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UTILITY PATENT APPLICATION TRANSMITTAL <i>(Only for new nonprovisional applications under 37 CFR 1.53(b))</i>		Attorney Docket No. 51845-701.201	
		First Named Inventor Charley PAVLOSKY	
		Title INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT	
		Priority Mail Express® Label No.	

APPLICATION ELEMENTS <i>See MPEP chapter 600 concerning utility patent application contents.</i>	ADDRESS TO: Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450
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<ol style="list-style-type: none"> 1. ☐ Fee Transmittal Form (PTO/SB/17 or equivalent) 2. ☒ Applicant asserts small entity status. <i>See 37 CFR 1.27</i> 3. ☐ Applicant certifies micro entity status. <i>See 37 CFR 1.29.</i> <i>Applicant must attach form PTO/SB/15A or B or equivalent.</i> 4. ☒ Specification [Total Pages <u>51</u>] <i>Both the claims and abstract must start on a new page.</i> <i>(See MPEP § 608.01(a) for information on the preferred arrangement)</i> 5. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets <u>14</u>] 6. Inventor's Oath or Declaration [Total Pages <u>6</u>] <i>(including substitute statements under 37 CFR 1.64 and assignments serving as an oath or declaration under 37 CFR 1.63(e))</i> <ol style="list-style-type: none"> a. ☒ Newly executed (original or copy) b. ☐ A copy from a prior application (37 CFR 1.63(d)) 7. ☒ Application Data Sheet * <i>See note below.</i> <i>See 37 CFR 1.76 (PTO/AIA/14 or equivalent)</i> 8. CD-ROM or CD-R <i>in duplicate, large table, or Computer Program (Appendix)</i> <div style="margin-left: 20px;"> ☐ Landscape Table on CD </div> 9. Nucleotide and/or Amino Acid Sequence Submission <i>(if applicable, items a. – c. are required)</i> <ol style="list-style-type: none"> a. ☐ Computer Readable Form (CRF) b. ☐ Specification Sequence Listing on: <ol style="list-style-type: none"> i. ☐ CD-ROM or CD-R (2 copies); or ii. ☐ Paper c. ☐ Statements verifying identity of above copies 	ACCOMPANYING APPLICATION PAPERS <ol style="list-style-type: none"> 10. ☐ Assignment Papers (cover sheet & document(s)) Name of Assignee _____ 11. ☐ 37 CFR 3.73(c) Statement ☐ Power of Attorney <i>(when there is an assignee)</i> 12. ☐ English Translation Document <i>(if applicable)</i> 13. ☐ Information Disclosure Statement (PTO/SB/08 or PTO-1449) <div style="margin-left: 20px;">☐ Copies of citations attached</div> 14. ☐ Preliminary Amendment 15. ☐ Return Receipt Postcard <i>(MPEP § 503) (Should be specifically itemized)</i> 16. ☐ Certified Copy of Priority Document(s) <i>(if foreign priority is claimed)</i> 17. ☒ Nonpublication Request <i>Under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent.</i> 18. ☐ Other: _____ _____ _____ _____
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***Note:** (1) Benefit claims under 37 CFR 1.78 and foreign priority claims under 1.55 **must** be included in an Application Data Sheet (ADS).
 (2) For applications filed under 35 U.S.C. 111, the application must contain an ADS specifying the applicant if the applicant is an assignee, person to whom the inventor is under an obligation to assign, or person who otherwise shows sufficient proprietary interest in the matter. See 37 CFR 1.46(b).

19. CORRESPONDENCE ADDRESS				
☒ The address associated with Customer Number: <u>021971</u> OR ☐ Correspondence address below				
Name				
Address				
City	State	Zip Code		
Country	Telephone	Email		

Signature	/Scott Burkette/	Date	December 27, 2017
Name (Print/Type)	Scott Burkette	Registration No. (Attorney/Agent)	73284

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		
<p>The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.</p> <p>This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.</p>			

Secrecy Order 37 CFR 5.2:

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

Inventor	1				Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Charley		PAVLOSKY		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Santa Barbara	State/Province	CA	Country of Residence	US

Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		

Inventor	2				Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Traci		GILLAND		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	New York	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		

Inventor	3				Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Tony		FANNIN		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

City	Indianapolis	State/Province	IN	Country of Residence	US
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Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		
Inventor	4				Remove
Legal Name					

Prefix	Given Name	Middle Name	Family Name	Suffix	
	Eric		WICKENS		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Fishers	State/Province	IN	Country of Residence	US

Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		
Inventor	5				Remove
Legal Name					

Prefix	Given Name	Middle Name	Family Name	Suffix	
	John	Patrick	WOOTON		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Fishers	State/Province	IN	Country of Residence	US

Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button. Add					

Correspondence Information:

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Customer Number	021971		
Email Address	patentdocket@WSGR.com	<input type="button" value="Add Email"/>	<input type="button" value="Remove Email"/>

Application Information:

Title of the Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		
Attorney Docket Number	51845-701.201	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	14	Suggested Figure for Publication (if any)	

Filing By Reference:

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

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

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

Publication Information:

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

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32). Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.			
Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)
Customer Number	021971		

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
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Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Domestic Benefit/National Stage Information:

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

When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Pending	Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Claims benefit of provisional	62439520	2016-12-28
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.			Add

Foreign Priority Information:

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

			Remove
Application Number	Country ⁱ	Filing Date (YYYY-MM-DD)	Access Code ⁱ (if applicable)
Additional Foreign Priority Data may be generated within this form by selecting the Add button.			Add

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Authorization or Opt-Out of Authorization to Permit Access:

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

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

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

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

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

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

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

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

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Applicant Information:

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

Applicant	1	Remove
<p>If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.</p> <p style="text-align: right;">Clear</p>		
☒ Assignee	Legal Representative under 35 U.S.C. 117	Joint Inventor
Person to whom the inventor is obligated to assign.		Person who shows sufficient proprietary interest
If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:		
<div style="border: 1px solid black; height: 20px; width: 100%;"></div>		
Name of the Deceased or Legally Incapacitated Inventor: <div style="border: 1px solid black; width: 450px; height: 20px;"></div>		
If the Applicant is an Organization check here. ☒		
Organization Name	SeeTv Global, Inc.	
Mailing Address Information For Applicant:		
Address 1	806 East Canon Perdido Street, Unit #2	
Address 2		
City	Santa Barbara	State/Province
Country	US	Postal Code
Phone Number		Fax Number
Email Address		
Additional Applicant Data may be generated within this form by selecting the Add button. Add		

Assignee Information including Non-Applicant Assignee Information:

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Assignee	1			
Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.				
				<input type="button" value="Remove"/>
If the Assignee or Non-Applicant Assignee is an Organization check here.				☐
Prefix	Given Name	Middle Name	Family Name	Suffix
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Mailing Address Information For Assignee including Non-Applicant Assignee:				
Address 1		<input type="text"/>		
Address 2		<input type="text"/>		
City	<input type="text"/>	State/Province	<input type="text"/>	
Country ⁱ	<input type="text"/>	Postal Code	<input type="text"/>	
Phone Number	<input type="text"/>	Fax Number	<input type="text"/>	
Email Address	<input type="text"/>			
Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button.				<input type="button" value="Add"/>

Signature:

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

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

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

Signature	/Scott Burkette/		Date (YYYY-MM-DD)	2017-12-27
First Name	Scott	Last Name	Burkette	Registration Number
				73284
Additional Signature may be generated within this form by selecting the Add button.				<input type="button" value="Add"/>

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

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

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

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

SUBSTITUTE STATEMENT IN LIEU OF AN OATH OR DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (35 U.S.C. 115(d) AND 37 CFR 1.64)

Title of Invention	APPLICATION FOR INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		
This statement is directed to: ☒ The attached application, OR ☐ United States application or PCT international application number _____ filed on _____.			
LEGAL NAME of inventor to whom this substitute statement applies:			
(E.g., Given Name (first and middle (if any)) and Family Name or Surname) Eric Wickens			
Residence (except for a deceased or legally incapacitated inventor):			
City _____	State _____	Country _____	
Mailing Address (except for a deceased or legally incapacitated inventor): _____			
City _____	State _____	Zip _____	Country _____
I believe the above-named inventor or joint inventor to be the original inventor or an original joint inventor of a claimed invention in the application. The above-identified application was made or authorized to be made by me. I hereby acknowledge that any willful false statement made in this statement is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.			
Relationship to the inventor to whom this substitute statement applies: ☐ Legal Representative (for deceased or legally incapacitated inventor only), ☒ Assignee, ☐ Person to whom the inventor is under an obligation to assign, ☐ Person who otherwise shows a sufficient proprietary interest in the matter (petition under 37 CFR 1.46 is required), or ☐ Joint Inventor.			

[Page 1 of 2]

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

If you need assistance in completing the form, call 1-800-PTO-9199 and use Ext. 702.

TK For Ex. 1004, Page 11 of 428

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.

SUBSTITUTE STATEMENT

Circumstances permitting execution of this substitute statement:

- ☒ Inventor is deceased,
- ☐ Inventor is under legal incapacity,
- ☐ Inventor cannot be found or reached after diligent effort, or
- ☐ Inventor has refused to execute the oath or declaration under 37 CFR 1.63.

If there are joint inventors, please check the appropriate box below:

- ☒ An application data sheet under 37 CFR 1.76 (PTO/AIA/14 or equivalent) naming the entire inventive entity has been or is currently submitted.

OR

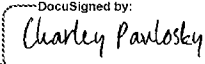
- ☐ An application data sheet under 37 CFR 1.76 (PTO/AIA/14 or equivalent) has not been submitted. Thus, a Substitute Statement Supplemental Sheet (PTO/AIA/11 or equivalent) naming the entire inventive entity and providing inventor information is attached. See 37 CFR 1.64(b).

WARNING:

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PERSON EXECUTING THIS SUBSTITUTE STATEMENT:

Name: **Charley Pavlosky** Date (Optional): 12/21/2017

Signature:  DocuSigned by: Charley Pavlosky
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APPLICANT NAME AND TITLE OF PERSON EXECUTING THIS SUBSTITUTE STATEMENT:

If the applicant is a juristic entity, list the applicant name and the title of the signer:

SEETv Global, Inc.

Applicant Name:

Title of Person Executing
This Substitute Statement: **CEO**

The signer, whose title is supplied above, is authorized to act on behalf of the applicant.

Residence of the signer (unless provided in an application data sheet, PTO/AIA/14 or equivalent):

City *** State *** Country ***

Mailing Address of the signer (unless provided in an application data sheet, PTO/AIA/14 or equivalent)

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City *** State *** Zip *** Country ***

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

**Title of
Invention**

APPLICATION FOR INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT

As the below named inventor, I hereby declare that:

This declaration is directed to: ☒ The attached application, or

☐ United States application or PCT international application number _____
filed on _____.

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

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

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

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LEGAL NAME OF INVENTOR

Inventor: Charley Pavlosky

DocuSigned by:

Date (Optional) : 12/21/2017

Signature: _____

Charley Pavlosky

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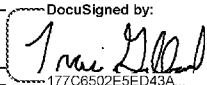
LEGAL NAME OF INVENTOR

Inventor: Traci Gilland

DocuSigned by:

Date (Optional) : 12/21/2017

Signature: _____


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LEGAL NAME OF INVENTOR

Inventor: Tony Fannin

DocuSigned by:

Date (Optional) : 12/22/2017

Signature: _____

Tony Fannin

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LEGAL NAME OF INVENTOR

Inventor: John Patrick Wooton

DocuSigned by:

Date (Optional) : 12/21/2017

Signature: _____

John Patrick Wooton

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INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT

CROSS-REFERENCE

[0001] This application claims the benefit of U.S. Provisional Application Serial No. 62/439,520, filed December 28, 2016, which application is incorporated herein by reference.

FIELD OF THE INVENTION

[0002] The present invention relates generally to video processing technology, and more particularly, relates to a method and apparatus for providing one or more interactive video layers with video media.

BACKGROUND OF THE INVENTION

[0003] For many years, people have enjoyed television and movies as a form of long-form entertainment. Viewers of this form of entertainment are often interested in many aspects of the lives of the characters in television and movies. For example, viewers often emulate or desire the clothes, hairstyles, jewelry, electronics, cars, and other social and economic behaviors of the characters on their favorite TV shows or movies.

[0004] Commercials have long been used by marketers to raise consumer awareness of products and services by directly advertising between programming segments on television. However, media companies and advertisers are facing a dramatic shift in consumer behavior regarding online entertainment. Many consumers view commercials as unwanted interruptions and modern technology is enabling many consumers to avoid watching commercials at all or reducing their exposure to these interruptions. Many consumers are avoiding watching commercials by employing advertisement blocking technology in mass numbers. Alternately many consumers are not buying traditional cable services or are discontinuing their traditional cable services, i.e., cutting the cable, and simply finding alternative sources of entertainment such as NETFLIX[®], HULU[®], HBO[®], and AMAZON[®] services. Cutting the cable can have disastrous results for television shows by reducing the number of available viewers and thereby reducing potential revenue for advertisers.

[0005] For example, an average television show produced in Hollywood with traditional and online distribution combined is about 1 million viewers. That is a low benchmark for value and a television show that continues to perform at that level will ultimately be cancelled in most instances, within 3-6 months of initial distribution resulting in a monetary loss for the producers and owners of the television show. The above mentioned consumer behaviors are increasingly problematic for advertisers because digital advertising is less effective when there simply are not enough viewers of

the television show. As a result, advertising revenue is greatly reduced for content providers, producers, and streaming services of these shows.

[0006] Another form of entertainment is movies, which typically do not have commercials and are somewhat more appealing to consumers who dislike commercials. However, although commercials are not shown in movies, many consumers simply refuse to pay a larger sum of money for viewing a movie in a movie theater when they can simply view the same movie or another form of entertainment for a much smaller amount of money on other online entertainment services. Online or streaming entertainment services are gaining in popularity due to their ease of use, low cost, and no commercials. However, these online entertainment services miss an opportunity for added revenue without advertisers populating their sites.

SUMMARY OF THE INVENTION

[0007] A unique method of aligning the interests of viewers, media companies, and advertisers into a seamless entertainment and marketing experience has been developed. Unique methods of creating one or more interactive video layers that are integrated into a form of entertainment and delivered to users as an online streaming and advertising service. These interactive video layers include a shopping layer that integrates within the entertainment without interruption of the entertainment and is immune to ad blocking and a personal living room that integrates a social media service within the entertainment without interruption of the entertainment. Another interactive video layer includes interactive side rooms in which users can experience a deeper immersion of the television show or movie experience.

[0008] The unique method of generating several interactive video layers onto one platform can be integrated into an existing platform for online streaming of long-form entertainment such as television shows, movies, or other videos. These interactive video layers create a unique model for online advertising within the long-form entertainment. The unique method can generate a first interactive video layer, a second interactive video layer, and a third interactive video layer (including additional interactive video layers) that are integrated onto online streaming entertainment such as long-form entertainment and delivered to a user. As users view the online streaming entertainment with one of the interactive video layers turned on, they are able to purchase the products and/or services that have been integrated into the entertainment while the user views the layer and entertainment on their personal device. This allows users to control their shopping experience without permanent interruption such as windows or prompts that other technology uses. As users view the online streaming entertainment with a second of the interactive video layers turned on, they

are able to interact or talk with other users in a private form of communication on their personal device while watching a television show or movie. As users view the online streaming entertainment with a third of the interactive video layers turned on, they are able to interact with an interactive section that mimics the streaming entertainment environment that the user is watching. These interactive video layers can be applied to the streaming entertainment all at once or one at a time.

[0009] A unique computer-implemented method of processing video media, in particular, long-form entertainment has been developed. The video media has a plurality of objects within one or more frames of the video media that is processed to generate a first interactive video layer. The processing includes associating product information to one or more of the plurality of objects to correspondingly form one or more items of interest. The product information can include an image associated with the product, product name, and a product description. This product information can be valid for a specific date range and geographic location for delivery of the first interactive video layer. In one embodiment, after a specified date range has passed, it will be possible to associate new or different product information to the same or different one or more of the plurality of objects for a new specified date range. In another embodiment, no date range is needed to offer consumers new or different product information. In one embodiment, the new or different product is analogous to the original product. For example, if the user selects an item of clothing worn in the video media, the product information of a non-identical, but analogous, clothing item can be displayed. In another embodiment, the new or different product is presented based on what other users who selected the item have purchased. The new product information can be geographically-targeted or audience-targeted advertising. The ability to update the new product information means the producer's vision for video content can be managed and blended with advertiser and sponsor messages in an off-line, cloud based console, and then delivered as unique experiences that are targeted to viewers based on time, day, location, device, demographic, or other characteristics. Therefore ad blocking by a viewer can be avoided since the advertiser content is selected for the product information and then associated with the one or more of the plurality of objects to create new items of interest and blended into the video media for a specific user. The processing also includes tracking the one or more items of interest through the one or more frames of the video media. The tracking follows the items of interest throughout all of the frames of the video media that the item of interest is in. The processing can include assigning a selectable visual indicator for each of the one or more items of interest. During rendering of the video data on the viewer, the selectable visual indicators for the one or more items of interest are displayed from the first interactive video layer when the first interactive video

layer is turned on. When the user makes a purchase by clicking or selecting the selectable visual indicator to an on position, the user is not directed to another web site; instead, the first interactive video layer is still on while video media is streaming content. Beneficially, the user never leaves the video media and is able to purchase the item of interest while watching their television show or movie and the user continues to view more items of interest as the television show or movie plays.

[0010] The second of the interactive video layers includes social media which allows a user to interact with other users thereby eliminating the need for a second screen (such as a smart phone, tablet, or other personal device) for such an interaction while watching the television show, episode, movie, or other forms of media entertainment. The second of the interactive video layers will provide a public area for users to see a public feed of viewers' comments and reactions to the video media. The second of the interactive video layers will also provide a private area that only invited users can comment, share, and see this social media feed in real time. The data created from the comments of users has great appeal to advertisers and media companies. The detailed comments can be aggregated and provided to advertisers and media companies. These data can be used to infer the emotional state of the viewers and individual likes and dislikes, behaviors, and other characteristics of the viewers.

[0011] The third of the interactive video layers includes an interactive section that mimics the streaming entertainment environment that the user is watching on the episode, television show, movie, or other entertainment. For example, the show's environment can be a bar, fantasy world, apartment, house, or other environment and the third interactive video layer includes an interactive section with a similar environment. The third of the interactive video layers can also include games, bonus content from producers of the show, promotional content, merchandise, interactions with other show fans in a public setting, and the ability to watch related shows or videos, to name a few things that can be included.

[0012] In some embodiments of the disclosure, users' actions are recorded. In some embodiments, a user's action includes selecting a product for viewing, purchasing an item, sharing an item via the social media layer, In some embodiments, these data are used to provide advertisers and businesses feedback on the interest generated by their products or services. Purchase information of analogous products.

[0013] Therefore some of the benefits of the interactive layers for advertisers and media owners include additional merchandising revenue from shopping, aggregation of user meta-data, and the social interaction interfaces between viewers which results in the cross-pollination of the viewers

once the viewers begin interacting with the content and sharing it with friends or other users either in the interactive layer or on their own outside social media feeds. The resultant pollination creates a mass user/viewer experience, which then brings more sets of eyes to the media show, thus substantially increasing advertising revenues that content producers and distributors may charge their advertising partners in order to be a part of that particular show. The interactive layers are a plug-in, non-invasive feature that can be added to any media site, which requires no additional or very few architecture requirements on the part of the subscriber/host of the media site.

[0014] Embodiment 1 is a method for providing information on items, services, or songs in a video media comprising:

- a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media;
- b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media,
 - ii. associating product information to one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest;
- c) providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest, and
- d) distributing the information on items, services, or songs in a video media to a viewer.

[0015] Embodiment 2 is the method of embodiment 1, further comprising: generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer; and providing the video data to a user of a viewer via a network.

[0016] Embodiment 3 is the method of embodiment 2, further comprising: enabling the user to present the video data with or without the first interactive video layer being turned on or off based on

selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.

[0017] Embodiment 4 is the method of embodiment 3, further comprising: displaying the video media and the first interactive video layer to the viewer; and selecting one of the selectable visual indicators by the user to display marketing information of the corresponding item, song, or service of interest to the viewer.

[0018] Embodiment 5 is the method of embodiment 4, further comprising purchasing the selected item, song, or service of interest from the marketing information.

[0019] Embodiment 6 is the method of embodiment 5, wherein the purchasing occurs while the video media is being displayed to the viewer.

[0020] Embodiment 7 is the method of embodiment 1, further comprising copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.

[0021] Embodiment 8 is the method of embodiment 1, further comprising collecting data based on actions taken by the user.

[0022] Embodiment 9 is the method of embodiment 1, further comprising: removing the product information from the one or more of the plurality of objects; and associating different product information with the one or more of the plurality of objects.

[0023] Embodiment 10 is the method of embodiment 1, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the viewer.

[0024] Embodiment 11 is the method of embodiment 10, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.

[0025] Embodiment 12 is the method of embodiment 1, wherein generating the video data includes the third interactive video layer.

[0026] Embodiment 13 is the method of claim 1, wherein the video media includes one of a television episode or a movie.

[0027] Embodiment 14 is the method of embodiment 1, wherein identifying one or more of the plurality of visual or audio objects is performed manually through the input of spatial and/or temporal data for each item, song, or service within the video media.

[0028] Embodiment 15 is the method of embodiment 1, wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping.

[0029] Embodiment 16 is the method of embodiment 1, wherein the first and second interactive layers are unaffected by ad blocking software.

[0030] Embodiment 17 is a computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

- (a) processing video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media;
 - ii. associating product information to one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest; and
- b) providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest.

[0031] Embodiment 18 is the computer readable media of embodiment 17, wherein the instructions, when executed by the processor, cause the processor to further carry out at least the following steps: generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer; and providing the video data to a user of a viewer via a network.

[0032] Embodiment 19 is the computer readable media of embodiment 18, wherein the instructions, when executed by the processor, cause the processor to further carry out at least the following steps: enabling the user to present the video data with or without the first interactive video layer being

turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.

[0033] Embodiment 20 is the computer readable media of embodiment 19, wherein the instructions, when executed by the processor, cause the processor to further carry out at least the following steps: displaying the video media and the first interactive video layer to the viewer; and selecting one of the selectable visual indicators by the user to display marketing information of the corresponding item, song, or service of interest to the viewer.

[0034] Embodiment 21 is the computer readable media of embodiment 20, wherein the instructions, when executed by the processor, cause the processor to further carry out at least the following step: purchasing the selected item, song, or service of interest from the marketing information.

[0035] Embodiment 22 is the computer readable media of embodiment 21, wherein the purchasing occurs while the video media is being displayed to the viewer.

[0036] Embodiment 23 is the computer readable media of embodiment 17, wherein the instructions, when executed by the processor, cause the processor to further carry out at least the following step: of copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.

[0037] Embodiment 24 is the computer readable media of embodiment 17, wherein the instructions, when executed by the processor, cause the processor to further carry out at least the following step: collecting data based on actions taken by the user.

[0038] Embodiment 25 is the computer readable media of embodiment 17, wherein the instructions, when executed by the processor, cause the processor to further carry out at least the following steps: removing the product information from the one or more of the plurality of objects; and associating different product information with the one or more of the plurality of objects.

[0039] Embodiment 26 is the computer readable media of embodiment 17, wherein the instructions, when executed by the processor, cause the processor to further carry out at least the following step: providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the viewer.

[0040] Embodiment 27 is the computer readable media of embodiment 26, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.

[0041] Embodiment 28 is the computer readable media of embodiment 17, wherein generating the video data includes the third interactive video layer.

[0042] Embodiment 29 is the computer readable media of embodiment 17, wherein the video media includes one of a television episode or a movie.

[0043] Embodiment 30 is the computer readable media of embodiment 17, wherein identifying one or more of the plurality of visual or audio objects is performed manually through the input of spatial and/or temporal data for each item, song, or service within the video media.

[0044] Embodiment 31 is the computer readable media of embodiment 17, wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping.

[0045] Embodiment 32 is the computer readable media of embodiment 17, wherein the first and second interactive layers are unaffected by ad blocking software.

[0046] Embodiment 33 is a computer-implemented system comprising: a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media, the application comprising:

- a) a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a user's processing device;
- b) a software module for linking items, services, or songs identified manually or automatically with marketing and/or purchasing information;
- c) a software module for the generation of a first interactive layer to display with the video media, wherein said first interactive layer contains items, services, or songs of interest linked to marketing and/or purchasing information;
- d) a software module for the generation of a second interactive layer to display with the video media and optionally the first interactive layer; wherein the second interactive

layer contains a social media portion for the user to interact with at least one guest;
and

- e) a software module for transmitting the first and second interactive layers to the user's processing device.

[0047] Embodiment 34 is the system of embodiment 33, wherein the application further comprises a software module for generating: a video data that includes the video media, the first interactive video layer, and the second interactive video layer; and a network for providing the video data to a user.

[0048] Embodiment 35 is the system of embodiment 34, wherein the application further comprises a software module for enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and a software module for enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.

[0049] Embodiment 36 is the system of embodiment 35, wherein the application further comprises a software module for purchasing the selected item, song, or service of interest from the marketing information.

[0050] Embodiment 37 is the system of embodiment 33, wherein the application further comprises a software module for copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.

[0051] Embodiment 38 is the system of embodiment 33, wherein the application further comprises a software module for collecting data based on actions taken by the user.

[0052] Embodiment 39 is the system of embodiment 33, wherein the application further comprises a software module for removing the product information from the one or more of the plurality of objects and associating different product information with the one or more of the plurality of objects.

[0053] Embodiment 40 is the system of embodiment 33 wherein the application further comprises a software module for providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the viewer.

[0054] Embodiment 41 is the system of embodiment 40, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.

[0055] Embodiment 42 is the system of embodiment 33, wherein generating the video data includes a third interactive video layer.

[0056] Embodiment 43 is the system of embodiment 33, wherein the video media includes one of a television episode or a movie.

[0057] Embodiment 44 is the system of embodiment 33, wherein the application further comprises a software module for the manual identification of each item, song, or service within the video media.

[0058] Embodiment 45 is the system of embodiment 33, wherein the application further comprises a software module for the automatic identification of each item, song, or service within the video media.

[0059] Embodiment 46 is the system of embodiment 33, wherein the first and second interactive layers are unaffected by ad blocking software.

[0060] Embodiment 47 is a computer-implemented method comprising:

- a) receiving a video media having a plurality of visual or audio objects within one or more frames of the video media;
- b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. associating product information to one or more of the plurality of visual or audio objects to correspondingly form one or more items of interest;
 - ii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
- c) assigning a selectable visual indicator for each of the one or more items, services, or songs of interest.

[0061] Embodiment 48 is the method of embodiment 47, wherein the product information includes an image associated with the product, a product name, and a product description.

[0062] Further forms, objects, features, aspects, benefits, advantages, and embodiments of the present invention will become apparent from a detailed description and drawings provided herewith.

BRIEF DESCRIPTION OF THE DRAWINGS

[0063] FIG. 1 illustrates a schematic block diagram of a system according to an example embodiment of the present invention;

[0064] FIG. 2 is a flowchart according to an example method for generating a first interactive video layer with one or more items of interest according to an example embodiment of the present invention;

[0065] FIG. 3 is a flowchart according to an example method for generating video data that includes a first interactive video layer and a second interactive video layer according to an example embodiment of the present invention;

[0066] FIG. 4 illustrates the first interactive video layer with the icon view toggle on and viewable on a viewer according to an example embodiment of the present invention;

[0067] FIG. 5 illustrates the first interactive video layer with the list view toggle on and viewable on a viewer according to an example embodiment of the present invention;

[0068] FIG. 6 illustrates the first interactive video layer with a marketing information area viewable on a viewer according to an example embodiment of the present invention;

[0069] FIG. 7 illustrates the first interactive video layer with a find and see item viewable on a viewer according to an example embodiment of the present invention;

[0070] FIG. 8 illustrates the second interactive video layer viewable on a viewer according to an example embodiment of the present invention;

[0071] FIG. 9 illustrates a third interactive video layer viewable on a viewer according to an example embodiment of the present invention;

[0072] FIG. 10 illustrates the third interactive video layer wherein a promo video button is selected and a promo video is viewable on a viewer according to an example embodiment of the present invention;

[0073] FIG. 11 illustrates a fourth interactive video layer viewable on a viewer according to an example embodiment of the present invention;

[0074] FIG. 12 illustrates a side room digital layer viewable on a viewer according to an example embodiment of the present invention;

[0075] FIG. 13 illustrates a first environment of the side room digital layer illustrated in FIG. 12; and

[0076] FIG. 14 illustrates the flow between the platform and the licensees.

DETAILED DESCRIPTION OF THE INVENTION

[0077] For the purpose of promoting an understanding of the principles of the invention, reference will now be made to the embodiments illustrated in the drawings and specific language will be used to describe the same. It will nevertheless be understood that no limitation of the scope of the invention is thereby intended. Any alterations and further modifications in the described embodiments, and any further applications of the principles of the invention as described herein are contemplated as would normally occur to one skilled in the art to which the invention relates. One embodiment of the invention is shown in great detail, although it will be apparent to those skilled in the relevant art that some features that are not relevant to the present invention may not be shown for the sake of clarity.

[0078] FIG. 1 illustrates a generic system diagram illustrating one example (of many) that may support some example embodiments. As such, FIG. 1 illustrates an example embodiment of the present invention that includes a first media playback device 100 and a second media playback device 102 that are each capable of rendering video data. The video data that may be rendered by the media playback devices may be provided via a network 104. The video data may be provided by a variety of different types of sites such as SeeTv™ website, a customer website, or a customer website with an embedded video player, to name a few examples.

[0079] The second media playback device 102 is provided as an example to illustrate potential multiplicity with respect to other devices that may be capable of communication with the network 104. The first and second media playback devices 100 and 102 may be able to communicate with network devices or with each other via the network 104 in some situations. A service platform 106 may be connected with the network 104 and the first and second media playback devices 100 and 102 such that information can be pulled, or from which information may be pushed from the service platform 106. For example, the first and second media playback devices 100 and 102 may be enabled to communicate with the service platform 106 to provide, request, and receive information.

[0080] The first and second media playback devices 100 and 102 are interactive video players, meaning that a user can in some way interact with the video data that is being presented by the first and second media playback devices 100 and 102. An interactive video player may include some

form of user interface (e.g., mouse, touch screen, joystick, voice recognition, wireless pointer, menu selection device such as a remote control or other input device) to enable user selections to be provided with respect to objects that are tracked within one of the interactive layers, to enable user interactions with other users in either a private area or public area of a second interactive layer, and to enable user interactions with other video media related activities. The first and second media playback devices 100 and 102 may be either mobile or fixed devices.

[0081] The network 104 can include various nodes, devices, or functions that are capable of communication with each other via wired or wireless interfaces. Thus the first and second media playback devices 100 and 102 can include an antenna or antennas for transmitting signals to and for receiving signals from a base site. The base site can include or be a part of a cellular or mobile network, coupled to a data network, or the Internet. Other processing devices can be coupled to the first and second media playback devices 100 and 102 via the network 104.

[0082] The service platform 106 may be a server or other processing device and may have any number of functions or associations with various services. For example, the service platform 106 may be a platform such as a dedicated server or server bank associated with a particular information source or service such as a customer website, SeeTv™ website, and/or a customer website with an embedded video player. The service platform 106 represents a potential host for a plurality of different services or information sources. The functionality of the service platform 106 is provided by hardware and/or software components configured to operate in accordance with known techniques for the provision of information to users of communication devices. Some of the functionality provided by the service platform 106 may be information provided in accordance with an example embodiment of the present invention.

[0083] The service platform 106 may collect metrics of the viewers of the first and second media playback devices 100 and 102 and any other media playback devices. For example, metrics of the viewers can include the total number of viewers watching each show, including first-time viewers and returning viewers, i.e., viewers who have seen a show and are viewing the show a second or more time. Other metrics include the duration of the video watched per user or viewer and recordation of the clicks of the viewer. The metrics of the clicks can include recording the number of objects clicked, time interval when objects are clicked, number of products purchased, number of times a video was stopped and/or started, and which interactive video layers are being turned on. These metrics can be measured according to each user for each video, total number of clicks per video, and total number of clicks per show. Additional metrics include tracking the number of times

the video is shared with other viewers, number of viewers in a viewing party per video, the frequency and number of viewing parties that the viewer participates in, purchasing history, and types of items selected. Metrics may be used to identify or project at a user's preferences, a user's demographic or geographic location, products the user may want to purchase, products user's with overlapping preferences have purchased, or products for life events that the user has shown interest in (e.g. marriage, the birth of a child, home improvement items, gifts for birthdays or holidays).

[0084] An authoring device 108 may be included in the system in FIG. 1. The authoring device 108 may be configured to process video media to produce one or more interactive video layers as described below. The authoring device 108 may be configured to enable an operator to define a first interactive video layer over the corresponding video media. The authoring device 108 may include hardware and software developed to enable identification and mapping or tracking of an object or a plurality of objects such that viewers can thereafter be able to interact with.

[0085] To process video media to produce a first interactive video layer with a plurality of tracked objects, the authoring device 108 requests data such as a video object identifier, current date, and geographic location. The requested data is referenced to find associated data or product information that is valid for a first specific date range and geographic location. After the first specific date range, new or different product information or a different geographic location can be associated with the plurality of objects. After the associated data or product information is referenced, content to populate a clickable object icon view or panel on a left side of the first interactive video layer and a clickable object list view is created. Next, data is retrieved to populate the first interactive video layer when a tracked or mapped object is selected or clicked. Next, a track file is retrieved. This track file contains the mapping or tracking information which consists of a time interval (at least every half second), the location of the tracked or mapped object (x, y axis in pixels) and the size of the tracked or mapped object (width and height in pixels) and mapped object identifier. In order to accommodate various sizes of video media, the location (x, y axis in pixels) and size of the tracked or mapped object (width and height in pixels) may be defined as percentages of the largest video area available. As the video media plays, Java script functions will be called at regular intervals (at least every half second) that will look up the current mapping information and set the location and size of each clickable area. The Java script functions will also use this information to display or hide the associated clickable icon and list views and update the clickable object count of the first interactive video layer. When a tracked or mapped object is selected or clicked, a Java script function will be called using the object identifier and populate the first interactive video layer with

the appropriate information to display near the tracked or mapped object. While the first interactive video layer is displayed on a viewer, if a second tracked or mapped object is clicked or selected, then the first interactive video layer will be updated with the new associated object data and repositioned, if necessary, closer to the second tracked or mapped object.

[0086] In one embodiment, product information is associated with an object, then the object is tracked or mapped. In another embodiment, the object is tracked or mapped and then the product information is associated with the tracked or mapped object. The tracked or mapped object is activated for user selection such that the object becomes an item of interest that has a corresponding selectable visual indicator or selectable title indicator. Any of a plurality of different programming languages may be used to create the first interactive video layer including selectable video objects (e.g., HTML 5, JavaScript, Angular 2.0, Cascading Style Sheets, C#, REST services, SQL, and any combination of these or other languages).

[0087] In one embodiment, an item, service, or song is identified in the video media. In one embodiment, an item, service, or song is identified manually through the input of spatial (or audio) and temporal data for each item, service, or song. In one embodiment, the spatial (or audio) and temporal data is received or inputted by the administrator. In one embodiment, the spatial and temporal data of a visual object is provided by the administrator in terms of Cartesian coordinates in each frame of the video image. In one embodiment, the audio and temporal data of an audio object is provided by the administrator in terms of the audio signal that persists through a contiguous window of time throughout the video media. In one embodiment, the administrator can identify items, services, or songs through a software module that functions as a video player that allows for the generation of object identification data. The video player contains functionalities to pause the video, play or rewind at slow, normal or fast speeds, and optionally the ability to zoom-in and zoom-out. The administrator progresses through the video and locates a visual item that is a product to be featured, and can click the item on the screen, resulting in a pause of the video. An adjustable box, circle or marker appears on the screen and is moved and resized to denote the location of the object. The administrator will then progress the video, frame by frame if necessary, and move the box, circle, or marker if the item moves throughout the images until the item is no longer visible. The administrator will then click a completion button to save the spatial and temporal data associated with the item, and the video will continue to play. In one embodiment, the spatial (or audio) and/or temporal data is inputted by the seller of the product via a software module that allows sellers to generate the object identification data.

[0088] In one embodiment, identification of each item, service, or song is performed semi-automatically with aid from a computer program. In one embodiment, identification of each item, service, or song is performed automatically by a computer program using visual or audio recognition and mapping. In one embodiment, image mapping is performed by the analysis of gradients and patterns between pixels to identify unique objects.

[0089] Disclosed herein are methods, systems, and software for providing information on items, services, or songs in a video media. The high speed at which the information is displayed following the users request allows for the application to be used during live broadcasts or with previously unprocessed video media. Computer assisted automatic identification and automatic association to purchasing or marketing information can be used to provide a mapping time for one item in one image of: less than or equal to 10 seconds, less than or equal to 5 seconds, less than or equal to 3 seconds, less than or equal to 2 seconds, less than or equal to 1 second, less than or equal to 0.90 seconds, less than or equal to 0.80 seconds, less than or equal to 0.75 seconds, less than or equal to 0.70 seconds, less than or equal to 0.65 seconds, less than or equal to 0.60 seconds, less than or equal to 0.55 seconds, less than or equal to 0.50 seconds, less than or equal to 0.45 seconds, less than or equal to 0.40 seconds, less than or equal to 0.35 seconds, less than or equal to 0.30 seconds, less than or equal to 0.25 seconds, less than or equal to 0.20 seconds, less than or equal to 0.15 seconds, less than or equal to 0.10 seconds, or less than or equal to 0.05 seconds. Mapping of multiple items may cause an increase in cumulative mapping time. In one embodiment, mapping of up to 10 items in one image is performed in less than or equal to 10 seconds, less than or equal to 5 seconds, less than or equal to 3 seconds, less than or equal to 2 seconds, less than or equal to 1 second, less than or equal to 0.90 seconds, less than or equal to 0.80 seconds, less than or equal to 0.75 seconds, less than or equal to 0.70 seconds, less than or equal to 0.65 seconds, less than or equal to 0.60 seconds, less than or equal to 0.55 seconds, less than or equal to 0.50 seconds, less than or equal to 0.45 seconds, less than or equal to 0.40 seconds, less than or equal to 0.35 seconds, less than or equal to 0.30 seconds, less than or equal to 0.25 seconds, less than or equal to 0.20 seconds, less than or equal to 0.15 seconds, less than or equal to 0.10 seconds, or less than or equal to 0.05 seconds. In one embodiment, mapping of up to 100 items in one image is performed in less than or equal to 10 seconds, less than or equal to 5 seconds, less than or equal to 3 seconds, less than or equal to 2 seconds, less than or equal to 1 second, less than or equal to 0.90 seconds, less than or equal to 0.80 seconds, less than or equal to 0.75 seconds, less than or equal to 0.70 seconds, less than or equal to 0.65 seconds, less than or equal to 0.60 seconds, less than or equal to 0.55 seconds, less than or equal to 0.50 seconds, less than or equal to 0.45 seconds, less than or equal to 0.40 seconds, less than or equal to 0.35 seconds, less than or equal to 0.30 seconds, less than or equal to 0.25 seconds, less than or equal to 0.20 seconds, less than or equal to 0.15 seconds, less than or equal to 0.10 seconds, or less than or equal to 0.05 seconds.

to 0.50 seconds, less than or equal to 0.45 seconds, less than or equal to 0.40 seconds, less than or equal to 0.35 seconds, less than or equal to 0.30 seconds, less than or equal to 0.25 seconds, less than or equal to 0.20 seconds, less than or equal to 0.15 seconds, less than or equal to 0.10 seconds, or less than or equal to 0.05 seconds.

[0090] The authoring device 108 may be configured to produce a second interactive video layer as described below. The authoring device 108 may be configured to enable an operator to define a second interactive video layer over the corresponding video media. The authoring device 108 may include hardware and software developed to enable a session or conversation to be initiated that will require a video identification, a geographic location, a timestamp, and a user identification, and a session identification. To enable the user to invite other users to a session or conversation, the authoring device 108 requires the session identification and the user identification. For a user to post comments in the second interactive video layer, the authoring device 108 requires the session identification, the user identification, the timestamp, a public or private flag, and a comment. For the user to retrieve comments, the authoring device 108 requires the session identification, timestamp, and will display the comments in the timestamp order. Any of a plurality of different programming languages may be used to create the second interactive video layer having active sessions or conversations between users in a public or private setting (e.g., HTML 5, JavaScript, Angular 2.0, Cascading Style Sheets, C#, REST services, SQL, and any combination of these or other languages).

[0091] The authoring device 108 may be configured to produce a third interactive video layer as described below. The authoring device 108 may be configured to enable an operator to define the third interactive video layer over the corresponding video media. The authoring device 108 may include hardware and software developed to enable an interactive section that mimics or copies the environment of the video media. The third interactive video layer is a place where users can get a deeper immersion of the environment of the video media and find unique items associated with the video media to purchase and explore.

[0092] In one embodiment, in which the authoring device can display more than one item, the authoring device may be configured to use activity data to display items of interest. For example, if the authoring device may display 30 items in an image, which may serve to hinder navigation and confuse the viewer, the authoring device may select a reduced number of items to display to the user based on data collected on the user. This may include the user's past purchases, viewing history, demographic, geographic location, or inferred interests. In one embodiment, the authoring device uses icons or markers that increase the chances of drawing the viewer's attention to a particular item.

In one embodiment, the unseen linked items can be accessed by selecting an additional tab or menu option. In one embodiment, a software module is provided for the user to decide the maximum number of icons or markers to be displayed.

[0093] The first, second, and third interactive video layers are specific to the current disclosure and are not meant to encompass traditional television guide layers, channel navigation layers, TV show or movie information layers, or closed captioning layers. Layers used by traditional cable providers to provide information regarding programming or show and movie information provided by online streaming services are also not meant to be encompassed by the first, second and third interactive layers described herein.

[0094] FIGS. 2 and 3 are flowcharts of a method and program product according to two example embodiments of the invention. It will be understood that each block of the flowcharts, and combinations of blocks in the flowcharts, may be implemented by various means, such as hardware, firmware, processor, circuitry and/or other device associated with execution of software including one or more computer program instructions. For example, one or more of the procedures described above may be embodied by computer program instructions. In this regard, the computer program instructions which embody the procedures described above may be stored by a memory device of a user terminal or network device and executed by a processor in the user terminal or network device. As will be appreciated, any such computer program instructions may be loaded onto a computer or other programmable apparatus (e.g., hardware) to produce a machine, such that the instructions which execute on the computer or other programmable apparatus create means for implementing the functions specified in the flowcharts block(s). These computer program instructions may also be stored in a computer-readable memory that may direct a computer or other programmable apparatus to function in a particular manner, such that the instructions stored in the computer-readable memory produce an article of manufacture which implements the functions specified in the flowcharts block(s). The computer program instructions may also be loaded onto a computer or other programmable apparatus to cause a series of operations to be performed on the computer or other programmable apparatus to produce a computer-implemented process such that the instructions which execute on the computer or other programmable apparatus implement the functions specified in the flowcharts block(s).

[0095] Accordingly, blocks of the flowcharts support combinations of means for performing the specified functions and combinations of operations for performing the specified functions. It will also be understood that one or more blocks of the flowcharts, and combinations of blocks in the

flowcharts, can be implemented by special purpose hardware-based computer systems which perform the specified functions, or combinations of special purpose hardware and computer instructions.

