CON of 13491454 06/07/2012 PAT 8671139

13491454 is a CON of 12823709 06/25/2010 PAT 8204783

12823709 is a CON of 11763286 06/14/2007 PAT 7747745

11763286 has PRO of 60805119 06/19/2006

11763286 has PRO of 60804937 06/16/2006

FOREIGN APPLICATIONS

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Patents

media properties tagging users profile data advertising space

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Providing collected profiles to media properties having specified interests

US WO • Application US20070254491A1 • Roy Shkedi • Almondnet, inc.

Priority 2006-06-19 • Filing 2007-06-19 • Publication 2007-12-20

... ads delivered based on travel profiles provided by the PO company to a media property). The PO company stores, as part of the visitor's profile, data ... an ad space viewed by a visitor. The tag can be placed on the device used by the user to access the first media property where the user's profile was ...

... of media properties for providing user profile information used in advertising

CA GB US WO • Application US20110235256A1 • Roy Shkedi • Roy Shkedi

Priority 2009-08-05 • Filing 2009-08-05 • Publication 2011-02-10

... can be estimated based on estimates or data for the reach and frequency of the media property (defined below) and an expected lifetime of the profile ... Such limitations or similar constraints on electronic or network traffic can adversely affect the potential monetization of ad space or user profile ...

Media properties selection method and system based on expected profit from ...

US WO • Grant US7747745B2 • Roy Shkedi • Almondnet, inc.

Priority 2006-06-16 • Filing 2007-06-14 • Grant 2010-06-29 • Publication 2010-06-29

... information about the visitor, authorizing said at least one selected second media property on the lookup data structure associated with the profile- ... an ad space viewed by a visitor. The tag can be placed on the device used by the user to access the first media property where the user's profile was ...

... and apparatus for creation, distribution, assembly and verification of media

US • Application US20060018904A1 • Dwight Marcus • Dwight Marcus

Priority 2000-09-08 • Filing 2005-06-16 • Publication 2006-01-19

wherein a first tag indicates look and feel data. 85. The media distribution system of claim 14 wherein said user profile contains demographic ... Website Advertising Business Model An example embodiment interacts with a website such as the one described below that houses a universe of ...

Categorization of a mobile user profile based on browse behavior

US • Grant US8181271B2 • Jorey Ramer • Jumptap, inc.

Priority 2005-11-05 • Filing 2007-10-30 • Grant 2012-03-06 • Publication 2012-03-06

meta data. 40. The computer-readable medium of claim 32, wherein the category of user profile is further created based at least in part on an ... A sponsored result may be presented to the user of a mobile communication facility 102 as a result of an auction for advertising space on the mobile ...

... and apparatus for creation, distribution, assembly and verification of media

US • Application US20020092619A1 • Dwight Marcus • Dwight Marcus

Priority 2000-09-08 • Filing 2001-09-11 • Publication 2002-07-11

... rule-sets governing the assembly of media assets [0504] user-profile and use data will be employed to update the demography/psychography of the user ... ads, which are best implemented as independent advertisements (though need not be) contain clips within themselves that bear tagging of attributes ...

Consumption Profile for Mobile Media

CA EP US WO • Application US20060229122A1 • Kavi Mahareh • Quickplay Media inc.

Priority 2006-12-13 • Filing 2007-12-13 • Publication 2008-08-21

... attributes associated with devices, users, and the like. Facilities of a mobile media platform 100 may tag content 108 A based on consumption profiles ... Ad spaces and sponsorships may be built using the platform. The mobile media platform may be associated with an ad fulfillment engine. The ad ...

Aggregation and enrichment of behavioral profile data using a monetization ...

US • Application US20090240366A1 • Jorey Ramer • Jorey Ramer

Priority 2005-09-14 • Filing 2009-03-09 • Publication 2009-09-24

... rankings or scores. The recommendation engine may also, or instead, use the device type as one of the attributes when calculating recommendations. ... receiving a request from an ad server for a mobile communication facility user behavioral profile, wherein the data used to create the user ...

Aggregation of behavioral profile data using a monetization platform

US • Application US2009024711A1 • Jorey Ramer • Jorey Ramer

Priority 2005-09-14 • Filing 2009-03-09 • Publication 2009-09-17

... and properties may be related to the mobile content profile or to elements thereof. The capabilities and properties may be embodied as a data element ... A sponsored result may be presented to the user of a mobile communication facility 102 as a result of an auction for advertising space on the mobile ...

Categorization of a mobile user profile based on browse and viewing behavior

US • Application US20120088896A1 • Jorey Ramer • Jorey Ramer

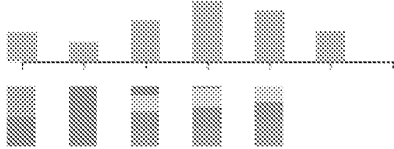


Priority 2005-09-14 • Filing 2011-10-20 • Publication 2012-04-12
... rankings or scores. The recommendation engine may also, or instead, use the device type as one of the attributes when calculating recommendations. ... In embodiments, the wireless provider data may include advertisement tag data. In embodiments, a category may be created including a user profile ...

Next > >>

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Relative count of top 5 values

Assignees	Inventors	CPCs
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G06F17/30905 G06F17/30761 G06F17/30749 G06F17/30755		
Dennis Doughty		11.1%
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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	1	"15822974"	US-PGPUB; USPAT	ADJ	ON	2018/09/27 17:30
S2	1	"20180144365"	DERWENT	ADJ	ON	2018/09/27 18:18
S3	58808	705/14\$	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:20
S4	4427	705/14.49\$	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:27
S5	1072	705/14.51\$	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:27
S6	1240	705/14.52\$	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:27
S7	3589	705/14.53\$	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:27
S8	4179	705/14.66\$	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:27
S9	631	705/14.67\$	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:27
S10	3184	705/14.73\$	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:27
S11	56613	G06Q30/02.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:29
S12	8400	G06Q30/0241.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:29
S13	2957	G06Q30/0242.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:29
S14	1910	G06Q30/0246.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:29
S15	1274	G06Q30/0247.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:29
S16	5517	G06Q30/0255.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:29

S17	8429	G06Q30/0269.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:30
S18	8737	G06Q30/0277.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:30
S19	3996	G06Q30/0273.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:30
S20	566	G06Q30/0249.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:30
S21	12794	H04L67/22.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:30
S22	18490	H04L67/306.CPC.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:30
S23	98294	(tag\$4 or cookies or cookie or cooky) near4 (user or browser)	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:32
S24	36890	profile near4 (relevant or relevance or relevancy or interest or hobby or hobbies)	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:32
S25	14186	(advertising or advertisement) near (space or domain or platform)	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:33
S26	76767	target\$4 near (user or visitor or advertisement or advertising)	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:34
S27	4445	S23 same3 S26	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:34
S28	224	S24 same3 S25	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:34
S29	114	S27 and S28	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:34
S30	66	S3 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
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S33	1	S6 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S34	8	S7 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
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S37	1	S10 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S38	102	S11 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S39	52	S12 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S40	1	S13 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S41	18	S14 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S42	0	S15 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S43	58	S16 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S44	85	S17 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S45	65	S18 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S46	30	S19 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S47	0	S20 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:35
S48	52	S21 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:36
S49	55	S22 and S29	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:36
S50	7883	(tag\$4 or cookies or cookie or cooky) near4 (user or browser)	FPRS; EPO; JPO	ADJ	ON	2018/09/27 18:44
S51	1886	profile near4 (relevant or relevance or relevancy or interest or hobby or hobbies)	FPRS; EPO; JPO	ADJ	ON	2018/09/27 18:45
S52	2218	(advertising or advertisement) near (space or domain or platform)	FPRS; EPO; JPO	ADJ	ON	2018/09/27 18:45
S53	12731	target\$4 near (user or visitor or advertisement or advertising)	FPRS; EPO; JPO	ADJ	ON	2018/09/27 18:45
S54	0	S50 and S51 and S52 and S53	FPRS; EPO; JPO	ADJ	ON	2018/09/27 18:45
S55	136	((("Shkedi") near3 ("Roy"))).INV.	US-PGPUB; USPAT; USOCR	ADJ	ON	2018/09/27 18:46

EAST Search History

S56	1	(first and profile and visitor and website and tag and delivery and advertising and condition and media and property and time and controlled and triggered and collected and during and redirection).clm.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:48
S57	284	(first and profile and visitor and website and tag and delivery and advertising and condition and media and property and time and controlled and triggered and collected and during and redirection)	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:48
S58	2	S55 and S57	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:49
S59	66	(AlmondNet near Inc).AS. or (AlmondNet near Inc).AANM. or ("AlmondNet, Inc.").AS.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:51
S60	1	S57 and S59	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:51

9/ 27/ 2018 6:53:27 PM

C:\Users\kkatsikis1\Documents\EAST Workspaces\15822974.wsp

EAST Search History**EAST Search History (Interference)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S61	1	(first and profile and visitor and website and tag and delivery and advertising and condition and media and property and time and controlled and triggered and collected and during and redirection).clm.	US-PGPUB; USPAT	ADJ	ON	2018/09/27 18:52