[0096] In this regard, a method according to one embodiment of the invention from the perspective of a device such as the authoring device 108, as shown in FIGS. 1 and 2, may include receiving video media having a plurality of objects within one or more frames of the video media at operation 200, and processing the video media to generate a first interactive video layer at operation 202. The processing includes associating product information to one or more of the plurality of objects to correspondingly form one or more items of interest at operation 204. The processing may include tracking the one or more items of interest through the one or more frames of the video media at operation 206 and assigning a selectable visual indicator for each of the one or more items of interest at operation 207. The method may include providing the first interactive layer and a second interactive layer having a social media portion for a user to interact with at least one guest to a server for distribution with the video media to a viewer at operation 208.

[0097] In some embodiments, certain ones of the operations above may be modified or further amplified as described below. Moreover, in some embodiments additional optional operations may also be included (operation 208 in dashed lines in FIG. 2). It should be appreciated that each of the modifications, optional additions or amplifications may be included with the operations above or below either alone or in combination with any others among the features described herein.

[0098] In an example embodiment, an apparatus for performing the method of FIG. 2 may comprise a processor configured to perform some or each of the operations 200-208 described above. The processor may, for example, be configured to perform the operations 200-208 by performing hardware implemented logical functions, executing stored instructions, or executing algorithms for performing each of the operations.

[0099] A method according to one embodiment of the invention from the perspective of the service platform 106 and authoring device 108 is shown in FIG. 3, and may include generating video data that includes the first interactive video layer and a second interactive video layer at operation 300. The method may include providing the video data to a user of a viewer through the network 104 at operation 302. The method may include enabling the user to present the video data with or without the first interactive video layer being turned on or off based on the selection by the user at operation 304. The first interactive video layer may include one or more items tracked through one or more frames of the video media. A selectable visual indicator is assigned for each of the items of interest

that is tracked. The selectable visual indicator may be selectable from the first interactive video layer during rendering of the video media responsive to the interactive video layer being turned on, where the selectable video object has a corresponding object function call defining an action to be performed responsive to user selection of the selectable video object. The method may include enabling the user to present the video data with or without the second interactive video layer being turned on or off based on the selection by the user at operation 306.

[0100] It should be appreciated that each of the modifications, optional additions or amplifications may be included with the operations above either alone or in combination with any others among the features described herein. In this regard, in some embodiments the method may further include displaying a selectable visual indicator proximate to the item of interest at operation 207. The object selection marker may provide a visual indication of a presence of the selectable video object on a display rendering the video data. Some markers may be invisible to the viewer but still mapped to a video object or allow a function call when selected. In some cases, receiving the video media may include receiving the video media from a service platform configured to provide network based distribution to a viewer or from a media storage device storing the video data. The media storage device may include, for example, a digital video disc or a BLU-RAY® disc.

[0101] In an example embodiment, an apparatus for performing the method of FIG. 3 above may comprise a processor configured to perform some or each of the operations (300-306) described above. The processor may, for example, be configured to perform the operations (300-306) by performing hardware implemented logical functions, executing stored instructions, or executing algorithms for performing each of the operations.

[0102] FIG. 4 illustrates an example embodiment of a screen of a viewer 400 where video data 402 may be provided on-demand. The video data 402 includes a video media 404 and a first interactive video layer 406 that is turned on in the illustrated embodiment. The first interactive video layer 406 can be turned off. The video data 402 also includes a second interactive video layer that can be turned on or off (the second interactive video layer is off; therefore it is not illustrated in FIG. 4). The video data 402 includes a third interactive video layer that can be turned on or off (the third interactive video layer is off; therefore it is not illustrated in FIG. 4). The video data 402 includes a menu bar 408 that includes controls for items that are seen in a viewing area of the screen of the viewer 400. The menu bar 408 includes a back button 410 that enables the user to return to the previous command if clicked or selected. The menu bar 408 includes a layer control section 412 that enables the user to select which one of the first interactive video layer 406, the second interactive

video layer, and the third interactive video layer to view. The layer control section 412 includes a first toggle 414 that when selected turns the first interactive video layer 406 on. The menu bar 408 includes a sub-menu section 415 that includes an icon view toggle 417 and a list view toggle 419 that are displayed when the first toggle 414 is selected. If the first toggle 414 is selected, the user may select either the icon view toggle 417 (FIG. 4) or the list view toggle 419 (FIG. 5) which will be described in more detail below. The layer control section 412 includes a second toggle 416 that when selected turns the second interactive video layer on. The layer control section 412 includes a third toggle 418 that when selected turns the third interactive video layer on. The menu bar 408 includes a play button 420 that when selected causes the video media 404 to play. When the play button 420 is not selected, the video media 404 is paused and does not play. The menu bar 408 includes a video media information area 430 that includes information about the video media 404 such as a title, subtitle, season, episode, total time length of video media 404, a timer to indicate the interval being played, and other information that is relevant to the video media 404. The menu bar 408 includes a progress bar 432 that visually identifies the time interval that is being played in the video media 404. The progress bar 432 can be moved or positioned to play at specific time intervals. In another embodiment, when the progress bar 432 is repositioned or moved from a first time interval to a second time interval, a thumbnail or smaller image of a frame or scene of the video media 404 and a total number of the items of interest in the corresponding frame or scene is displayed. The menu bar 408 includes a volume control 434 for controlling or changing the volume of the video media 404 while watching the video media 404. The menu bar 408 includes a screen toggle control 436 that controls the size of the video media 404 that is displayed on the screen of the viewer 400.

[0103] The first interactive video layer 406 is the same size as the video media 404 when displayed on the viewer 400 in the illustrated embodiment. In other embodiments, the first interactive video layer 406 is a different size than the video media 404. The first interactive video layer 406 includes a first tracked object 440, a second tracked object 442, a third tracked object 444, and a fourth tracked object 446. Other embodiments of the first interactive video layer 406 may include more or fewer tracked objects. The first tracked object 440 is associated with specific product information to correspondingly form a first item of interest 450. The second tracked object 442 is associated with specific product information to correspondingly form a second item of interest 452. The third tracked object 444 is associated with specific product information to correspondingly form a third item of interest 454. The fourth tracked object 446 is associated with specific product information to

correspondingly form a fourth item of interest 456. For example, in the illustrated embodiment, the first tracked object 440 is associated with specific product information of a shirt to form the first item of interest 450. The second tracked object 442 is associated with specific product information of a pair of pants to form the second item of interest 452. The third tracked object 444 is associated with specific product information of a pair of shoes to form the third item of interest 454. The fourth tracked object 446 is associated with specific product information of a car to form the fourth item of interest 456. The first tracked object 440, the second tracked object 442, the third tracked object 444, and the fourth tracked object 446 are tracked or mapped through the one or more frames of the video media 404. During viewing of the first interactive video layer 406 and the video media 404, the user can mouse over the first tracked object 440 or another one of the tracked objects 442, 444, or 446, and the pointer can change to a hand. When the user clicks on the first tracked object 440, the video media 404 will stop playing and a marketing panel 600 will display over a portion of the video media 404 as illustrated in FIG. 6.

[0104] The first interactive video layer 406 includes a clickable object icon view 458 that contains selectable visual indicators for the items of interest. For example, the first interactive video layer 406 includes a first selectable visual indicator 460, a second selectable visual indicator 462, a third selectable visual indicator 464, and a fourth selectable visual indicator 466 as illustrated in FIG. 4. In other embodiments, the clickable object icon view 458 may contain more or less selectable visual indicators. The clickable object icon view 458 is viewable when the user selects the icon view toggle 417. The first selectable visual indicator 460 for the first item of interest 450 enables the user to click or select the first selectable visual indicator 460 to display marketing information for the first item of interest 450, described in more detail below. The first selectable visual indicator 460 can be a related icon and/or name of the first item of interest 450. The second selectable visual indicator 462 for the second item of interest 452 enables the user to click or select the second selectable visual indicator 462 to display marketing information for the second item of interest 452. The second selectable visual indicator 462 can be a related icon and/or name of the second item of interest 452. The third selectable visual indicator 464 for the third item of interest 454 enables the user to click or select the third selectable visual indicator 464 to display marketing information for the third item of interest 454. The third selectable visual indicator 464 can be a related icon and/or name of the third item of interest 454. The fourth selectable visual indicator 466 for the fourth item of interest 456 enables the user to click or select the fourth selectable visual indicator 466 to display marketing information for the fourth item of interest 456. The fourth selectable visual indicator 466 can be a related icon and/or

name of the fourth item of interest 456. As the video media 404 plays, the clickable object icon view 458 displays the corresponding selectable visual indicator(s) that have an object identification, i.e., the location (x, y axis in pixels) and size of the tracked or mapped object (width and height in pixels), for that particular time interval and frame of the video media 404.

[0105] The first interactive video layer 406 includes a clickable object counter 470 that displays the total number of items of interest that include the first item of interest 450, the second item of interest 452, the third item of interest 454, and the fourth item of interest 456 that correspond to that frame of the video media 404 in which these items of interest are displayed. The clickable object counter 470 is viewable if the first interactive video layer 406 is turned on. In the illustrated embodiment, the clickable object counter 470 has a triangular shape but may have a different shape in other embodiments.

[0106] The first interactive video layer 406 includes a shopping cart 476 for totaling the items of interest that have been added to the shopping cart 476 as a count display 478. If the user selects or clicks on the shopping cart 476, a page that displays a list of items that were added to the shopping cart 476 is viewable on the viewer 400.

[0107] The first interactive video layer 406 includes a clickable object list view 488 that is displayed on the screen of the viewer 400 as illustrated in FIG. 5. The clickable object list view 488 is viewable when the user selects the list view toggle 419. In the illustrated embodiment, the clickable object list view 488 is a narrow layer or band at the top of the screen of the viewer 400. In other forms, the clickable object list view 488 can have a different shape or location on the screen of the viewer 400. The clickable object list view 488 contains all selectable title indicators for the visual media 404; however, only the selectable title indicators that have an object identification that corresponds to the particular frame of the video media 404 or time interval are displayed on the viewer 400 as the video media 404 plays. For example, the first interactive video layer 406 includes a first selectable title indicator 490, a second selectable title indicator 492, a third selectable title indicator 494, and a fourth selectable title indicator 496 as illustrated in FIG. 5. In a different frame of the video media 404, the first interactive video layer 406 may have more or fewer selectable title indicators displayed. The first selectable title indicator 490 for the first item of interest 450 enables the user to click or select the first selectable title indicator 490 to display marketing information for the first item of interest 450. The first selectable title indicator 490 can be a name or title of the first item of interest 450. The second selectable title indicator 492 for the second item of interest 452 enables the user to click or select the second selectable title indicator 492 to display marketing

information for the second item of interest 452. The second selectable title indicator 492 can be a title or name of the second item of interest 452. The third selectable title indicator 494 for the third item of interest 454 enables the user to click or select the third selectable title indicator 494 to display marketing information for the third item of interest 454. The third selectable title indicator 494 can be a related icon and/or title of the third item of interest 454. The fourth selectable title indicator 496 for the fourth item of interest 456 enables the user to click or select the fourth selectable title indicator 496 to display marketing information for the fourth item of interest 456. The fourth selectable title indicator 496 can be a related icon and/or title of the fourth item of interest 456. The first interactive video layer 406 includes a product indicator 498 that displays the name of the product. The product indicator 498 can be associated with a mapped object or the product indicator 498 can be an advertisement for a product or service that is not mapped to any objects.

[0108] After the user selects any one of the first selectable visual indicator 460, second selectable visual indicator 462, third selectable visual indicator 464, fourth selectable visual indicator 466, first selectable title indicator 490, second selectable title indicator 492, third selectable title indicator 494, fourth selectable title indicator 496, or the product indicator 498, a marketing panel 600 is displayed on the viewer 400. The marketing panel 600 can include advertisement information 602, a logo 604, a first product image 606, a second product image 608, a review area 610, a buy now button 612, an add to cart button 614, and cost information 616 for the item selected. When the add to cart button 614 is selected, the item is added to the shopping cart 476 and the county display 478 increases for each item selected. When the buy now button 612 is selected, a page where the item can be purchased immediately is displayed on the viewer 400. The marketing panel 600 can include a show sponsor. The marketing panel 600 can include a find and see item that would not display in the clickable object icon view 458. The marketing panel 600 can also include trivia, links to more information about the object, and game information.

[0109] The first interactive video layer 406 includes a find and see item 700 as illustrated in FIG. 7. The find and see item 700 is an interactive game within the first interactive video layer 406. The find and see item 700 is not viewable to the user; instead, the clickable object counter 470 will display the total number of items of interest and any additional items for the find and see item 700. For example, in FIG. 7, there are three items of interest as illustrated by a fifth visual indicator 702, a sixth visual indicator 704, and a seventh visual indicator 706 and one find and see item 700 for a total of four items that are displayed in the clickable object counter 470. The additional item in the clickable object counter 470 will alert the user that the find and see item 700 is available but hidden

in the scene. To find or locate the find and see item 700, the user must click on various items while watching the video media 404. The find and see item 700 can be goods or services seen in the video media 404, rewards, bonuses, or advertisements for other goods or services not seen in the video media 404. In other embodiments, there are more or fewer find and see items 700. The find and see item 700 can be changed to a different item of interest as desired by advertisers.

[0110] In one embodiment, the first interactive video layer 406 includes a clip list (not illustrated). The user can copy a portion or selection of the video media 404 or video data 402 to a clip list. The clip list saves a timed portion, such as 10, 15, or 30 seconds, of the video media 404. Users can send the clip list to other users, friends, or persons, for these viewers to watch the clip list on their device and see the item in action in the context of the video media 404. The service platform 106 can gain viewers who become interested in the video media 404. Advertisers can sell more products from the additional exposure of the clip list when more users see their products in the clip list.

[0111] In another embodiment, when the first interactive video layer 406 is turned on, viewers will be able to download music from the service platform 106. The music will be available in many formats, including but not limited to, MP3 format or stored in the cloud. Viewers can click the viewer 400 when music is playing in the background of a scene of the video media 404 and purchase the music by placing the item in the shopping cart 476 and checking out.

[0112] When the second toggle 416 is selected, a second interactive video layer 800 is turned on and viewable on the viewer 400 as illustrated in FIG. 8. The second interactive video layer 800 enables the user to invite other users to join a conversation while watching the show. The second interactive video layer 800 also enables the user to join a conversation that they have been invited to. The second interactive video layer 800 has a smaller size than the video media 404 when displayed on the viewer 400 in the illustrated embodiment. As such, while the video media 404 plays the viewer can watch the video media 404 and communicate with other viewers that have joined the conversation without having to use a second device. Optionally, the video media 404 can be resized to enable viewing of the video media 404 and the second interactive video layer 800 simultaneously. The second interactive video layer 800 includes a user count 802 that displays all of the users that are active and have joined the conversation in the second interactive video layer 800. The user count 802 has a triangular shape but in other embodiments may be shaped differently. The second interactive video layer 800 includes a friends and family button (not illustrated) that will enable the user to invite other users they know personally to join a conversation while watching the video media 404. As such, the friends and family button would enable a private conversation between the

user and their personal friends and family such that only those viewers can see the comments of each other. The second interactive video layer 800 can show a list of invitations to other users wherein these invitations can be accepted or declined. The second interactive video layer 800 includes a viewing party button (not illustrated) that will enable the user to join a conversation with anyone watching the video media 404. As such, the viewing party button would enable a public conversation between the user and anyone watching the video media 404 that has joined the public conversation.

[0113] The second interactive video layer 800 includes a picture profile image associated with a username and comment for each viewer that has joined the conversation. For example, in FIG. 8 the second interactive video layer 800 has seven unique viewers who have joined the conversation; therefore each viewer has a picture profile image, a username, and their most recent comment listed below their username. In this embodiment, the second interactive video layer 800 includes a first picture profile image 804 associated with a first username 814 and a first comment 834 for the first viewer, a second picture profile image 806 associated with a second username 816 and a second comment 836 for the second viewer, a third picture profile image 808 associated with a third username 818 and a third comment 838 for the third viewer, a fourth picture profile image 810 associated with a fourth username 820 and a fourth comment 840 for the fourth viewer, a fifth picture profile image 812 associated with a fifth username 822 and a fifth comment 842 for the fifth viewer, a sixth picture profile image 815 associated with a sixth username 824 and a sixth comment 844 for the sixth viewer, and a seventh picture profile image 816 associated with a seventh username 826 and a seventh comment 846. In other embodiments, the second interactive video layer 800 includes more or fewer viewers and a corresponding picture profile image, username, and comment. The second interactive video layer 800 includes a comment box 828 in which any of the viewers that are represented by the username can enter a comment. The second interactive video layer 800 includes a submit button 830 in which the user can click to upload their comments with their username and picture profile image. The second interactive video layer 800 can include an add button to enable a user to add more viewers to the conversation by sending these viewers invitations to join the conversation and watch the video media 404. Optionally, the second interactive video layer 800 includes email or other calendar notifications of the start time of the conversation or the video media 404. The second interactive video layer 800 can enable the viewer to mark their comment private or public, and include hashtags as desired.

[0114] The second interactive video layer 800 enables a viewer to share content links, purchases and comments to the viewer's social group within the second interactive video layer 800. The second

interactive video layer 800 enables a viewer to share content links, purchases and comments to outside social media platforms as well. Optionally the second interactive video layer 800 can include a share button (not illustrated) that will utilize major social media API's and be available on each purchase page, show page, episode page and living room thus allowing users to alert their outside social media followers to their activity on the second interactive video layer 800. Users can utilize a standard message or create their own.

[0115] When the third toggle 418 is selected, a third interactive video layer 900 is turned on and viewable on the viewer 400 as illustrated in FIG. 9. The third interactive video layer 900 enables the user to experience of deeper immersion of the environment of the video media 404 and/or to purchase and explore unique merchandise associated with the video media 404. The third interactive video layer 900 has a smaller size than the video media 404 when displayed on the viewer 400. In the illustrated embodiment, the third interactive video layer 900 is displayed on the left side of the viewer 400. The third interactive video layer 900 includes a title 902 at the top. The third interactive video layer 900 also includes an outtake button 904, a promo video button 906, and a clip button 908. The outtake button 904 is a video thumbnail of outtake scenes from the video media 404. The promo video button 906 is a video thumbnail of promotional videos for the video media 404. The clip button 908 is a video thumbnail of clips of new shows or episodes of video media 404. In other embodiments, the third interactive video layer 900 can include additional or other types of content. Examples of other types of content include but are not limited to games, merchandise for sale, and other viewers with whom the user can talk to. The third interactive video layer 900 includes an extra item count 910 that displays the total number of extra items available which in the illustrated embodiment is three. The extra item count 910 accounts for the outtake button 904, the promo video button 906, and the clip button 908. The extra item count 910 has a triangular shape but in other embodiments may have a different shape and/or have a specific color.

[0116] When the user or viewer clicks on one of the outtake button 904, the promo video button 906, or the clip button 908, a corresponding video will display over the video media 404 as illustrated in FIG. 10. For example, if the promo video button 906 is selected then a promo video 1000 is displayed. Similarly, if the outtake button 904 is selected then an outtake video will display. If the clip button 908 is selected then a clip video will display. The promo video 1000 includes a play button that when selected causes the promo video 1000 to play. When the play button is not selected, the promo video 1000 is paused and does not play. The promo video 1000 can include information such as a title, subtitle, season, episode, elapsed playing time, total playing time of

promo video 1000, volume control, and other information that is relevant to the promo video 1000. The promo video 1000 can include a screen toggle control that controls the size of the promo video 1000 that is displayed on the screen of the viewer 400. The promo video 1000 also includes an exit button to close the promo video 1000 and return to the video media 404. Beneficially, the viewer can watch the promo video 1000 without leaving the video media 404. As such, the viewer will stay on the same web browser as the video media 404 while watching the promo video 1000.

[0117] In one form, a fourth interactive video layer 1100 can be displayed with the video media 404 as illustrated in FIG. 11. The fourth interactive video layer 1100 includes a first side room 1101 and a second side room 1103 in which the user or viewer can participate in an interactive environment. The interactive environment can be themed such that it corresponds with the environment or theme of the video media 404. Alternatively, the interactive environment can have a different environment or theme than the video media 404. The first side room 1101 and the second side room 1103 can include merchandise for purchase, games, trivia, and other entertainment services. The fourth interactive video layer 1100 can also include a clip video 1102 for viewing by the user. The clip video 1102 is typically a short video related to the video media 404. The fourth interactive video layer 1100 includes a public living room 1104 in which viewers of the fourth interactive video layer 1100 can comment and interact with each other. In the illustrated embodiment, the fourth interactive video layer 1100 includes a picture profile image associated with a username and comment for each viewer that has joined the conversation. For example, in FIG. 11 the fourth interactive video layer 1100 has three unique viewers who have joined the conversation; therefore each viewer has a picture profile image, a username, and their most recent comment listed below their username. In this embodiment, the fourth interactive video layer 1100 includes a first picture profile image 1110 associated with a first username 1112 and a first comment 1114 for the first viewer, a second picture profile image 1120 associated with a second username 1122 and a second comment 1124 for the second viewer, and a third picture profile image 1130 associated with a third username 1132 and a third comment 1134 for the third viewer. The fourth interactive video layer 1100 includes an informational area 1140 that can display show and episode information, advertisements, and other information.

[0118] When the viewer selects the first side room 1101, a side room digital layer 1200 is displayed over the video media 404 as illustrated in FIG. 12. The side room digital layer 1200 includes a specific area for each of an advertiser logo 1202, a first environment 1204, a second environment 1206, and a third environment 1208. The first environment 1204, the second environment 1206, and

the third environment 1208 are typically based on the theme of the show or the video media 404. For example, the theme of any of the first environment 1204, the second environment 1206, and the third environment 1208 can be a bar, fantasy world, an apartment, or another setting. In other embodiments, the side room digital layer 1200 can include additional areas for logos and more or fewer environments. The viewer can select any of the first environment 1204, the second environment 1206, and the third environment 1208 and explore these environments.

[0119] FIG. 13 illustrates the first environment 1204. The first environment 1204 can include sponsored items, advertisements, or merchandise such as a first sponsored item 1302, a second sponsored item 1304, and a third sponsored item 1306. The first sponsored item 1302, the second sponsored item 1304, and the third sponsored item 1306 are highlighted such that the viewer can quickly see which items in the first environment are selectable. Sponsors or advertisers can promote and offer for sale merchandise or services in the first environment 1204. The first environment 1204 can include a game 1310 that the viewer can select and play. Although not illustrated, the first environment 1204 can include related videos and bonus content.

[0120] FIG. 14 outlines the flow between the service platform 106, authoring device 108 and potential licensees. The object identification data is stored within a database 1405 and used in conjunction with the service platform 106 and authoring device 108 to generate and deliver the interactive layers to the licensee platforms 1403, 1404 and viewer networks 1406, 1407.

[0121] The service platform 1402 hosts all the database framework containing shopping layers, social media layers and extras layers. The licensee platform would host the licensee's own video media with the licensee's player, upon the first, second and optional third layers are placed via integration of a .vtt file. Viewers 1408, 1409 are then able to access the video content with interactive layers from the licensee network. As users click items in the video, a call will be sent to the service platform and database to access product info, social media and extras.

Additional Features

[0122] Current ad blocking technology identifies images and code that shares commonalities or is linked with ads being displayed. For instance, code blocks or java script associated with an advertisement often include keywords such as "ad" in order to be displayed in video media. Ad blockers are then able to identify and block the advertisement. The software, systems and methods disclosed within do not utilize code blocks or JavaScript containing key words for advertisements, but rather are associated with the items, services or songs within the video media. Any advertisement

is performed by the video media with the software, systems and methods disclosed herein linking the audio and visual objects of interest to marketing and purchasing data.

[0123] The first, second, and third interactive video layers containing the spatial (or audio) and/or temporal data identifying items within the video media are loaded as a .vtt file (or a "web video tracks") containing a detailed the time frame and location of the specific items loaded into the shopping layer. A .vtt file is connected to the video via the video's "track" element. As the video loads, a series of JavaScript and jQuery functions check the tracks file for cues that are to be loaded within the specific time stamp of the video and then dynamically adds them to the appropriate elements to enable the See 'n Click functionality as well as the icon and list views on the site. When the cue ends, those items are then removed from the specific elements. The dynamic nature of loading the items into the click layer and the list and icon view layers, in combination with the updated element identifiers has the added benefit of enabling the anti ad blocking technology.

[0124] The systems, software and methods disclosed herein use a non-standard authentication mechanism that utilizes a unique approach for each user's authentication. A standard authentication utilizes a username and password combination. Typically a password that is stored is encrypted using an encryption algorithm. Many applications use a standard password salt string to further encrypt a password string combination. The password salt is a fixed combination of characters that is standard to the application and does not change. The non-standard authentication mechanism utilizes a non-standard encryption algorithm that allows for increased protection from hackers who target standard encryption algorithms. In addition, password salt strings are unique to each user rather than being a standard default string. New users are redirected to create a security question and response if the user does not have questions and responses added into their account. User security answers are treated the same as passwords and are encrypted using unique password salts for each user. For added protection, an automatic lockout feature within the authentication process can stop users from specific IP addresses from accessing the site for a specified duration if a number of subsequent failed login attempts have originated from said IP address. In some embodiments, this is 3, 4, 5, 6, 7, 8, 9, or 10 failed login attempts. In some embodiments the lockout time is greater than 5 minutes.

[0125] Within the software module designed for use by an administrator are features to manage all users. These features include: 1) the ability to view a list of all viewers using the software module; the ability to edit a specific user's information, including name, email, application security role, passwords, etc; the ability to add new users to the application; the ability to add, edit and delete existing security questions; the ability to sort and search for users using a variety of search criterion

(including, but not limited to: Name, Email, User Activity, Favorite Shows, Date Ranges, etc); and the ability to lock out specific users on demand.

[0126] Within the software module designed for use by an administrator, are features to track users by logging the user's activity. The user activity tracker logs the activities of users who are watching the videos via the application. This allows for the adjustment of the timestamp of the video player when the user returns from a store that is linked from our platform. The tracker also allows for the collection of valuable data concerning the usage of our platform. These data can be used to enhance our website and add new features. These data can also be used to give advertisers, merchants, video producers and licensees more information about their product and video demand. This software, systems and methods disclosed herein allow licensees to post data to the tracking system from their own servers in order to better benefit from the data collected. Additional functionality is planned to allow for the filtering and packaging of user data within the software module designed for use by an administrator. The tracking system logs the following user activity data: when a user starts playing a video; when a user pauses a video; when a user finishes a video; when a user uses the video's progress bar to move to a different time stamp in the video; when a user enables the shopping layer; when a user disables the shopping layer; when a user clicks on an item in the shopping layer; when a user clicks on the "Buy Now" button on an item; when a user enables the social layer; when a user posts a comment in the social layer; when a user disables the social layer; and when a user enables the extras layer; when a user disables the extras layer.

[0127] Within the software module designed for use by an administrator, are features to manage what security roles are enabled for users of the service. This allows for the control of enabling the software module specific to the administrator, as opposed to a software module available to viewers, merchants, video producers, advertisers, or licensees.

[0128] Within the software module designed for use by an administrator, are features to manage actors and stars that appear in videos first, second, or third interactive layers. These features include: the ability to add a new actor; the ability to edit an actor; the ability to view the details of an actor; the ability to enable or disable an actor in the website; and the ability to search and filter actors by various criteria (name, programs, etc). In one embodiment, the user has access to a software module that allows the user to tag actors and request information on objects or services the actor is seen interacting with in video media. Filters or search queries may be used to further navigate to an item of interest.

[0129] Within the software module designed for use by an administrator, are features to manage the first, second, or third interactive layers that overlay the programs that are available for viewing. A program could be a TV show, a movie, a documentary or more. For each TV show, movie, or documentary, the administrator can manage the following features: the ability to add a new program and choose the program type, category, rating, description, images, and more; edit existing programs; disable existing programs from being accessible to users; view the details of a specific program; add and edit seasons to a TV show or series; add and edit episodes to a TV show or series. In one embodiment, the user has access to a software module that allows the user to adjust their ratings of programs or assemble lists of the user's preferred video media.

[0130] Within the software module designed for use by an administrator, are features to manage the first, second, or third interactive layers that overlay the information regarding companies that advertising products are assigned to. For each TV show, movie, or documentary, the administrator can manage the following features: the ability to view all companies; the ability to add a new company; the ability to edit an existing company, including the ability to disable an existing company; the ability to assign specific users to a company; the ability to view advanced details for each company (products, ads, featured shows); the ability to view stats for all ads and episodes.

[0131] Within the software module designed for use by an administrator, are features to manage the first, second, or third interactive layers that overlay the information regarding the individual items that are placed on the videos in the application. The items are considered instances of products that are tied to specific companies. Items are associated with several data points. These data points include, but are not limited to: product, program, episode, start time (in milliseconds), end time (in milliseconds), X & Y Coordinates (in %), Height and Width (in %) and company data points are utilized to generate the tracks file that is loaded for users who are viewing the video. In one embodiment, one track file is generated per episode of a program. In another embodiment, demographic data is be used to dynamically generate the tracks file at the time a video is loaded by a user. For each ad, the following features are available: the ability to view all ads; the ability to edit the ad placement; the ability to enable or disable an ad; the ability to view the performance of an ad.

[0132] In one embodiment, the advertiser, merchant, company, or seller has access to a software module that allows for the input of data points utilized to identify audio and visual objects within video media. In one embodiment the licensee controls the ability of the advertiser, merchant, company, or seller to identify items within the video media. In one embodiment, an advertiser, merchant, company, or seller can pay the licensee for access to the software module used to identify

audio or visual objects. In one embodiment, an advertiser, merchant, company, or seller can pay the licensee to identify audio or visual objects. In one embodiment, an advertiser, merchant, company, or seller can link an identified product to purchasing information of their choice. In one embodiment, an advertiser, merchant, company, or seller can pay for the ability to link an identified product to purchasing information of their choice.

[0133] Within the software module designed for use by an administrator, are features to manage the errors that occur within the service. These include automatically tracked and logged errors as well as any manual errors that are added programmatically by the application as a logging mechanism.

Digital processing device

[0134] In some embodiments, the platforms, systems, media, and methods described herein include a digital processing device, or use of the same. In further embodiments, the digital processing device includes one or more hardware central processing units (CPUs) or general purpose graphics processing units (GPGPUs) that carry out the device's functions. In still further embodiments, the digital processing device further comprises an operating system configured to perform executable instructions. In some embodiments, the digital processing device is optionally connected to a computer network. In further embodiments, the digital processing device is optionally connected to the Internet such that it accesses the World Wide Web. In still further embodiments, the digital processing device is optionally connected to a cloud computing infrastructure. In other embodiments, the digital processing device is optionally connected to an intranet. In other embodiments, the digital processing device is optionally connected to a data storage device.

[0135] In accordance with the description herein, suitable digital processing devices include, by way of non-limiting examples, server computers, desktop computers, laptop computers, notebook computers, sub-notebook computers, netbook computers, netpad computers, set-top computers, media streaming devices, handheld computers, Internet appliances, mobile smartphones, tablet computers, personal digital assistants, video game consoles, and vehicles. Those of skill in the art will recognize that many smartphones are suitable for use in the system described herein. Those of skill in the art will also recognize that select televisions, video players, and digital music players with optional computer network connectivity are suitable for use in the system described herein. Suitable tablet computers include those with booklet, slate, and convertible configurations, known to those of skill in the art.

[0136] In some embodiments, the digital processing device includes an operating system configured to perform executable instructions. The operating system is, for example, software, including programs and data, which manages the device's hardware and provides services for execution of applications. Those of skill in the art will recognize that suitable server operating systems include, by way of non-limiting examples, FreeBSD, OpenBSD, NetBSD[®], Linux, Apple[®] Mac OS X Server[®], Oracle[®] Solaris[®], Windows Server[®], and Novell[®] NetWare[®]. Those of skill in the art will recognize that suitable personal computer operating systems include, by way of non-limiting examples, Microsoft[®] Windows[®], Apple[®] Mac OS X[®], UNIX[®], and UNIX-like operating systems such as GNU/Linux[®]. In some embodiments, the operating system is provided by cloud computing. Those of skill in the art will also recognize that suitable mobile smart phone operating systems include, by way of non-limiting examples, Nokia[®] Symbian[®] OS, Apple[®] iOS[®], Research In Motion[®] BlackBerry OS[®], Google[®] Android[®], Microsoft[®] Windows Phone[®] OS, Microsoft[®] Windows Mobile[®] OS, Linux[®], and Palm[®] WebOS[®]. Those of skill in the art will also recognize that suitable media streaming device operating systems include, by way of non-limiting examples, Apple TV[®], Roku[®], Boxee[®], Google TV[®], Google Chromecast[®], Amazon Fire[®], and Samsung[®] HomeSync[®]. Those of skill in the art will also recognize that suitable video game console operating systems include, by way of non-limiting examples, Sony[®] PS3[®], Sony[®] PS4[®], Microsoft[®] Xbox 360[®], Microsoft Xbox One, Nintendo[®] Wii[®], Nintendo[®] Wii U[®], and Ouya[®].

[0137] In some embodiments, the device includes a storage and/or memory device. The storage and/or memory device is one or more physical apparatuses used to store data or programs on a temporary or permanent basis. In some embodiments, the device is volatile memory and requires power to maintain stored information. In some embodiments, the device is non-volatile memory and retains stored information when the digital processing device is not powered. In further embodiments, the non-volatile memory comprises flash memory. In some embodiments, the non-volatile memory comprises dynamic random-access memory (DRAM). In some embodiments, the non-volatile memory comprises ferroelectric random access memory (FRAM). In some embodiments, the non-volatile memory comprises phase-change random access memory (PRAM). In other embodiments, the device is a storage device including, by way of non-limiting examples, CD-ROMs, DVDs, flash memory devices, magnetic disk drives, magnetic tapes drives, optical disk drives, and cloud computing based storage. In further embodiments, the storage and/or memory device is a combination of devices such as those disclosed herein.

[0138] In some embodiments, the digital processing device includes a display to send visual information to a user. In some embodiments, the display is a liquid crystal display (LCD). In further embodiments, the display is a thin film transistor liquid crystal display (TFT-LCD). In some embodiments, the display is an organic light emitting diode (OLED) display. In various further embodiments, on OLED display is a passive-matrix OLED (PMOLED) or active-matrix OLED (AMOLED) display. In some embodiments, the display is a plasma display. In other embodiments, the display is a video projector. In yet other embodiments, the display is a head-mounted display in communication with the digital processing device, such as a VR headset. In further embodiments, suitable VR headsets include, by way of non-limiting examples, HTC Vive, Oculus Rift, Samsung Gear VR, Microsoft HoloLens, Razer OSVR, FOVE VR, Zeiss VR One, Avegant Glyph, Freefly VR headset, and the like. In still further embodiments, the display is a combination of devices such as those disclosed herein.

[0139] In some embodiments, the digital processing device includes an input device to receive information from a user. In some embodiments, the input device is a keyboard. In some embodiments, the input device is a pointing device including, by way of non-limiting examples, a mouse, trackball, track pad, joystick, game controller, or stylus. In some embodiments, the input device is a touch screen or a multi-touch screen. In other embodiments, the input device is a microphone to capture voice or other sound input. In other embodiments, the input device is a video camera or other sensor to capture motion or visual input. In further embodiments, the input device is a Kinect, Leap Motion, or the like. In still further embodiments, the input device is a combination of devices such as those disclosed herein.

Computer program

[0140] In some embodiments, the platforms, systems, media, and methods disclosed herein include at least one computer program, or use of the same. A computer program includes a sequence of instructions, executable in the digital processing device's CPU, written to perform a specified task. Computer readable instructions may be implemented as program modules, such as functions, objects, Application Programming Interfaces (APIs), data structures, and the like, that perform particular tasks or implement particular abstract data types. In light of the disclosure provided herein, those of skill in the art will recognize that a computer program may be written in various versions of various languages.

[0141] The functionality of the computer readable instructions may be combined or distributed as desired in various environments. In some embodiments, a computer program comprises one

sequence of instructions. In some embodiments, a computer program comprises a plurality of sequences of instructions. In some embodiments, a computer program is provided from one location. In other embodiments, a computer program is provided from a plurality of locations. In various embodiments, a computer program includes one or more software modules. In various embodiments, a computer program includes, in part or in whole, one or more web applications, one or more mobile applications, one or more standalone applications, one or more web browser plug-ins, extensions, add-ins, or add-ons, or combinations thereof.

Web application

[0142] In some embodiments, a computer program includes a web application. In light of the disclosure provided herein, those of skill in the art will recognize that a web application, in various embodiments, utilizes one or more software frameworks and one or more database systems. In some embodiments, a web application is created upon a software framework such as Microsoft® .NET or Ruby on Rails (RoR). In some embodiments, a web application utilizes one or more database systems including, by way of non-limiting examples, relational, non-relational, object oriented, associative, and XML database systems. In further embodiments, suitable relational database systems include, by way of non-limiting examples, Microsoft® SQL Server, MySQL™, and Oracle®. Those of skill in the art will also recognize that a web application, in various embodiments, is written in one or more versions of one or more languages. A web application may be written in one or more markup languages, presentation definition languages, client-side scripting languages, server-side coding languages, database query languages, or combinations thereof. In some embodiments, a web application is written to some extent in a markup language such as Hypertext Markup Language (HTML), Extensible Hypertext Markup Language (XHTML), or eXtensible Markup Language (XML). In some embodiments, a web application is written to some extent in a presentation definition language such as Cascading Style Sheets (CSS). In some embodiments, a web application is written to some extent in a client-side scripting language such as Asynchronous JavaScript and XML (AJAX), Flash® ActionScript, JavaScript, or Silverlight®. In some embodiments, a web application is written to some extent in a server-side coding language such as Active Server Pages (ASP), ColdFusion®, Perl, Java™, JavaServer Pages (JSP), Hypertext Preprocessor (PHP), Python™, Ruby, Tcl, Smalltalk, WebDNA®, or Groovy. In some embodiments, a web application is written to some extent in a database query language such as Structured Query Language (SQL). In some embodiments, a web application integrates enterprise server products such as IBM® Lotus Domino®. In some embodiments, a web application includes a media player element. In various

further embodiments, a media player element utilizes one or more of many suitable multimedia technologies including, by way of non-limiting examples, Adobe[®] Flash[®], HTML 5, Apple[®] QuickTime[®], Microsoft[®] Silverlight[®], Java[™], and Unity[®].

Mobile application

[0143] In some embodiments, a computer program includes a mobile application provided to a mobile digital processing device. In some embodiments, the mobile application is provided to a mobile digital processing device at the time it is manufactured. In other embodiments, the mobile application is provided to a mobile digital processing device via the computer network described herein.

[0144] In view of the disclosure provided herein, a mobile application is created by techniques known to those of skill in the art using hardware, languages, and development environments known to the art. Those of skill in the art will recognize that mobile applications are written in several languages. Suitable programming languages include, by way of non-limiting examples, C, C++, C#, Objective-C, Java[™], JavaScript, Pascal, Object Pascal, Python[™], Ruby, VB.NET, WML, and XHTML/HTML with or without CSS, or combinations thereof.

[0145] Suitable mobile application development environments are available from several sources. Commercially available development environments include, by way of non-limiting examples, AirplaySDK, alcheMo, Appcelerator[®], Celsius, Bedrock, Flash Lite, .NET Compact Framework, Rhomobile, and WorkLight Mobile Platform. Other development environments are available without cost including, by way of non-limiting examples, Lazarus, MobiFlex, MoSync, and Phonegap. Also, mobile device manufacturers distribute software developer kits including, by way of non-limiting examples, iPhone and iPad (iOS) SDK, Android[™] SDK, BlackBerry[®] SDK, BREW SDK, Palm[®] OS SDK, Symbian SDK, webOS SDK, and Windows[®] Mobile SDK.

[0146] Those of skill in the art will recognize that several commercial forums are available for distribution of mobile applications including, by way of non-limiting examples, Apple[®] App Store, Google[®] Play, Chrome WebStore, BlackBerry[®] App World, App Store for Palm devices, App Catalog for webOS, Windows[®] Marketplace for Mobile, Ovi Store for Nokia[®] devices, Samsung[®] Apps, and Nintendo[®] DSi Shop.

Standalone application

[0147] In some embodiments, a computer program includes a standalone application, which is a program that is run as an independent computer process, not an add-on to an existing process, e.g.,

not a plug-in. Those of skill in the art will recognize that standalone applications are often compiled. A compiler is a computer program(s) that transforms source code written in a programming language into binary object code such as assembly language or machine code. Suitable compiled programming languages include, by way of non-limiting examples, C, C++, Objective-C, COBOL, Delphi, Eiffel, Java™, Lisp, Python™, Visual Basic, and VB .NET, or combinations thereof. Compilation is often performed, at least in part, to create an executable program. In some embodiments, a computer program includes one or more executable compiled applications.

Software modules

[0148] In some embodiments, the platforms, systems, media, and methods disclosed herein include software, server, and/or database modules, or use of the same. In view of the disclosure provided herein, software modules are created by techniques known to those of skill in the art using machines, software, and languages known to the art. The software modules disclosed herein are implemented in a multitude of ways. In various embodiments, a software module comprises a file, a section of code, a programming object, a programming structure, or combinations thereof. In further various embodiments, a software module comprises a plurality of files, a plurality of sections of code, a plurality of programming objects, a plurality of programming structures, or combinations thereof. In various embodiments, the one or more software modules comprise, by way of non-limiting examples, a web application, a mobile application, and a standalone application. In some embodiments, software modules are in one computer program or application. In other embodiments, software modules are in more than one computer program or application. In some embodiments, software modules are hosted on one machine. In other embodiments, software modules are hosted on more than one machine. In further embodiments, software modules are hosted on cloud computing platforms. In some embodiments, software modules are hosted on one or more machines in one location. In other embodiments, software modules are hosted on one or more machines in more than one location.

Databases

[0149] In some embodiments, the platforms, systems, media, and methods disclosed herein include one or more databases, or use of the same. In view of the disclosure provided herein, those of skill in the art will recognize that many databases are suitable for storage and retrieval of source data records (and associated identifiers), accepted data records (and associated identifiers), candidate data records (and associated identifiers), qualifying data records (and associated identifiers), and event logging information. In various embodiments, suitable databases include, by way of non-limiting examples,

relational databases, non-relational databases, object oriented databases, object databases, entity-relationship model databases, associative databases, and XML databases. Further non-limiting examples include SQL, PostgreSQL, MySQL, Oracle, DB2, and Sybase. In some embodiments, a database is internet-based. In further embodiments, a database is web-based. In still further embodiments, a database is cloud computing-based. In other embodiments, a database is based on one or more local computer storage devices.

Additional Aspects

[0150] Aspect 1 concerns a method comprising generating a video data that includes a video media, a first interactive video layer, and a second interactive video layer; providing the video data to a user of a viewer via a network; enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively, and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.

[0151] Aspect 2 concerns the method of any preceding aspect, further comprising receiving the video media having a plurality of objects within one or more frames of the video media; processing the video media to generate the first interactive video layer, wherein the processing includes: associating product information to one or more of the plurality of objects to correspondingly form one or more items of interest; tracking the one or more of the plurality of objects through the one or more frames of the video media; and assigning a selectable visual indicator for each of the one or more items of interest.

[0152] Aspect 3 concerns the method of any preceding aspect, further comprising displaying the selectable visual indicators for the one or more items of interest in the first interactive video layer responsive to the first interactive video layer being turned on during rendering of the video data on the viewer.

[0153] Aspect 4 concerns the method of any preceding aspect, further comprising removing the product information from the one or more of the plurality of objects; and associating different product information to the one or more of the plurality of objects.

[0154] Aspect 5 concerns the method of any preceding aspect, further comprising displaying the video media and the first interactive video layer on the viewer; and selecting one of the selectable visual indicators by the user to display marketing information of the item of interest on the viewer.

[0155] Aspect 6 concerns the method of any preceding aspect, further comprising purchasing the selected item of interest from the marketing information.

[0156] Aspect 7 concerns the method of any preceding aspect, wherein the purchasing occurs while the video media is being displayed on the viewer.

[0157] Aspect 8 concerns the method of any preceding aspect, further comprising copying a timed portion of the video data to a clip list based on selection by the user.

[0158] Aspect 9 concerns the method of any preceding aspect, wherein the second interactive video layer includes a social media portion for the user to interact with at least one guest.

[0159] Aspect 10 concerns the method of any preceding aspect, further comprising collecting data based on actions taken by the user.

[0160] Aspect 11 concerns the method of any preceding aspect, wherein the video media includes one of a television episode or a movie.

[0161] Aspect 12 concerns the method of any preceding aspect, wherein the generating the video data includes a third interactive video layer, the third interactive video layer having one or more visual indicators.

[0162] Aspect 13 concerns method of any preceding aspect, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.

[0163] Aspect 14 concerns the method of any preceding aspect comprising receiving a video media having a plurality of objects within one or more frames of the video media; processing the video media to generate a first interactive video layer, wherein the processing includes: associating product information to one or more of the plurality of objects to correspondingly form one or more items of interest; tracking the one or more items of interest through the one or more frames of the video media; and assigning a selectable visual indicator for each of the one or more items of interest.

[0164] Aspect 15 concerns the method of any preceding aspect, wherein the product information includes an image associated with the product, a product name, and a product description.

[0165] Aspect 16 concerns the method of any preceding aspect comprising receiving a video media having a plurality of objects within one or more frames of the video media; processing the video media to generate a first interactive video layer, wherein the processing includes: associating product information to one or more of the plurality of objects to correspondingly form one or more items of

interest; tracking the one or more items of interest through the one or more frames of the video media; assigning a selectable visual indicator for each of the one or more items of interest; and providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest to a server for distribution with the video media to a viewer.

[0166] Aspect 17 concerns the method of any preceding aspect, further comprising generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer; and providing the video data to a user of a viewer via a network.

[0167] Aspect 18 concerns the method of any preceding aspect, further comprising enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.

[0168] Aspect 19 concerns the method of any preceding aspect, further comprising displaying the video media and the first interactive video layer on the viewer; and selecting one of the selectable visual indicators by the user to display marketing information of the corresponding item of interest on the viewer.

[0169] Aspect 20 concerns the method of any preceding aspect, further comprising purchasing the selected item of interest from the marketing information.

[0170] Aspect 21 concerns the method of any preceding aspect, wherein the purchasing occurs while the video media is being displayed on the viewer.

[0171] Aspect 22 concerns the method of any preceding aspect, further comprising copying a timed portion of the video data to a clip list based on selection by the user.

[0172] Aspect 23 concerns the method of any preceding aspect, further comprising collecting data based on actions taken by the user.

[0173] Aspect 24 concerns the method of any preceding aspect, further comprising removing the product information from the one or more of the plurality of objects; and associating different product information with the one or more of the plurality of objects.

[0174] Aspect 25 concerns the method of any preceding aspect, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the viewer.

[0175] Aspect 26 concerns the method of any preceding aspect, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.

[0176] Aspect 27 concerns the method of any preceding aspect, wherein the generating the video data includes the third interactive video layer.

[0177] Aspect 28 concerns the method of any preceding aspect, wherein the video media includes one of a television episode or a movie.

EXAMPLES

Example 1 – Determination of an Unknown Product

[0178] A user views a TV program by streaming from an online streaming service equipped with the software application disclosed herein. The user views a show involving home improvement and is interested in purchasing a power tool being used in the show, however the user cannot identify the tool or the manufacturer and thus cannot gain the information required to purchase the tool. The user pauses the show and activates the software application. A number of markers populate the layer to denote the available product information. The user selects the marker for the power tool of interest. The user is taken to another screen where the user can examine the price of the tool from various vendors, view any linked advertisements, analyze review data, or view any other available video media featuring the tool. The user is also able to view similar products from competing manufacturers. The user activates the social media layer of the application, and asks another friend user what the friend thinks about the power tool. The friend user is able to review the video media clips of the tool and see the data available to the original user. The friend user gives the original user feedback regarding the tool. The original user selects a vendor and purchases the item. Following the purchase, the TV program resumes. The user's billing information and shipping address is stored in the users account, allowing for minimal viewing disruption. The user is able to resume watching the show with any of the interactive layers on or off.

Example 2 – Finding a Wedding Dress

[0179] A recently engaged woman would like to find a wedding dress to purchase. The woman views shows related to weddings and wedding planning through an online streaming service with the software application disclosed herein enabled. Each time a wedding dress the user likes is viewed, she selects the wedding dress and saves the dress to a list of items of interest. Advertisers obtain data regarding the user's wedding interests and wedding dresses in movies and other TV shows are prioritized and presented as clickable items of interest when the application is enabled. Additional services such as catering, cake baking, tailoring, and floral designing are also prioritized and presented as clickable items throughout all viewed video media. The user saves each item of interest, and then reviews the items with close friends and family through the social media layer. Each party is able to view clips of the items, review the marketing data, and offer opinions about the objects and items of interest. The user purchases the object and services or interest.

Example 3 – Organized Purchases and Live Event Purchasing

[0180] A viewer enjoys attending sporting events. While watching a sporting event on cable TV, the user enables the software application disclosed herein. The user is able to view items of interest such as tickets to upcoming games, sports memorabilia, and tailgating accessories. The user activates the social media layer and asks other friend users if they are interested in attending an upcoming game. The user purchases tickets for an upcoming game and resumes watching the sporting event. In the second half, the viewer notices a pair of shoes on an athlete that the viewer would like to purchase. As the sporting event is live, the object mapping is performed automatically and the shoes appear as mapped object with associated product information in the first interactive layer within 0.25 seconds. The shoes remain mapped while displayed in the video media.

Example 4 – Dressing Like Your Favorite Star

[0181] A user finds that a particular actress has an admirable taste in clothing or similar body type to the user's own, and the user would like to purchase some of the clothing the actress wears in movies and TV. The user adds the actor to a list of favorite actors to view clothing seen on the actress in video media. Video clips are presented of the actress wearing various clothing in video media. Hundreds of clothing objects are presented, with filters such as show title, year, genre, clothing type, color, or price, to remove clothing items the user is less likely to be interested in purchasing. The user selects a filter for dresses and reviews the video media clips and marketing information associated with dresses that the actress has worn in video media. The user adds 3 prospective items to a list and shares the list with a friend user through the social media layer. The friend approves of two items and the original user purchases the items.

Example 5 – Concert Tickets

[0182] A user is viewing a movie through an online streaming service with the software application disclosed herein enabled. A song is played that the user enjoys. The user activates the interactive layer to view the songs artist and marketing information. Upon selecting the icon representing the song, the user finds that the artist is performing a live show in the area, and that tickets are available for purchase. The user shares the song with a family member using the social media layer, and both users decide to buy the song and buy tickets for the performance.

Example 6 – Merchant Selling a Product

[0183] A merchant has designs a surfboard with a shark repelling audio device embedded within the board. The merchants surfboard is featured in a documentary about shark attacks, which is distributed on an online streaming service with the software application disclosed herein enabled. The merchant would like viewers to be able to buy the surfboard after activating the first interactive layer. The merchant pays the online streaming service to map the surfboard within the documentary and the merchant provides all purchasing information. An administrator at the online streaming service uses a computer assisted, semi-automatic process for identifying the object in each frame of the documentary. The administrator plays the documentary at a slow speed until the surfboard is visible. The administrator then clicks the object on a computer screen and a box marker appears, which is resized to encompass the board. As the frames of the video are advanced, the marker remains and the administrator resizes and moves the marker to track with the surfboard's movement throughout the frames. When the surfboard is no longer visible on the screen, the marker is removed by the administrator. The administrator then links the data related to the spatial and temporal location of the surfboard within the video media to the marketing information provided by the merchant.

Example 7 – Purchasing a Vacation Package

[0184] A viewer is watching a movie taking place within beautiful scenery in an exotic land. The viewer does not know where the movie was filmed, but would like to travel there. The viewer activates the first interactive layer and is able to find vacation packages to the far off land. The viewer shares the information with family members using the social media layer, and each user is able to view clips of the destination, advertisements, and other associated media. The family purchases a vacation package through the marketing information provided by the application.

Example 8 – Using Activity Data to Display Objects

[0185] A user views a TV program by streaming from an online streaming service equipped with the software and systems disclosed herein. The user is viewing a home design show, wherein hundreds of items and products are featured throughout the show. The show often contains an image of a fully decorated room being shown for a few seconds before switching images to another fully decorated room. In the past, the user has purchased items associated with the walls of the rooms. The user finds an image of an appealing room in the program. The user pauses the program and turns on the first interactive layer. Although 50 objects associated with marketing data are present on the screen, markers for only 10 are displayed. The majority of the 10 items are items that are on the walls in the room, as the items are given the highest display priority having been determined based on the user's past activity. The user then uses an adjustable slider to increase the number of markers on items to 25. The user views objects until deciding that the wall's color is ideal for combination with a unique picture frame. The user is able to purchase the desired color of paint, Bumble Cherry Bean, which has a name that the user could not have identified or predicted. The user is also able to purchase the picture frame displayed in the show.

Example 9 – Associating Items with Marketing Information of a Different Item

[0186] A user views a movie set in the 1980's by streaming from an online streaming service equipped with the software and system disclosed herein. The user identifies a large, over the shoulder boom-box stereo that he would like to own. The user engages the first interactive layer and identifies the item, but is dismayed to find the boom-box is no longer manufactured and sold. However, multiple links to items that are related are shown, and purchasing information is provided. The user is able to purchase a boom-box that is not identical, but performs the same function as the unavailable boom-box. The user also would like to purchase a piece of clothing, which is still sold by the original manufacturer. However, another competing company has paid the online streaming service to remove the original clothing item purchase information and replace the item for sale with the competing companies own analogous clothing product and associated marketing information.

[0187] While preferred embodiments of the present invention have been shown and described herein, it will be obvious to those skilled in the art that such embodiments are provided by way of example only. Numerous variations, changes, and substitutions will now occur to those skilled in the art without departing from the invention. It should be understood that various alternatives to the embodiments of the invention described herein may be employed in practicing the invention. It is intended that the following claims define the scope of the invention and that methods and structures within the scope of these claims and their equivalents be covered thereby.

CLAIMS

WHAT IS CLAIMED IS:

1. A method for providing information on items, services, or songs in a video media comprising:
 - a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media;
 - b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media,
 - ii. associating product information to one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest;
 - c) providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest, and
 - d) distributing the information on items, services, or songs in a video media to a viewer.
2. The method of claim 1, further comprising: generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer; and providing the video data to a user of a viewer via a network.
3. The method of claim 2, further comprising: enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.

4. The method of claim 3, further comprising: displaying the video media and the first interactive video layer to the viewer; and selecting one of the selectable visual indicators by the user to display marketing information of the corresponding item, song, or service of interest to the viewer.
5. The method of claim 4, further comprising purchasing the selected item, song, or service of interest from the marketing information.
6. The method of claim 5, wherein the purchasing occurs while the video media is being displayed to the viewer.
7. The method of claim 1, further comprising copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.
8. The method of claim 1, further comprising collecting data based on actions taken by the user.
9. The method of claim 1, further comprising: removing the product information from the one or more of the plurality of objects; and associating different product information with the one or more of the plurality of objects.
10. The method of claim 1, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the viewer.
11. The method of claim 10, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.
12. The method of claim 1, wherein generating the video data includes the third interactive video layer.
13. The method of claim 1, wherein the video media includes one of a television episode or a movie.
14. The method of claim 1, wherein identifying one or more of the plurality of visual or audio objects is performed manually through the input of spatial and/or temporal data for each item, song, or service within the video media.
15. The method of claim 1, wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping.

16. The method of claim 1, wherein the first and second interactive layers are unaffected by ad blocking software.
17. A non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:
 - (a) processing video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media;
 - ii. associating product information to one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest; and
 - (b) providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest.
18. A computer-implemented system comprising: a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media, the application comprising:
 - a) a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a user's processing device;
 - b) a software module for linking items, services, or songs identified manually or automatically with marketing and/or purchasing information;
 - c) a software module for the generation of a first interactive layer to display with the video media, wherein said first interactive layer contains items, services, or songs of interest linked to marketing and/or purchasing information;

- d) a software module for the generation of a second interactive layer to display with the video media and optionally the first interactive layer; wherein the second interactive layer contains a social media portion for the user to interact with at least one guest; and
 - e) a software module for transmitting the first and second interactive layers to the user's processing device.
19. A computer-implemented method comprising:
- a) receiving a video media having a plurality of visual or audio objects within one or more frames of the video media;
 - b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. associating product information to one or more of the plurality of visual or audio objects to correspondingly form one or more items of interest; and
 - ii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - c) assigning a selectable visual indicator for each of the one or more items, services, or songs of interest.
20. The method of claim 19, wherein the product information includes an image associated with the product, a product name, and a product description.

ABSTRACT OF THE DISCLOSURE

Systems for utilizing video media include processing the video media that has a plurality of objects within one or more frames of the video media to generate a first interactive video layer. The processing includes associating product information to one or more of the plurality of objects to correspondingly form one or more items of interest, tracking the one or more items of interest through the one or more frames of the video media, and assigning a selectable visual indicator for each of the one or more items of interest. The first interactive video layer is distributed with the video media to a viewer. A second interactive video layer having a social media portion for the user to interact with another user is also distributed with the video media. The system generates video data that includes video media, the first interactive video layer, and the second interactive video layer.

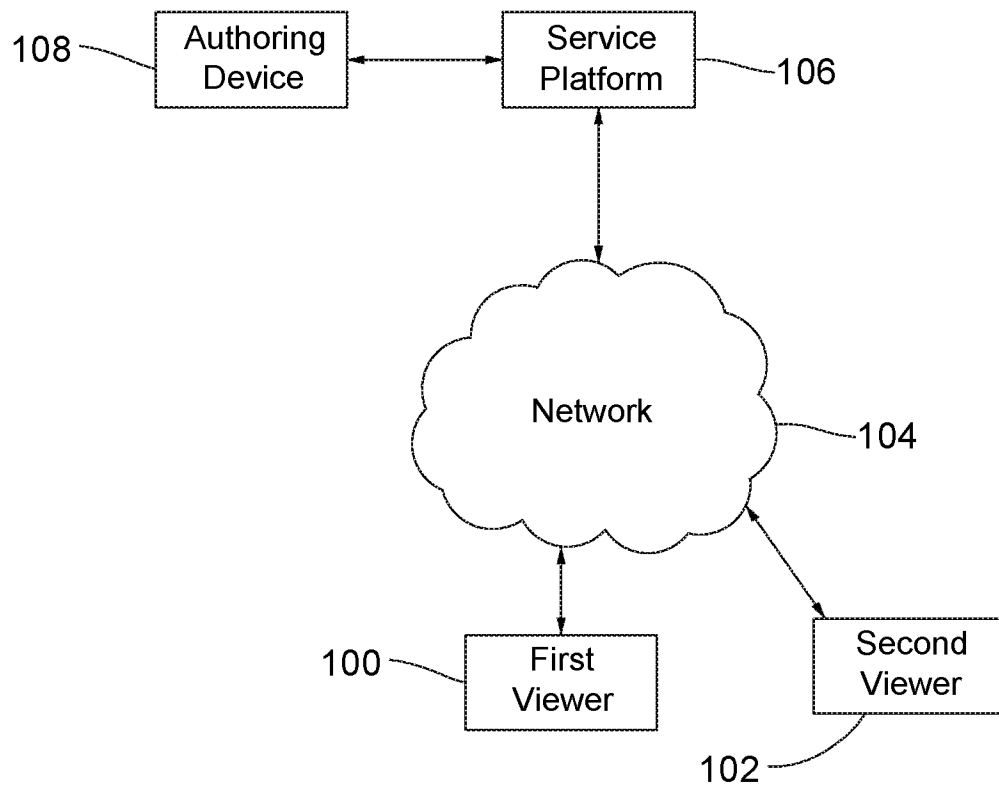
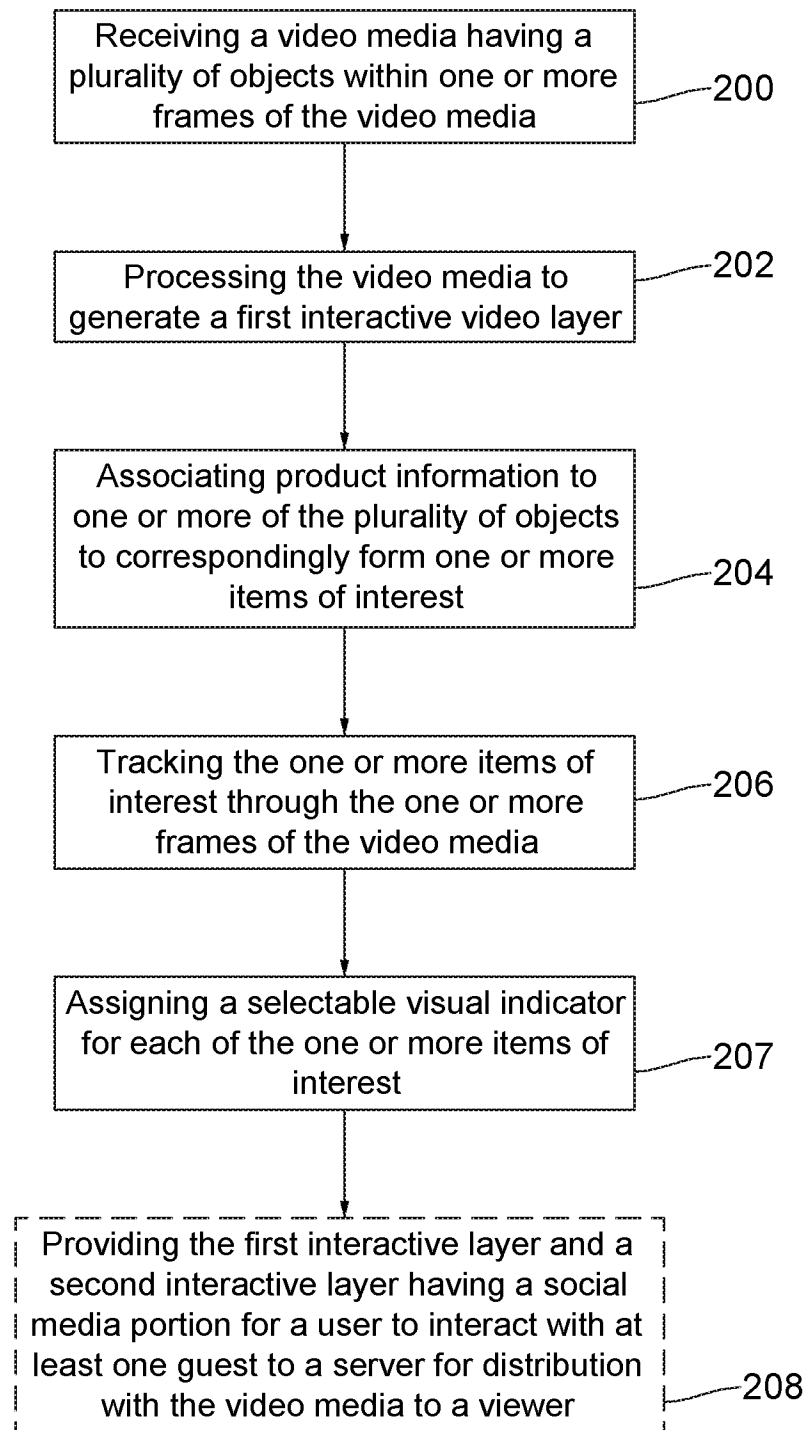
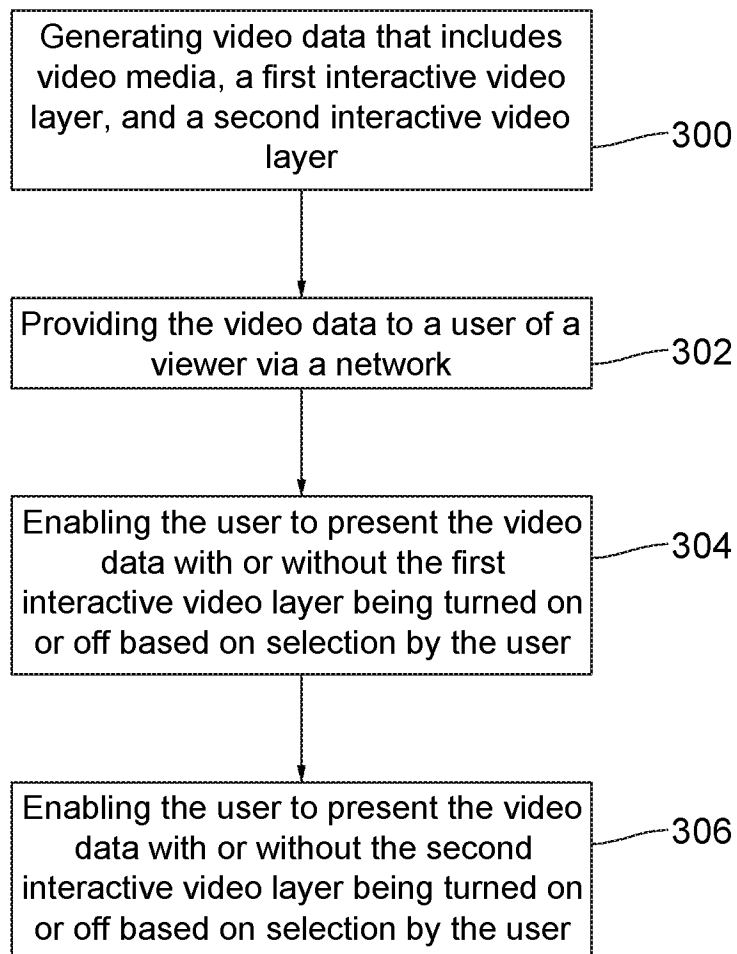
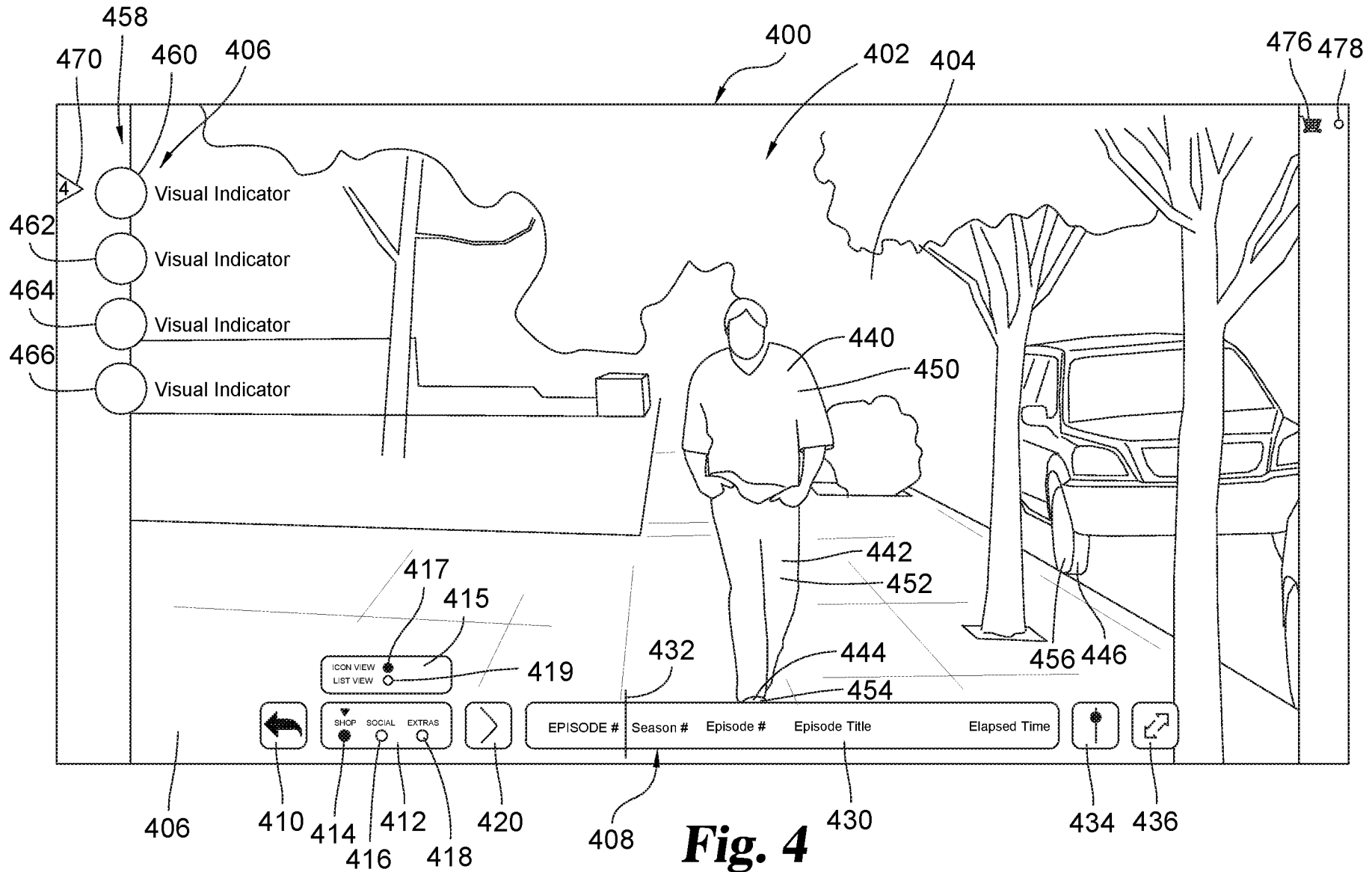


Fig. 1

**Fig. 2**

***Fig. 3***

**Fig. 4**

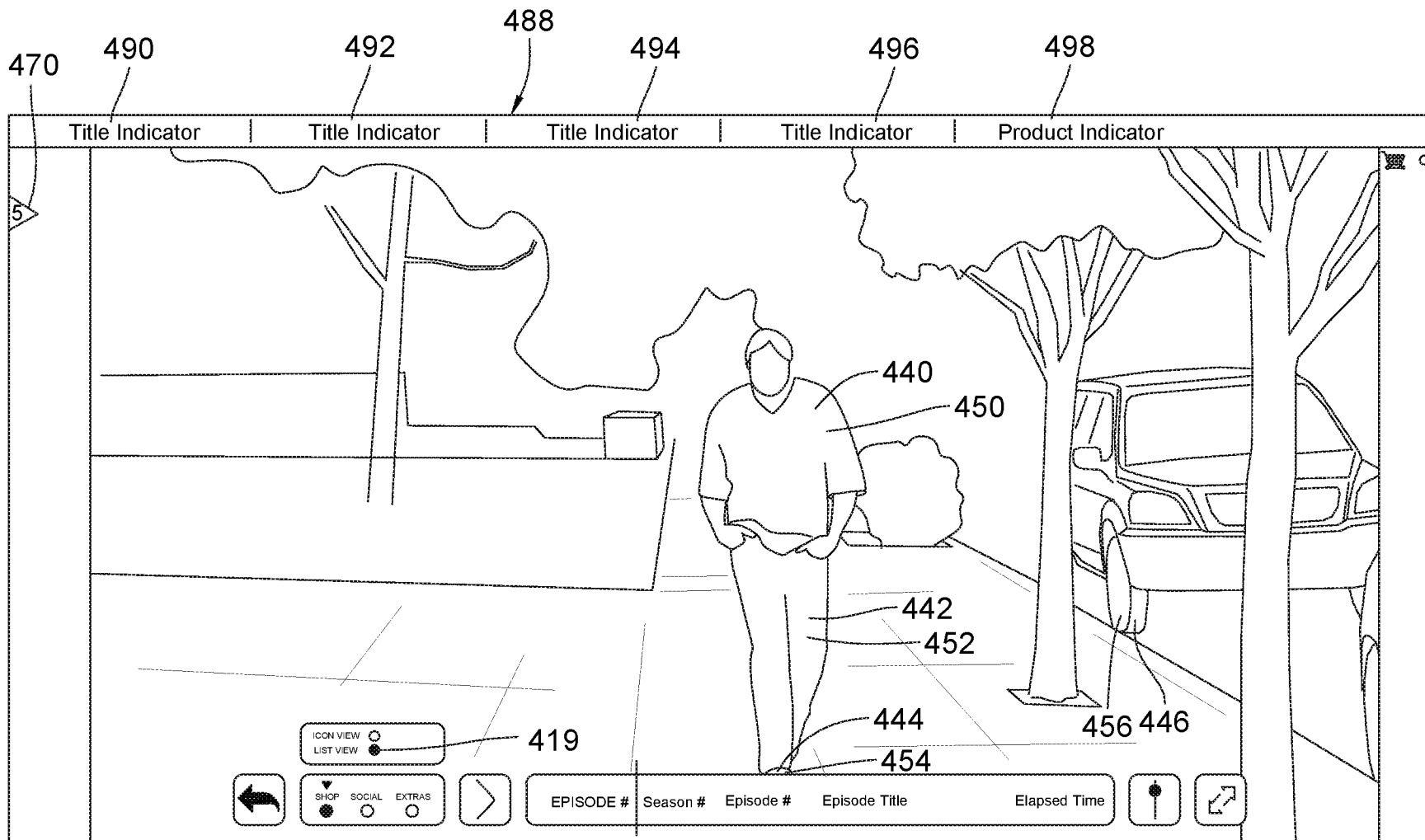
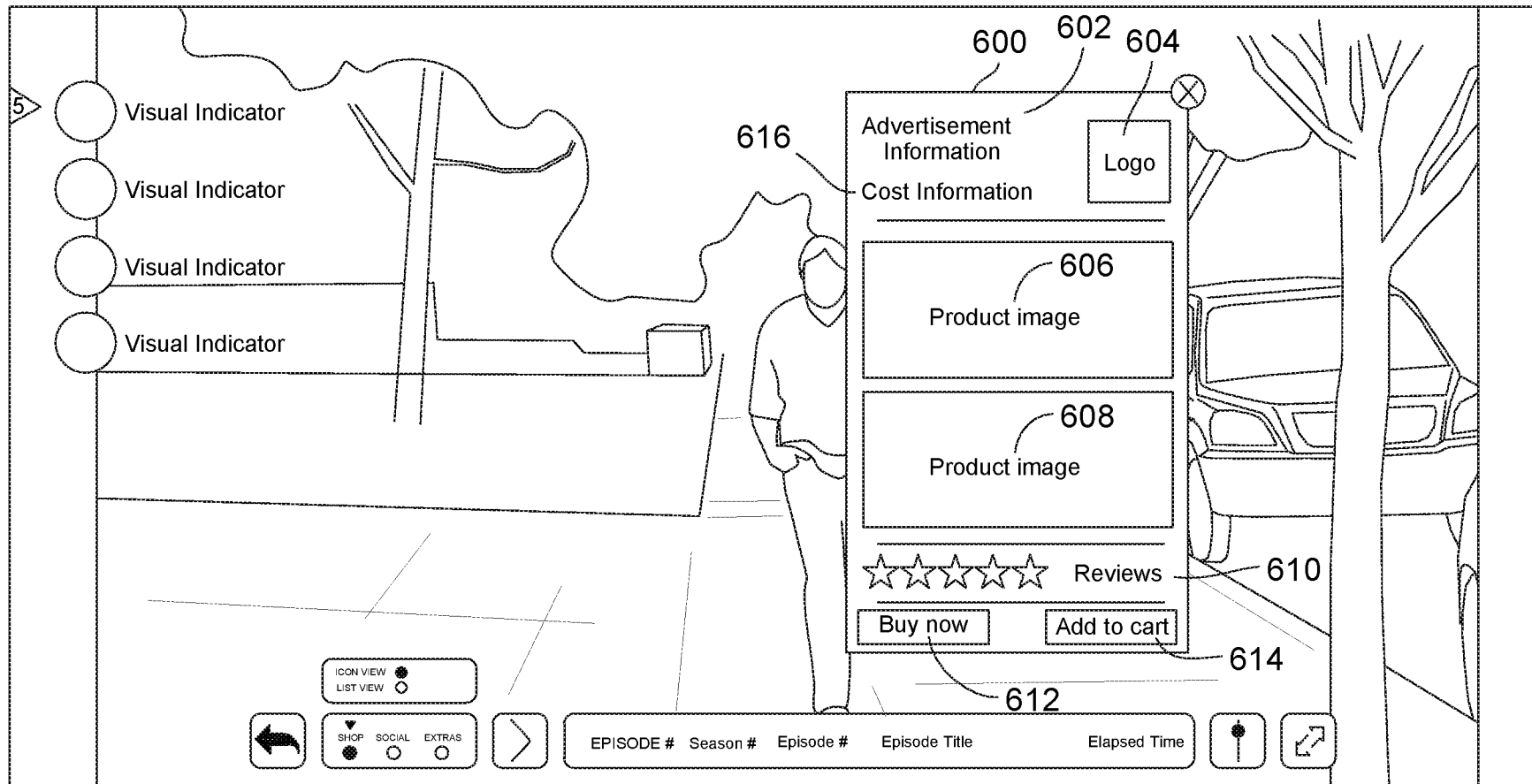


Fig. 5

**Fig. 6**

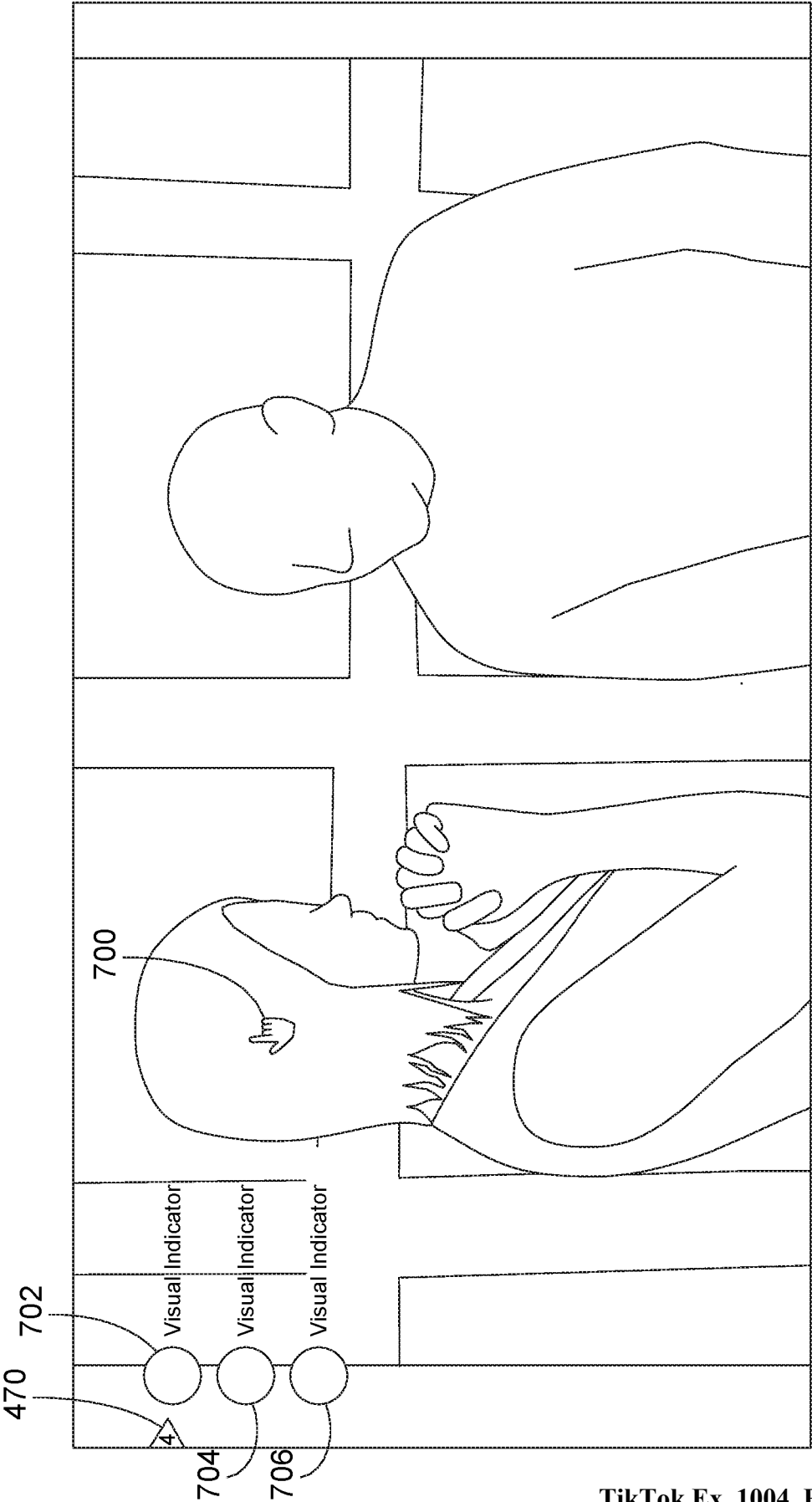
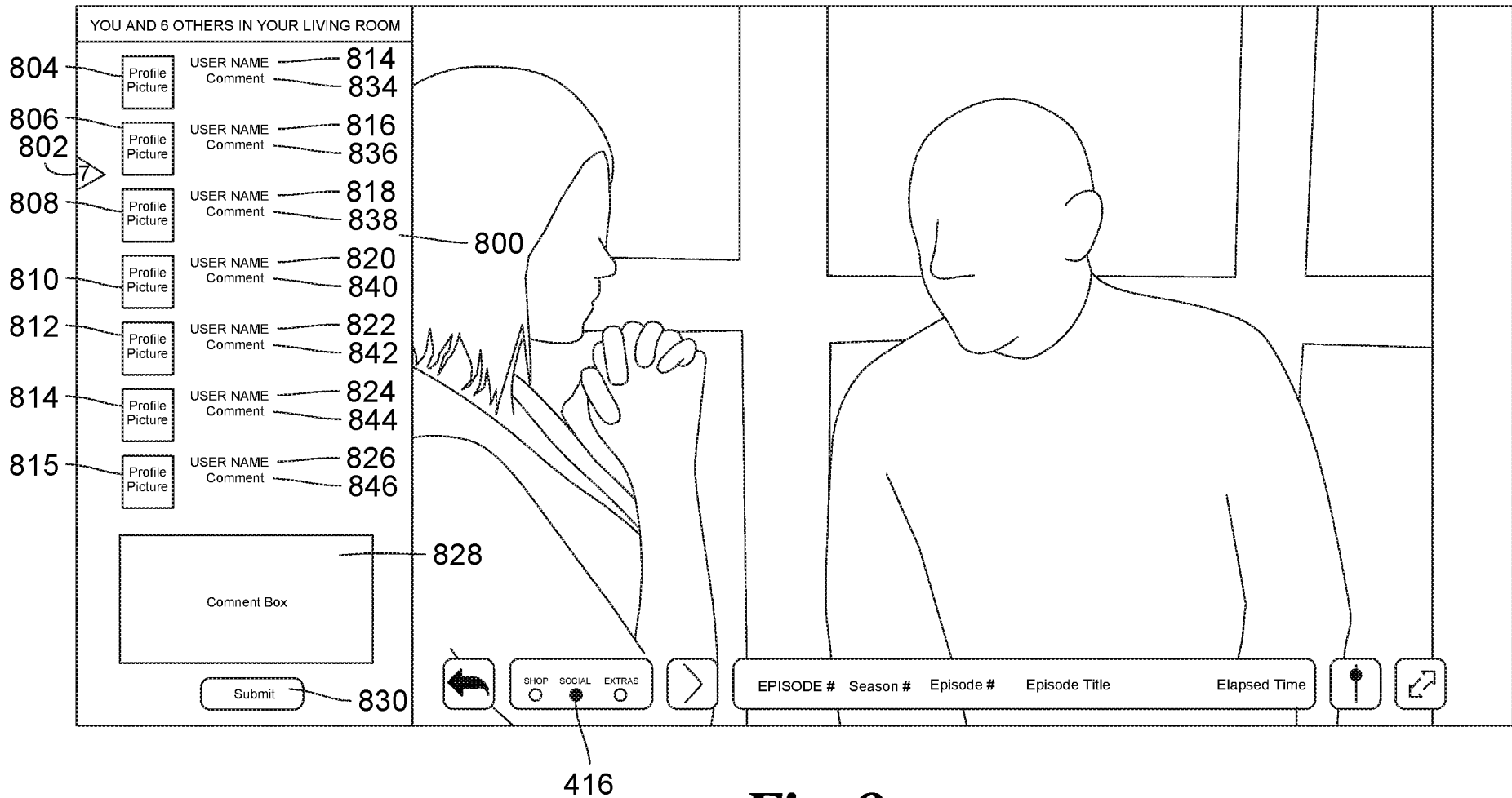