9/ 27/ 2018 6:53:37 PM**C:\ Users\ kkatsikis1\ Documents\ EAST\ Workspaces\ 15822974.wsp**



media properties tagging users profile data advertising space



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Settings

Tools

About 16,000,000 results (0.94 seconds)

PDF 1 UNITED STATES DISTRICT COURT DISTRICT OF ... - RPX Insighthttps://insight.rpxcorp.com/litigation_documents/12989874

Jul 17, 2018 - controlling ad space on multiple media properties based on a viewer's ... The profile data may reflect what a user did on the website, one example ... above-described entity to associate the tag with the Gath DSP (see para.

PDF advertising recommendation system based on dynamic data analysis ...<https://hrcaak.srce.hr/file/265215>

by O Sevil - 2017 - Related articles

purchasing space or time from communication devices, for the purpose ... as an advertising medium, it has a huge potential for advertising ... obtained from the user's profile and through the filtering technique ... tagging the users through the analysis they conduct on the Twitter and ... profile data self-defined by the user [26].

Online Advertising and Ad Tech Glossary - Industry Reference ...<https://wiki.appnexus.com/display/.../Online+Advertising+and+Ad+Tech+Glossary>

Oct 25, 2017 - When an open slot of ad space is available on the Internet, a user's browser sends ... Ad calls include information from browser cookies and ad tag information ... An ad server may also track clicks on ads and other data. ... Rich media refers generally to media that has non-standard characteristics such as: ...

PDF glossary - Lotamehttps://resources.lotame.com/hubfs/Content_Download/.../Lotame_DMP_Glossary.pdf

Web server used to decide which advertisement is shown to the user. ... Audience Profile Reports. (APR) ... Data Capture in Lotame occurs both client side and server side, but in all ... BCP Tags are the javascript or image placed in a site's code that allows ... uses to manage the content of their media properties and websites.

PDF Glossary - IAB<https://www.iab.com/wp-content/uploads/2016/04/Glossary-Formatted.pdf>

Ad Rotation: Ads are often rotated into ad spaces from a list. This is usually ... established by the IAB and facilitated by the Media Rating Council (MRC), with the ... file directory) used by websites to record data about the user. ... Demographics: Demographics are data about the size and characteristics of a population or.

PDF DATA USAGE & CONTROL PRIMER - IAB<https://www.iab.com/wp-content/uploads/2015/04/IABDataPrimerFinal.pdf>

The IAB would like to thank the members of the Data Primer Working Group for ... data it can provide, digital marketing would be just like every other media channel. ... program has to "guess" at a user's attributes (such as age or sex) the product ... data to quantify the value of their inventory - the advertising space near the.

PDF Networks & Exchanges Quality Assurance Guidelines<https://www.ntia.doc.gov/.../IAB%20Networks%20&%20Exchanges%20Quality%20A...>

furthering the interests of ad networks and ad exchanges in today's complex ad ... Rich media properties ... exchange's existing publisher team or process for site labeling. - Data ... Data Append - User data from one source is linked to a user's profile from another ... Many websites sell advertising space by the number of.

PDF Tag-Based User Profiling for Social Media Recommendation<https://www.aail.org/Papers/Workshops/2008/WS-08-06/WS08-06-006.pdf>

by CC Hung - 2008 - Cited by 48 - Related articles

cult to define the vector space for recommenders. Secondly, ... based on the attributes of either the people or the media contents ... The idea of constructing user profiles from tagging data ... Tagging specific resources creates ad-hoc groups ...

US7861260B2 - Targeted television advertisements based on online ...<https://www.google.com/patents/US7861260>

Using user profile information derived from online activity from one of the online ... STBs often are located physically adjacent to the television set, such as in a media ... to serve ads into ad space acquired by the advertiser on various other websites. ... A tag or cookie placed on mobile device 34 (or stored in a database ...

Rubicon Project Advertising Technology Privacy Policy - Rubicon Project<https://rubiconproject.com/rubicon-project-yield-optimization-privacy-policy/>

9/27/2018

media properties tagging users profile data advertising space - Google Search

May 21, 2018 - Legal basis for Processing User Information (EEA end users only) ... Data Transfers for Residents of the European Economic Area (EEA) ... When you visit a Digital Media Property that uses our technology, we collect ... to enable our clients to buy and sell advertising space on Digital Media Properties.

Searches related to media properties tagging users profile data advertising space

- ad tech glossary
- iab glossary

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