Fig. 7

**Fig. 8**

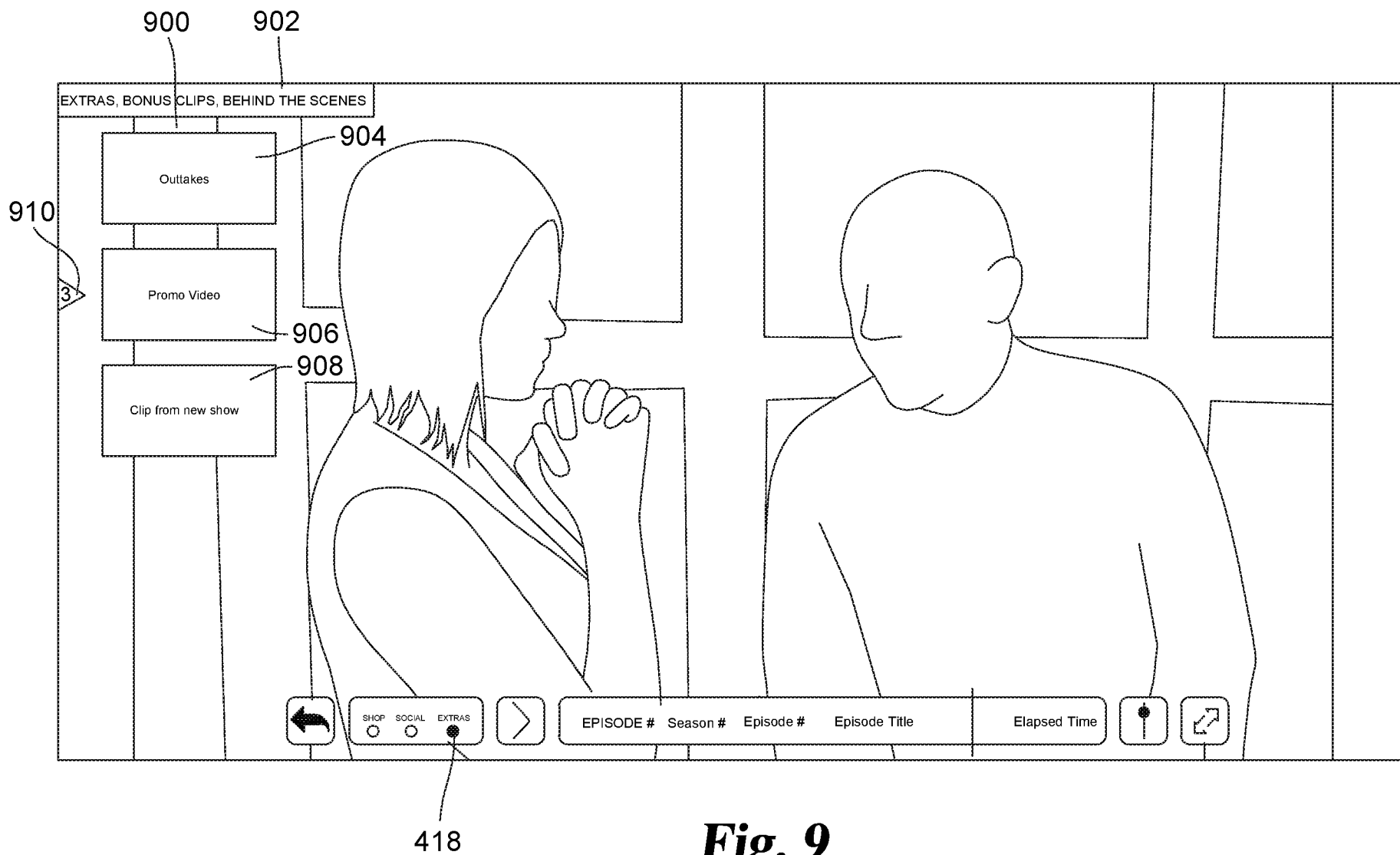


Fig. 9

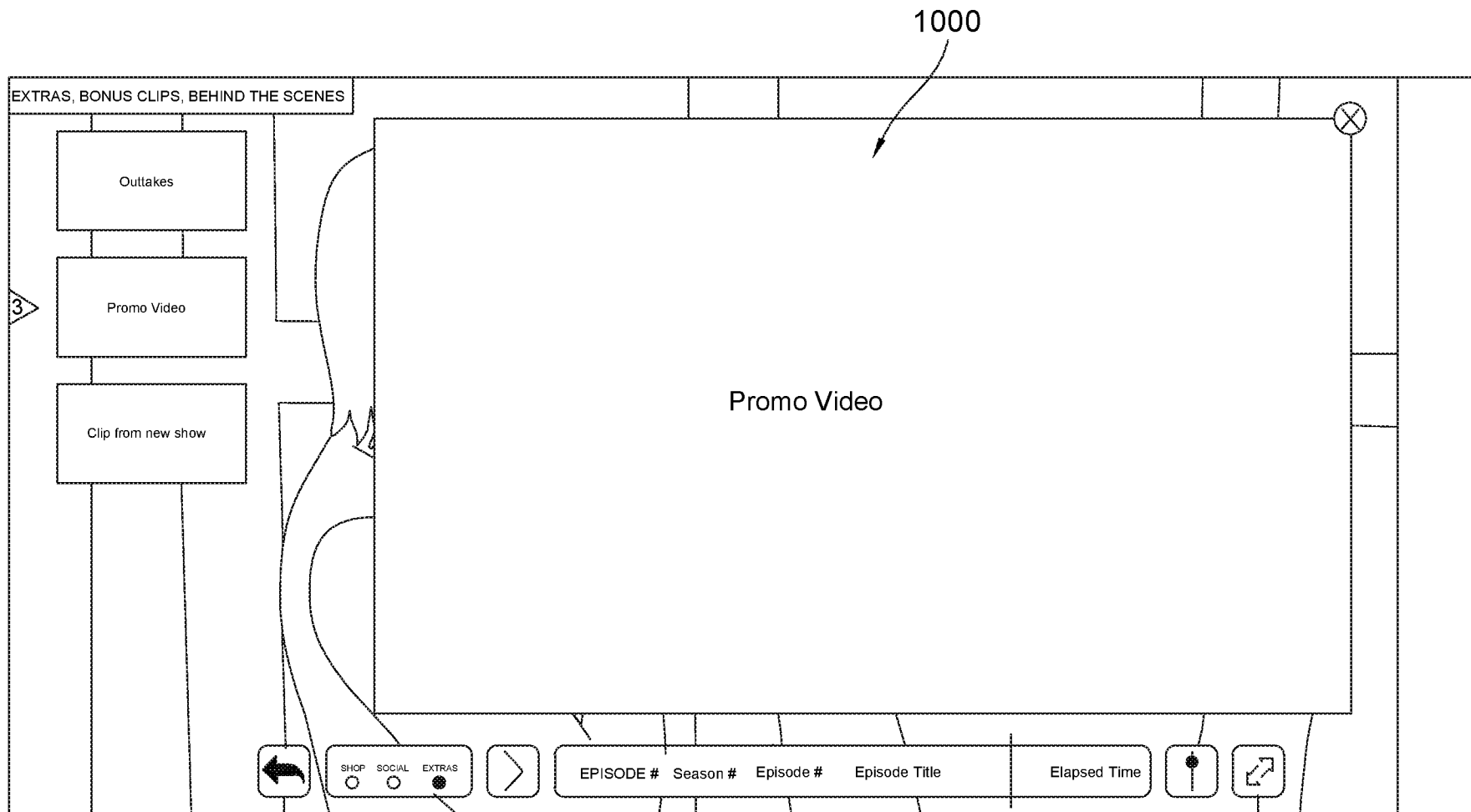


Fig. 10

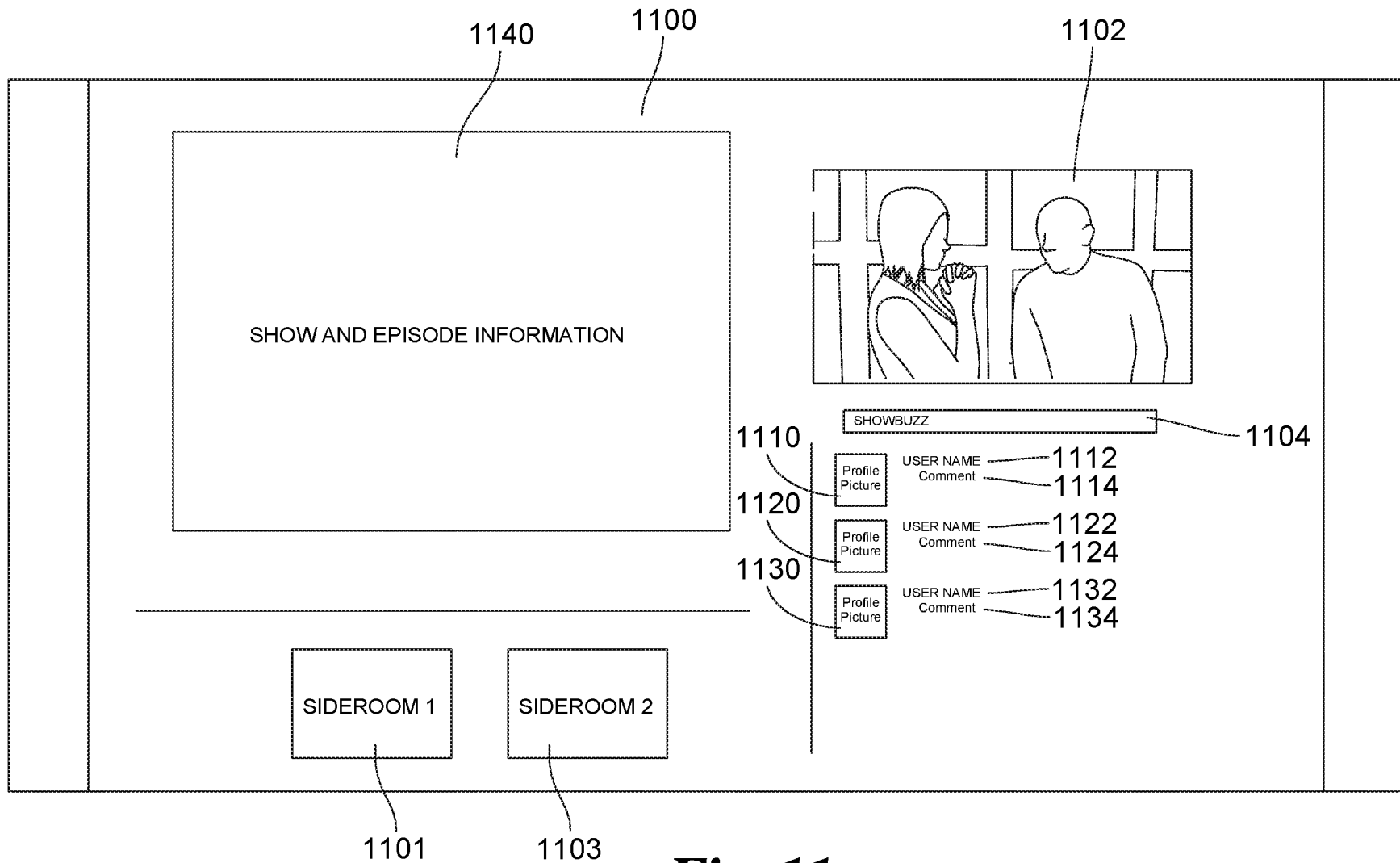


Fig. 11

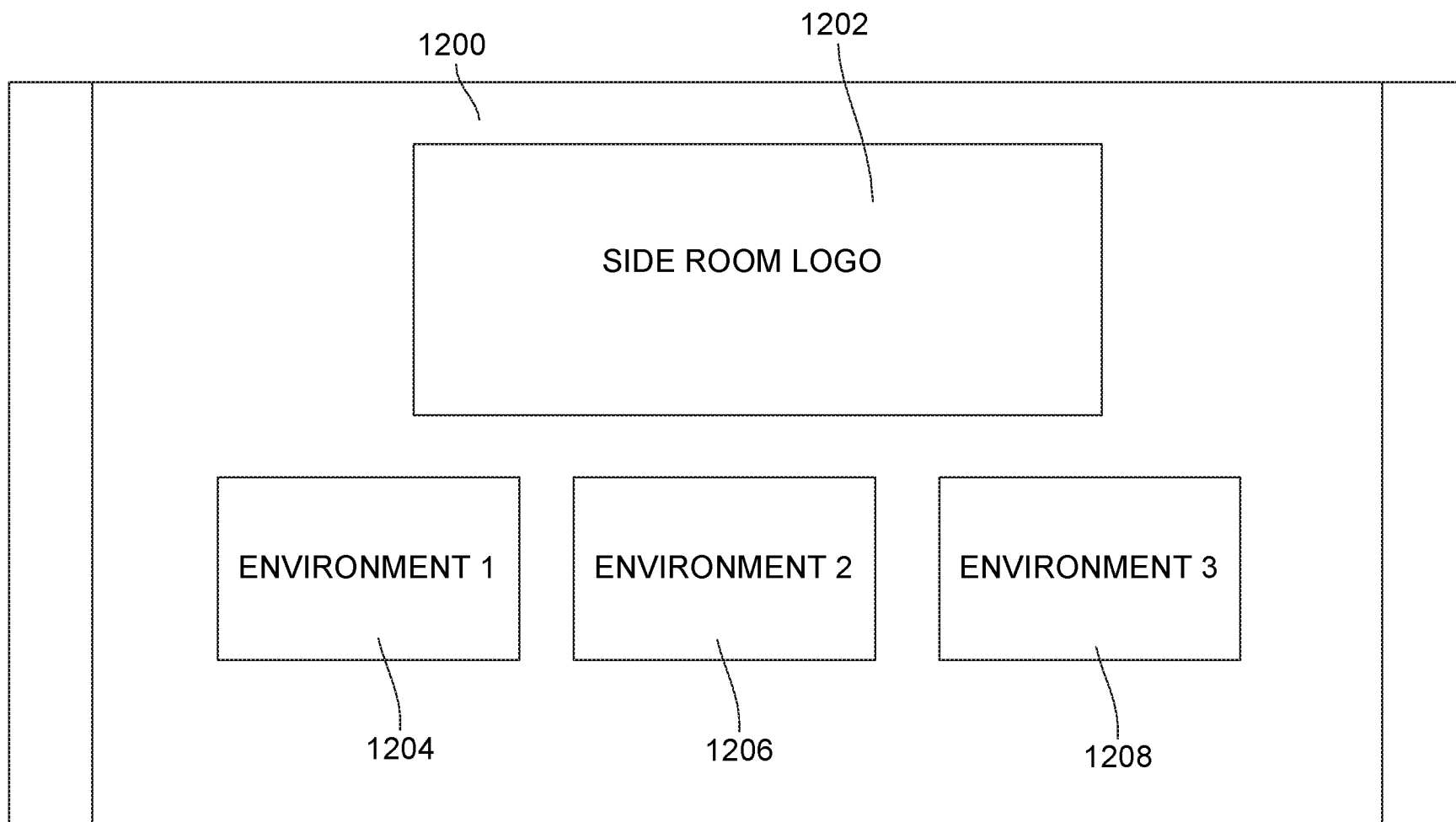


Fig. 12

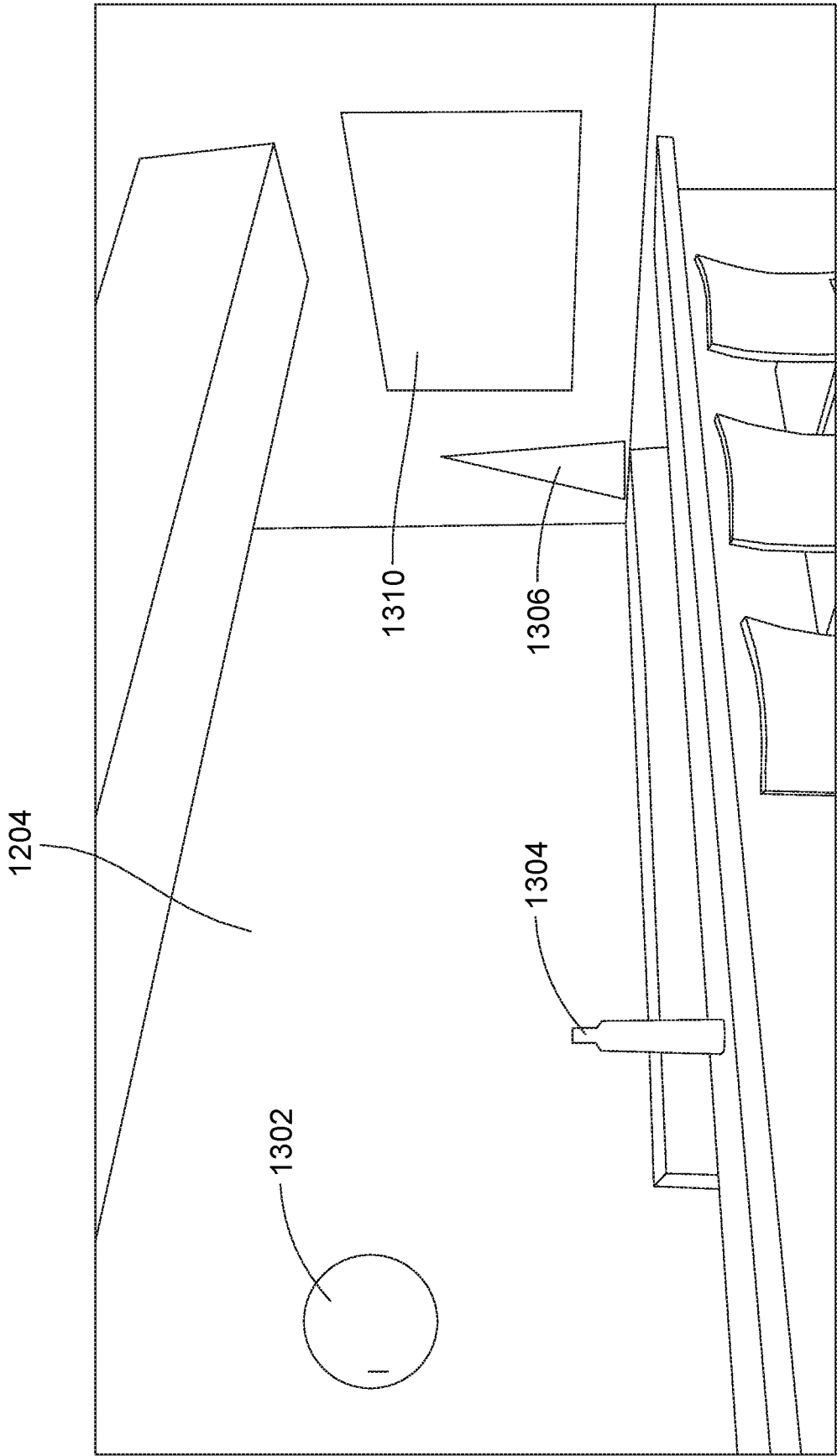
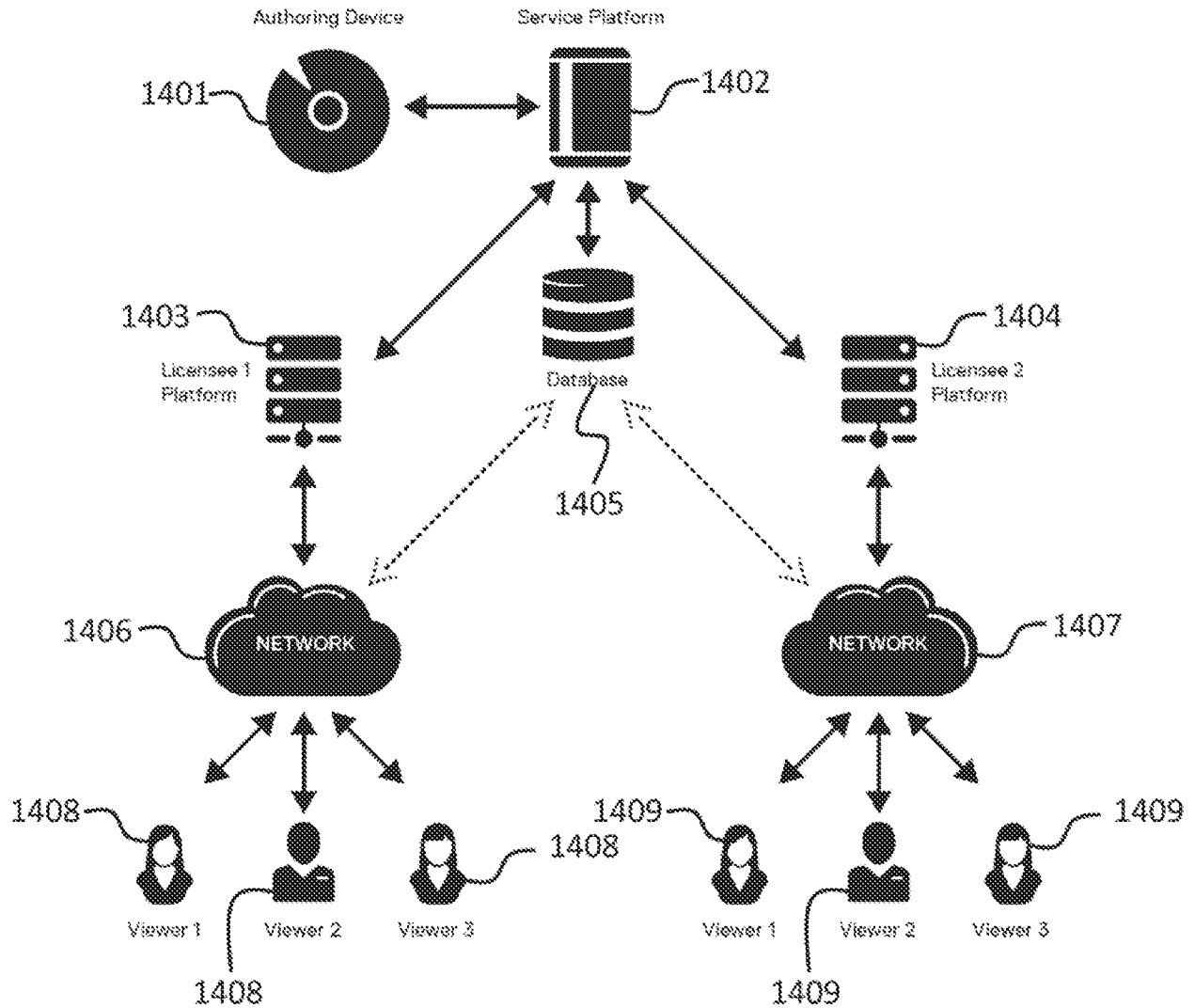


Fig. 13

Fig. 14

Electronic Patent Application Fee Transmittal

Application Number:				
Filing Date:				
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT			
First Named Inventor/Applicant Name:	Charley PAVLOSKY			
Filer:	Scott L. Burkette/Erin Allen			
Attorney Docket Number:	51845-701.201			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
UTILITY FILING FEE (ELECTRONIC FILING)	4011	1	70	70
UTILITY SEARCH FEE	2111	1	300	300
UTILITY EXAMINATION FEE	2311	1	360	360
Pages:				
Claims:				
INDEPENDENT CLAIMS IN EXCESS OF 3	2201	1	210	210
Miscellaneous-Filing:				
Petition:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				940

Electronic Acknowledgement Receipt

EFS ID:	31348662
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Scott L. Burkette/Erin Allen
Filer Authorized By:	Scott L. Burkette
Attorney Docket Number:	51845-701.201
Receipt Date:	27-DEC-2017
Filing Date:	
Time Stamp:	20:15:32
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 940
RAM confirmation Number	122817INTEFSW00004831232415
Deposit Account	
Authorized User	

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File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal of New Application	51845-701-201-XMTL.pdf	582945	no	1
			16f49433c66a9c3ef8700bdcc861507ceb235e35		
Warnings:					
Information:					
2	Application Data Sheet	51845-701-201-ADS.pdf	1829928	no	9
			801706853c4ec5e2fd6f8ba9288cf904521db03		
Warnings:					
Information:					
3	Oath or Declaration filed	51845-701-201-Declarations.pdf	598400	no	6
			f354e32781dd6f1c4994f42fa30c55588592e5b6		
Warnings:					
Information:					
4		51845-701-201-SPEC.pdf	620114	yes	51
			0782ed0346d2c6ae13090b455ad3dc9ef7e4b17c		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Specification		1	46	
	Claims		47	50	
	Abstract		51	51	
Warnings:					
Information:					
5	Drawings-only black and white line drawings	51845-701-201-FIGS.pdf	663002	no	14
			870f78eaa6acf9ae59df0945ca25041f5de755e7		

TikTok Ex. 1004, Page 85 of 428

Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	37001	no	2
			20a04387baf123f29dc71a560f744d9f265c7db3		
Warnings:					
Information:					
Total Files Size (in bytes):			4331390		
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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	15855965
Filing Date	12-27-2017
First Named Inventor	PAVLOSKY; Charley
Art Unit	2425
Examiner Name	Not yet assigned
Attorney Docket Number	51845-701.201

Sheet 1 of 3

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	001	US-7000242	02-14-2006	HABER; Jeff	
	002	US-7237252	06-26-2007	BILLMAIER; James A.	
	003	US-7266835	09-04-2007	HALBERT; Richard V.	
	004	US-7356830	04-08-2008	DIMITROVA; Nevenka	
	005	US-7890380	02-15-2011	STEFANIK; John et al.	
	006	US-7899705	03-01-2011	FUISZ; Richard C.	
	007	US-8091103	01-03-2012	COPE; Tyler Andrew	
	008	US-8132212	03-06-2012	HUEGEL; Michael L.	
	009	US-8141112	03-20-2012	COPE; Tyler Andrew et al.	
	010	US-8312491	11-13-2012	COPE; Tyler Andrew et al.	
	011	US-8434113	04-30-2013	TAYMOR; Larry	
	012	US-8453171	05-28-2013	KOPLAR; Edward J.	
	013	US-8468565	06-18-2013	THOMAS; Maryse et al.	
	014	US-8516533	08-20-2013	DAVIS; Bruce L. et al.	
	015	US-8620769	12-31-2013	YATES; Doug	
	016	US-8667526	03-04-2014	AFRAM; Andrew J. et al.	
	017	US-8769584	07-01-2014	NEUMEIER; Zeev et al.	
	018	US-8776140	07-08-2014	HUEGEL; Michael L. et al.	
	019	US-8790176	07-29-2014	HOPF; Patrick et al.	
	020	US-8819732	08-26-2014	KARAOGUZ; Jeyhan et al.	
	021	US-8850480	09-30-2014	CHANE; Lena D. et al.	
	022	US-8856830	10-07-2014	FUISZ; Richard C.	

Examiner
SignatureDate
Considered

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	15855965
				Filing Date	12-27-2017
				First Named Inventor	PAVLOSKY; Charley
				Art Unit	2425
				Examiner Name	Not yet assigned
Sheet	2	of	3	Attorney Docket Number	51845-701.201

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	023	US-8910201	12-09-2014	ZAMISKA; James C. et al.	
	024	US-9021528	04-28-2015	MORCEAU; Samuel et al.	
	025	US-9087358	07-21-2015	GIORGALLI; Ekaterini	
	026	US-9319745	04-19-2016	RANKINE; Chris G. et al.	
	027	US-9344774	05-17-2016	MCDEVITT; John	
	028	US-9363568	06-07-2016	WHEATLEY; David J. et al.	
	029	US-20040109087	06-10-2004	ROBINSON; Maryse et al.	
	030	US-20040122746	06-24-2004	CHARLIER; Michael L. et al.	
	031	US-20090307092	12-10-2009	GUGLIUZZA; Charlie et al.	
	032	US-20110067051	03-17-2011	KARAOGUZ; Jeyhan et al.	
	033	US-20120167145	06-28-2012	INCORVIA; Andrew	
	034	US-20120197763	08-02-2012	MOREIRA; Michael	
	035	US-20150208131	07-23-2015	CHATTER; Priti H. et al.	
	036	US-20150215674	07-30-2015	PROVENCHER; Michael A. et al.	
	037	US-20150245103	08-27-2015	CONTE; Michael V.	
	038	US-20160066051	03-03-2016	CAIDAR; Allon et al.	
	039	US-20160189269	06-30-2016	WESOKY; Brett et al.	

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				Application Number	15855965
				Filing Date	12-27-2017
				First Named Inventor	PAVLOSKY; Charley
				Art Unit	2425
				Examiner Name	Not yet assigned
Sheet	3	of	3	Attorney Docket Number	51845-701.201

FOREIGN PATENT DOCUMENTS

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		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
		None				

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Electronic Acknowledgement Receipt

EFS ID:	31425751
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Michael J. Hostetler/S. Burkette/Jennifer Vail
Filer Authorized By:	Michael J. Hostetler
Attorney Docket Number:	51845-701.201
Receipt Date:	05-JAN-2018
Filing Date:	
Time Stamp:	19:46:32
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		51845-701-201_IDS.pdf	274763	yes	7
			ad6647ee75e5a3ecaf0e5ec16fa65629bbf58844		

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Transmittal Letter	1	4
	Information Disclosure Statement (IDS) Form (SB08)	5	7
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Information:			
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor:	PAVLOSKY; Charley, et al.	Group Art Unit:	2425
Serial Number:	15/855,965	Examiner:	Not yet assigned
Filing or 371 (c) Date:	2017-12-27	CONFIRMATION NO:	1006
Title:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

FILED ELECTRONICALLY ON: January 5, 2018

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

INFORMATION DISCLOSURE STATEMENT
UNDER 37 CFR § 1.97

Commissioner:

An Information Disclosure Statement along with attached PTO/SB/08 is hereby submitted. A copy of each listed publication is submitted, if required, pursuant to 37 CFR §§1.97-1.98, as indicated below.

The Examiner is requested to review the information provided and to make the information of record in the above-identified application. The Examiner is further requested to initial and return the attached PTO/SB/08 in accordance with MPEP § 609.

The right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered, is hereby reserved.

This statement is not intended to represent that a search has been made or that the information cited in the statement is, or is considered to be, prior art or material to patentability as defined in § 1.56.

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- ☒ (1) It is being filed within 3 months of the filing date of a national application and is other than a continued prosecution application under § 1.53 (d);
-- OR --
 - ☐ (2) It is being filed within 3 months of entry of the national stage as set forth in § 1.491 in an international application;
-- OR --
 - ☐ (3) It is being filed before the mailing of a first Office action on the merits;
-- OR --
 - ☐ (4) It is being filed before the mailing of a first Office action after the filing of a request for continued examination under § 1.114.
- B. ☐ *37 CFR § 1.97(c)*. Although this Information Disclosure Statement is being filed after the period specified in *37 CFR § 1.97(b)*, above, it is filed before the mailing date of the earlier of (1) a final office action under § 1.113, (2) a notice of allowance under § 1.311, or (3) an action that otherwise closes prosecution in the application, this Information Disclosure Statement should be considered because it is accompanied by one of:
- ☐ a statement as specified in §1.97 (e) provided concurrently herewith;
-- OR --
 - ☐ a fee of \$180.00 as set forth in § 1.17 (p) authorized below, enclosed, or included with the payment of other papers filed together with this statement.
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- i. a statement as specified in § 1.97 (e);
-- AND --
 - ii. a fee of \$180.00 as set forth in §1.17(p) is authorized below, enclosed, or included with the payment of other papers filed together with this Statement.
- D. ☐ *37 CFR §1.97 (e)*. Statement.
- ☐ A statement is provided herewith to satisfy the requirement under 37 CFR §§ 1.97 (c);
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-- AND/OR --
 - ☐ A copy of a dated communication from a foreign patent office clearly showing that the information disclosure statement is being submitted within 3 months of the filing date on the communication is provided in lieu of a statement under 37 C.F.R. § 1.97(e) (1) as provided for under MPEP 609.04(b) V.

- E. ☐ *Statement Under 37 C.F.R. §1.704(d).* Each item of information contained in the information disclosure statement was first cited in any communication from a patent office in a counterpart foreign or international application or from the Office or is a communication that was issued by a patent office in a counterpart foreign or international application or by the Office that was received by an individual designated in § 1.56(c) not more than thirty (30) days prior to the filing of this information disclosure statement. This statement is made pursuant to the requirements of 37 C.F.R. §1.704(d) to avoid reduction of the period of adjustment of the patent term for Applicant(s) delay.
- F. ☒ *37 CFR §1.98 (a) (2).* The content of the Information Disclosure Statement is as follows:
- ☐ Copies of each of the references listed on the attached Form PTO/SB/08 are enclosed herewith.
- OR --
- ☒ Copies of U.S. Patent Documents (issued patents and patent publications) listed on the attached Form PTO/SB/08 are not enclosed.
- AND/OR --
- ☐ Copies of Foreign Patent Documents and/or Non Patent Literature Documents listed on the attached Form PTO/SB/08 are enclosed in accordance with 37 CFR §1.98 (a)(2).
- AND/OR --
- ☐ Copies of pending unpublished U.S. patent applications are enclosed in accordance with 37 CFR §1.98 (a) (2) (iii).
- G. ☐ *37 CFR §1.98(a)(3).* The Information Disclosure Statement includes non-English patents and/or references.
- ☐ Pursuant to 37 CFR §1.98(a)(3)(i), a concise explanation of the relevance of each patent, publication or other information provided that is not in English is provided herewith.
- ☐ Pursuant to MPEP 609(B), an English language copy of a foreign search report is submitted herewith to satisfy the requirement for a concise explanation where non-English language information is cited in the search report.
- OR --
- ☐ A concise explanation of the relevance of each patent, publication or other information provided that is not in English is as follows: _____
- ☐ Pursuant to 37 CFR §1.98(a) (3) (ii), a copy of a translation, or a portion thereof, of the non-English language reference(s) is provided herewith.
- H. ☐ *37 CFR §1.98(d).* Copies of patents, publications and pending U.S. patent applications, or other information specified in 37 C.F.R. § 1.98(a) are not provided herewith because:
- ☐ Pursuant to 37 CFR §1.98(d)(1) the information was previously submitted in an Information Disclosure Statement, or cited by examiner for another application under which this application claims priority for an earlier effective filing date under 35 U.S.C. 120.
- Application in which the information was submitted: _____
- Information Disclosure Statement(s) filed on: _____
- AND
- ☐ The information disclosure statement submitted in the earlier application complied with paragraphs (a) through (c) of 37 CFR §1.98.

- I. ☒ *Fee Authorization.* The Commissioner is hereby authorized to charge the above-referenced fees of \$0.00 and charge any additional fees or credit any overpayment associated with this communication to Deposit Account No. 23-2415 (Docket No.51845-701.201).

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI

Dated: Jan. 5, 2018

By: /Scott Burkette/
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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
15/855,965	12/27/2017	2425	940	51845-701.201	20	4

CONFIRMATION NO. 1006

FILING RECEIPT

21971
WILSON, SONSINI, GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050



Date Mailed: 02/09/2018

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

Inventor(s)

Charley PAVLOSKY, Santa Barbara, CA;
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Tony FANNIN, Indianapolis, IN;
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John Patrick WOOTON, Fishers, IN;

Applicant(s)

SeeTv Global, Inc., Santa Barbara, CA;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This appln claims benefit of 62/439,520 12/28/2016

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

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

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

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

If Required, Foreign Filing License Granted: 02/07/2018

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/855,965**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

**** SMALL ENTITY ****

Title

INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT

Preliminary Class

725

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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

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

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 15/855,965			
APPLICATION AS FILED - PART I									
(Column 1)		(Column 2)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY			
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)		
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	75		N/A			
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	330		N/A			
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	380		N/A			
TOTAL CLAIMS (37 CFR 1.16(j))	20	minus 20 = *	x 50 =	0.00	OR				
INDEPENDENT CLAIMS (37 CFR 1.16(h))	4	minus 3 = *	x 230 =	230					
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00					
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00					
			TOTAL	1015		TOTAL			
* If the difference in column 1 is less than zero, enter "0" in column 2.									
APPLICATION AS AMENDED - PART II									
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)	
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	OR	x =		
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	OR	x =		
	Application Size Fee (37 CFR 1.16(s))					OR			
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR			
			TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE			
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY	
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)	
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	OR	x =		
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	OR	x =		
	Application Size Fee (37 CFR 1.16(s))					OR			
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR			
			TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE			
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.									



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006
21971 7590 10/30/2018 WILSON, SONSINI, GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CA 94304-1050			EXAMINER SHELEHEDA, JAMES R	
			ART UNIT 2424	PAPER NUMBER
			NOTIFICATION DATE 10/30/2018	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentdocket@wsgr.com

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

Claim Rejections - 35 USC § 112

2. The following is a quotation of 35 U.S.C. 112(b):
(b) CONCLUSION.—The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the inventor or a joint inventor regards as the invention.

The following is a quotation of 35 U.S.C. 112 (pre-AIA), second paragraph:
The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

3. Claims 12, 19, 20 are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention.

Claim 12 recites the limitation "the video data" and "the third interactive layer" in line 1. There is insufficient antecedent basis for these limitations in the claim.

Claim 19 recites the limitation "the one or more items, services or songs of interest" in lines 8, 10-11. There is insufficient antecedent basis for these limitations in the claim.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(a)(1) the claimed invention was patented, described in a printed publication, or in public use, on sale or otherwise available to the public before the effective filing date of the claimed invention.

5. Claims 19-20 are rejected under 35 U.S.C. 102(a)(1) as being anticipated by Incorvia (US 2012/0167145 1) (submitted by applicant).

As to claim 19, Incorvia discloses a computer implemented method comprising:

a) receiving a video media having a plurality of visual or audio objects within one or more frames of the video media (Fig. 2; paragraph 31-35);

b) processing the video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. associating product information to one or more of the plurality of visual or audio objects to correspondingly form one or more items of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

ii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

c) assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42).

As to claim 20, Incorvia discloses wherein the product information includes an image associated with the product, a product name, and a product description (product image; Fig. 4, paragraph 45).

Claim Rejections - 35 USC § 103

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

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

7. Claims 1-18 are rejected under 35 U.S.C. 103 as being unpatentable over Incorvia in view of Law et al. (Law) (US 2012/0159327 A1).

As to claim 1, while Incorvia discloses a method for providing information on items, services, or songs in a video media comprising:

a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media (Fig. 2; paragraph 31-35);

b) processing the video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

- i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),
 - ii. associating product information to one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42);
- c) providing the first interactive video layer (paragraph 46-47, 63); and
- d) distributing the information on items, services, or songs in a video media to a viewer (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types,

including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

As to claim 2, Incorvia and Law disclose generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer (see Incorvia at paragraph 46-47, 63); and

providing the video data to a user of a viewer via a network (single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 3, Incorvia and Law disclose enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively (see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101); and

enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the

second interactive video layer, respectively (see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101).

As to claim 4, Incorvia and Law disclose displaying the video media and the first interactive video layer to the viewer (see Incorvia at Fig. 3, paragraph 39, 45-48 and Law at paragraph 37, 38, 41); and

selecting one of the selectable visual indicators by the user to display marketing information of the corresponding item, song, or service of interest to the viewer (see Incorvia at Fig. 3, paragraph 39, 45-48 and Law at paragraph 37, 38, 41).

As to claim 5, Incorvia and Law disclose purchasing the selected item, song, or service of interest from the marketing information (see Incorvia at paragraph 24, 25, 45 and Law at paragraph 37, 38, 41).

As to claim 6, Incorvia and Law disclose wherein the purchasing occurs while the video media is being displayed to the viewer (see Incorvia at paragraph 37, 45, 70 and Law at paragraph 105).

As to claim 7, Incorvia and Law disclose copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user (user selected objects are added to a list for later review, with each object having an associated clip; see Incorvia at paragraph 38, 50).

As to claim 8, Incorvia and Law disclose collecting data based on actions taken by the user (recording user activity, including object selections; Incorvia at paragraph 52).

As to claim 9, Incorvia and Law disclose removing the product information from the one or more of the plurality of objects (updating and replacing associated object data; see Incorvia at paragraph 36, 46-47); and

associating different product information with the one or more of the plurality of objects (see Incorvia at paragraph 36, 46-47).

As to claim 10, Incorvia and Law disclose providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the viewer (see Law at paragraph 90, video having 20 layers associated with it and 12 displayed).

As to claim 11, Incorvia and Law disclose the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise (different layers for different types, such as games; see Law at paragraph 95).

As to claim 12, Incorvia and Law disclose wherein generating the video data includes the third interactive video layer (single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 13, Incorvia and Law disclose wherein the video media includes one of a television episode or a movie (see Incorvia at paragraph 2-4 and Law at paragraph 94).

As to claim 14, Incorvia and Law disclose wherein identifying one or more of the plurality of visual or audio objects is performed manually through the input of spatial and/or temporal data for each item, song, or service within the video media (operator identifying objects; see Incorvia at paragraph 32-33).

As to claim 15, Incorvia and Law disclose wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping (tracking moving object from frame to frame and with time jumps; see Incorvia at paragraph 34-35).

As to claim 16, Incorvia and Law disclose wherein the first and second interactive layers are unaffected by ad blocking software (interactive layer incorporated into the video data, thus avoiding ad blocking technology identifying keywords, by associating content with particular items within the video; see Incorvia at paragraph 46-47, 63 and applicant's specification at paragraph 122-123).

As to claim 17, while Incorvia discloses a non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

As to claim 1, while Incorvia discloses a method for providing information on items, services, or songs in a video media comprising:

(a) processing video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),

ii. associating product information to one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42);
and

(b) providing the first interactive video layer (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

As to claim 18, while Incorvia discloses a computer-implemented system (Fig. 1, 5) comprising:

a digital processing device (Fig. 5) comprising:

at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by

the digital processing device to create an application for providing information on items, services, or songs in a video media (paragraph 31-32, 55-58), the application comprising:

- a) a software module for receiving the video media having a plurality of visual or audio objects in one or more frames of the video media (Fig. 2; paragraph 31-35);

- b) a software module for linking items, services or songs identified manually or automatically with marketing and/or purchasing information (paragraph 25, 32-37)

- c) generation of a first interactive layer to display with the video media (paragraph 34-37), wherein said first interactive layer contains items, services, or songs of interest linked to marketing and/or purchasing information (such as additional information about the object, purchasing; paragraph 25, 36-37);

- d) a software module to display the video media and optionally the first interactive layer (paragraph 26, 42, 49); and

- e) a software module for transmitting the first interactive layer to the user's processing device (paragraph 46-47, 63),

he fails to specifically disclose generating and transmitting both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types,

including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

Conclusion

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James R Sheleheda whose telephone number is (571)272-7357. The examiner can normally be reached on M-F 8 am-5 pm CST.

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, Pankaj Kumar can be reached on (571) 272-3011. 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.

/James R Sheleheda/
Primary Examiner, Art Unit 2424

<i>Notice of References Cited</i>	Application/Control No. 15/855,965		Applicant(s)/Patent Under Reexamination	
	Examiner James R Sheleheda		Art Unit 2424	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20120167145-A1	06-2012	Incorvia; Andrew	H04N21/4725	725/60
*	B	US-20120159327-A1	06-2012	Law; Stacey Wing Yin	H04N21/47217	715/716
	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	
	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. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

CPC - Searched*		
Symbol	Date	Examiner
H04N 21/80, 812, 8126, 8133, 478, 47815, 4788	10/25/2018	JS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
East claim text search (attached)	10/24/2018	JS
Double Patenting Search	10/24/2018	JS

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

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Complete if Known	
				Application Number	15855965
				Filing Date	12-27-2017
				First Named Inventor	PAVLOSKY; Charley
				Art Unit	2425
				Examiner Name	Not yet assigned
Sheet	1	of	3	Attorney Docket Number	51845-701.201

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	001	US-7000242	02-14-2006	HABER; Jeff	
	002	US-7237252	06-26-2007	BILLMAIER; James A.	
	003	US-7266835	09-04-2007	HALBERT; Richard V.	
	004	US-7356830	04-08-2008	DIMITROVA; Nevenka	
	005	US-7890380	02-15-2011	STEFANIK; John et al.	
	006	US-7899705	03-01-2011	FUISZ; Richard C.	
	007	US-8091103	01-03-2012	COPE; Tyler Andrew	
	008	US-8132212	03-06-2012	HUEGEL; Michael L.	
	009	US-8141112	03-20-2012	COPE; Tyler Andrew et al.	
	010	US-8312491	11-13-2012	COPE; Tyler Andrew et al.	
	011	US-8434113	04-30-2013	TAYMOR; Larry	
	012	US-8453171	05-28-2013	KOPLAR; Edward J.	
	013	US-8468565	06-18-2013	THOMAS; Maryse et al.	
	014	US-8516533	08-20-2013	DAVIS; Bruce L. et al.	
	015	US-8620769	12-31-2013	YATES; Doug	
	016	US-8667526	03-04-2014	AFRAM; Andrew J. et al.	
	017	US-8769584	07-01-2014	NEUMEIER; Zeev et al.	
	018	US-8776140	07-08-2014	HUEGEL; Michael L. et al.	
	019	US-8790176	07-29-2014	HOPF; Patrick et al.	
	020	US-8819732	08-26-2014	KARAOGUZ; Jeyhan et al.	
	021	US-8850480	09-30-2014	CHANE; Lena D. et al.	
	022	US-8856830	10-07-2014	FUISZ; Richard C.	

Examiner Signature	/James R Sholeheda/	Date Considered	10/25/2018
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TikTok Ex. 1004, Page 118 of 428

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Substitute for form 1449/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	15855965
				Filing Date	12-27-2017
				First Named Inventor	PAVLOSKY; Charley
				Art Unit	2425
				Examiner Name	Not yet assigned
Sheet	2	of	3	Attorney Docket Number	51845-701.201

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	023	US-8910201	12-09-2014	ZAMISKA; James C. et al.	
	024	US-9021528	04-28-2015	MORCEAU; Samuel et al.	
	025	US-9087358	07-21-2015	GIORGALLI; Ekaterini	
	026	US-9319745	04-19-2016	RANKINE; Chris G. et al.	
	027	US-9344774	05-17-2016	MCDEVITT; John	
	028	US-9363568	06-07-2016	WHEATLEY; David J. et al.	
	029	US-20040109087	06-10-2004	ROBINSON; Maryse et al.	
	030	US-20040122746	06-24-2004	CHARLIER; Michael L. et al.	
	031	US-20090307092	12-10-2009	GUGLIUZZA; Charlie et al.	
	032	US-20110067051	03-17-2011	KARAOGUZ; Jeyhan et al.	
	033	US-20120167145	06-28-2012	INCORVIA; Andrew	
	034	US-20120197763	08-02-2012	MOREIRA; Michael	
	035	US-20150208131	07-23-2015	CHATTER; Priti H. et al.	
	036	US-20150215674	07-30-2015	PROVENCHER; Michael A. et al.	
	037	US-20150245103	08-27-2015	CONTE; Michael V.	
	038	US-20160066051	03-03-2016	CAIDAR; Allon et al.	
	039	US-20160189269	06-30-2016	WESOKY; Brett et al.	

Examiner Signature	/James R Sheleheda/	Date Considered	10/25/2018
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				Application Number	15855965
				Filing Date	12-27-2017
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				Art Unit	2425
				Examiner Name	Not yet assigned
Sheet	3	of	3	Attorney Docket Number	51845-701.201

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
		None				

NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author(in CAPITAL LETTERS), title of the article(when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		None	

Examiner Signature	/James R Sheleheda/	Date Considered	10/25/2018
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*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. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours 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, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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TikTok Ex. 1004, Page 120 of 428

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L3	39	("20040109087" "20040122746" "20090307092" "20110067051" "20120167145" "20120197763" "20150208131" "20150215674" "20150245103" "20160066051" "20160189269" "7000242" "7237252" "7266835" "7356830" "7890380" "7899705" "8091103" "8132212" "8141112" "8312491" "8434113" "8453171" "8468565" "8516533" "8620769" "8667526" "8769584" "8776140" "8790176" "8819732" "8850480" "8856830" "8910201" "9021528" "9087358" "9319745" "9344774" "9363568").PN.	US-PGPUB; USPAT	OR	ON	2018/10/25 10:28
L4	9	l3 and clip\$4	US-PGPUB; USPAT	OR	ON	2018/10/25 10:28
L5	336	H04N21/80.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2018/10/25 10:42
L6	33913	H04N21/812.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2018/10/25 10:42
L7	5756	H04N21/8126.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2018/10/25 10:42
L8	8248	H04N21/8133.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2018/10/25 10:42
L9	12255	H04N21/478.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT;	OR	ON	2018/10/25 10:42

			IBM_TDB			
L11	6040	H04N21/47815.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2018/10/25 10:43
L12	19853	H04N21/4788.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2018/10/25 10:43
S1	39	("20040109087" "20040122746" "20090307092" "20110067051" "20120167145" "20120197763" "20150208131" "20150215674" "20150245103" "20160066051" "20160189269" "7000242" "7237252" "7266835" "7356830" "7890380" "7899705" "8091103" "8132212" "8141112" "8312491" "8434113" "8453171" "8468565" "8516533" "8620769" "8667526" "8769584" "8776140" "8790176" "8819732" "8850480" "8856830" "8910201" "9021528" "9087358" "9319745" "9344774" "9363568").PN.	US-PGPUB; USPAT	OR	ON	2018/10/24 10:01
S2	11	S1 and layer	US-PGPUB; USPAT	OR	ON	2018/10/24 10:02
S3	150	social with layer and (purchas\$4 or shop\$4) with layer	US-PGPUB; USPAT	OR	ON	2018/10/24 10:08
S4	0	S3 and trivia with layer	US-PGPUB; USPAT	OR	ON	2018/10/24 10:08
S5	198	social with overla\$3 and (purchas\$4 or shop\$4) with overla\$3	US-PGPUB; USPAT	OR	ON	2018/10/24 10:09
S7	0	S5 and trivia with overla\$3	US-PGPUB; USPAT	OR	ON	2018/10/24 10:09
S8	32	S5 and H04N21/\$.cpc.	US-PGPUB; USPAT	OR	ON	2018/10/24 10:10
S9	2266	activat\$4 with alternat\$4 with layer	US-PGPUB; USPAT	OR	ON	2018/10/24 10:13
S10	4	activat\$4 with alternat\$4 with layer with interactive	US-PGPUB; USPAT	OR	ON	2018/10/24 10:13
S11	6	activat\$4 same alternat\$4 with layer with interactive	US-PGPUB; USPAT	OR	ON	2018/10/24 10:14
S12	2	activat\$4 same alternat\$4 with overla\$3 with interactive	US-PGPUB; USPAT	OR	ON	2018/10/24 10:15
S13	213	alternat\$4 with (overla\$3 or layer) with interactive	US-PGPUB; USPAT	OR	ON	2018/10/24 10:15
S14	33	S13 and H04N21/\$.cpc.	US-PGPUB; USPAT	OR	ON	2018/10/24 10:16
S15	4	social adj2 media with (overla\$4 or track or layer) and (purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	US-PGPUB; USPAT	OR	ON	2018/10/24 10:19

S16	28	(purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	US-PGPUB; OR USPAT		ON	2018/10/24 10:20
S17	22	S16 and (social adj2 media or chat\$4)	US-PGPUB; OR USPAT		ON	2018/10/24 10:35
S18	0	("2010010040151").PN.	US-PGPUB; OR USPAT; USOCR		OFF	2018/10/24 10:48

10/ 25/ 2018 10:43:53 AM
C:\ Users\ jsheleheda\ Documents\ EAST\ Workspaces\ 15855965.wsp

PATENT

Attorney Docket No.: 51845-701.201

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Inventors: Charley PAVLOSKY et al.

Application No.: 15/855,965

Filed: December 27, 2017

Title: INTEGRATED SHOPPING WITHIN
LONG-FORM ENTERTAINMENT

Confirmation No.: **1006**

Examiner: James A. SHELEHEDA

Group Art Unit: 2424

Customer No. **21971**

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

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

Dear Commissioner:

This communication is in response to the Non-Final Office Action mailed October 30, 2018 (the “Office Action”). This response is filed with a request for a three-month extension of time. Reconsideration of this application is respectfully requested in light of the following amendments and remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.

Electronic Patent Application Fee Transmittal

Application Number:	15855965			
Filing Date:	27-Dec-2017			
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT			
First Named Inventor/Applicant Name:	Charley PAVLOSKY			
Filer:	Na Kyung Lee/Kathleen Farrell			
Attorney Docket Number:	51845-701.201			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

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

Electronic Acknowledgement Receipt

EFS ID:	35854486
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Na Kyung Lee/Kathleen Farrell
Filer Authorized By:	Na Kyung Lee
Attorney Docket Number:	51845-701.201
Receipt Date:	29-APR-2019
Filing Date:	27-DEC-2017
Time Stamp:	11:13:52
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 700
RAM confirmation Number	042919INTEFSW00010691232415
Deposit Account	232415
Authorized User	Kathleen Farrell

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

37 CFR 1.17 (Patent application and reexamination processing fees)

37 CFR 1.19 (Document supply fees)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		51845-701_201_Response.pdf	156842	yes	9
			008f4a513f3f168499cd9973b3c2aaac03f136e4		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Applicant Arguments/Remarks Made in an Amendment		7	9	
	Claims		2	6	
	Amendment/Req. Reconsideration-After Non-Final Reject		1	1	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30938	no	2
			e0529c5877e467aa56474e7b2d7f5a2a3dd43507		
Warnings:					
Information:					
Total Files Size (in bytes):			187780		

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

AMENDMENTS TO THE CLAIMS

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

1. (Currently Amended) A method for providing information on items, services, or songs in a video media comprising:
 - a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media;
 - b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media,
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator;
 - c) providing both the first interactive video layer and a second interactive video layer, wherein the second interactive video layer having comprises a social media portion for ~~[[the]]~~ a user to interact with at least one guest~~[[,]]~~ that is also a viewer of the video media through an interface displayed in the second interactive video layer; and
 - d) distributing [[the]] information [[on]] associated with the one or more items, services, or songs in ~~[[a]]~~ the video media to a viewer~~the user~~.

2. (Currently Amended) The method of claim 1, further comprising: generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer; and providing the video data to ~~[[a]] the user of a viewer~~ via a network.

3. (Original) The method of claim 2, further comprising: enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.

4. (Currently Amended) The method of claim 3, further comprising: displaying the video media and the first interactive video layer to the ~~viewer~~user; and ~~selecting-receiving a selection of [[one]] a given selectable visual indicator of a given item, service, or song of interest of the selectable-visual-indicators-by~~from the user to display marketing information of the ~~corresponding-given item, song, service, or service-song of interest to the viewer~~user.

5. (Currently Amended) The method of claim 4, further comprising enabling the user to purchase[[ing]] the selected-given item, song, or service of interest from the marketing information.

6. (Currently Amended) The method of claim 5, wherein the user is enabled to purchase[[ing]] ~~occurs~~while the video media is being displayed to the ~~viewer~~user.

7. (Currently Amended) The method of claim ~~[[1]]2~~, further comprising copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.

8. (Original) The method of claim 1, further comprising collecting data based on actions taken by the user.

9. (Currently Amended) The method of claim 1, further comprising: removing the product information from the one or more of the plurality of visual or audio objects; and associating different product information with the one or more of the plurality of visual or audio objects.

10. (Currently Amended) The method of claim 1, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the ~~viewer~~user.

11. (Original) The method of claim 10, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.

12. (Currently Amended) The method of claim ~~12~~, wherein ~~generating the video data~~ includes ~~[[the]]~~ a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators.

13. (Original) The method of claim 1, wherein the video media includes one of a television episode or a movie.

14. (Currently Amended) The method of claim 1, wherein ~~the~~ identifying one or more of the plurality of visual or audio objects is performed manually through the input of spatial and/or temporal data for each ~~of the one or more items, [[song]] services, or service songs of interest~~ within the video media.

15. (Original) The method of claim 1, wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping.

16. (Original) The method of claim 1, wherein the first and second interactive layers are unaffected by ad blocking software.

17. (Currently Amended) A non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

- (a) processing video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media;
 - ii. associating product information to ~~the~~ one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator; and

(b) providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer.

18. (Currently Amended) A computer-implemented system comprising: a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media, the application comprising:

- a) a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a ~~user's~~ processing device of a user;
- b) a software module for linking the items, services, or songs ~~identified manually or automatically~~ with marketing and/or purchasing information;
- c) a software module for the generation of a first interactive layer to display with the video media, wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information;
- d) a software module for the generation of a second interactive layer to display with the video media and optionally the first interactive layer; wherein the second interactive layer contains a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer; and
- e) a software module for transmitting the first and second interactive layers to the ~~user's~~ processing device of the user.

19. (Canceled)

20. (Canceled)

REMARKS

Claims 1-20 were pending prior to entry of the amendments presented in this response. Claims 1-2, 4-7, 9-10, 12, 14, and 17-18 are herein amended. Claims 19-20 are herein canceled without prejudice or disclaimer of their subject matter. The amendments to claims 1, 17, and 18 are fully supported by the application as originally filed (U.S. Serial No. 15/855,965) at, for example, paragraphs [0112]-[0114]. Claims 1-2, 4-7, 9-10, 12, 14, and 17-18 have been amended for antecedent bases purposes. No new matter is added by any of these amendments. Accordingly, upon entry of the abovementioned amendments, claims 1-18 will be pending.

Reconsideration and allowance is respectfully requested in light of the abovementioned amendments and the following remarks.

35 U.S.C. §112

Claims 12, 19, and 20 stand rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph.

Applicant has amended claim 12 to clarify the claimed subject matter. Accordingly, Applicant respectfully requests that the § 112 rejections of claim 12 be withdrawn. Applicant respectfully submits that the § 102 rejections of claims 19-20 are moot in view of the cancellation of these claims.

35 U.S.C. § 102

Claims 19-20 stand rejected under 35 U.S.C. § 102(a)(1) over Incorvia (US 2012/0167145 1) (hereinafter “Incorvia”).

Without conceding in the basis of rejection, Applicant respectfully submits that the § 102 rejections of claims 19-20 are moot in view of the cancellation of these claims.

35 U.S.C. § 103

Incorvia in view of Law

Claims 1-18 stand rejected under 35 U.S.C. § 103 over Incorvia in view of Law et al. (US 2012/0159327 A1, hereinafter “Law”).

Without conceding in the basis of rejection, and solely to expedite prosecution of this application, Applicant has amended claim 1 to clarify certain differences of the claimed subject matter over Incorvia and Law. Claim 1 as amended recites “providing both the first interactive video layer and a second interactive video layer, wherein the second interactive video layer comprises a social media portion for a user to interact **with at least one guest that is also a viewer of the video media** through an interface displayed in the second interactive video layer” (emphasis added). Applicant respectfully submits that claim 1 as amended is not obvious over Incorvia and Law because these references do not meet all of the elements of amended claim 1.

Applicant appreciates the Office for acknowledging that Incorvia fails to disclose providing both the first interactive video layer and a second interactive video layer having a social media portion, as recited in claim 1. *See* the Office Action, at page 5. Incorvia does not teach or disclose or even suggest, “wherein the second interactive video layer comprises a social media portion for a user to interact **with at least one guest that is also a viewer of the video media** through an interface displayed in the second interactive video layer,” as recited in amended claim 1, and Law fails to cure the abovementioned deficiency of Incorvia.

For example, Law discloses a layer that enables a first user and a second user to individually “tell a friend . . . via social networking instant messaging, email, etc., or post a comment” *See* Law, at paragraph [0038] & FIG. 2. Law further discloses that “[a]n instant messaging application that may be part of a computing device or operating system, and can be pre-configured with one or more layers so that as a user receives an instant message an event is generated and interaction can be provided in response to the instant message (and/or the content of the instant message).” *See* Law, at paragraph [0088]. However, Law is completely silent as to any interface that enables a user to interact with other users that are “**also a viewer of the video media**,” as recited in claim 1 as amended. Claims 17 and 18, as amended, recite language similar to amended claim 1.

Accordingly, Applicant respectfully requests that the § 103 rejections of claims 1, 17, and 18 be withdrawn. Claims 2-16 depend from and include all of the elements of claim 1, and recite additional elements of particular advantage and utility. Incorvia and Law do not meet all of the elements of claim 1, much less the additional elements of claims 2-16. Accordingly, Applicant respectfully requests that the § 103 rejections of claims 2-16 also be withdrawn.

It shall be understood herein that any instance in which Applicant has addressed certain comments of the Office shall not be construed as a concession to other comments or arguments advanced by the Office. Any circumstance in which Applicant has amended or canceled a claim also does not necessarily mean that Applicant concedes to the arguments or positions advanced by the Office with respect to that claim or other claims pending herein.

CONCLUSION

Applicant submits that this paper fully addresses the issues presented in the Non-Final Office Action mailed October 30, 2018. In view of the amendments and remarks above, favorable reconsideration of the application is respectfully requested and Applicant respectfully requests the Examiner to move this application to issuance. Should the Examiner have any questions, the Examiner is encouraged to telephone the undersigned at 650-849-3194.

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit account No. 23-2415 (Attorney Docket No. 51845-701.201) for any matter in connection with this response, including any fee for extension of time.

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI

Dated: April 26, 2019

By: /Na Kyung Lee/
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15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006
21971 7590 05/29/2019 WILSON, SONSINI, GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CA 94304-1050			EXAMINER SHELEHEDA, JAMES R	
			ART UNIT 2424	PAPER NUMBER
			NOTIFICATION DATE 05/29/2019	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentdocket@wsgr.com

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

Response to Arguments

2. Applicant's arguments filed 04/29/19 have been fully considered but they are not persuasive.

On page 7, of applicant's response, applicant argues that neither Incorvia or Law disclose "providing both a first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the interactive video layer" as recited within the claims.

In response, it is noted that Law explicitly discloses

"providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; see Law at paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with

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at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; see Law at Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; see Law at Fig. 2, paragraph 37)".

The claimed "guest" is explicitly disclosed by Law as also being a "viewer of the video media" as both the first and second user are sitting on a couch together watching the media program (see Law at paragraph 37).

Therefore, applicant's arguments are not convincing.

Further, it is noted that the claim limitation of "at least one guest that is also a viewer of the video media" does not appear to structurally limit the claim in any way, as it does not actually require any sort of change, action or limitation to the system. For example, the system does not identify users who are viewing the program or limit the social interaction to *only* users viewing the program. Thus, as Law discloses wherein the viewers may send posts, emails and instant messages to their friends about the program (paragraph 38-42), any of the friends may or may not be watching current program and simply messaging any particular one who happens to also be watching the same program would meet the claim limitations.

Claim Rejections - 35 USC § 103

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

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

4. Claims 1-18 are rejected under 35 U.S.C. 103 as being unpatentable over Incorvia (US 2012/0167145 1) (of record) in view of Law et al. (Law) (US 2012/0159327 A1) (of record).

As to claim 1, while Incorvia discloses a method for providing information on items, services, or songs in a video media comprising:

a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media (Fig. 2; paragraph 31-35);

b) processing the video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),

ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42), wherein the first interactive video layer is configured to display the selectable visual indicator (paragraph 40-42);

c) providing the first interactive video layer (paragraph 46-47, 63); and

d) distributing information associated with the one or more items, services, or songs in the video media to a user (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include both the first

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interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

As to claim 2, Incorvia and Law disclose generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer (see Incorvia at paragraph 46-47, 63); and

providing the video data to the user via a network (single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 3, Incorvia and Law disclose enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively (see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101); and

enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively (see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101).

As to claim 4, Incorvia and Law disclose displaying the video media and the first interactive video layer to the user (see Incorvia at Fig. 3, paragraph 39, 45-48 and Law at paragraph 37, 38, 41); and

receiving a selection of a given selectable visual indicator of a given item, service or song of interest from the user to display marketing information of the given item, song, service or song of interest to the user (see Incorvia at Fig. 3, paragraph 39, 45-48 and Law at paragraph 37, 38, 41).

As to claim 5, Incorvia and Law disclose enabling the user to purchase the given item, song, or service of interest from the marketing information (see Incorvia at paragraph 24, 25, 45 and Law at paragraph 37, 38, 41).

As to claim 6, Incorvia and Law disclose wherein the user is enabled to purchase while the video media is being displayed to the user (see Incorvia at paragraph 37, 45, 70 and Law at paragraph 105).

As to claim 7, Incorvia and Law disclose copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user (user selected objects are added to a list for later review, with each object having an associated clip; see Incorvia at paragraph 38, 50).

As to claim 8, Incorvia and Law disclose collecting data based on actions taken by the user (recording user activity, including object selections; Incorvia at paragraph 52).

As to claim 9, Incorvia and Law disclose removing the product information from the one or more of the plurality of visual or audio objects (updating and replacing associated object data; see Incorvia at paragraph 36, 46-47); and

associating different product information with the one or more of the plurality of visual or audio objects (see Incorvia at paragraph 36, 46-47).

As to claim 10, Incorvia and Law disclose providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user (see Law at paragraph 90, video having 20 layers associated with it and 12 displayed).

As to claim 11, Incorvia and Law disclose the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise (different layers for different types, such as games; see Law at paragraph 95).

As to claim 12, Incorvia and Law disclose wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more

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visual indicators (single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 13, Incorvia and Law disclose wherein the video media includes one of a television episode or a movie (see Incorvia at paragraph 2-4 and Law at paragraph 94).

As to claim 14, Incorvia and Law disclose wherein the identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media (operator identifying objects; see Incorvia at paragraph 32-33).

As to claim 15, Incorvia and Law disclose wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping (tracking moving object from frame to frame and with time jumps; see Incorvia at paragraph 34-35).

As to claim 16, Incorvia and Law disclose wherein the first and second interactive layers are unaffected by ad blocking software (interactive layer incorporated into the video data, thus avoiding ad blocking technology identifying keywords, by associating content with particular items within the video; see Incorvia at paragraph 46-47, 63 and applicant's specification at paragraph 122-123).

As to claim 17, while Incorvia discloses a non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

(a) processing video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),

ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42), wherein the first interactive video layer is configured to display the selectable visual indicator (); and

(b) providing the first interactive video layer (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact

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with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

As to claim 18, while Incorvia discloses a computer-implemented system (Fig. 1, 5) comprising:

a digital processing device (Fig. 5) comprising:

at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media (paragraph 31-32, 55-58), the application comprising:

a) a software module for receiving a request for the generation of information regarding items, services or songs presented in a video media from a processing device of a user (Fig. 2; paragraph 31-35);

b) a software module for linking the items, services or songs with marketing and/or purchasing information (paragraph 25, 32-37)

c) a software module for the generation of a first interactive layer to display with the video media (paragraph 34-37), wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information (such as additional information about the object, purchasing; paragraph 25, 36-37);

d) a software module to display the video media and optionally the first interactive layer (paragraph 26, 42, 49); and

e) a software module for transmitting the first interactive layer to the processing device of the user (paragraph 46-47, 63),

he fails to specifically disclose generating and transmitting both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the interactive video layer.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the interactive video layer, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within

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TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James R Sheleheda whose telephone number is (571)272-7357. The examiner can normally be reached on M-F 8 am-5 pm CST.

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, Pankaj Kumar can be reached on (571) 272-3011. 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

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USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/James R Sheleheda/
Primary Examiner, Art Unit 2424

<i>Search Notes</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

CPC - Searched*		
Symbol	Date	Examiner
H04N 21/80, 812, 8126, 8133, 478, 47815, 4788	10/25/2018	JS
updated	05/23/2019	JS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
East claim text search (attached)	10/24/2018	JS
Double Patenting Search	10/24/2018	JS

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

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L4	39	("20040109087" "20040122746" "20090307092" "20110067051" "20120167145" "20120197763" "20150208131" "20150215674" "20150245103" "20160066051" "20160189269" "7000242" "7237252" "7266835" "7356830" "7890380" "7899705" "8091103" "8132212" "8141112" "8312491" "8434113" "8453171" "8468565" "8516533" "8620769" "8667526" "8769584" "8776140" "8790176" "8819732" "8850480" "8856830" "8910201" "9021528" "9087358" "9319745" "9344774" "9363568").PN.	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L5	11	L4 and layer	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L6	171	social with layer and (purchas\$4 or shop\$4) with layer	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L8	218	social with overla\$3 and (purchas\$4 or shop\$4) with overla\$3	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L9	0	L8 and trivia with overla\$3	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L10	35	L8 and H04N21/\$.cpc.	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L11	2369	activat\$4 with alternat\$4 with layer	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L12	4	activat\$4 with alternat\$4 with layer with interactive	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L13	6	activat\$4 same alternat\$4 with layer with interactive	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L14	2	activat\$4 same alternat\$4 with overla\$3 with interactive	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L15	233	alternat\$4 with (overla\$3 or layer) with interactive	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L16	34	L15 and H04N21/\$.cpc.	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L17	4	social adj2 media with (overla\$4 or track or layer) and (purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L18	29	(purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L19	22	L18 and (social adj2 media or chat\$4)	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
L20	0	("2010010040151").PN.	US-PGPUB;	OR	OFF	2019/05/23

			USPAT; USOCR			13:07
L21	39	("20040109087" "20040122746" "20090307092" "20110067051" "20120167145" "20120197763" "20150208131" "20150215674" "20150245103" "20160066051" "20160189269" "7000242" "7237252" "7266835" "7356830" "7890380" "7899705" "8091103" "8132212" "8141112" "8312491" "8434113" "8453171" "8468565" "8516533" "8620769" "8667526" "8769584" "8776140" "8790176" "8819732" "8850480" "8856830" "8910201" "9021528" "9087358" "9319745" "9344774" "9363568").PN.	US-PGPUB; USPAT	OR	ON	2019/05/23 13:07
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L23	366	H04N21/80.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/05/23 13:07
L24	35793	H04N21/812.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/05/23 13:07
L25	6069	H04N21/8126.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/05/23 13:07
L26	8724	H04N21/8133.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/05/23 13:07
L27	12667	H04N21/478.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/05/23 13:07
L28	6356	H04N21/47815.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/05/23 13:07

L29	20986	H04N21/4788.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/05/23 13:07
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5/ 23/ 2019 1:10:49 PM
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REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL

(Submitted Only via EFS-Web)

Application Number	15/855965	Filing Date	2017-12-27	Docket Number (if applicable)	51845-701.201	Art Unit	2424
First Named Inventor	Charley PAVLOSKY			Examiner Name	James R. SHELEHEDA		

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

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

SUBMISSION REQUIRED UNDER 37 CFR 1.114

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

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

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

☐ Other _____

☒ Enclosed

☒ Amendment/Reply

☐ Information Disclosure Statement (IDS)

☐ Affidavit(s)/ Declaration(s)

☒ Other 3 Month Extension of Time

MISCELLANEOUS

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

☐ Other _____

FEES

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

☒ The Director is hereby authorized to charge any underpayment of fees, or credit any overpayments, to Deposit Account No 23-2415

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

☒ Patent Practitioner Signature

☐ Applicant Signature

Signature of Registered U.S. Patent Practitioner			
Signature	/Na Kyung Lee/	Date (YYYY-MM-DD)	2019-11-25
Name	Na Kyung Lee	Registration Number	L1235

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

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

Electronic Patent Application Fee Transmittal

Application Number:	15855965			
Filing Date:	27-Dec-2017			
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT			
First Named Inventor/Applicant Name:	Charley PAVLOSKY			
Filer:	Na Kyung Lee/Kathleen Farrell			
Attorney Docket Number:	51845-701.201			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension - 3 months with \$0 paid	2253	1	700	700
Miscellaneous:				
RCE- 1ST REQUEST	2801	1	650	650
Total in USD (\$)				1350

Electronic Acknowledgement Receipt

EFS ID:	37861223
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Na Kyung Lee/Kathleen Farrell
Filer Authorized By:	Na Kyung Lee
Attorney Docket Number:	51845-701.201
Receipt Date:	26-NOV-2019
Filing Date:	27-DEC-2017
Time Stamp:	11:48:25
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 1350
RAM confirmation Number	E2019APB49147885
Deposit Account	232415
Authorized User	Kathleen Farrell

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

37 CFR 1.17 (Patent application and reexamination processing fees)

37 CFR 1.19 (Document supply fees)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		51845-701_201_Response.pdf	159072	yes	9
			b72324ef6bb5e69ab67e9298178073279b4a6454		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Amendment Submitted/Entered with Filing of CPA/RCE		1	1	
	Claims		2	6	
	Applicant Arguments/Remarks Made in an Amendment		7	9	
Warnings:					
Information:					
2	Request for Continued Examination (RCE)	51845-701_201_RCE1.pdf	116181	no	2
			99441e4d9602b5d54fde43fc9e930aec92a513b5		
Warnings:					
This is not a USPTO supplied RCE SB30 form.					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	32600	no	2
			9fa2f4df77a2ba74138a044136c459ae252d9488		
Warnings:					
Information:					
Total Files Size (in bytes):			307853		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PATENT

Attorney Docket No.: 51845-701.201

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Inventors: Charley PAVLOSKY et al.

Application No.: 15/855,965

Filed: December 27, 2017

Title: INTEGRATED SHOPPING WITHIN
LONG-FORM ENTERTAINMENT

Confirmation No.: **1006**

Examiner: James A. SHELEHEDA

Group Art Unit: 2424

Customer No. **21971**

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

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

Dear Commissioner:

This communication is in response to the Final Office Action mailed May 29, 2019 (the "Office Action"). This response is filed with a request for a three-month extension of time. This response is filed with a request for continued examination (RCE). Reconsideration of this application is respectfully requested in light of the following amendments and remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.

AMENDMENTS TO THE CLAIMS

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

1. (Currently Amended) A method for providing information on items, services, or songs in a video media comprising:
 - a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media;
 - b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media,
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator;
 - c) providing both the first interactive video layer and a second interactive video layer, wherein the second interactive video layer comprises a social media portion for a user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer; and
 - d) distributing information associated with the one or more items, services, or songs in the video media to the user.

2. (Previously Presented) The method of claim 1, further comprising: generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer; and providing the video data to the user via a network.
3. (Original) The method of claim 2, further comprising: enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.
4. (Previously Presented) The method of claim 3, further comprising: displaying the video media and the first interactive video layer to the user; and receiving a selection of a given selectable visual indicator of a given item, service, or song of interest from the user to display marketing information of the given item, song, service, or song of interest to the user.
5. (Previously Presented) The method of claim 4, further comprising enabling the user to purchase the given item, song, or service of interest from the marketing information.
6. (Previously Presented) The method of claim 5, wherein the user is enabled to purchase while the video media is being displayed to the user.
7. (Previously Presented) The method of claim 2, further comprising copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.
8. (Original) The method of claim 1, further comprising collecting data based on actions taken by the user.
9. (Previously Presented) The method of claim 1, further comprising: removing the product information from the one or more of the plurality of visual or audio objects; and associating different product information with the one or more of the plurality of visual or audio objects.
10. (Previously Presented) The method of claim 1, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user.

11. (Original) The method of claim 10, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.
12. (Previously Presented) The method of claim 2, wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators.
13. (Original) The method of claim 1, wherein the video media includes one of a television episode or a movie.
14. (Previously Presented) The method of claim 1, wherein the identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media.
15. (Original) The method of claim 1, wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping.
16. (Original) The method of claim 1, wherein the first and second interactive layers are unaffected by ad blocking software.
17. (Currently Amended) A non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:
 - (a) processing video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media;
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and

- iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator; and
 - (b) providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, ~~wherein an interaction between the user and the at least one guest is displayed in the interface in the second interactive video layer.~~
18. (Currently Amended) A computer-implemented system comprising: a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media, the application comprising:
- a) a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a processing device of a user;
 - b) a software module for linking the items, services, or songs with marketing and/or purchasing information;
 - c) a software module for the generation of a first interactive layer to display with the video media, wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information;
 - d) a software module for the generation of a second interactive layer to display with the video media and optionally the first interactive layer~~[[;]], wherein the second interactive layer contains a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, ~~wherein an interaction between the user and the at least one guest is displayed in the interface in the second interactive video layer;~~~~ and
 - e) a software module for transmitting the first and second interactive layers to the processing device of the user.

19. (Canceled)
20. (Canceled)

REMARKS

Claims 1-18 were pending prior to entry of the amendments presented in this response. Claims 1, 17, and 18 are herein amended. The amendments to claims 1, 17, and 18 are fully supported by the application as originally filed (U.S. Serial No. 15/855,965) at, for example, paragraphs [0112]-[0114] and FIG. 8. No new matter is added by any of these amendments. Accordingly, upon entry of the abovementioned amendments, claims 1-18 will be pending.

Reconsideration and allowance are respectfully requested in light of the abovementioned amendments and the following remarks.

35 U.S.C. § 103

Incorvia in view of Law

Claims 1-18 stand rejected under 35 U.S.C. 103 over Incorvia (US 2012/0167145, hereinafter “Incorvia”) in view of Law et al. (US 2012/0159327, hereinafter “Law”). Without conceding in the basis of rejection, and solely to expedite prosecution of this application, Applicant has amended claims 1, 17, and 18 for clarification. Applicant submits that claim 1 as amended is not obvious over the alleged combination of Incorvia and Law because the references, individually or in combination, do not meet all of the elements of this claim.

For example, Applicant appreciates acknowledgement by the Office that Incorvia “fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer.” *See* Office Action, at page 5. Law fails to cure the deficiency of Incorvia.

For example, Law has been cited for disclosing an “interface 10 (e.g., a high definition television) is used in conjunction with one or two companion devices In one example, two people are sitting on a couch watching television (interface 10) while each also can view his/her own cellular telephone (100 and 102).” *See* Law, at [0037] and FIG. 2. However, Law is completely silent as to “providing both the first interactive video layer and a second interactive video layer, wherein the second interactive video layer comprises a social media portion for a

user to interact with at least one guest that is also a viewer of the video media **through** an interface displayed in the second interactive video layer, **wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer**” as recited in amended claim 1 (emphasis added). For example, in Law’s embodiment, FIG. 2 shows a companion device interface that allows a user on the companion device to “tell friend” or “post,” but no actual interaction between the different users who are viewers of the same video media is displayed on the interface (e.g., the television). Claims 17 and 18, as amended, recite language similar to amended claim 1.

Accordingly, Applicant respectfully requests that the § 103 rejections of claims 1, 17, and 18 be withdrawn. Claims 2-16 depend from and include all of the elements of claim 1, and recite additional elements of particular advantage and utility. Incorvia and Law do not meet all of the elements of claim 1, much less the additional elements of claims 2-16. Accordingly, Applicant respectfully requests that the § 103 rejections of claims 2-16 also be withdrawn.

It shall be understood herein that any instance in which Applicant has addressed certain comments of the Office shall not be construed as a concession to other comments or arguments advanced by the Office. Any circumstance in which Applicant has amended or canceled a claim also does not necessarily mean that Applicant concedes to the arguments or positions advanced by the Office with respect to that claim or other claims pending herein.

CONCLUSION

Applicant submits that this paper fully addresses the issues presented in the Office Action. In view of the amendments and remarks above, favorable reconsideration of the application is respectfully requested and Applicant respectfully requests the Examiner to move this application to issuance. Should the Examiner have any questions, the Examiner is encouraged to telephone the undersigned at 650-849-3194.

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit account No. 23-2415 (Attorney Docket No. 51845-701.201) for any matter in connection with this response, including any fee for extension of time.

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI

Dated: November 25, 2019

By: /Na Kyung Lee/
Na Kyung Lee, Reg. No. L1,235

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Palo Alto, CA 94304-1050
Telephone: (650) 493-9300
Customer No. 21971

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 15/855,965		Filing Date 12/27/2017		☐ To be Mailed	
ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO									
APPLICATION AS FILED - PART I									
		(Column 1)	(Column 2)						
FOR		NUMBER FILED	NUMBER EXTRA		RATE (\$)		FEE (\$)		
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))		N/A	N/A		N/A				
☐ SEARCH FEE (37 CFR 1.16(k), (l), or (m))		N/A	N/A		N/A				
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))		N/A	N/A		N/A				
TOTAL CLAIMS (37 CFR 1.16(i))		minus 20 = *		x \$40 =					
INDEPENDENT CLAIMS (37 CFR 1.16(h))		minus 3 = *		x \$210 =					
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))		If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).							
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))									
* If the difference in column 1 is less than zero, enter "0" in column 2.					TOTAL				
APPLICATION AS AMENDED - PART II									
		(Column 1)		(Column 2)	(Column 3)				
AMENDMENT	11/26/2019	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	* 18	Minus	** 20	= 0	x \$50 =		0	
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 4	= 0	x \$230 =		0	
	☐ Application Size Fee (37 CFR 1.16(s))								
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))								
						TOTAL ADD'L FEE		0	
		(Column 1)		(Column 2)	(Column 3)				
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	*	Minus	**	=	x \$0 =			
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =			
	☐ Application Size Fee (37 CFR 1.16(s))								
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))								
						TOTAL ADD'L FEE			
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.						LIE			
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".						/JEFFERY L OLSEN/			
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".									
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.									

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006
21971 7590 03/23/2020 WILSON, SONSINI, GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CA 94304-1050			EXAMINER SHELEHEDA, JAMES R	
			ART UNIT 2424	PAPER NUMBER
			NOTIFICATION DATE 03/23/2020	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentdocket@wsgr.com

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

Continued Examination Under 37 CFR 1.114

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 11/26/19 has been entered.

Response to Arguments

3. Applicant's arguments filed 11/26/19 have been fully considered but they are not persuasive.

In response to applicant's arguments on pages 7-8, it is noted that Law explicitly discloses wherein the system will display a social media message layer on the television (paragraph 38, 40-41, 81, 88).

A user may transmit and receive instant messages with other users about the current program (paragraph 38, 88) which are overlaid onto the television content when they are received (Fig. 1B-C, 2; paragraph 40-41, 81, 88).

The other user may be a guest that is also a viewer of the video media (two people sitting on a couch watching the same program; Fig. 2, paragraph 37), where the other user is creating and transmitting instant messages via their own separate device, such as a mobile phone, while watching the program (paragraph 38-40).

Thus, this clearly meets the claim limitations, as Law provides for:

"wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest" (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 40-41, 81, 88, 95)

"that is also a viewer of the video media through an interface displayed in the interactive video layer" (two people sitting on a couch watching the same program who may communicate with each other, with one user posting messages which are displayed on the television; Fig. 2, paragraph 37-41, 81, 88, 95)

"wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer" (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88).

Therefore, applicant's arguments are not convincing.

Claim Rejections - 35 USC § 103

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

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

5. Claims 1-18 are rejected under 35 U.S.C. 103 as being unpatentable over Incorvia (US 2012/0167145 1) (of record) in view of Law et al. (Law) (US 2012/0159327 A1) (of record).

As to claim 1, while Incorvia discloses a method for providing information on items, services, or songs in a video media comprising:

a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media (Fig. 2; paragraph 31-35);

b) processing the video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),

ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42), wherein the first interactive video layer is configured to display the selectable visual indicator (paragraph 40-42);

c) providing the first interactive video layer (paragraph 46-47, 63); and

d) distributing information associated with the one or more items, services, or songs in the video media to a user (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface

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displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

As to claim 2, Incorvia and Law disclose generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer (see Incorvia at paragraph 46-47, 63); and

providing the video data to the user via a network (single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 3, Incorvia and Law disclose enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively (see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101); and

enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively(see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101).

As to claim 4, Incorvia and Law disclose displaying the video media and the first interactive video layer to the user (see Incorvia at Fig. 3, paragraph 39, 45-48 and Law at paragraph 37, 38, 41); and

receiving a selection of a given selectable visual indicator of a given item, service or song of interest from the user to display marketing information of the given item, song, service or song of interest to the user (see Incorvia at Fig. 3, paragraph 39, 45-48and Law at paragraph 37, 38, 41).

As to claim 5, Incorvia and Law disclose enabling the user to purchase the given item, song, or service of interest from the marketing information (see Incorvia at paragraph 24, 25, 45 and Law at paragraph 37, 38, and 41).

As to claim 6, Incorvia and Law disclose wherein the user is enabled to purchase while the video media is being displayed to the user (see Incorvia at paragraph 37, 45, 70 and Law at paragraph 105).

As to claim 7, Incorvia and Law disclose copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user (user selected objects are added to a list for later review, with each object having an associated clip; see Incorvia at paragraph 38, 50).

As to claim 8, Incorvia and Law disclose collecting data based on actions taken by the user (recording user activity, including object selections; Incorvia at paragraph 52).

As to claim 9, Incorvia and Law disclose removing the product information from the one or more of the plurality of visual or audio objects (updating and replacing associated object data; see Incorvia at paragraph 36, 46-47); and

associating different product information with the one or more of the plurality of visual or audio objects (see Incorvia at paragraph 36, 46-47).

As to claim 10, Incorvia and Law disclose providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user (see Law at paragraph 90, video having 20 layers associated with it and 12 displayed).

As to claim 11, Incorvia and Law disclose the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise (different layers for different types, such as games; see Law at paragraph 95).

As to claim 12, Incorvia and Law disclose wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators(single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 13, Incorvia and Law disclose wherein the video media includes one of a television episode or a movie (see Incorvia at paragraph 2-4 and Law at paragraph 94).

As to claim 14, Incorvia and Law disclose wherein the identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media (operator identifying objects; see Incorvia at paragraph 32-33).

As to claim 15, Incorvia and Law disclose wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for

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visual and/or audio recognition and mapping (tracking moving object from frame to frame and with time jumps; see Incorvia at paragraph 34-35).

As to claim 16, Incorvia and Law disclose wherein the first and second interactive layers are unaffected by ad blocking software (interactive layer incorporated into the video data, thus avoiding ad blocking technology identifying keywords, by associating content with particular items within the video; see Incorvia at paragraph 46-47, 63 and applicant's specification at paragraph 122-123).

As to claim 17, while Incorvia discloses a non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

(a) processing video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),

ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42), wherein the first interactive video layer is configured to display the selectable visual indicator (); and

(b) providing the first interactive video layer (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the

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same program; Fig. 2, paragraph 37) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

As to claim 18, while Incorvia discloses a computer-implemented system (Fig. 1, 5) comprising:

a digital processing device (Fig. 5) comprising:

at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media (paragraph 31-32, 55-58), the application comprising:

a) a software module for receiving a request for the generation of information regarding items, services or songs presented in a video media from a processing device of a user (Fig. 2; paragraph 31-35);

b) a software module for linking the items, services or songs with marketing and/or purchasing information (paragraph 25, 32-37)

c) a software module for the generation of a first interactive layer to display with the video media (paragraph 34-37), wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information (such as additional information about the object, purchasing; paragraph 25, 36-37);

d) a software module to display the video media and optionally the first interactive layer (paragraph 26, 42, 49); and

e) a software module for transmitting the first interactive layer to the processing device of the user (paragraph 46-47, 63),

he fails to specifically disclose generating and transmitting both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the interactive video layer, wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first

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interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the interactive video layer, wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

Conclusion

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6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James R Sheleheda whose telephone number is (571)272-7357. The examiner can normally be reached on M-F 8 am-5 pm CST.

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, Pankaj Kumar can be reached on (571) 272-3011. 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 <https://ppair-my.uspto.gov/pair/PrivatePair>. 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.

/James R Sheleheda/
Primary Examiner, Art Unit 2424

<i>Search Notes</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

CPC - Searched*		
Symbol	Date	Examiner
H04N 21/80, 812, 8126, 8133, 478, 47815, 4788	10/25/2018	JS
updated	05/23/2019	JS
updated	03/17/2020	JS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
East claim text search (attached)	10/24/2018	JS
Double Patenting Search	10/24/2018	JS

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

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
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UNITED STATES PATENT AND TRADEMARK OFFICE

USPTO Automated Interview Request (AIR)

Sep 3 2020

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

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

Name(s) :

Na Kyung Lee

S-signature:

/Na Kyung Lee/

Registration Number:

L1235

U.S. Application Number:

15855965

Confirmation Number:

1006

E-mail Address:

nkleee@wsgr.com

Phone Number:

+1 6502690677

Proposed Time of Interview:

9-15-2020 1:00 PM ET

Alternative Proposed Time(s) of Interview:

9-16-2020 1:00 PM ET

Alternative Proposed Time(s) of Interview:

9-17-2020 1:00 PM ET

Preferred Interview Type:

Telephonic

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

Topic for Discussion:

Discuss non-final office action mailed March 23, 2020



UNITED STATES
PATENT AND TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Inventors: Charley PAVLOSKY et al.

Application No.: 15/855,965

Filed: December 27, 2017

Title: INTEGRATED SHOPPING WITHIN
LONG-FORM ENTERTAINMENT

Confirmation No.: **1006**

Examiner: James A. SHELEHEDA

Group Art Unit: 2424

Customer No. **21971**

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

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

Dear Commissioner:

This communication is in response to the Non-Final Office Action mailed March 23, 2020 (the "Office Action"). This response is filed with a request for a 3-month extension of time. Reconsideration of this application is respectfully requested in light of the following amendments and remarks.

Amendments to the Claims begin on page 2 of this paper.

A **Summary of the Interview** begins on page 6 of this paper.

Remarks begin on page 7 of this paper.

AMENDMENTS TO THE CLAIMS

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

1. (Currently Amended) A method for providing information on items, services, or songs in a video media comprising:
 - a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media;
 - b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media,
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator;
 - c) providing both the first interactive video layer and a second interactive video layer, wherein the second interactive video layer comprises a social media portion for a user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein ~~the second interactive video layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion is displayed in the second interactive video layer;~~ and
 - d) distributing information associated with the one or more items, services, or songs in the video media to the user.
2. (Previously Presented) The method of claim 1, further comprising: generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer; and providing the video data to the user via a network.

3. (Original) The method of claim 2, further comprising: enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.
4. (Previously Presented) The method of claim 3, further comprising: displaying the video media and the first interactive video layer to the user; and receiving a selection of a given selectable visual indicator of a given item, service, or song of interest from the user to display marketing information of the given item, song, service, or song of interest to the user.
5. (Previously Presented) The method of claim 4, further comprising enabling the user to purchase the given item, song, or service of interest from the marketing information.
6. (Previously Presented) The method of claim 5, wherein the user is enabled to purchase while the video media is being displayed to the user.
7. (Previously Presented) The method of claim 2, further comprising copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.
8. (Original) The method of claim 1, further comprising collecting data based on actions taken by the user.
9. (Previously Presented) The method of claim 1, further comprising: removing the product information from the one or more of the plurality of visual or audio objects; and associating different product information with the one or more of the plurality of visual or audio objects.
10. (Previously Presented) The method of claim 1, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user.
11. (Original) The method of claim 10, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.
12. (Previously Presented) The method of claim 2, wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators.
13. (Original) The method of claim 1, wherein the video media includes one of a television episode or a movie.
14. (Previously Presented) The method of claim 1, wherein the identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media.

15. (Original) The method of claim 1, wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping.

16. (Original) The method of claim 1, wherein the first and second interactive layers are unaffected by ad blocking software.

17. (Currently Amended) A non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

- (a) processing video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media;
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator; and
- (b) providing both the first interactive video layer and a second interactive video layer having a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein ~~the second interactive video layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion is displayed in the interface in the second interactive video layer.~~

18. (Currently Amended) A computer-implemented system comprising: a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media, the application comprising:

- a) a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a processing device of a user;

- b) a software module for linking the items, services, or songs with marketing and/or purchasing information;
 - c) a software module for the generation of a first interactive layer to display with the video media, wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information;
 - d) a software module for the generation of a second interactive layer to display with the video media and optionally the first interactive layer, wherein the second interactive layer contains a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein an interaction between the user and the at least one guest, ~~and past interaction activity between a plurality of users in the social media portion.~~ [[is]] are displayed in the interface in the second interactive video layer; and
 - e) a software module for transmitting the first and second interactive layers to the processing device of the user.
19. (Canceled)
20. (Canceled)
21. (New) The method of claim 1, wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the public or private conversation comprises a plurality of comments.
22. (New) The computer-implemented system of claim 18, wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the public or private conversation comprises a plurality of comments.

SUMMARY OF THE INTERVIEW

Applicant is appreciative of Primary Examiner James R Sheleheda for extending the courtesy of an interview to Applicant's representative, Na Kyung Lee, on September 17, 2020. During interview, amendments and arguments consistent with those detailed herein were discussed.

REMARKS

Claims 1-18 were pending prior to entry of the amendments presented in this response. Claims 1, 17, and 18 are herein amended. New Claims 21-22 are added. The amendments to the claims are fully supported by the application as originally filed (U.S. Serial No. 15/855,965) at, for example, paragraphs [0116] and [0117] and FIG. 8. No new matter is added by any of these amendments. Accordingly, upon entry of the abovementioned amendments, claims 1-18 and 21-22 will be pending.

Reconsideration and allowance are respectfully requested in light of the abovementioned amendments and the following remarks.

35 U.S.C. § 103

Incorvia in view of Law

Claims 1-18 stand rejected under 35 U.S.C. 103 over Incorvia (US 2012/0167145, hereinafter “Incorvia”) in view of Law et al. (US 2012/0159327, hereinafter “Law”). Without conceding in the basis of rejection, and solely to expedite prosecution of this application, Applicant has amended claims 1, 17, and 18 to clarify certain differences over the cited art. Applicant submits that claim 1 as amended is not obvious over the alleged combination of Incorvia and Law because the references, individually or in combination, do not meet all of the elements of this claim.

Applicant appreciates acknowledgement by the Office that Incorvia “fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer.” See Office Action, at page 5. Law fails to cure the deficiency of Incorvia.

For example, Law discloses that “[a]n instant messaging application that may be part of a computing device or operating system . . . can be pre-configured with one or more layers so that as a user receives an instant message an event is generated and *interaction* can be provided in response to the instant message (and/or the content of the instant message)” (Law, [0088]). With regards to *interaction* with an event or alert, Law discloses that “the user can *interact* with the alert 52 by performing an action on the user’s companion device” or that “the system will not issue alerts (e.g., alerts 22 and alert 52) . . . [and i]nstead, when the timeline reaches an event identifier, the user will automatically be provided with region 40, region 104 or region 106 which includes various menu items to select and/or other content in order to provide interactive experience during presentation of entertainment content” (Law, at [0040]; see also FIG. 1A-1C and FIG. 2). That is, Law discloses that a single *instant message* that a user receives

4817-7248-2500

may generate an event, which event may be indicated by an event identifier that the user can *interact* with. Upon or during the user interaction, the user may be provided with, for example, the menu shown by elements 40, 104, 106 in FIGs. 1C and 2 (e.g., see “tell friend” or “post” menu options in FIG. 2).

However, Law fails to disclose “wherein the second interactive video layer displays an interaction between the user and the at least one guest, *and past interaction activity between a plurality of users in the social media portion*,” as recited in amended claim 1. While Law may display a single instant message as an event which Law’s user can interact with, Law does not teach or suggest displaying in the second interactive video layer, *past interaction activity between a plurality of users in the social media portion*. Claims 17 and 18, as amended, recite language similar to amended claim 1.

Accordingly, Applicant respectfully requests that the § 103 rejections of claims 1, 17, and 18 be withdrawn. Claims 2-16 depend from and include all of the elements of claim 1, and recite additional elements of particular advantage and utility. Incorvia and Law do not meet all of the elements of claim 1, much less the additional elements of claims 2-16. Accordingly, Applicant respectfully requests that the § 103 rejections of claims 2-16 also be withdrawn.

It shall be understood herein that any instance in which Applicant has addressed certain comments of the Office shall not be construed as a concession to other comments or arguments advanced by the Office. Any circumstance in which Applicant has amended or canceled a claim also does not necessarily mean that Applicant concedes to the arguments or positions advanced by the Office with respect to that claim or other claims pending herein.

CONCLUSION

Applicant submits that this paper fully addresses the issues presented in the Office Action. In view of the amendments and remarks above, favorable reconsideration of the application is respectfully requested and Applicant respectfully requests the Examiner to move this application to issuance. Should the Examiner have any questions, the Examiner is encouraged to telephone the undersigned at 650-269-0677.

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit account No. 23-2415 (Attorney Docket No. 51845-701.201) for any matter in connection with this response, including any fee for extension of time.

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI

Dated: September 18, 2020

By: /Na Kyung Lee/
Na Kyung Lee, Reg. No. L1,235

650 Page Mill Road
Palo Alto, CA 94304-1050
Telephone: (650) 269-0677
Customer No. 21971

Electronic Patent Application Fee Transmittal

Application Number:	15855965			
Filing Date:	27-Dec-2017			
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT			
First Named Inventor/Applicant Name:	Charley PAVLOSKY			
Filer:	Na Kyung Lee/Kathleen Farrell			
Attorney Docket Number:	51845-701.201			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

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

Electronic Acknowledgement Receipt

EFS ID:	40623149
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Na Kyung Lee/Kathleen Farrell
Filer Authorized By:	Na Kyung Lee
Attorney Docket Number:	51845-701.201
Receipt Date:	22-SEP-2020
Filing Date:	27-DEC-2017
Time Stamp:	08:50:19
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 700
RAM confirmation Number	E20209L951040871
Deposit Account	232415
Authorized User	Kathleen Farrell

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

37 CFR 1.17 (Patent application and reexamination processing fees)

37 CFR 1.19 (Document supply fees)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		51845_701_201_Response.pdf	210087	yes	9
			ed517701097f6b5341a4a61153239eb739703dcf		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Amendment/Req. Reconsideration-After Non-Final Reject		1	1	
	Claims		2	5	
	Applicant summary of interview with examiner		6	6	
	Applicant Arguments/Remarks Made in an Amendment		7	9	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30938	no	2
			5c1aaa23f2a081cf539522cc1754777efd4841b8		
Warnings:					
Information:					
Total Files Size (in bytes):			241025		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006
21971 7590 09/24/2020 WILSON, SONSINI, GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CA 94304-1050			EXAMINER SHELEHEDA, JAMES R	
			ART UNIT 2424	PAPER NUMBER
			NOTIFICATION DATE 09/24/2020	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentdocket@wsgr.com

<i>Applicant-Initiated Interview Summary</i>	Application No. 15/855,965	Applicant(s) PAVLOSKY et al.		
	Examiner James R Sheleheda	Art Unit 2424	AIA (First Inventor to File) Status Yes	Page 1 of 2

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

1. James R Sheleheda (Primary Examiner);
Telephonic

2. Na Kyung Lee (Inventor: Reg. No. L1,235);
Telephonic

Date of Interview: 17 September 2020

Claims Discussed: Claim 1.

Prior Art Discussed: Law

Issues Discussed:

Item(s) under 35 U.S.C. 103:
The outstanding rejections were discussed. The examiner indicated that Law met the current limitations by providing for client device 200 (connected to the TV) to process and display the different event layers including the instant messaging layer (paragraph 85, 88). Law further discloses that the event timeline and associated layer event messages could be displayed on the companion device or both the companion device and television (paragraph 37, 40-41). This seems to meet the current limitations require only a single interaction between the user and one guest.
Possible clarifying amendments regarding providing for the layer to display multiple interactions between multiple users, such as in a "conversation" were discussed, however, no agreement was reached regarding exact claim language.

Attachment(s): Agenda,

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
<p>Applicant is reminded that a complete written statement as to the substance of the interview must be made of record in the application file. It is the applicants responsibility to provide the written statement, unless the interview was initiated by the Examiner and the Examiner has indicated that a written summary will be provided. See MPEP 713.04</p> <p>Please further see: MPEP 713.04 Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews, paragraph (b) 37 CFR § 1.2 Business to be transacted in writing</p>	

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

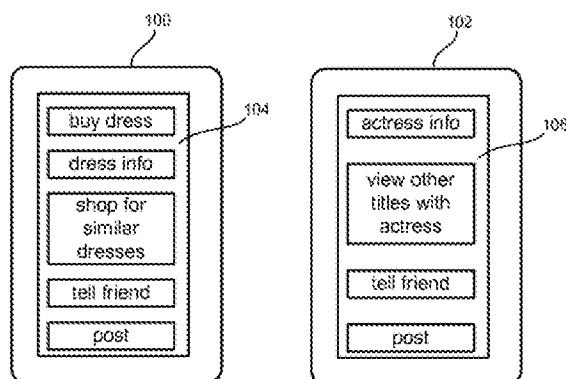
Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

****FOR DISCUSSION PURPOSES ONLY****
****PLEASE DO NOT ENTER****

Application No: 15/855,965
Title: INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
Office Action Mail Date: March 23, 2020
Examiner: SHELEHEDA, JAMES R
Attorney Docket No: 51845-701.201

Patent Examiner Interview Agenda
September 17, 2020 at 2 PM ET (11 AM PT)

- Attendee (telephonic):
 - Na Kyung Lee (Reg. No. L1,235)
- Non-Final Office Action:
 - Discuss § 103 rejection of claim 1 in view of:
 - “c) providing both the first interactive video layer and a second interactive video layer, wherein the second interactive video layer comprises a social media portion for a user to interact with at least one guest that is also a viewer of the video media *through an interface displayed* in the second interactive video layer, wherein an interaction *between the user and the at least one guest is displayed* in the second interactive video layer;”
 - See Incorvia (US 2012/0167145)
 - See Law (US 2012/0159327), e.g., at [0037]-[0038] and FIG. 2
 - “In one example, two people are sitting on a couch watching television (interface 10) while each also can view his/her own cellular telephone (100 and 102).” [0037]
 - “tell friend” / “post” are shown individually in *companion devices (100, 102)* in FIG. 2 (reproduced below)





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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006

21971 7590 10/14/2020
Main WSGR Customer Number
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050

EXAMINER

SHELEHEDA, JAMES R

ART UNIT	PAPER NUMBER
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2424

NOTIFICATION DATE	DELIVERY MODE
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10/14/2020

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The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

Response to Arguments

2. Applicant's arguments have been considered but are moot because the new ground of rejection does not rely on any reference applied in the prior rejection of record for any teaching or matter specifically challenged in the argument.

Claim Rejections - 35 USC § 103

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

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

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4. Claims 1-18, 21, 22 are rejected under 35 U.S.C. 103 as being unpatentable over Incorvia (US 2012/0167145 1) (of record) in view of Law et al. (Law) (US 2012/0159327 A1) (of record) and Taylor et al. (Taylor) (US 10,440,436 B1).

As to claim 1, while Incorvia discloses a method for providing information on items, services, or songs in a video media comprising:

a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media (Fig. 2; paragraph 31-35);

b) processing the video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),

ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42), wherein the first interactive video layer is configured to display the selectable visual indicator (paragraph 40-42);

c) providing the first interactive video layer (paragraph 46-47, 63); and
d) distributing information associated with the one or more items, services, or songs in the video media to a user (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages

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displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

Additionally, in an analogous art, Taylor discloses a system which will present interactive information on items a video media (Fig. 2, column 3, lines 7-34, column 4, line 27-column 5, line 13) by providing an interactive layer which displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion (see Fig. 1, 3B, social chat amongst other viewers overlaid onto the video; column 3, line 64-column 4, line 9, column 9, lines 11-60) so as to enable communication amongst multiple viewers of the video stream, hosts and producers (column 9, lines 11-20) so as to increase viewer engagement with the video and advertised products (column 2, lines 21-64).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, and past interaction activity between a plurality of users in the social media portion, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

Additionally, it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia and Law's system to include wherein the second interactive layer displays an interaction between the user

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and the at least one guest, and past interaction activity between a plurality of users in the social media portion, as taught in combination with Taylor, for the typical benefit of increasing viewer engagement with the video and advertised products by enabling communication amongst multiple viewers of the video stream, hosts and producers.

As to claim 2, Incorvia, Law and Taylor disclose generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer (see Incorvia at paragraph 46-47, 63); and

providing the video data to the user via a network (single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 3, Incorvia, Law and Taylor disclose enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively (see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101); and

enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively (see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101).

As to claim 4, Incorvia, Law and Taylor disclose displaying the video media and the first interactive video layer to the user (see Incorvia at Fig. 3, paragraph 39, 45-48 and Law at paragraph 37, 38, 41); and

receiving a selection of a given selectable visual indicator of a given item, service or song of interest from the user to display marketing information of the given item, song, service or song of interest to the user (see Incorvia at Fig. 3, paragraph 39, 45-48 and Law at paragraph 37, 38, 41).

As to claim 5, Incorvia, Law and Taylor disclose enabling the user to purchase the given item, song, or service of interest from the marketing information (see Incorvia at paragraph 24, 25, 45 and Law at paragraph 37, 38, and 41).

As to claim 6, Incorvia, Law and Taylor disclose wherein the user is enabled to purchase while the video media is being displayed to the user (see Incorvia at paragraph 37, 45, 70 and Law at paragraph 105).

As to claim 7, Incorvia, Law and Taylor disclose copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user (user selected objects are added to a list for later review, with each object having an associated clip; see Incorvia at paragraph 38, 50).

As to claim 8, Incorvia, Law and Taylor disclose collecting data based on actions taken by the user (recording user activity, including object selections; Incorvia at paragraph 52).

As to claim 9, Incorvia, Law and Taylor disclose removing the product information from the one or more of the plurality of visual or audio objects (updating and replacing associated object data; see Incorvia at paragraph 36, 46-47); and

associating different product information with the one or more of the plurality of visual or audio objects (see Incorvia at paragraph 36, 46-47).

As to claim 10, Incorvia, Law and Taylor disclose providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user (see Law at paragraph 90, video having 20 layers associated with it and 12 displayed).

As to claim 11, Incorvia, Law and Taylor disclose the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise (different layers for different types, such as games; see Law at paragraph 95).

As to claim 12, Incorvia, Law and Taylor disclose wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators(single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 13, Incorvia, Law and Taylor disclose wherein the video media includes one of a television episode or a movie (see Incorvia at paragraph 2-4 and Law at paragraph 94).

As to claim 14, Incorvia, Law and Taylor disclose wherein the identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media (operator identifying objects; see Incorvia at paragraph 32-33).

As to claim 15, Incorvia, Law and Taylor disclose wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping (tracking moving object from frame to frame and with time jumps; see Incorvia at paragraph 34-35).

As to claim 16, Incorvia, Law and Taylor disclose wherein the first and second interactive layers are unaffected by ad blocking software (interactive layer incorporated into the video data, thus avoiding ad blocking technology identifying keywords, by associating content with particular items within the video; see Incorvia at paragraph 46-47, 63 and applicant's specification at paragraph 122-123).

As to claim 17, while Incorvia discloses a non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

(a) processing video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),

ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42), wherein the first interactive video layer is configured to display the selectable visual indicator (paragraph 40-42); and

(b) providing the first interactive video layer (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer

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of the video media through an interface displayed in the second interactive video layer, wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

Additionally, in an analogous art, Taylor discloses a system which will present interactive information on items a video media (Fig. 2, column 3, lines 7-34, column 4, line 27-column 5, line 13) by providing an interactive layer which displays an interaction

Art Unit: 2424

between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion (see Fig. 1, 3B, social chat amongst other viewers overlaid onto the video; column 3, line 64-column 4, line 9, column 9, lines 11-60) so as to enable communication amongst multiple viewers of the video stream, hosts and producers (column 9, lines 11-20) so as to increase viewer engagement with the video and advertised products (column 2, lines 21-64).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, and past interaction activity between a plurality of users in the social media portion, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

Additionally, it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia and Law's system to include wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, as taught in combination with Taylor, for the typical benefit of increasing viewer engagement with the video and advertised products by enabling communication amongst multiple viewers of the video stream, hosts and producers.

As to claim 18, while Incorvia discloses a computer-implemented system (Fig. 1, 5) comprising:

a digital processing device (Fig. 5) comprising:

at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media (paragraph 31-32, 55-58), the application comprising:

a) a software module for receiving a request for the generation of information regarding items, services or songs presented in a video media from a processing device of a user (Fig. 2; paragraph 31-35);

b) a software module for linking the items, services or songs with marketing and/or purchasing information (paragraph 25, 32-37)

c) a software module for the generation of a first interactive layer to display with the video media (paragraph 34-37), wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information (such as additional information about the object, purchasing; paragraph 25, 36-37);

d) a software module to display the video media and optionally the first interactive layer (paragraph 26, 42, 49); and

e) a software module for transmitting the first interactive layer to the processing device of the user (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

Additionally, in an analogous art, Taylor discloses a system which will present interactive information on items a video media (Fig. 2, column 3, lines 7-34, column 4, line 27-column 5, line 13) by providing an interactive layer which displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion (see Fig. 1, 3B, social chat amongst other viewers overlaid onto the video; column 3, line 64-column 4, line 9, column 9, lines 11-60) so as to enable communication amongst multiple viewers of the video stream, hosts and producers (column 9, lines 11-20) so as to increase viewer engagement with the video and advertised products (column 2, lines 21-64).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, and past interaction activity between a plurality of users in the social media portion, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

Additionally, it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia and Law's system to include wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, as taught in combination with Taylor, for the typical benefit of

Art Unit: 2424

increasing viewer engagement with the video and advertised products by enabling communication amongst multiple viewers of the video stream, hosts and producers.

As to claim 21, Incorvia, Law and Taylor disclose wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the public or private conversation comprises a plurality of comments (see Taylor at Fig. 1, 3B, social chat amongst other viewers overlaid onto the video; column 3, line 64-column 4, line 9, column 9, lines 11-60).

As to claim 22, Incorvia, Law and Taylor disclose wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the public or private conversation comprises a plurality of comments (see Taylor at Fig. 1, 3B, social chat amongst other viewers overlaid onto the video; column 3, line 64-column 4, line 9, column 9, lines 11-60).

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

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

Art Unit: 2424

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

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James R Sheleheda whose telephone number is (571)272-7357. The examiner can normally be reached on M-F 8 am-5 pm CST.

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, Pankaj Kumar can be reached on (571) 272-3011. 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 <https://ppair-my.uspto.gov/pair/PrivatePair>. 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

Art Unit: 2424

to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/James R Sheleheda/
Primary Examiner, Art Unit 2424

<i>Notice of References Cited</i>	Application/Control No. 15/855,965		Applicant(s)/Patent Under Reexamination PAVLOSKY et al.	
	Examiner James R Sheleheda		Art Unit 2424	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-10440436-B1	10-2019	Taylor; Amber Autrey	H04N21/234345	1/1
	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	
	V	
	W	
	X	

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

<i>Index of Claims</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

✓	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	10/25/2018	05/23/2019	10/08/2020						
	1	✓	✓	✓						
	2	✓	✓	✓						
	3	✓	✓	✓						
	4	✓	✓	✓						
	5	✓	✓	✓						
	6	✓	✓	✓						
	7	✓	✓	✓						
	8	✓	✓	✓						
	9	✓	✓	✓						
	10	✓	✓	✓						
	11	✓	✓	✓						
	12	✓	✓	✓						
	13	✓	✓	✓						
	14	✓	✓	✓						
	15	✓	✓	✓						
	16	✓	✓	✓						
	17	✓	✓	✓						
	18	✓	✓	✓						
	19	✓	-	-						
	20	✓	-	-						
	21			✓						
	22			✓						

<i>Search Notes</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

CPC - Searched*		
Symbol	Date	Examiner
H04N 21/80, 812, 8126, 8133, 478, 47815, 4788	10/25/2018	JS
updated	05/23/2019	JS
updated	03/17/2020	JS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
East claim text search (attached)	10/24/2018	JS
Double Patenting Search	10/24/2018	JS
PE2E claim text search (attached)	10/08/2020	JS

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

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
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PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L29	6	((US-10045091-B1).did. AND USPT.dbnm.) OR ((US-20140325557-A1 OR US-20120159327-A1 OR US-20090259957-A1 OR US-20120167145-A1 OR US-20150245103-A1).did. AND PGPB.dbnm.)	US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:21 PM
L30	5	L29 AND social	US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:21 PM
L31	5	chat WITH overlay SAME stb	US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:22 PM
L32	401	chat WITH overlay AND H04N21/\$.cpc.	US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:25 PM
L33	375	L32 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:26 PM
L34	232	chat WITH layer AND H04N21/\$.cpc.	US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:34 PM
L36	210	L34 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:34 PM
L37	5	chat WITH layer WITH overla\$3 AND H04N21/\$.cpc.	US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:35 PM
L38	8	chat WITH layer SAME	US-PGPUB; USPAT;	OR	ON	ON	2020/10/08

TikTok Ex. 1004, Page 235 of 428

L39	17	overla\$3 AND H04N21/\$.cpc.	USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	02:35 PM
L40	12	chat SAME layer SAME overla\$3 AND H04N21/\$.cpc.	US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:36 PM
L40	12	L39 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2020/10/08 02:36 PM

PE2E SEARCH - Search History (Interference)

There are no Interference searches to show.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Inventors: Charley PAVLOSKY et al.

Application No.: 15/855,965

Filed: December 27, 2017

Title: INTEGRATED SHOPPING WITHIN
LONG-FORM ENTERTAINMENT

Confirmation No.: **1006**

Examiner: James A. SHELEHEDA

Group Art Unit: 2424

Customer No. **21971**

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

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

Dear Commissioner:

This communication is in response to the Final Office Action mailed October 14, 2020 (the “Office Action”). Reconsideration of this application is respectfully requested in light of the following amendments and remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.

AMENDMENTS TO THE CLAIMS

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

1. (Currently Amended) A method for providing information on items, services, or songs in a video media comprising:
 - a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media;
 - b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media,
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator;
 - c) providing both the first interactive video layer and a second interactive video layer, wherein the second interactive video layer comprises a social media portion ~~for~~controllable by a user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein the second interactive video layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, ~~and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer;~~ and
 - d) distributing information associated with the one or more items, services, or songs in the video media to the user.

2. (Previously Presented) The method of claim 1, further comprising: generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer; and providing the video data to the user via a network.
3. (Original) The method of claim 2, further comprising: enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.
4. (Previously Presented) The method of claim 3, further comprising: displaying the video media and the first interactive video layer to the user; and receiving a selection of a given selectable visual indicator of a given item, service, or song of interest from the user to display marketing information of the given item, song, service, or song of interest to the user.
5. (Previously Presented) The method of claim 4, further comprising enabling the user to purchase the given item, song, or service of interest from the marketing information.
6. (Previously Presented) The method of claim 5, wherein the user is enabled to purchase while the video media is being displayed to the user.
7. (Previously Presented) The method of claim 2, further comprising copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.
8. (Original) The method of claim 1, further comprising collecting data based on actions taken by the user.
9. (Previously Presented) The method of claim 1, further comprising: removing the product information from the one or more of the plurality of visual or audio objects; and associating different product information with the one or more of the plurality of visual or audio objects.
10. (Previously Presented) The method of claim 1, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user.
11. (Original) The method of claim 10, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.
12. (Previously Presented) The method of claim 2, wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators.
13. (Original) The method of claim 1, wherein the video media includes one of a television episode or a movie.

14. (Previously Presented) The method of claim 1, wherein the identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media.

15. (Original) The method of claim 1, wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping.

16. (Original) The method of claim 1, wherein the first and second interactive layers are unaffected by ad blocking software.

17. (Currently Amended) A non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

- (a) processing video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media;
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator; and
- (b) providing both the first interactive video layer and a second interactive video layer having a social media portion ~~for~~controllable by the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein the second interactive video layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, ~~and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer.~~

18. (Currently Amended) A computer-implemented system comprising: a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to

create an application for providing information on items, services, or songs in a video media, the application comprising:

- a) a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a processing device of a user;
- b) a software module for linking the items, services, or songs with marketing and/or purchasing information;
- c) a software module for the generation of a first interactive layer to display with the video media, wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information;
- d) a software module for the generation of a second interactive layer to display with the video media and optionally the first interactive layer, wherein the second interactive layer contains a social media portion ~~[[for]] controllable by~~ the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, are displayed in the interface in the second interactive video layer, ~~and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer;~~ and
- e) a software module for transmitting the first and second interactive layers to the processing device of the user.

19. (Canceled)

20. (Canceled)

21. (Currently Amended) The method of claim 1, wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, ~~wherein the public or private conversation comprises a plurality of comments, wherein the plurality of different conversations comprises at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.~~

22. (Currently Amended) The computer-implemented system of claim 18, wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, ~~wherein the public or private conversation comprises a plurality of comments, wherein the plurality of different conversations comprises at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.~~

REMARKS

Claims 1-18 and 21-22 were pending prior to entry of the amendments presented in this response. Claims 1, 17, 18, and 21-22 are herein amended. The amendments to the claims are fully supported by the application as originally filed (U.S. Serial No. 15/855,965) at, for example, paragraphs [0116] and [0117] and FIG. 8. No new matter is added by any of these amendments. Accordingly, upon entry of the abovementioned amendments, claims 1-18 and 21-22 will be pending.

Reconsideration and allowance are respectfully requested in light of the abovementioned amendments and the following remarks.

35 U.S.C. § 103

Incorvia in view of Law and Taylor

Claims 1-18 and 21-22 stand rejected under 35 U.S.C. 103 over Incorvia (US 2012/0167145, hereinafter “Incorvia”) in view of Law et al. (US 2012/0159327, hereinafter “Law”) and Taylor et al. (US10440436, hereinafter “Taylor”). Without conceding in the basis of rejection, and solely to expedite prosecution of this application, Applicant has amended claims 1, 17, and 18 to clarify certain differences over the cited art. Applicant submits that claim 1 as amended is not obvious over the alleged combination of Incorvia, Law, and Taylor because these references, individually or in combination, do not meet all of the elements of this claim.

Applicant appreciates acknowledgement by the Office that Incorvia “fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer.” See Office Action, at page 4. Law and Taylor fail to cure the deficiency of Incorvia.

Neither Law nor Taylor teaches “wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer,” as recited in amended claim 1. For example, Law discloses that a *single instant message* that a user receives may generate an event, which event may be indicated by an event identifier that the user can interact with (see Law, at [0088] and [0040], and FIGs. 1A-1C and 2), but fails to teach “wherein the second interactive video layer displays an interaction between the user and the at least one guest, *and past interaction activity between a plurality of users in the social media portion*,” as recited in claim 1, much less teach that “the user is capable of maintaining and toggling between a plurality of different

conversations displayable in the social media portion in the second interactive video layer,” as recited in amended claim 1.

Taylor discloses, with respect to Fig. 1, “a chat interface 115 configured to facilitate interactive communication amongst viewers of the live video stream and hosts and producers of the live video stream. Messages sent through the chat interface 115 may be propagated to all other users” (see Fig. 1, column 3, lines 64-column 4, line 9), and with respect to Fig. 3B, “[t]he chat interface 306 may provide users the ability to submit text comments, video comments, and/or audio comments. Communications may be directed to all users, a subset of users, or directly to hosts and/or producers of the live video stream 103” (see FIG. 3B; column 9, lines 21-25). However, Taylor is completely silent as to allowing a user to maintain and toggle “between a plurality of different conversations displayable in the social media portion in the second interactive video layer,” as recited in amended claim 1. Claims 17 and 18, as amended, recite language similar to amended claim 1.

Accordingly, Applicant respectfully requests that the § 103 rejections of claims 1, 17, and 18 be withdrawn. Claims 2-16 and 21-22 depend from and include all of the elements of claim 1, and recite additional elements of particular advantage and utility. Incorvia, Law, and Taylor do not meet all of the elements of claim 1, much less the additional elements of claims 2-16 and 21-22. Accordingly, Applicant respectfully requests that the § 103 rejections of claims 2-16 and 21-22 also be withdrawn.

It shall be understood herein that any instance in which Applicant has addressed certain comments of the Office shall not be construed as a concession to other comments or arguments advanced by the Office. Any circumstance in which Applicant has amended or canceled a claim also does not necessarily mean that Applicant concedes to the arguments or positions advanced by the Office with respect to that claim or other claims pending herein.

CONCLUSION

Applicant submits that this paper fully addresses the issues presented in the Office Action. In view of the amendments and remarks above, favorable reconsideration of the application is respectfully requested and Applicant respectfully requests the Examiner to move this application to issuance. Should the Examiner have any questions, the Examiner is encouraged to telephone the undersigned at 650-269-0677.

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit account No. 23-2415 (Attorney Docket No. 51845-701.201) for any matter in connection with this response, including any fee for extension of time.

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI

Dated: December 11, 2020

By: /Na Kyung Lee/
Na Kyung Lee, Reg. No. L1,235

650 Page Mill Road
Palo Alto, CA 94304-1050
Telephone: (650) 269-0677
Customer No. 21971

Electronic Acknowledgement Receipt

EFS ID:	41370691
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Na Kyung Lee/Kathleen Farrell
Filer Authorized By:	Na Kyung Lee
Attorney Docket Number:	51845-701.201
Receipt Date:	14-DEC-2020
Filing Date:	27-DEC-2017
Time Stamp:	09:16:12
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		51845_701_201_AFResponse_4823-6456-5716.pdf	206497	yes	8
			ab24cf9620d1b0a412e1e4246426b385a7a3fefb		

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Response After Final Action	1	1
	Claims	2	5
	Applicant Arguments/Remarks Made in an Amendment	6	8

Warnings:

Information:

Total Files Size (in bytes):	206497
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 15/855,965		Filing Date 12/27/2017		☐ To be Mailed	
ENTITY: ☒ LARGE ☐ SMALL ☐ MICRO									
APPLICATION AS FILED - PART I									
		(Column 1)	(Column 2)						
FOR		NUMBER FILED	NUMBER EXTRA		RATE (\$)		FEE (\$)		
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))		N/A	N/A		N/A				
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))		N/A	N/A		N/A				
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))		N/A	N/A		N/A				
TOTAL CLAIMS (37 CFR 1.16(i))		minus 20 = *		x \$80 =					
INDEPENDENT CLAIMS (37 CFR 1.16(h))		minus 3 = *		x \$420 =					
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))		If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).							
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))									
* If the difference in column 1 is less than zero, enter "0" in column 2.					TOTAL				
APPLICATION AS AMENDED - PART II									
		(Column 1)		(Column 2)	(Column 3)				
AMENDMENT	12/14/2020	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	x \$100 =		0	
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 4	= 0	x \$480 =		0	
	☐ Application Size Fee (37 CFR 1.16(s))								
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))								
						TOTAL ADD'L FEE		0	
		(Column 1)		(Column 2)	(Column 3)				
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)		ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	*	Minus	**	=	x \$0 =			
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =			
	☐ Application Size Fee (37 CFR 1.16(s))								
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))								
						TOTAL ADD'L FEE			
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.						LIE			
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".						/VIOLA D ROGERS/			
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".									
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.									

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006
21971 7590 12/22/2020 WILSON SONSINI GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CA 94304-1050			EXAMINER SHELEHEDA, JAMES R	
			ART UNIT 2424	PAPER NUMBER
			NOTIFICATION DATE 12/22/2020	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentdocket@wsgr.com

Advisory Action Before the Filing of an Appeal Brief	Application No. 15/855,965	Applicant(s) PAVLOSKY et al.	
	Examiner James R Sheleheda	Art Unit 2424	AIA (FITF) Status Yes

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

THE REPLY FILED 14 December 2020 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

NO NOTICE OF APPEAL FILED

1. ☒ The reply was filed after a final rejection. No Notice of Appeal has been filed. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114 if this is a utility or plant application. Note that RCEs are not permitted in design applications. The reply must be filed within one of the following time periods:

a) ☐ The period for reply expires ____ months from the mailing date of the final rejection.

b) ☒ The period for reply expires on: (1) the mailing date of this Advisory Action; or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

c) ☐ A prior Advisory Action was mailed more than 3 months after the mailing date of the final rejection in response to a first after-final reply filed within 2 months of the mailing date of the final rejection. The current period for reply expires ____ months from the mailing date of the prior Advisory Action or SIX MONTHS from the mailing date of the final rejection, whichever is earlier.

Examiner Note: If box 1 is checked, check either box (a), (b) or (c). ONLY CHECK BOX (b) WHEN THIS ADVISORY ACTION IS THE FIRST RESPONSE TO APPLICANTS FIRST AFTER-FINAL REPLY WHICH WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. ONLY CHECK BOX (c) IN THE LIMITED SITUATION SET FORTH UNDER BOX (c). See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) or (c) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. ☐ The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37CFR 41.37(a).

AMENDMENTS

3. ☒ The proposed amendments filed after a final rejection, but prior to the date of filing a brief, will not be entered because

a) ☒ They raise new issues that would require further consideration and/or search (see NOTE below);

b) ☐ They raise the issue of new matter (see NOTE below);

c) ☒ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or

d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: See Continuation Sheet (See 37CFR 1.116 and 41.33(a)).

4. ☐ The amendments are not in compliance with 37CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. ☐ Applicants reply has overcome the following rejection(s): _____

6. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. ☒ For purposes of appeal, the proposed amendment(s): (a) ☒ will not be entered, or (b) ☐ will be entered, and an explanation of how the new or amended claims would be rejected is provided below or appended.

AFFIDAVIT OR OTHER EVIDENCE

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

9. ☐ The affidavit or other evidence filed after final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

10. ☐ The affidavit or other evidence filed after the date of filing the Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

11. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

12. ☐ The request for reconsideration has been considered but does NOT place the application in condition for allowance because: _____

13. ☐ Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). _____

14. ☐ Other: _____

STATUS OF CLAIMS

15. The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____

Claim(s) objected to: _____

Claim(s) rejected: 1-18 and 21-22.

Claim(s) withdrawn from consideration: _____

/James R Sheleheda/
 Primary Examiner, Art Unit 2424

Continuation of 3. NOTE: The proposed amendments alter the scope of the claims to include limitations which have not been previously considered and will require additional search and consideration.

12/18/2020

ELECTRONICALLY FILED ON DECEMBER 14, 2020

PATENT
Attorney Docket No.: 51845-701.201

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Inventors: Charley PAVLOSKY et al.

Application No.: 15/855,965

Filed: December 27, 2017

Title: INTEGRATED SHOPPING WITHIN
LONG-FORM ENTERTAINMENT

Confirmation No.: **1006**

Examiner: James A. SHELEHEDA

Group Art Unit: 2424

Customer No. **21971**

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

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

Dear Commissioner:

This communication is in response to the Final Office Action mailed October 14, 2020 (the "Office Action"). Reconsideration of this application is respectfully requested in light of the following amendments and remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.

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

**Request
for
Continued Examination (RCE)
Transmittal**

Address to:
Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Application Number	15/855,965
Filing Date	December 27, 2017
First Named Inventor	Charley PAVLOSKY
Art Unit	2424
Examiner Name	James R. SHELEHEDA
Attorney Docket Number	51845-701.201

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

Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. **Submission required under 37 CFR 1.114** Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).
- a. ☒ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.
- i. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____
- ii. ☒ Other Response filed December 14, 2020
- b. ☐ Enclosed
- i. ☐ Amendment/Reply
- ii. ☐ Affidavit(s)/ Declaration(s)
- iii. ☐ Information Disclosure Statement (IDS)
- iv. ☐ Other _____
2. **Miscellaneous**
- a. ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)
- b. ☐ Other _____
3. **Fees**
- The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.
- The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments, to Deposit Account No. 23-2415.
- a. ☒ RCE fee required under 37 CFR 1.17(e)
- ii. ☐ Extension of time fee (37 CFR 1.136 and 1.17)
- iii. ☐ Other _____
- b. ☐ Check in the amount of \$ _____ enclosed
- c. ☐ Payment by credit card (Form PTO-2038 enclosed)
- d. ☒ Payment by EFS-Web

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Signature	/Na Kyung Lee/	Date	January 6, 2021
Name (Print/Type)	Na Kyung Lee	Registration No.	L1235

CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being EFS-Web transmitted to the United States Patent and Trademark Office (USPTO), deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop RCE, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the USPTO on the date shown below.

Signature	_____	Date	_____
Name (Print/Type)	_____	Date	_____

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Electronic Patent Application Fee Transmittal

Application Number:	15855965			
Filing Date:	27-Dec-2017			
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT			
First Named Inventor/Applicant Name:	Charley PAVLOSKY			
Filer:	Na Kyung Lee/Kathleen Farrell			
Attorney Docket Number:	51845-701.201			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
RCE- 2ND AND SUBSEQUENT REQUEST	2820	1	1000	1000
Total in USD (\$)				1000

Electronic Acknowledgement Receipt

EFS ID:	41592147
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Na Kyung Lee/Kathleen Farrell
Filer Authorized By:	Na Kyung Lee
Attorney Docket Number:	51845-701.201
Receipt Date:	08-JAN-2021
Filing Date:	27-DEC-2017
Time Stamp:	12:02:01
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 1000
RAM confirmation Number	E202118C02535192
Deposit Account	232415
Authorized User	Kathleen Farrell

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

37 CFR 1.17 (Patent application and reexamination processing fees)

37 CFR 1.19 (Document supply fees)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Continued Examination (RCE)	51845_701_201_RCE.pdf	96379	no	1
			90aa9abd1b0adea323555cbd8b131ac09a b9ce96		

Warnings:

This is not a USPTO supplied RCE SB30 form.

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	30530	no	2
			552e95a2d9c25070938a0e904ba872a5539 1f6bb		

Warnings:**Information:**

Total Files Size (in bytes):	126909
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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006
21971 7590 02/01/2021 WILSON SONSINI GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CA 94304-1050			EXAMINER SHELEHEDA, JAMES R	
			ART UNIT 2424	PAPER NUMBER
			NOTIFICATION DATE 02/01/2021	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentdocket@wsgr.com

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

Continued Examination Under 37 CFR 1.114

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 12/14/20 has been entered.

Response to Arguments

3. Applicant's arguments have been considered but are moot because the new ground of rejection does not rely on any reference applied in the prior rejection of record for any teaching or matter specifically challenged in the argument.

Claim Rejections - 35 USC § 103

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

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

5. Claims 1-18, 21, 22 are rejected under 35 U.S.C. 103 as being unpatentable over Incorvia (US 2012/0167145 1) (of record) in view of Law et al. (Law) (US 2012/0159327 A1) (of record) and DeWeese et al. (DeWeese) (US 2005/0262542 A1).

As to claim 1, while Incorvia discloses a method for providing information on items, services, or songs in a video media comprising:

a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media (Fig. 2; paragraph 31-35);

b) processing the video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),

ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42), wherein the first interactive video layer is configured to display the selectable visual indicator (paragraph 40-42);

c) providing the first interactive video layer (paragraph 46-47, 63); and

d) distributing information associated with the one or more items, services, or songs in the video media to a user (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion controllable by a user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a

Art Unit: 2424

social media portion controllable by a user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

Additionally, in an analogous art, DeWeese discloses a system which will provide an interactive layer which displays an interaction between the user and at least one guest (chat overlay on a television program; Fig. 9, paragraph 93), and past interaction activity between a plurality of users in the social media portion (displaying previous chat conversations; paragraph 64, 100), and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer (toggling active chat amongst a plurality of joined chat rooms; Fig. 16; paragraph 119) so as to enable real-time communication amongst multiple viewers of the video stream without requiring a separate Internet connection (paragraph 10, 13).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion controllable by a user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, and past interaction activity between a plurality of users in the social media portion, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

Additionally, it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia and Law's system to include wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer, as taught in combination with DeWeese, for the typical benefit of enabling real-time communication amongst multiple viewers of the video stream without requiring a separate Internet connection.

As to claim 2, Incorvia, Law and DeWeese disclose generating a video data that includes the video media, the first interactive video layer, and the second interactive video layer (see Incorvia at paragraph 46-47, 63); and

providing the video data to the user via a network (single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 3, Incorvia, Law and DeWeese disclose enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively (see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101); and

enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively (see Incorvia at paragraph 26, 42, 49 and Law at paragraph 24, 100-101).

As to claim 4, Incorvia, Law and DeWeese disclose displaying the video media and the first interactive video layer to the user (see Incorvia at Fig. 3, paragraph 39, 45-48 and Law at paragraph 37, 38, 41); and

receiving a selection of a given selectable visual indicator of a given item, service or song of interest from the user to display marketing information of the given item, song, service or song of interest to the user (see Incorvia at Fig. 3, paragraph 39, 45-48 and Law at paragraph 37, 38, 41).

As to claim 5, Incorvia, Law and DeWeese disclose enabling the user to purchase the given item, song, or service of interest from the marketing information (see Incorvia at paragraph 24, 25, 45 and Law at paragraph 37, 38, and 41).

As to claim 6, Incorvia, Law and DeWeese disclose wherein the user is enabled to purchase while the video media is being displayed to the user (see Incorvia at paragraph 37, 45, 70 and Law at paragraph 105).

As to claim 7, Incorvia, Law and DeWeese disclose copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user (user selected objects are added to a list for later review, with each object having an associated clip; see Incorvia at paragraph 38, 50).

As to claim 8, Incorvia, Law and DeWeese disclose collecting data based on actions taken by the user (recording user activity, including object selections; Incorvia at paragraph 52).

As to claim 9, Incorvia, Law and DeWeese disclose removing the product information from the one or more of the plurality of visual or audio objects (updating and replacing associated object data; see Incorvia at paragraph 36, 46-47); and

associating different product information with the one or more of the plurality of visual or audio objects (see Incorvia at paragraph 36, 46-47).

As to claim 10, Incorvia, Law and DeWeese disclose providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user (see Law at paragraph 90, video having 20 layers associated with it and 12 displayed).

As to claim 11, Incorvia, Law and DeWeese disclose the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise (different layers for different types, such as games; see Law at paragraph 95).

As to claim 12, Incorvia, Law and DeWeese disclose wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators(single stream of video data, including both the video and interactive layer; see Incorvia at paragraph 46-47, 63).

As to claim 13, Incorvia, Law and DeWeese disclose wherein the video media includes one of a television episode or a movie (see Incorvia at paragraph 2-4 and Law at paragraph 94).

As to claim 14, Incorvia, Law and DeWeese disclose wherein the identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of

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interest within the video media (operator identifying objects; see Incorvia at paragraph 32-33).

As to claim 15, Incorvia, Law and DeWeese disclose wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping (tracking moving object from frame to frame and with time jumps; see Incorvia at paragraph 34-35).

As to claim 16, Incorvia, Law and DeWeese disclose wherein the first and second interactive layers are unaffected by ad blocking software (interactive layer incorporated into the video data, thus avoiding ad blocking technology identifying keywords, by associating content with particular items within the video; see Incorvia at paragraph 46-47, 63 and applicant's specification at paragraph 122-123).

As to claim 17, while Incorvia discloses a non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

(a) processing video media to generate a first interactive video layer (paragraph 34-37), wherein the processing includes:

i. identifying one or more of the plurality of visual or audio objects within the video media (mapped video object with particular coordinates within a video frame; with Fig. 2; paragraph 32-37),

ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest (such as additional information about the object, purchasing; paragraph 25, 36-37);

iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media (identifying moving object location in different frames and time periods; paragraph 33-35, 44); and

iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest (object selection marker; paragraph 39-42), wherein the first interactive video layer is configured to display the selectable visual indicator (paragraph 40-42); and

(b) providing the first interactive video layer (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first

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interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87). Additionally, in an analogous art, DeWeese discloses a system which will provide an interactive layer which displays an interaction between the user and at least one guest (chat overlay on a television program; Fig. 9, paragraph 93), and past interaction activity between a plurality of users in the social media portion (displaying previous chat conversations; paragraph 64, 100), and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer (toggling active chat amongst a plurality of joined chat rooms; Fig. 16; paragraph 119) so as to enable real-time communication

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amongst multiple viewers of the video stream without requiring a separate Internet connection (paragraph 10, 13).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion controllable by a user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, and past interaction activity between a plurality of users in the social media portion, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

Additionally, it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia and Law's system to include wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer, as taught in combination with DeWeese, for the typical benefit of enabling real-time communication amongst multiple viewers of the video stream without requiring a separate Internet connection.

As to claim 18, while Incorvia discloses a computer-implemented system (Fig. 1, 5) comprising:

a digital processing device (Fig. 5) comprising:

at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media (paragraph 31-32, 55-58), the application comprising:

a) a software module for receiving a request for the generation of information regarding items, services or songs presented in a video media from a processing device of a user (Fig. 2; paragraph 31-35);

b) a software module for linking the items, services or songs with marketing and/or purchasing information (paragraph 25, 32-37)

c) a software module for the generation of a first interactive layer to display with the video media (paragraph 34-37), wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information (such as additional information about the object, purchasing; paragraph 25, 36-37);

d) a software module to display the video media and optionally the first interactive layer (paragraph 26, 42, 49); and

e) a software module for transmitting the first interactive layer to the processing device of the user (paragraph 46-47, 63),

he fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer

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of the video media through an interface displayed in the second interactive video layer, wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer.

In an analogous art, Law discloses a system which will present interactive information on items a video media (paragraph 23-24) by providing both a first interactive video layer and a second interactive video layer (plurality of different created interactive layers for particular media content; paragraph 41, 90-91, 99-101) having a social media portion for the user to interact with at least one guest (different layer types, including a layer allowing social media posting and messaging a friend; Fig. 2, paragraph 38, 41, 88, 95) that is also a viewer of the video media through an interface displayed in the interactive video layer (two people sitting on a couch watching the same program; Fig. 2, paragraph 37) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) wherein an interaction between the user and the at least one guest is displayed in the second interactive video layer (social media messages displayed on the television screen, such as via a popup event message; paragraph 38, 40, 81, 88) so as to provide the viewer with access to a large variety of content types from a plurality of different content sources (paragraph 86-87).

Additionally, in an analogous art, DeWeese discloses a system which will provide

an interactive layer which displays an interaction between the user and at least one guest (chat overlay on a television program; Fig. 9, paragraph 93), and past interaction activity between a plurality of users in the social media portion (displaying previous chat conversations; paragraph 64, 100), and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer (toggling active chat amongst a plurality of joined chat rooms; Fig. 16; paragraph 119) so as to enable real-time communication amongst multiple viewers of the video stream without requiring a separate Internet connection (paragraph 10, 13).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia's system to include providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion controllable by a user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer, and past interaction activity between a plurality of users in the social media portion, as taught in combination with Law, for the typical benefit of providing the viewer with a wider selection of possible content to access as desired.

Additionally, it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify Incorvia and Law's system to include wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, and wherein the user is capable of maintaining and toggling

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between a plurality of different conversations displayable in the social media portion in the second interactive video layer, as taught in combination with DeWeese, for the typical benefit of enabling real-time communication amongst multiple viewers of the video stream without requiring a separate Internet connection.

As to claim 21, Incorvia, Law and DeWeese disclose wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the public or private conversation comprises a plurality of comments (see Deweese at Fig. 9, 16, paragraph 97-101).

As to claim 22, Incorvia, Law and DeWeese disclose wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the public or private conversation comprises a plurality of comments (see Deweese at Fig. 9, 16, paragraph 97-101).

Conclusion

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James R Sheleheda whose telephone number is (571)272-7357. The examiner can normally be reached on M-F 8 am-5 pm CST.

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, Pankaj Kumar can be reached on (571) 272-3011. 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 <https://ppair-my.uspto.gov/pair/PrivatePair>. 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.

/James R Sheleheda/
Primary Examiner, Art Unit 2424

<i>Notice of References Cited</i>	Application/Control No. 15/855,965		Applicant(s)/Patent Under Reexamination PAVLOSKY et al.	
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	B					
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

<i>Index of Claims</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
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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	10/25/2018	05/23/2019	10/08/2020	01/26/2021					
	1	✓	✓	✓	✓					
	2	✓	✓	✓	✓					
	3	✓	✓	✓	✓					
	4	✓	✓	✓	✓					
	5	✓	✓	✓	✓					
	6	✓	✓	✓	✓					
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	21			✓	✓					
	22			✓	✓					

<i>Search Notes</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
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CPC - Searched*		
Symbol	Date	Examiner
H04N 21/80, 812, 8126, 8133, 478, 47815, 4788	10/25/2018	JS
updated	05/23/2019	JS
updated	03/17/2020	JS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
East claim text search (attached)	10/24/2018	JS
Double Patenting Search	10/24/2018	JS
PE2E claim text search (attached)	10/08/2020	JS
PE2E claim text search (attached)	01/26/2021	JS
NPL search via IP.com (results attached)	01/26/2021	JS

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
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Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
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0.501	72.7	https://q.j	Using Online Media Sharing Behavior as Implicit Feedback for Collaborative Filtering	8/1/2010
0.501	72.7	https://q.j	Streaming Characteristics of Spotify Sessions	5/1/2018
0.501	72.7	https://q.j	Towards Building an Integrated Information Platform for Eco-city	11/1/2010
0.501	72.7	https://q.j	Reflections on Long-Term Experiments with Public Displays	5/1/2012
0.501	72.7	https://q.j	Considerations for a multipoint video conference in ATM customer premises networks	1/1/1993
0.501	72.7	https://q.j	Context-Aware Composition of Mobile Services	7/1/2006
0.501	72.7	https://q.j	Multimedia processing for building immersive environments	1/1/2001
0.501	72.7	https://q.j	Handbook of Digital Games	1/1/2014
0.501	72.7	https://q.j	A Standard for Interactive Video	1/1/1990
0.501	72.7	https://q.j	Multimedia access platform for virtual learning environment	1/1/2005
0.501	72.7	https://q.j	Favorite Video Classification Based on Multimodal Bidirectional LSTM	1/1/2018
0.501	72.7	https://q.j	200510360 VideoForensicsHQ: Detecting High-quality Manipulated Face Videos	5/20/2020
0.501	72.7	https://q.j	Table of Contents	2/18/2016
0.501	72.7	https://q.j	IMS Social Network Application with I2ME compatible Push-To-Talk Service	9/1/2007
0.501	72.7	https://q.j	cs9902019 Multimodal Surrogates for Video Browsing	2/8/1999
0.501	72.7	https://q.j	Bringing user satisfaction to media access: the IST BUSMAN Project	1/1/2004
0.501	72.7	https://q.j	Heterogeneous Knowledge-Based Attentive Neural Networks for Short-Term Music Recommendations	1/1/2018
0.501	72.7	https://q.j	Does Culture Interact with Media Richness? The Effects of Audio vs. Video Conferencing on Chinese and American Dyads	1/1/2007
0.501	72.7	https://q.j	Componentizing a Hybrid Broadcast-Internet Multi-Device Media Service	6/1/2018
0.5	72.7	https://q.j	Towards Music-Driven Procedural Animation	11/1/2019
0.5	72.7	https://q.j	Instant Mobile Video Search With Layered Audio-Video Indexing and Progressive Transmission	11/13/2014
0.5	72.7	https://q.j	191104013 Customized video filtering on YouTube	11/10/2019
0.5	72.7	https://q.j	Enabling access to sound archives through integration, enrichment and retrieval	4/26/2008
0.5	72.7	https://q.j	13102166 On client interactive behaviour to design peer selection policies for BitTorrent-like protocols	10/8/2013
0.5	72.7	https://q.j	An adaptive real-time multimedia distance learning system based on computer supported collaborative work	1/1/2002
0.5	72.7	https://q.j	Multimedia systems: an overview	4/1/1994
0.5	72.7	https://q.j	Designing a fully interactive video-on-demand server with a novel data placement and retrieval scheme	8/1/1995
0.5	72.7	https://q.j	Layered design of CORBA audio/video streaming service in a distributed Java ORB middleware multimedia platform	1/1/2005
0.5	72.7	https://q.j	An integrated development environment for the creation and delivery of m-Learning objects	11/1/2014
0.5	72.7	https://q.j	Multimedia data parsing and reassembling for the zCAS (Collaborative-works Assistant System) under group environments	1/1/1997
0.5	72.7	https://q.j	Multimodal Video-to-Near-Scene Annotation	1/17/2017
0.5	72.7	https://q.j	A universal information appliance	1/1/1999
0.5	72.7	https://q.j	An efficient mobile thin client technology supporting multi-sessions remote control over VNC	5/1/2012
0.5	72.7	https://q.j	Interactive Screen Video Streaming-Based Pervasive Mobile Workstyle	9/14/2017
0.5	72.7	https://q.j	Adaptive audio-video streaming solution over IP mobile environments	1/1/2006
0.5	72.7	https://q.j	On exploiting acoustic sensing and citizen science in a game for biodiversity monitoring and awareness	4/1/2019
0.5	72.7	https://q.j	Using Social Networking and Collections to Enable Video Semantics Acquisition	4/1/2009
0.5	72.7	https://q.j	13030093 Multidimensional Social Network in the Social Recommender System	3/1/2013
0.5	72.7	https://q.j	Research on Multimedia Technology and Applications in Network	12/1/2008
0.5	72.7	https://q.j	How the web impacts intangible heritage: A Nanyin case study	10/1/2016
0.5	72.6	https://q.j	Spectral Representation of Behaviour Primitives for Depression Analysis	1/29/2020
0.5	72.6	https://q.j	Of packets and people: a user-centered approach to quality of service	1/1/2000
0.5	72.6	https://q.j	Media synchronization in multimedia Web using a neuro-fuzzy framework	2/1/2000
0.5	72.6	https://q.j	Reinforcement Learning Based Rate Adaptation for 360-Degree Video Streaming	10/15/2020
0.5	72.6	https://q.j	Immersive and Personalized Audio: A Practical System for Enabling Interchange, Distribution, and Delivery of Next-Generation Audio Experiences	7/1/2015
0.5	72.6	https://q.j	Large-scale immersive video conferencing by altering video quality and distribution based on the virtual context	8/1/2014
0.5	72.6	https://p.i	IPCOM000257 Turning static media streams into interactive experiences	3/11/2019
0.5	72.6	https://q.j	Remote Production and Mobile Contribution Over 5G Networks: Scenarios, Requirements and Approaches for Broadcast Quality Media Streaming	6/1/2018
0.5	72.6	https://q.j	A Study of User Perception of the Quality of Video Content Rendered Inside a 3-D Virtual Environment	2/1/2017
0.5	72.6	https://q.j	160606873 Personality, Culture, and System Factors - Impact on Affective Response to Multimedia	6/22/2016
0.5	72.6	https://q.j	3DTV Broadcasting and Distribution Systems	6/1/2011
0.5	72.6	https://q.j	Information and process management of successful youTube channels: The influence of the frequency of uploads on the number of subscribers	10/20/2020
0.5	72.6	https://q.j	A storage subsystem for image and records management	1/1/1993
0.5	72.6	https://p.i	IPCOM0002321 Method and system for additional sound effect of any video in social networking site	11/21/2013
0.5	72.6	https://q.j	Visualizing and Analyzing Video Content With Interactive Scalable Maps	10/20/2016
0.5	72.6	https://q.j	201211878 Placement Retargeting of Virtual Avatars to Dissimilar Indoor Environments	12/22/2020
0.5	72.6	https://q.j	How Metadata Enables Enriched File-Based Production Workflows	5/1/2010
0.5	72.6	https://q.j	Semantic Web Multimedia Metadata Retrieval: A Music Approach	9/1/2009
0.5	72.6	https://q.j	Saving the multimedia musical heritage of Teatro alla Scala for querying in a Web-oriented environment	1/1/2001
0.5	72.6	https://q.j	Bitstream syntax description-based adaptation in streaming and constrained environments	6/1/2005
0.5	72.6	https://q.j	360-Degree Video Streaming with MPEG-DASH	8/1/2018
0.5	72.6	https://q.j	Next Generation Telecommunications Networks, Services, and Management	1/1/2010
0.5	72.6	https://q.j	200805691 Social App Accessibility for Deaf Signers	8/13/2020
0.5	72.6	https://q.j	Error control and concealment for video communication: a review	5/1/1998
0.5	72.6	https://q.j	A Web Video Service Based on Flash Video Technique	8/1/2011
0.5	72.6	https://q.j	190312099 Recommendation Systems for Tourism Based on Social Networks: A Survey	3/28/2019
0.5	72.6	https://q.j	200309392 Comprehensive Instructional Video Analysis: The COIN Dataset and Performance Evaluation	3/20/2020
0.5	72.6	https://q.j	Correlation analysis of audio and video contents: A metadata based approach	10/1/2015
0.5	72.6	https://q.j	Guest Editorial Synchronization Issues in Multimedia Communications	1/1/1996
0.5	72.6	https://q.j	Towards Low Latency Multi-viewpoint 360° Interactive Video: A Multimodal Deep Reinforcement Learning Approach	4/1/2019
0.5	72.6	https://q.j	Audio-Visual Emotion-Aware Cloud Gaming Framework	12/1/2015
0.5	72.6	https://q.j	360-Degree Video Streaming and Its Subjective Quality	10/1/2017
0.5	72.6	https://q.j	Development of Audio Video Descriptor using narration to visualize movie film for blind and visually impaired children	6/1/2012
0.5	72.6	https://q.j	SAVAGE: IPTV multiservice QoS management system	6/1/2013
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0.5	72.6	https://doi.org/10.1002/9781118445111.ch103	200211669	Pedestrian Models for Autonomous Driving Part I: Low-Level Models, from Sensing to Tracking	2/26/2020
0.5	72.6	https://doi.org/10.1002/9781118445111.ch104		Less is (Just as Good as) More - an Investigation of Olfactory Intensity and Hedonic Valence in Mulsemidia QoE using Heart Rate and Eye Tracking	5/6/2020
0.5	72.6	https://doi.org/10.1002/9781118445111.ch105		Visual guided deep learning scheme for fall detection	8/1/2017
0.5	72.6	https://doi.org/10.1002/9781118445111.ch106		Video annotation for immersive journalism using masking techniques	11/1/2016
0.5	72.6	https://doi.org/10.1002/9781118445111.ch107		Design of Video-on-Demand System Based on Streaming Media Technology	6/1/2013
0.5	72.6	https://doi.org/10.1002/9781118445111.ch108		Bounded delay performance analysis for distributed multimedia applications under shared virtual environment	1/1/2000
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0.5	72.6	https://doi.org/10.1002/9781118445111.ch116		Authoring system for interactive multi-view visual contents	1/1/2006
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0.5	72.6	https://doi.org/10.1002/9781118445111.ch120		Improving video browsing with an eye-tracking evaluation of feature-based colored bars	1/1/2004
0.5	72.6	https://doi.org/10.1002/9781118445111.ch121	190810072	Controllable Video Captioning with POS Sequence Guidance Based on Gated Fusion Network	8/27/2019
0.499	72.6	https://doi.org/10.1002/9781118445111.ch122		Synchronous distance education via the Internet	1/1/1996
0.499	72.6	https://doi.org/10.1002/9781118445111.ch123	200503315	Encoding in the Dark Grand Challenge: An Overview	5/7/2020
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0.499	72.5	https://doi.org/10.1002/9781118445111.ch127		Recognizing and Presenting the Storytelling Video Structure With Deep Multimodal Networks	4/1/2017
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0.499	72.5	https://doi.org/10.1002/9781118445111.ch135		Semantic High-Level Features for Automated Cross-Modal Slideshow Generation	6/1/2009
0.499	72.5	https://doi.org/10.1002/9781118445111.ch136	200400034	Development and Validation of Pictographic Scales for Rapid Assessment of Affective States in Virtual Reality	3/31/2020
0.499	72.5	https://doi.org/10.1002/9781118445111.ch137		Quality of perception: user quality of service in multimedia presentations	8/1/2005
0.499	72.5	https://doi.org/10.1002/9781118445111.ch138	PMC6696854	Deep Learning Intervention for Health Care Challenges: Some Biomedical Domain Considerations	8/2/2019
0.499	72.5	https://doi.org/10.1002/9781118445111.ch139		Comprehensive overview of various lip synchronization techniques	4/1/2008
0.499	72.5	https://doi.org/10.1002/9781118445111.ch140	200104316	Visually Guided Self Supervised Learning of Speech Representations	1/13/2020
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0.499	72.5	https://doi.org/10.1002/9781118445111.ch142		The Perceptual and Attentive Impact of Delay and Jitter in Multimedia Delivery	6/1/2007
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0.499	72.5	https://doi.org/10.1002/9781118445111.ch144		A simulated fault injection tool for dependable VoD application design	1/1/1999
0.499	72.5	https://doi.org/10.1002/9781118445111.ch145		Cable-TV-based home video streaming system: practice and experience	11/1/2009
0.499	72.5	https://doi.org/10.1002/9781118445111.ch146	160503705	Movie Description	5/12/2016
0.499	72.5	https://doi.org/10.1002/9781118445111.ch147		Filters: QoS support mechanisms for multipoint communications	9/1/1996
0.499	72.5	https://doi.org/10.1002/9781118445111.ch148		Accessing educational videos — A personalized approach	7/1/2010
0.499	72.5	https://doi.org/10.1002/9781118445111.ch149		ChalLearn Joint Contest on Multimedia Challenges Beyond Visual Analysis: An overview	12/1/2016
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0.499	72.5	https://doi.org/10.1002/9781118445111.ch151		Semantic support for multimedia information system	1/1/1995
0.499	72.5	https://doi.org/10.1002/9781118445111.ch152		Using new learning technologies with multimedia	7/1/2000
0.499	72.5	https://doi.org/10.1002/9781118445111.ch153	191109882	Analysis of Evolutionary Behavior in Self-Learning Media Search Engines	11/22/2019
0.499	72.5	https://doi.org/10.1002/9781118445111.ch154	13073015	Designing a Network Based System for Delivery of Remote Mine Services	7/11/2013
0.499	72.5	https://doi.org/10.1002/9781118445111.ch155	150609118	City Data Fusion: Sensor Data Fusion in the Internet of Things	6/30/2015
0.499	72.5	https://doi.org/10.1002/9781118445111.ch156		AVISION Audio and visual attention models applied to 2D and 3D audio-visual content	6/1/2011
0.499	72.5	https://doi.org/10.1002/9781118445111.ch157		Web-based query engine for content-based and semantic retrieval of audio	1/1/2004
0.499	72.5	https://doi.org/10.1002/9781118445111.ch158		Multimedia beyond video-on-demand	1/1/1995
0.499	72.5	https://doi.org/10.1002/9781118445111.ch159		The Interactive Video Network: An overview of the Video Manager and the V Protocol	9/1/1995
0.499	72.5	https://doi.org/10.1002/9781118445111.ch160		Indexing Large Online Multimedia Repositories Using Semantic Expansion and Visual Analysis	5/29/2012
0.499	72.5	https://doi.org/10.1002/9781118445111.ch161		Deep Learning for Human Affect Recognition: Insights and New Developments	12/31/2018
0.499	72.5	https://doi.org/10.1002/9781118445111.ch162	14124729	Translating Videos to Natural Language Using Deep Recurrent Neural Networks	12/15/2014
0.499	72.5	https://doi.org/10.1002/9781118445111.ch163	IPCOM0002501	Audio-only mode for video streaming services	9/11/2017
0.499	72.5	https://doi.org/10.1002/9781118445111.ch164		Seeing the music can animated lyrics provide access to the emotional content in music for people who are deaf or hard of hearing?	9/1/2009
0.499	72.5	https://doi.org/10.1002/9781118445111.ch165		English class on the air: mobile language learning with cell phones	1/1/2005
0.499	72.5	https://doi.org/10.1002/9781118445111.ch166	180102200	Cross-modal Embeddings for Video and Audio Retrieval	1/7/2018
0.499	72.5	https://doi.org/10.1002/9781118445111.ch167		A Multi-Agent Framework to Join DTV and Virtual Communities	6/1/2006
0.499	72.5	https://doi.org/10.1002/9781118445111.ch168		Semantically Augmented Exploitation of Pervasive Environments by Intelligent Agents	7/1/2012
0.499	72.5	https://doi.org/10.1002/9781118445111.ch169	180409412	Movie Question Answering: Remembering the Textual Cues for Layered Visual Contents	4/25/2018
0.499	72.5	https://doi.org/10.1002/9781118445111.ch170		Asynchronous videoconferencing: a hybrid communication prototype	1/1/2002
0.499	72.5	https://doi.org/10.1002/9781118445111.ch171		Table of contents	1/1/2017
0.499	72.5	https://doi.org/10.1002/9781118445111.ch172		On How Metadata Enables Enriched File-Based Production Workflows	10/1/2009
0.499	72.5	https://doi.org/10.1002/9781118445111.ch173		Video-conference Communication Platform Based on WebRTC Online meetings	11/5/2020
0.499	72.5	https://doi.org/10.1002/9781118445111.ch174	PMC4735312	Virtual online consultations: advantages and limitations (VOCAL) study	1/29/2016
0.499	72.5	https://doi.org/10.1002/9781118445111.ch175		A survey of applications research on content-centric networking	9/1/2019
0.499	72.5	https://doi.org/10.1002/9781118445111.ch176		2001 Index IEEE Transactions on multimedia vol. 3 [Subject Index]	12/1/2001
0.499	72.5	https://doi.org/10.1002/9781118445111.ch177		Mobile Media for Heterogeneous Interaction Landscapes - Towards Integrated Liquid Media Objects	2/1/2009
0.499	72.5	https://doi.org/10.1002/9781118445111.ch178		Object tracking for retrieval applications in MPEG-2	4/1/2000
0.499	72.5	https://doi.org/10.1002/9781118445111.ch179		Networked multimedia: the Medusa environment	1/1/1994
0.499	72.5	https://doi.org/10.1002/9781118445111.ch180		Interactivity in broadcasting and its application to ISDB services	9/1/1996
0.499	72.5	https://doi.org/10.1002/9781118445111.ch181		Adaptive energy-efficient and QoS-aware optimization method for mobile video services	9/1/2016
0.499	72.5	https://doi.org/10.1002/9781118445111.ch182		Video monitoring system framework for video on demand	5/1/1995
0.499	72.5	https://doi.org/10.1002/9781118445111.ch183		A knowledge and component based multimedia adaptation framework	1/1/2004
0.499	72.5	https://doi.org/10.1002/9781118445111.ch184		Table of contents	8/1/2011
0.499	72.4	https://doi.org/10.1002/9781118445111.ch185		ELIN: a framework to deliver media content in an efficient way based in MPEG standards	1/1/2005
0.499	72.4	https://doi.org/10.1002/9781118445111.ch186		Developing context model supporting spatial relations for semantic video retrieval	3/1/2010

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L41	1440	chat\$4 SAME video adj2 program\$4	US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2021/01/26 12:33 PM
L42	34	L41 AND toggI\$4 WITH chat\$4	US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2021/01/26 12:34 PM
L43	48	L41 AND (plural\$4 OR multiple) WITH conversation	US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2021/01/26 12:35 PM
L44	1501	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation	US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2021/01/26 12:40 PM
L45	31	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation WITH (toggI\$3 OR window)	US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	ON	2021/01/26 12:41 PM
L46	5	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation WITH (toggI\$3 OR window)	US-PGPUB; USPAT	OR	ON	ON	2021/01/26 12:41 PM
L47	91	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (toggI\$3 OR window)	US-PGPUB; USPAT	OR	ON	ON	2021/01/26 12:43 PM

L48	37	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (toggl\$3 OR window)	US-PGPUB; USPAT	OR	ON	ON	2021/01/26 12:47 PM
L49	458	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3	US-PGPUB; USPAT	OR	ON	ON	2021/01/26 12:47 PM
L50	192	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH conversation	US-PGPUB; USPAT	OR	ON	ON	2021/01/26 12:47 PM
L51	4	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (switch\$4)	US-PGPUB; USPAT	OR	ON	ON	2021/01/26 01:03 PM
L52	11	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH conversation WITH switch\$4	US-PGPUB; USPAT	OR	ON	ON	2021/01/26 01:09 PM
L54	1	"5828839".pn.	USPAT	OR	ON	ON	2021/01/26 02:33 PM

PE2E SEARCH - Search History (Interference)

There are no Interference searches to show.



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006
21971 7590 05/04/2021 WILSON SONSINI GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CA 94304-1050			EXAMINER SHELEHEDA, JAMES R	
			ART UNIT	PAPER NUMBER
			2424	
			NOTIFICATION DATE	DELIVERY MODE
			05/04/2021	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentdocket@wsgr.com

<i>Applicant-Initiated Interview Summary</i>	Application No. 15/855,965	Applicant(s) PAVLOSKY et al.		
	Examiner James R Sheleheda	Art Unit 2424	AIA (First Inventor to File) Status Yes	Page 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	Title	Type
James R Sheleheda	Primary Examiner	Telephonic
Jacob Panagat	Attorney of Record	
Na Kyung Lee	Attorney of Record	

Date of Interview: 27 April 2021

Issues Discussed:

Proposed Amendment(s)

Applicant's proposed amendments were discussed in view of the outstanding rejections under 35 U.S.C. 103. It was agreed that the amendments appeared to overcome the prior art of record. Further search and consideration would be required upon receipt of applicant's formal response.

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
<p>Applicant is reminded that a complete written statement as to the substance of the interview must be made of record in the application file. It is the applicants responsibility to provide the written statement, unless the interview was initiated by the Examiner and the Examiner has indicated that a written summary will be provided. See MPEP 713.04</p> <p>Please further see: MPEP 713.04 Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews, paragraph (b) 37 CFR § 1.2 Business to be transacted in writing</p>	

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

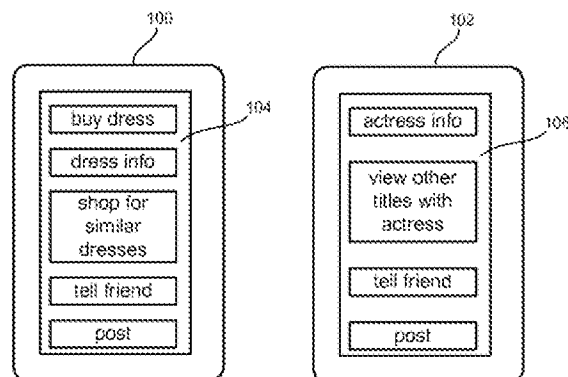
Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

Application No: 15/855,965
Title: INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
Office Action Mail Date: March 23, 2020
Examiner: SHELEHEDA, JAMES R
Attorney Docket No: 51845-701.201

Patent Examiner Interview Agenda

September 17, 2020 at 2 PM ET (11 AM PT)

- Attendee (telephonic):
 - Na Kyung Lee (Reg. No. L1,235)
- Non-Final Office Action:
 - Discuss § 103 rejection of claim 1 in view of:
 - “c) providing both the first interactive video layer and a second interactive video layer, wherein the second interactive video layer comprises a social media portion for a user to interact with at least one guest that is also a viewer of the video media *through an interface displayed* in the second interactive video layer, wherein an interaction *between the user and the at least one guest is displayed* in the second interactive video layer;”
 - See Incorvia (US 2012/0167145)
 - See Law (US 2012/0159327), e.g., at [0037]-[0038] and FIG. 2
 - “In one example, two people are sitting on a couch watching television (interface 10) while each also can view his/her own cellular telephone (100 and 102).” [0037]
 - “tell friend” / “post” are shown individually in *companion devices (100, 102)* in FIG. 2 (reproduced below)



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

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/855,965	Filing Date 12/27/2017	☐ To be Mailed
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ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	RATE (\$)	FEE (\$)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 = *		x \$40 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 = *		x \$210 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED - PART II

	(Column 1)		(Column 2)	(Column 3)	RATE (\$)	ADDITIONAL FEE (\$)
AMENDMENT	05/28/2021		CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	
	Total (37 CFR 1.16(i))	* 19	Minus	** 20	= 0	x \$50 = 0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 4	= 0	x \$240 = 0
	☐ Application Size Fee (37 CFR 1.16(s))					
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					
TOTAL ADD'L FEE						0
AMENDMENT			CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	
	Total (37 CFR 1.16(i))	*	Minus	**	=	x \$0 =
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =
	☐ Application Size Fee (37 CFR 1.16(s))					
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					
TOTAL ADD'L FEE						
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.						LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".						/GAIL D WOOTEN/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".						
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.						

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

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Inventors: Charley PAVLOSKY et al.

Application No.: 15/855,965

Filed: December 27, 2017

Title: INTEGRATED SHOPPING WITHIN
LONG-FORM ENTERTAINMENT

Confirmation No.: 1006

Examiner: James R. SHELEHEDA

Group Art Unit: 2424

Customer No. 21971

AMENDMENT AND RESPONSE TO NON FINAL OFFICE ACTION

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

Dear Commissioner:

This communication is in response to the Non-Final Office Action mailed February 1, 2021 (the "Office Action"). This response is filed with a request for a one-month extension of time. Reconsideration of this application is respectfully requested in light of the following amendments and remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.

AMENDMENTS TO THE CLAIMS

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

1. (Currently Amended) A method for providing information on items, services, or songs in a video media comprising:
 - a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media;
 - b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media,
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator;
 - c) generating a video data comprising the video media, providing both the first interactive video layer, and a second interactive video layer, wherein the video data is configured to be provided to a user via a first media playback device and to at least one guest via a second media playback device, wherein the second interactive video layer comprises a social media portion controllable by a user via the first media playback device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second media playback device, wherein the second interactive video layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in

the second interactive video layer as an overlay to the video media displayed by the first media playback device; and

- d) distributing information associated with the one or more items, services, or songs in the video media to the user.
- 2. (Cancelled)
- 3. (Currently Amended) The method of claim [[2]]1, further comprising: enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.
- 4. (Previously Presented) The method of claim 3, further comprising: displaying the video media and the first interactive video layer to the user; and receiving a selection of a given selectable visual indicator of a given item, service, or song of interest from the user to display marketing information of the given item, song, service, or song of interest to the user.
- 5. (Previously Presented) The method of claim 4, further comprising enabling the user to purchase the given item, song, or service of interest from the marketing information.
- 6. (Previously Presented) The method of claim 5, wherein the user is enabled to purchase while the video media is being displayed to the user.
- 7. (Currently Amended) The method of claim [[2]]1, further comprising copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.
- 8. (Original) The method of claim 1, further comprising collecting data based on actions taken by the user.
- 9. (Previously Presented) The method of claim 1, further comprising: removing the product information from the one or more of the plurality of visual or audio objects; and associating different product information with the one or more of the plurality of visual or audio objects.
- 10. (Previously Presented) The method of claim 1, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user.
- 11. (Original) The method of claim 10, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.
- 12. (Currently Amended) The method of claim [[2]]1, wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators.

13. (Original) The method of claim 1, wherein the video media includes one of a television episode or a movie.

14. (Previously Presented) The method of claim 1, wherein the identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media.

15. (Original) The method of claim 1, wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping.

16. (Original) The method of claim 1, wherein the first and second interactive layers are unaffected by ad blocking software.

17. (Currently Amended) A non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:

- (a) processing video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media;
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator; and
- (b) generating a video data comprising the video media, providing both the first interactive video layer, and a second interactive video layer, wherein the video data is configured to be provided to a user via a first media playback device and to at least one guest via a second media playback device, having wherein the second interactive video layer comprises a social media portion controllable by the user via the first media playback device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second media playback device, wherein the second interactive video layer displays an interaction between the user and the at least one guest, and past interaction activity between a

plurality of users in the social media portion, and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first media playback device.

18. (Currently Amended) A computer-implemented system comprising: a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media, the application comprising:

- a) a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a first processing device of a user;
- b) a software module for linking the items, services, or songs with marketing and/or purchasing information;
- c) a software module for the generation of a first interactive layer to display with the video media, wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information;
- d) a software module for the generation of a second interactive layer to display with the video media and optionally the first interactive layer, wherein the video media, the first interactive layer, and the second interactive layer are configured to be provided to a user via the first processing device and to at least one guest via a second processing device, wherein the second interactive layer contains a social media portion controllable by the user via the first processing device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second processing device, wherein an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, are displayed in the interface in the second interactive video layer, and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first processing device; and
- e) a software module for transmitting the first and second interactive layers to the first processing device of the user.

19. (Canceled)

20. (Canceled)

21. (Previously Presented) The method of claim 1, wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the plurality of different conversations comprises at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.

22. (Previously Presented) The computer-implemented system of claim 18, wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the plurality of different conversations comprises at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.

REMARKS

Claims 1-18 and 21-22 were pending prior to entry of the amendments presented in this response. Claims 1, 3, 7, 12, and 17-18 have been amended herein. Claim 2 has been cancelled herein. The amendments to the claims are fully supported by the application as originally filed (U.S. Serial No. 15/855,965) at, for example, paragraphs [0080], [0112] and [0113] and FIGS. 1 and 8. No new matter is added by any of these amendments. Accordingly, upon entry of the abovementioned amendments, claims 1, 3-18 and 21-22 will be pending.

Reconsideration and allowance are respectfully requested in light of the abovementioned amendments and the following remarks.

Summary of Examiner Interview

Applicant expresses appreciation to Examiner Sheleheda for extending the courtesy of a telephonic interview on April 27, 2021 with Applicant's representatives Na Kyung Lee and Jacob Panangat. The §§103 rejections were discussed in view of the amendments and arguments consistent with those presented herein, and the parties agreed said amendments appeared to overcome the prior art of record. The parties agreed that Applicant would submit the present proposed amendments and arguments for Examiner Sheleheda's further consideration.

35 U.S.C. § 103

Incorvia in view of Law and DeWeese

Claims 1-18 and 21-22 stand rejected under 35 U.S.C. 103 over Incorvia (US 2012/0167145, hereinafter "Incorvia") in view of Law et al. (US 2012/0159327, hereinafter "Law") and DeWeese et al. (US 2005/0262542, hereinafter "DeWeese"). Without conceding in the basis of the rejection, and solely to expedite prosecution of this application, Applicant has amended claims 1, 17, and 18 to clarify certain differences over the cited art. Applicant submits that claim 1 as amended is not obvious over the alleged combination of Incorvia, Law, and DeWeese because these references, individually or in combination, do not meet all of the elements of this claim.

Applicant appreciates acknowledgement by the Office that Incorvia "fails to specifically disclose providing both the first interactive video layer and a second interactive video layer, wherein the second interactive layer comprises a social media portion for the user to interact with at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer." See Office Action, at page 4. Law and DeWeese fail to cure the deficiency of Incorvia.

Neither Law nor DeWeese teaches “generating a video data comprising the video media, the first interactive video layer, and a second interactive video layer, wherein the video data is configured to be provided to a user via a first media playback device and to at least one guest via a second media playback device, wherein the second interactive video layer comprises a social media portion controllable by a user via the first media playback device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second media playback device,” as recited in amended claim 1.

For example, Law discloses that companion devices are used by different users, in conjunction with an interface that displays a video media (see for e.g., paragraph [0037] of Law), wherein as an example, “two people are sitting on a couch watching television (interface 10) while each also can view his/her own cellular telephone (100 and 102).” *Id.* Law is, however, completely silent in disclosing two different users each watching a video media and being provided with first and second interactive video layers on a same respective media playback device (e.g., first and second media playback device), and wherein the second interactive video layer has a social media portion.

DeWeese fails to cure such deficiency of Law. For example, DeWeese discloses a television chat system to allow television viewers to engage in real-time communications in chat groups (e.g. see abstract of DeWeese), but is silent as to disclosing different users each watching a video media and being provided with the claimed first interactive layer and the claimed second interactive video layer on a same respective media playback device.

Moreover, Applicant appreciates acknowledgement by the Office that Incorvia fails to specifically disclose “wherein the second interactive layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive layer.” *See* Office Action, at page 4. Law and DeWeese fail to cure the deficiency of Incorvia.

Both Law and DeWeese fail to disclose a system wherein a user is capable of maintaining and toggling between a plurality of difference conversations displayable in the social media portion in the second interactive layer as an overlay to the video media. For example, as discussed supra, Law discloses multiple users using companion devices that is different from a media playback device for viewing a video media (paragraph [0037] of Law), such that said content on the companion devices are not an overlay to the video media as viewed by the user.

DeWeese discloses, with respect to FIG. 16, “how the set-top box application may allow the user to participate in a plurality of chat groups concurrently. A television program called News Program is

displayed in upper left quadrant 315 of television display screen 295. The user can watch News Program and participate concurrently in three different chat groups displayed in quadrants 316, 317, and 318. ”. (Paragraph [0119] for DeWeese). DeWeese, however, is completely silent for enabling a user to maintain and toggle between a plurality of different conversations displayable in the social media portion in the second interactive layer as an overlay to the video media. Instead, as described in paragraph [0119] of DeWeese and depicted in FIG. 16, the chat groups are depicted in quadrants with reference character 316, 317, and 318, where as the video media is depicted separately in quadrant with reference character 315.

Accordingly, Applicant respectfully requests that the § 103 rejections of claims 1, 17, and 18 be withdrawn. Claims 2-16 and 21-22 depend from and include all of the elements of claim 1, and recite additional elements of particular advantage and utility. Incorvia, Law, and DeWeese do not meet all of the elements of claim 1, much less the additional elements of claims 2-16 and 21-22. Accordingly, Applicant respectfully requests that the § 103 rejections of claims 2-16 and 21-22 also be withdrawn.

It shall be understood herein that any instance in which Applicant has addressed certain comments of the Office shall not be construed as a concession to other comments or arguments advanced by the Office. Any circumstance in which Applicant has amended or canceled a claim also does not necessarily mean that Applicant concedes to the arguments or positions advanced by the Office with respect to that claim or other claims pending herein.

CONCLUSION

Applicant submits that this paper fully addresses the issues presented in the Office Action. In view of the amendments and remarks above, favorable reconsideration of the application is respectfully requested and Applicant respectfully requests the Examiner to move this application to issuance. Should the Examiner have any questions, the Examiner is encouraged to telephone the undersigned at 858-350-2320.

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit account No. 23-2415 (Attorney Docket No. 51845-701.201) for any matter in connection with this response, including any fee for extension of time.

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI

Dated: May 27, 2021

By: /jacob panangat/

Jacob J. Panangat

Reg. No. 75,674

650 Page Mill Road
Palo Alto, CA 94304-1050
Telephone: (650) 269-0677
Customer No. 21971

Electronic Patent Application Fee Transmittal

Application Number:	15855965			
Filing Date:	27-Dec-2017			
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT			
First Named Inventor/Applicant Name:	Charley PAVLOSKY			
Filer:	Jacob Joy Panangat/Joanna Laney			
Attorney Docket Number:	51845-701.201			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension - 1 month with \$0 paid	2251	1	110	110
Miscellaneous:				
Total in USD (\$)				110

Electronic Acknowledgement Receipt

EFS ID:	42849887
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Jacob Joy Panangat/Joanna Laney
Filer Authorized By:	Jacob Joy Panangat
Attorney Docket Number:	51845-701.201
Receipt Date:	28-MAY-2021
Filing Date:	27-DEC-2017
Time Stamp:	14:12:24
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 110
RAM confirmation Number	E20215RE13223205
Deposit Account	232415
Authorized User	Joanna Laney

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

37 CFR 1.16 (National application filing, search, and examination fees)

37 CFR 1.17 (Patent application and reexamination processing fees)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		51845_701_201_NFOA_Response.pdf	162623	yes	10
			dcc301c6e9ab38ead22ba7e46db21acc728e0b9a		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Amendment/Req. Reconsideration-After Non-Final Reject		1	1	
	Claims		2	6	
	Applicant Arguments/Remarks Made in an Amendment		7	10	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30877	no	2
			cc6ec3a03846692905a5fcbaa047d45803aa78b0		
Warnings:					
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Total Files Size (in bytes):			193500		

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006

21971 7590 06/15/2021
WILSON SONSINI GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050

EXAMINER

SHELEHEDA, JAMES R

ART UNIT	PAPER NUMBER
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2424

NOTIFICATION DATE	DELIVERY MODE
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06/15/2021

ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentdocket@wsgr.com

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Claim Rejections - 35 USC § 112

2. The following is a quotation of 35 U.S.C. 112(b):
(b) CONCLUSION.—The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the inventor or a joint inventor regards as the invention.

The following is a quotation of 35 U.S.C. 112 (pre-AIA), second paragraph:
The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

3. Claims 1, 3-18, 21, 22 are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor (or for applications subject to pre-AIA 35 U.S.C. 112, the applicant), regards as the invention.

Claim 1 recites “a user” in both lines 19 and 21. It is unclear if these are meant to reference the same or a different user.

Claim 1 recites “the user” in lines 24-25. It is unclear if this is meant to reference the previously cited “a user” of line 19 or 21, or both.

Claim 1 recites “a plurality of users” in line 25. It is unclear if the “plurality of users” are meant to include the previously cited “a user” of line 19 and 21 or different users.

Claim 1 recites “the user” in line 26 and 31. It is unclear if this is meant to reference the previously cited “a user” of line 19 and 21 or one of the “plurality of users” of line 25.

Dependent claims 3-8, 10, 21 each recite “the user”, it is unclear if this is meant to reference the previously cited “a user” of claim 1, line 19 and 21 or one of the “plurality of users” of claim 1, line 25.

Claim 17 recites “a plurality of users” in lines 23-24. It is unclear if the “plurality of users” are meant to include the previously cited “user” of line 17 or different users.

Claim 17 recites “the user” in line 24. It is unclear if this is meant to reference the previously cited “a user” of line 17 or one of the “plurality of users” of lines 23-24.

Claim 18 recites “a user” in both lines 7-8 and 16. It is unclear if these are meant to reference the same or a different user.

Claim 18 recites “the user” in lines 18-19 and line 20. It is unclear if this is meant to reference the previously cited “a user” of line 7-8 or 16, or both.

Claim 18 recites “a plurality of users” in line 21. It is unclear if the “plurality of users” are meant to include the previously cited “a user” of line 7-8 and 16 or different users.

Claim 18 recites “the user” in line 23 and 27. It is unclear if this is meant to reference the previously cited “a user” of line 7-8, line 16 or one of the “plurality of users” of line 21.

Dependent claim 22 recites “the user”, it is unclear if this is meant to reference the previously cited “a user” of claim 18, line 7-8 and line 16 or one of the “plurality of users” of claim 18 line 21.

Allowable Subject Matter

4. Claims 1, 3-18, 21, 22 would be allowable if rewritten or amended to overcome the rejection(s) under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), 2nd paragraph, set forth in this Office action.

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James R Sheleheda whose telephone number is (571)272-7357. The examiner can normally be reached on M-F 8 am-5 pm CST.

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, Jefferey Harold can be reached on (571) 272-7519. 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 <https://ppair-my.uspto.gov/pair/PrivatePair>. 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.

/James R Sheleheda/
Primary Examiner, Art Unit 2424

<i>Search Notes</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

CPC - Searched*		
Symbol	Date	Examiner
H04N 21/80, 812, 8126, 8133, 478, 47815, 4788	10/25/2018	JS
updated	05/23/2019	JS
updated	03/17/2020	JS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
East claim text search (attached)	10/24/2018	JS
Double Patenting Search	10/24/2018	JS
PE2E claim text search (attached)	10/08/2020	JS
PE2E claim text search (attached)	01/26/2021	JS
NPL search via IP.com (results attached)	01/26/2021	JS
PE2E claim search (attached)	06/10/2021	JS

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
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<i>Search Notes</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

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

/James R Sheleheda/ Primary Examiner, Art Unit 2424	
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<i>Index of Claims</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

✓	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	10/25/2018	05/23/2019	10/08/2020	01/26/2021	06/10/2021				
	1	✓	✓	✓	✓	✓				
	2	✓	✓	✓	✓	-				
	3	✓	✓	✓	✓	✓				
	4	✓	✓	✓	✓	✓				
	5	✓	✓	✓	✓	✓				
	6	✓	✓	✓	✓	✓				
	7	✓	✓	✓	✓	✓				
	8	✓	✓	✓	✓	✓				
	9	✓	✓	✓	✓	✓				
	10	✓	✓	✓	✓	✓				
	11	✓	✓	✓	✓	✓				
	12	✓	✓	✓	✓	✓				
	13	✓	✓	✓	✓	✓				
	14	✓	✓	✓	✓	✓				
	15	✓	✓	✓	✓	✓				
	16	✓	✓	✓	✓	✓				
	17	✓	✓	✓	✓	✓				
	18	✓	✓	✓	✓	✓				
	19	✓	-	-	-	-				
	20	✓	-	-	-	-				
	21			✓	✓	✓				
	22			✓	✓	✓				

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L55	39	("20040109087" "20040122746" "20090307092" "20110067051" "20120167145" "20120197763" "20150208131" "20150215674" "20150245103" "20160066051" "20160189269" "7000242" "7237252" "7266835" "7356830" "7890380" "7899705" "8091103" "8132212" "8141112" "8312491" "8434113" "8453171" "8468565" "8516533" "8620769" "8667526" "8769584" "8776140" "8790176" "8819732" "8850480" "8856830" "8910201" "9021528" "9087358" "9319745" "9344774" "9363568").PN.	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L56	11	L1 and layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L57	221	social with layer and (purchas\$4 or shop\$4) with layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L58	0	L3 and trivia with layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L59	295	social with overla\$3 and (purchas\$4 or shop\$4) with overla\$3	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L60	0	L5 and trivia with overla\$3	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L61	53	L5 and H04N21/\$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L62	2828	activat\$4 with alternat\$4 with layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L63	3	activat\$4 with alternat\$4 with layer with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L64	7	activat\$4 same alternat\$4 with layer with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L65	2	activat\$4 same alternat\$4 with overla\$3 with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L66	291	alternat\$4 with (overla\$3 or layer) with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM

L67	45	L13 and H04N21/\$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L68	7	social adj2 media with (overla\$4 or track or layer) and (purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L69	38	(purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L70	28	L16 and (social adj2 media or chat\$4)	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L71	0	("2010010040151").PN.	(US-PGPUB; USPAT; USOCR)	OR	OFF	OFF	2021/06/10 04:08 PM
L72	39	("20040109087" "20040122746" "20090307092" "20110067051" "20120167145" "20120197763" "20150208131" "20150215674" "20150245103" "20160066051" "20160189269" "7000242" "7237252" "7266835" "7356830" "7890380" "7899705" "8091103" "8132212" "8141112" "8312491" "8434113" "8453171" "8468565" "8516533" "8620769" "8667526" "8769584" "8776140" "8790176" "8819732" "8850480" "8856830" "8910201" "9021528" "9087358" "9319745" "9344774" "9363568").PN.	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L73	9	L19 and clip\$4	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L74	499	H04N21/80.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L75	43710	H04N21/812.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L76	7490	H04N21/8126.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L77	10832	H04N21/8133.cpc.	(US-PGPUB; USPAT;	OR	ON	ON	2021/06/10

L78	16262	H04N21/478.cpc.	USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB) (US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	04:08 PM 2021/06/10 04:08 PM
L79	7903	H04N21/47815.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L80	27388	H04N21/4788.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L81	6	((US-10045091-B1).did. AND USPT.dbnm.) OR ((US-20140325557-A1 OR US-20120159327- A1 OR US- 20090259957-A1 OR US-20120167145-A1 OR US-20150245103- A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L82	5	L29 AND social	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L83	5	chat WITH overlay SAME stb	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L84	431	chat WITH overlay AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L85	368	L32 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L86	312	chat WITH layer AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L87	221	L34 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM

L88	6	chat WITH layer WITH overla\$3 AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L89	9	chat WITH layer SAME overla\$3 AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L90	21	chat SAME layer SAME overla\$3 AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L91	13	L39 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L92	1725	chat\$4 SAME video adj2 program\$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L93	36	L41 AND toggI\$4 WITH chat\$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L94	50	L41 AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L95	1665	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/06/10 04:08 PM
L96	31	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD,	OR	ON	ON	2021/06/10 04:08 PM

L97	5	WITH (toggl\$3 OR window) H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation WITH (toggl\$3 OR window)	DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB) (US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L98	92	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (toggl\$3 OR window)	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L99	37	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (toggl\$3 OR window)	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L100	472	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L101	200	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L102	4	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (switch\$4)	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L103	11	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH conversation WITH switch\$4	(US-PGPUB; USPAT)	OR	ON	ON	2021/06/10 04:08 PM
L104	1	"5828839".pn.	(USPAT)	OR	ON	ON	2021/06/10 04:08 PM

PE2E SEARCH - Search History (Interference)

There are no Interference searches to show.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Inventors: Charley PAVLOSKY et al.

Application No.: 15/855,965

Filed: December 27, 2017

Title: INTEGRATED SHOPPING WITHIN
LONG-FORM ENTERTAINMENT

Confirmation No.: **1006**

Examiner: James R. SHELEHEDA

Group Art Unit: 2424

Customer No. **21971**

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

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

Dear Commissioner:

This communication is in response to the Final Office Action mailed June 15, 2021 (the “Office Action”). Reconsideration of this application is respectfully requested in light of the following amendments and remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.

Electronic Acknowledgement Receipt

EFS ID:	43129442
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Na Kyung Lee/Kathleen Farrell
Filer Authorized By:	Na Kyung Lee
Attorney Docket Number:	51845-701.201
Receipt Date:	30-JUN-2021
Filing Date:	27-DEC-2017
Time Stamp:	09:55:04
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		51845_701_201_AFResponse_4820-9588-2992.pdf	177723	yes	9
			bc6fe965bcf889d3bd51ed15e715178fbc6110a8		

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Applicant Arguments/Remarks Made in an Amendment	7	9
	Claims	2	6
	Response After Final Action	1	1
Warnings:			
Information:			
Total Files Size (in bytes):		177723	
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>			

REMARKS

Claims 1, 3-18 and 21-22 were pending prior to entry of the amendments presented in this response. Claims 1, 17, and 18 have been amended. The amendments to the claims are fully supported by the application as originally filed (U.S. Serial No. 15/855,965), for example, at paragraphs [0094] and [0116]-[0117]. No new matter is added by any of these amendments. Accordingly, upon entry of the abovementioned amendments, claims 1, 3-18 and 21-22 will be pending.

Reconsideration and allowance are respectfully requested in light of the abovementioned amendments and the following remarks.

35 U.S.C. § 112

Claims 1, 3-18, 21-22 stand rejected under 35 U.S.C. § 112 (b) or 35 U.S.C. § 112 (pre-AIA), second paragraph.

Claim 1

Applicant has amended the second recitation of “a user” in claim 1 to “the user” to clarify antecedent basis. Applicant respectfully submits that all subsequent recitations of “the user” in claim 1, and in its dependent claims, derive antecedent basis from the first recitation of “a user” in claim 1.

The Office has noted that claim 1 recites “a plurality of users,” and that it is unclear if the “plurality of users” are meant to include the previously recited “user” in claim 1 or different users. Applicant respectfully submits that the “plurality of users” recited in claim 1 includes both the scope of including the recited “user” and the scope of not including the recited “user” of claim 1, and thus such recitation of “plurality of users” is not indefinite. However, without conceding in the basis of rejection, and solely to expedite prosecution of this application, Applicant has amended claim 1 to recite “wherein the plurality of users either includes the user or does not include the user,” for clarification.

Claim 17

The Office has noted that claim 17 recites “a plurality of users,” and that it is unclear if the “plurality of users” are meant to include the previously recited “user” in claim 17 or different users. Applicant respectfully submits that the “plurality of users” recited in claim 17 includes both the scope of including the recited “user” and the scope of not including the recited “user” of claim 17, and thus such recitation of “plurality of users” is not indefinite. However, without conceding in the basis of rejection, and solely to expedite prosecution of this application,

Applicant has amended claim 17 to recite “wherein the plurality of users either includes the user or does not include the user,” for clarification.

Claim 18

Applicant has amended the second recitation of “a user” in claim 18 to “the user” to clarify antecedent basis. Applicant respectfully submits that all subsequent recitations of “the user” in claim 18, and in its dependent claims, derive antecedent basis from the first recitation of “a user” in claim 18.

The Office has noted that claim 18 recites “a plurality of users,” and that it is unclear if the “plurality of users” are meant to include the previously recited “user” in claim 18 or different users. Applicant respectfully submits that the “plurality of users” recited in claim 18 includes both the scope of including the recited “user” and the scope of not including the recited “user” of claim 18, and thus such recitation of “plurality of users” is not indefinite. However, without conceding in the basis of rejection, and solely to expedite prosecution of this application, Applicant has amended claim 18 to recite “wherein the plurality of users either includes the user or does not include the user,” for clarification.

Accordingly, Applicant respectfully requests that the § 112 rejection of claims 1, 3-18, and 21 22 be withdrawn.

Allowable Subject Matter

Applicant appreciates acknowledgement by the Office that claims 1, 3-18, 21, 22 would be allowable if rewritten or amended to overcome the rejections under 35 U.S.C. § 112(b) or 35 U.S.C. § 112 (pre-AIA), 2nd paragraph, as set forth in this Office Action. The § 112 rejections have been addressed above. Allowance of these claims is respectfully requested.

It shall be understood herein that any instance in which Applicant has addressed certain comments of the Office shall not be construed as a concession to other comments or arguments advanced by the Office. Any circumstance in which Applicant has amended or canceled a claim also does not necessarily mean that Applicant concedes to the arguments or positions advanced by the Office with respect to that claim or other claims pending herein.

CONCLUSION

Applicant submits that this paper fully addresses the issues presented in the Office Action. In view of the amendments and remarks above, favorable reconsideration of the application is respectfully requested and Applicant respectfully requests the Examiner to move this application to issuance. Should the Examiner have any questions, the Examiner is encouraged to telephone the undersigned at 650-849-3194.

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit account No. 23-2415 (Attorney Docket No. 51845-701.201) for any matter in connection with this response, including any fee for extension of time.

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI

Dated: June 29, 2021

By: /Na Kyung Lee/
Na Kyung Lee, Esq.
Reg. No. L-1235

650 Page Mill Road
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Customer No. 21971

AMENDMENTS TO THE CLAIMS

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

1. (Currently Amended) A method for providing information on items, services, or songs in a video media comprising:
- a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media;
 - b) processing the video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media,
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator;
 - c) generating a video data comprising the video media, the first interactive video layer, and a second interactive video layer, wherein the video data is configured to be provided to a user via a first media playback device and to at least one guest via a second media playback device, wherein the second interactive video layer comprises a social media portion controllable by ~~all the~~ user via the first media playback device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second media playback device, wherein the second interactive video layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first

media playback device, ~~wherein the plurality of users either includes the user or does not include the user; and~~

- d) distributing information associated with the one or more items, services, or songs in the video media to the user.

2. (Cancelled)

3. (Previously Presented) The method of claim 1, further comprising: enabling the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively.

4. (Previously Presented) The method of claim 3, further comprising: displaying the video media and the first interactive video layer to the user; and receiving a selection of a given selectable visual indicator of a given item, service, or song of interest from the user to display marketing information of the given item, song, service, or song of interest to the user.

5. (Previously Presented) The method of claim 4, further comprising enabling the user to purchase the given item, song, or service of interest from the marketing information.

6. (Previously Presented) The method of claim 5, wherein the user is enabled to purchase while the video media is being displayed to the user.

7. (Previously Presented) The method of claim 1, further comprising copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.

8. (Original) The method of claim 1, further comprising collecting data based on actions taken by the user.

9. (Previously Presented) The method of claim 1, further comprising: removing the product information from the one or more of the plurality of visual or audio objects; and associating different product information with the one or more of the plurality of visual or audio objects.

10. (Previously Presented) The method of claim 1, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user.

11. (Original) The method of claim 10, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.

12. (Previously Presented) The method of claim 1, wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators.

13. (Original) The method of claim 1, wherein the video media includes one of a television episode or a movie.
14. (Previously Presented) The method of claim 1, wherein the identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media.
15. (Original) The method of claim 1, wherein identifying one or more of the plurality of visual or audio objects is performed automatically by a computer program for visual and/or audio recognition and mapping.
16. (Original) The method of claim 1, wherein the first and second interactive layers are unaffected by ad blocking software.
17. (Currently Amended) A non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:
 - (a) processing video media to generate a first interactive video layer, wherein the processing includes:
 - i. identifying one or more of the plurality of visual or audio objects within the video media;
 - ii. associating product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;
 - iii. tracking the one or more items, services, or songs of interest through the one or more frames of the video media; and
 - iv. assigning a selectable visual indicator for each of the one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator; and
 - (b) generating a video data comprising the video media, the first interactive video layer, and a second interactive video layer, wherein the video data is configured to be provided to a user via a first media playback device and to at least one guest via a second media playback device, wherein the second interactive video layer comprises a social media portion controllable by the user via the first media playback device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second media playback device, wherein the second interactive video layer displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the

social media portion, and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first media playback device, ~~wherein the plurality of users either includes the user or does not include the user.~~

18. (Currently Amended) A computer-implemented system comprising: a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media, the application comprising:

- a) a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a first processing device of a user;
- b) a software module for linking the items, services, or songs with marketing and/or purchasing information;
- c) a software module for the generation of a first interactive layer to display with the video media, wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information;
- d) a software module for the generation of a second interactive layer to display with the video media and optionally the first interactive layer, wherein the video media, the first interactive layer, and the second interactive layer are configured to be provided to ~~the~~ the user via the first processing device and to at least one guest via a second processing device, wherein the second interactive layer contains a social media portion controllable by the user via the first processing device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second processing device, wherein an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion, are displayed in the interface in the second interactive video layer, and wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first processing device, ~~wherein the plurality of users either includes the user or does not include the user;~~ and

- e) a software module for transmitting the first and second interactive layers to the first processing device of the user.
19. (Canceled)
20. (Canceled)
21. (Previously Presented) The method of claim 1, wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the plurality of different conversations comprises at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.
22. (Previously Presented) The computer-implemented system of claim 18, wherein the interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest, wherein the plurality of different conversations comprises at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.

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

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875				Application or Docket Number 15/855,965		Filing Date 12/27/2017		☐ To be Mailed					
ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO													
APPLICATION AS FILED - PART I													
		(Column 1)	(Column 2)										
FOR		NUMBER FILED	NUMBER EXTRA		RATE (\$)		FEE (\$)						
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))		N/A	N/A		N/A								
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))		N/A	N/A		N/A								
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))		N/A	N/A		N/A								
TOTAL CLAIMS (37 CFR 1.16(i))		minus 20 = *		x \$40 =									
INDEPENDENT CLAIMS (37 CFR 1.16(h))		minus 3 = *		x \$210 =									
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))		If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).											
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))													
* If the difference in column 1 is less than zero, enter "0" in column 2.						TOTAL							
APPLICATION AS AMENDED - PART II													
		(Column 1)	(Column 2)		(Column 3)								
AMENDMENT	06/30/2021	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)						
	Total (37 CFR 1.16(i))	* 19	Minus	** 20	= 0	x \$50 =	0						
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 4	= 0	x \$240 =	0						
	☐ Application Size Fee (37 CFR 1.16(s))												
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))												
							TOTAL ADD'L FEE		0				
		(Column 1)	(Column 2)		(Column 3)								
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)						
	Total (37 CFR 1.16(i))	*	Minus	**	=	x \$0 =							
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =							
	☐ Application Size Fee (37 CFR 1.16(s))												
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))												
							TOTAL ADD'L FEE						
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.							LIE						
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".							/GAIL D WOOTEN/						
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".													
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.													

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

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NOTICE OF ALLOWANCE AND FEE(S) DUE

21971 7590 07/16/2021
WILSON SONSINI GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050

EXAMINER

SHELEHEDA, JAMES R

ART UNIT

PAPER NUMBER

2424

DATE MAILED: 07/16/2021

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006

TITLE OF INVENTION: INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$600	\$0.00	\$0.00	\$600	10/18/2021

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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

By mail, send to: Mail Stop ISSUE FEE
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Alexandria, Virginia 22313-1450

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

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

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

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

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Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855.965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006

TITLE OF INVENTION: INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$600	\$0.00	\$0.00	\$600	10/18/2021

EXAMINER	ART UNIT	CLASS-SUBCLASS
SHELEHEDA, JAMES R	2424	725-032000

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

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

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

2. For printing on the patent front page, list

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

1 _____

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

2 _____

3 _____

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

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

(A) NAME OF ASSIGNEE

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

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

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

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

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

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

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

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

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

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

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

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006
21971 7590 07/16/2021 WILSON SONSINI GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CA 94304-1050			EXAMINER SHELEHEDA, JAMES R	
			ART UNIT	PAPER NUMBER
			2424	
DATE MAILED: 07/16/2021				

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

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

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

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

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

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

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

Privacy Act Statement

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

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

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Notice of Allowability	Application No. 15/855,965	Applicant(s) PAVLOSKY et al.	
	Examiner James R Sheleheda	Art Unit 2424	AIA (FITF) Status Yes

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

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

1. ☒ This communication is responsive to amendments filed 06/30/21.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3. ☒ The allowed claim(s) is/are 1,3-18 and 21-22. 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:

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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.
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5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
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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 _____.
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/James R Sheleheda/
Primary Examiner, Art Unit 2424

<i>Notice of References Cited</i>	Application/Control No. 15/855,965		Applicant(s)/Patent Under Reexamination PAVLOSKY et al.	
	Examiner James R Sheleheda		Art Unit 2424	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-10045091-B1	08-2018	Nijim; Yousef Wasef	H04N21/25883	1/1
*	B	US-20010051989-A1	12-2001	Moncreiff, Craig T.	H04N21/4781	709/206
*	C	US-20090063995-A1	03-2009	Baron; Samuel Pierce	H04N21/25866	715/753
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	J					
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	N	EP-1111926-B1	10-2015	EP	ZENITH STEVEN ERICSSON	H04N21/4782
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

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

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

Search Notes 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

CPC - Searched*		
Symbol	Date	Examiner
H04N 21/80, 812, 8126, 8133, 478, 47815, 4788	10/25/2018	JS
updated	05/23/2019	JS
updated	03/17/2020	JS
G06Q 30/0257, 0277, 0633; G06Q 50/01	07/07/2021	JS
H04N 21/4788	07/07/2021	JS

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
East claim text search (attached)	10/24/2018	JS
Double Patenting Search	10/24/2018	JS
PE2E claim text search (attached)	10/08/2020	JS
PE2E claim text search (attached)	01/26/2021	JS
NPL search via IP.com (results attached)	01/26/2021	JS
PE2E claim search (attached)	06/10/2021	JS
PE2E claim search (attached)	07/07/2021	JS

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<i>Search Notes</i> 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
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Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
H04N 21	4788, 47815	07/07/2021	JS
G06Q 50	01	07/07/2021	JS

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Issue Classification 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

CPC						
Symbol					Type	Version
H04N	/	21	/	47815	F	2013-01-01
G06Q	/	50	/	01	I	2013-01-01
H04N	/	21	/	812	I	2013-01-01
G06Q	/	30	/	0257	I	2013-01-01
G06Q	/	30	/	0633	I	2013-01-01
G06Q	/	30	/	0277	I	2013-01-01
H04N	/	21	/	4788	I	2013-01-01

CPC Combination Sets				
Symbol	Type	Set	Ranking	Version
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NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	19	
/James R Sheleheda/ Primary Examiner, Art Unit 2424	07 July 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

Issue Classification 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

INTERNATIONAL CLASSIFICATION				
CLAIMED				
H04N21/478	/	21	/	478
G06Q50/00	/	50	/	00
H04N21/81	/	21	/	81
H04N21/4788	/	21	/	4788

NON-CLAIMED				
G06Q30/02	/	30	/	02
G06Q30/06	/	30	/	06

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS

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

NONE		Total Claims Allowed:	
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/James R Sheleheda/ Primary Examiner, Art Unit 2424	07 July 2021	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

Issue Classification 	Application/Control No. 15/855,965	Applicant(s)/Patent Under Reexamination PAVLOSKY et al.
	Examiner James R Sheleheda	Art Unit 2424

☐ Claims renumbered in the same order as presented by applicant
 ☐ CPA
 ☐ T.D.
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CLAIMS															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	9	10		19										
	2	10	11		20										
2	3	11	12	16	21										
3	4	12	13	19	22										
4	5	13	14												
5	6	14	15												
6	7	15	16												
7	8	17	17												
8	9	18	18												

NONE		Total Claims Allowed:	
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(54) **Multimode interactive television chat**

Interaktiver multimode Fernsehdialog

Dialogue interactif télévisuel multimode

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Description

[0001] Communication networks such as the Internet have recently experienced dramatic growth in popularity and use. An advantage of the Internet that has helped to fuel this growth is the availability of quick and easy communication between widely disparate individuals and networks regarding virtually limitless topics. Thus, not only does the Internet provide for traditional communication, such as between a pair of friends, relatives or coworkers, but the Internet also facilitates communication between strangers and groups of strangers.

[0002] Chat is one of the various relatively new forms of communication provided by the Internet. Chat in this sense does not refer to audible conversation engaged in by people gathered together in one place, but rather to textual conversations between people that are connected by the Internet to the same chat room, which may be a file on a server. In this case, a participant in such a chat room types a message into his or her computer and the message virtually immediately appears on all the other computers connected to that chat room.

[0003] One of the most popular ways to chat via the Internet is called Internet Relay Chat (IRC). IRC employs special IRC servers that run the chat rooms, and special client/server software that allows client computers to send and receive chat via the IRC servers. The IRC servers may be connected together as a network. Various client computers from around the world may be connected via the Internet to these chat rooms, allowing conversations between disparate individuals who may typically never meet or know each other outside of the chat room experience.

[0004] It is common for a chat room to be related to a particular topic, with the participants attracted to that chat room by their interest in the topic. While many chat rooms exist regarding various topics, one popular theme for chat rooms is mass entertainment, such as television shows. Thus, chat rooms may exist devoted to a popular television show, such as "The Simpsons®." Typically, viewers are forced to choose whether to watch television or to participate in a chat room, since most Internet connections are not provided by a television but rather by a separate device such as a computer that may be disposed at a separate location from the television. Moreover, both the television and the computer may be generally immobile, such as with a personal computer located on a desk in a study and a television located in a family room. Thus, many chat participants may converse in a chat room related to a television show before or after the show has played, although some fans may be connected to the chat room while the show is playing.

[0005] The advent of interactive television such as provided by WebTV® Networks offers the possibility of being connected to the Internet and watching television simultaneously via a single user interface device. Thus it is possible for a user to be watching a television show and on the same television be connected to a chat room that

somehow relates to that show.

[0006] Figure 1 is a diagram of an interactive television system 20 that enhances a television viewing experience by integrating television programming with enhanced content from the Internet or from the broadcaster. The broadcast of a baseball game can, for example, be enhanced by retrieving relevant information (for example, a batter's batting statistics 22) from the Internet and displaying that information at an appropriate point in the baseball game (for example, when the batter 25 is batting). If the batter's batting statistics are already displayed by the broadcast, then statistics 22 may involve the team's standings, or the number of wins needed to clinch a playoff spot, or a variety of other topics that may be accessed via the Internet.

[0007] System 20 includes a server 28 maintained by the broadcaster, a broadcasting antenna 30, a receiver unit 33, a television set 35, and an Internet access point 37. Receiver unit 33, which may be a set-top box, includes a receiving antenna 38 and a remote control unit 39. A viewer uses remote control unit 39 to control the receiver unit and/or to interact with interactive television content via the receiver unit. A video link 40 couples receiver unit 33 to television set 35 so that the receiver unit can use the television set as a display device.

[0008] Figure 2 is a block diagram of receiver unit 33. TV interface circuitry 42 of the receiver unit 33 includes a tuner that is tuned to receive broadcast television video and to remove a television carrier signal. TV interface circuitry 42 digitizes the video signal after the carrier signal has been removed. Software executed by a digital processor 44 receives the digitized signal from TV interface 42 and decodes and checks the digitized signal for errors. Receiver unit 33 drives the television set 35 via video encoder 46 and audio digital-to-analog converter 48. Digital processor 44 realizes a type of web browser that can access the Internet via a modem 50. Receiver unit 33 includes an infrared interface 52 for receiving infrared transmissions from remote control unit 39. Local storage 55 provides memory for processor 44, and may house a web browsing program, such as Microsoft Internet Explorer® or Netscape Navigator®.

[0009] Television video 60 is broadcast over the airwaves from broadcasting antenna 30 to receiving antenna 38 of receiver unit 33. Alternatively, television video may be broadcast via cable or satellite or other known means. The broadcast signal may include digital data. At an appropriate time in the baseball game when the broadcaster wishes batter statistics 22 to be displayed (for example, when batter 25 appears on the television screen), the broadcaster broadcasts a trigger 66 along with the television video 60. Trigger 66 contains a Uniform Resource Locator (URL) that identifies an information resource 70 on the broadcaster's server 28 or another server, not shown. In this case, information resource 70 is a web page containing the batter's statistics.

[0010] Receiver unit 33 receives trigger 66, accesses the Internet via Internet access point 37, uses the URL

from the trigger to retrieve the web page of batter statistics from server 28, and then displays the batter statistics 22. In this way, broadcasters use triggers to have their viewers' receiver units retrieve information from the Internet and display that information in concert with their programming. Receiver unit 33 and television 35 together form a user interface device that is a client of the server 28 while connected to the Internet, similar to a personal computer that is connected to the Internet by an Internet service provider (ISP).

[0011] Unlike traditional television, interactive television offers to the viewer the possibility of varying the format of the information being displayed, for example by choosing whether or not to display Internet content along with a television broadcast. While such a complete change in display format between interactive and non-interactive television is currently available, other changes in display format may also be desirable. For example, viewers that are connected to a chat room may wish to change the relative proportion of chat versus television content that is being displayed. This change in proportion of content may occur when a viewer's primary interest changes from watching television to chatting. In other words, a viewer may initially wish to passively observe a small stream of chat while primarily focusing on the television broadcast. Should that viewer wish to become more active in the chat room, perhaps including sending messages to the chat room, the viewer may wish to change the relative proportions of the display screen devoted to chat versus television. Unfortunately, convenient means for changing the proportions of interactive versus television content being displayed are not currently available.

[0012] US-5,694,163 describes a system and method allowing users to view or participate in on-line chat associated with a broadcast TV program. An encoded signal is broadcast including a TV program and associated chat from an on-line chat service. Software at a receiving computer splits the encoded signal into a TV program signal and a TV chat signal. The TV program is displayed in a first window and the associated chat is displayed in a second window on the computer's display device. A user who is not on-line can participate in the chat by typing on the computer's keyboard and the chat is transmitted to an on-line chat service over a telephone line and also displayed in the second window.

[0013] US-5737011 describes a video conferencing system that uses a central multimedia bridge to combine multimedia signals from a plurality of conference participants into a single composite signal for each participant. The system allows each conference participant customize their display of other participants, including keying in and out selected portions of the display and overlapping displayed images.

[0014] US-5889950 describes a method for distributing broadcast data. A first plurality of data relating to a television program is listed on a script. A second plurality of data relating to a web page is listed on the script. The

script is formatted into HyperText Markup Language (HTML) format and stored on a public server.

[0015] US-5828839 describes a computer network chat room system including plural chat rooms, and with the conversation in each chat room being related to the program being broadcast in real-time over a respective TV or radio channel in a user-defined time zone. Computer users access the chat rooms via the Internet by inputting their desired television or radio channel and a request to enter a chat room. A chat window is presented to the users of the system with a Web page window relating to the program currently being broadcast over the respective channel.

[0016] A first aspect of the present invention provides, a method, in a device having a graphical user interface and a display, comprising: receiving a video signal at the device; receiving at the device chat communications corresponding to the video signal; displaying the video signal and the chat communications on the display in a first mode; characterised in that the method further comprises: displaying with the video signal and the chat communications a hypertext link which can be actuated by a user to display the video signal and chat communications on the display in a second mode, wherein the proportion of the display occupied by the video signal and the chat communications in the first mode is different to the proportion of the display occupied by the video signal and the chat communications in the second mode.

[0017] A second aspect of the present invention provides, a device having a graphical user interface and a display, comprising: means for displaying video and chat corresponding to the video in a first mode of display, and characterised by further comprising: a displayed hypertext link which can be actuated by a user to switch to a second mode of displaying the video and chat corresponding to the video, wherein the proportion of the display occupied by the video signal and the chat in the first mode is different to the proportion of the display occupied by the video signal and the chat in the second mode.

[0018] A third aspect of the present invention provides, a computer-readable medium having computer-executable instructions for performing the steps of the method of the invention.

[0019] The television content being displayed can be a show and the Internet content can be chat from a chat room corresponding to the television show. Various display modes may be available for displaying the television show and corresponding chat, ranging from maximal television display and minimal chat display to minimal television display and maximal chat display. Changing television channels may initiate a corresponding change in the chat room in which the viewer is participating and in the chat being displayed.

[0020] An embodiment of the invention will now be described in detail, by way of example only, and with reference to the accompanying drawings, in which:

FIG. 1 is a simple plan view diagram of an interactive

television system.

FIG. 2 is a block diagram of a receiver unit of the system of FIG. 1.

FIG. 3 is a schematic view of a user interface device that can display both television content and Internet content.

FIG. 4 is a schematic view of a first mode of display on the user interface device of both a television program and chat related to that program.

FIG. 5 is a schematic view of a second mode of display on the user interface device of both a television program and chat related to that program.

FIG. 6 is a schematic view of a third mode of display on the user interface device of both a television program and chat related to that program.

FIG. 7 is a schematic view of a fourth mode of display on the user interface device of both a television program and chat related to that program.

FIG. 3 shows a user interface device 100 including a display screen 102 such as a cathode ray tube (CRT), flat panel display, or touch screen display. In general, the user interface device may take the form of a personal computer, a television having a set-top box or other means of processing and transmitting communications, a laptop or handheld computer, a personal digital assistant (PDA), a telephone, an internet appliance or other device having the communications, processing and display capabilities for performing the present invention. The user interface device 100 in this embodiment also includes a controller 105 that manages a transceiver 110. Controller 105 may include a digital processor, an application specific integrated circuit (ASIC) and local memory, such as semiconductor memory. Transceiver 110 may also contain local memory such as semiconductor memory. A storage unit 108 such as a disk drive or additional semiconductor memory may be provided in communication with controller 105 and transceiver 110.

[0021] Transceiver 110 may receive television broadcasts and digital data such as Internet or network content via a first channel 112. A second channel 113 can be provided for sending communication to the outside world such as a network, the Internet, broadcast servers or other servers. Channels 112 and 113, which may be combined, may be take the form of twisted pairs of telephone lines, coaxial cable or fiber-optic cable, or may be a link to an antennae for wireless communication. In one embodiment, both broadcast signals such as television broadcasts and an Internet connection are provided by single channel 112. This single channel may be a cable coupled to a cable modem at transceiver 110. In another embodiment, both broadcast signals such as television broadcasts and an Internet connection may be provided by channel 112 connected to a satellite receiver such as a satellite dish, while channel 113 provides another communication link. The means for receiving information by

the user interface device may be termed a source channel 112, and the means for transmitting information from the user interface device may be termed a back channel 113.

[0022] The transceiver 110 also can receive signals from an optional keyboard 115 and a pointing apparatus 118 such as a mouse or remote control via a wire or the infrared interface, and provides signals via a video encoder/decoder and digital-analog converter for presenting information on the display 102. The display 102 provides a graphical user interface (GUI) managed by controller 105. The device 100 can take the form of a personal computer, a laptop computer, an intelligent network appliance such as a hand-held network appliance or telephone, or an interactive television set.

[0023] In one embodiment, the device 100 is a television connected with a set-top box such as a WebTV® Plus Internet terminal.

[0024] The transceiver 110 in this case has TV interface circuitry including a tuner that is tuned to receive the broadcast television video and to remove a television carrier signal. After the carrier signal is removed, TV interface circuitry digitizes the resulting video signal. In addition to the television interface, transceiver 110 preferably includes an infrared interface, a digital-analog converter, a video encoder/decoder and a modem. Software executed by the controller 105 receives the digitized signal from TV interface and decodes and checks the digitized signal for errors. Transceiver 110 drives the display 102, which in this embodiment is a television set, via video encoder and audio digital-to-analog converter. The user interface in this embodiment has been specialized for viewing on an interlaced TV screen rather than a computer monitor. The controller 105 runs a web browser that can access the Internet via a modem or transmitter contained in the transceiver.

[0025] Device 100 can simultaneously display both television content and Internet content. The storage unit 108 has stored thereon an operating system, such as windows CE®, and a web browser program 101 such as Microsoft Internet Explorer®, Netscape Navigator® or the WebTV® browser. The web browser program is run by the controller for accessing the Internet from the user interface device. Also stored on the storage unit is a chat handler program 111, which may for convenience be assembled from ActiveX or component object module (COM) components. The chat handler program is run by the controller and manages connectivity between the user interface device 100 and IRC servers. A chat buffer is provided for temporary storage of chat messages in the local memory of transceiver 110 or in storage unit 108.

[0026] FIG. 3 depicts an opening screen that a viewer may encounter, including a television show 120 and several viewing choices, such as TV chat 122, TV favorites 125, World Wide Web 128 and personal video recorder (PVR) 130. Also present in an upper right corner of the display screen 102 is an icon 133 for choosing to view interactive TV. In general, the device 100 can display

pure television broadcasting, pure web pages, or a combination of television and web pages. To combine television and web pages, television programs can be inserted as tags within hypertext transfer markup language (HTML) documents that are interpreted by the web browser program 101, in accordance with the Advanced Television Enhancement Forum (ATVEF) Specification. The television programming thus inserted can be rendered as a small proportion of the display screen, with the web page occupying the remainder of the screen. Alternatively, by tagging the television as a background and specifying a reduced size for the other content, the web page can overlay a part of the larger television show displayed on the screen.

[0027] Selecting TV chat 122 by the pointing device, for example, sends a request from the chat handler to an IRC server to join a chat room. The chat room selected may correspond to the particular television show 120 being displayed. That television show 120 may be identified by the chat handler via a unique identifier assigned to the show and broadcast with the television signal. Such unique identifiers are typically provided by the broadcaster. The chat dialogue can be displayed simultaneously with the television show in a variety of display modes. The combined television and chat content are provided as television markup language (TVML) documents, which are a combination of JavaScript (JS) and dynamic hypertext transfer markup language (DHTML).

[0028] The chat room may correspond to a television signal in a variety of ways besides simple corresponding to the individual show that is currently broadcast. For example, the chat room may correspond to a replay of a past television show, such as a past episode in a series, or all episodes that are currently being broadcast. Alternatively, the chat room may correspond to a television channel, such as Fox® News Network. In addition, the chat room may correspond to a category, such as professional football, that may be selected by the viewer while watching a particular football game.

[0029] The chat which is displayed on the user interface device may be audio or video instead of text. Audio or video chat may be sent from the user interface device to the chat room. For example, the viewer may speak into a microphone connected to the user interface device to create an audio clip, which is then sent to the IRC server chat room to be broadcast to all the user interface devices connected to that chat room.

[0030] FIG. 4 shows the display screen 102 presenting the combination of television and Internet content according to a first display mode 150. In this mode, the television show 120 is virtually unchanged from the display that would occur in the absence of chat, aside from a small overlay of chat dialogue 152 in a lower corner of the display screen 102. This first display mode 150 may be considered a relatively passive mode, in which the only user activity is viewing the television and chat. A link 155 is displayed adjacent the chat dialogue, the link providing a convenient means to switch the display to a second

mode in which the chat dialogue is more pronounced.

[0031] FIG. 5 shows the display mode 160 that results from selecting and actuating link 155 of the previous figure. In this mode the television show 120 is essentially unchanged while the chat dialogue 162 has grown to occupy a larger portion of the display screen 102. This allows more lines of chat dialogue to be displayed, in a somewhat more active format than that of the previous mode. A link 165 is provided to switch the display back to the first mode, and another link 167 is provided to switch the display to a third mode.

[0032] FIG. 6 shows a third display mode 170 that results from selecting and actuating link 167 of the previous figure. The chat dialogue 172 in this mode occupies a much larger portion of the screen 102, while the television show 120 has been reduced in size and occupies a smaller portion of the screen. The chat 172 may overlay the television show or it may have an opaque or semi-opaque background, for instance. A link 175 is provided to switch the display back to the second mode, and another link 177 is provided to switch the display to a fourth mode. A send bar 173 is also provided in this mode 170 for entering dialogue into the chat room. The dialogue may be typed into the send bar 173 with the keyboard 115 and then sent from the device 100 to the IRC server. Alternatively, the dialogue sent from the device to the IRC server may be selected from certain prescribed chat messages by the pointing device 118, as described in U.S. Patent No. 6,519,771.

[0033] In this case, the send box may have several prescribed chat messages available for selection. The third display mode 170 also includes a scroll bar 176 for scrolling through the chat dialogue 172, for example to access a part of the dialogue which is not being currently presented on the display.

[0034] FIG. 7 shows a fourth display mode 180 that results from selecting and actuating link 177 of the previous figure. The chat dialogue 182 in this mode occupies most of the screen 102, while the television show 120 has been reduced in size and occupies only a small window. This mode 180 has the most active chat features of the four modes presented herein as examples. A link 185 is provided to switch the display back to the third mode, and another link 187 is provided to switch the display to the first, least intrusive mode 150. A send bar 183 is also provided in this mode 180 for entering dialogue into the chat room. The dialogue may be typed into the send bar 183 with the keyboard 115 and then sent from the device 100 to the IRC server. Alternatively, as mentioned above, the dialogue sent from the device to the IRC server may be selected from certain prescribed chat messages by the pointing device 118. The fourth display mode 180 also includes a scroll bar 186 for scrolling through the chat dialogue 182, for example to access a part of the dialogue which is not being currently presented on the display.

[0035] Different modes of displaying a television show and corresponding chat room dialogue (150, 160, 170

and 180 in this example) may simply be transmitted as different linked web pages from the IRC server. Alternatively, the chat handler program of the user interface device may contain instructions to display according to the different modes, as locally stored TVML documents. Thus, while the input of the television video and chat text are the same in each mode, they are incorporated as tags with different attributes in the different TVML pages, the TVML pages being interpreted by the web browser 101 for display in the different modes.

[0036] Changing a television channel while in a combined chat and television mode may result in changing chat rooms to a chat room corresponding to the newly selected television channel. A predetermined waiting period may occur before switching chat rooms, in order to avoid bouncing around various chat rooms during channel surfing until the new channel has been settled upon. For example, switching television channels and remaining on a channel different from the original channel for a time period of perhaps thirty seconds may initiate a request from device 100 to the IRC server chat room corresponding to the new television channel. That chat room can be determined according to a lookup table that has been downloaded to the device memory 108, the lookup table including the unique electronic program guide (EPG) number of the various television shows and the corresponding chat servers. Alternatively, actuating a link to another display mode while tuned to a different television channel can initiate a switch to a new chat room corresponding to the new channel.

[0037] Thus, a method, device and system for providing different modes of displaying combined video and Internet content, particularly chat and corresponding television shows, is provided in accordance with the present invention. Numerous modifications in form and detail may be made by those of ordinary skill in the art without departing from the scope of the present invention. Although this invention has been shown in relation to a particular preferred embodiment, it should not be considered so limited. Rather, the present invention is limited only by the scope of the appended claims.

Claims

1. A method, in a device (100) having a graphical user interface and a display (102), comprising:

receiving a video signal at the device;
receiving at the device (100) chat communications corresponding to the video signal;
displaying the video signal (120) and the chat communications (152) on the display in a first mode (150); wherein the method further comprises:

displaying with the video signal and the chat communications, by a web browser as

specified by a hypertext markup language, a hypertext link (155) which can be actuated by a user to display the video signal (120) and chat communications (162) on the display (102) in a second mode (160), wherein the proportion of the display occupied by the video signal (120) and the chat communications (152) in the first mode (150) is different to the proportion of the display occupied by the video signal (152) and the chat communications (162) in the second mode (160);

changing the video signal to receive a different channel, and, in response to the video signal remaining on the different channel for a predetermined waiting period, sending a request to a server for different chat communication corresponding to the different channel, wherein the different chat communication is determined according to a lookup table that has been downloaded to memory (108) of the device, the lookup table including unique electronic program guide numbers of various television shows and corresponding chat servers; and receiving the different chat communication over a computer network.

2. The method of claim 1, wherein the video signal is a television show (120).

3. The method of claim 1, wherein the chat communications (152) are text.

4. The method of claim 1, wherein the chat communications overlay a portion of the video signal.

5. The method of claim 1, further comprising:

actuating the hypertext link and thereby causing a browser to interpret a document having display attributes corresponding to the second mode to display the TV signal (120) and chat communications (162) in the second mode (160).

6. The method of claim 1, further comprising displaying an area (173, 183) on the display for entering dialogue relating to the video signal or chat communications.

7. The method of claim 1, further comprising displaying an area (176, 186) on the display for scrolling through the chat communications.

8. The method of claim 1, further comprising:

actuating the hypertext link, wherein the hypertext link identifies a television markup language

document, and
a browser rendering the document to display the second mode.

9. The method of claim 1, and further comprising:

sending from the device to a server chat communications relating to the video signal over a computer networks; and
receiving from the server by the device the chat communications relating to the video signal over the computer network.

10. A device (100) having a graphical user interface and a display (102), comprising:

means for displaying video (120) and chat (152) corresponding to the video in a first mode of display (150), and further comprising:

a controller (105) configured to display, by a web browser as specified by a hypertext markup language, a hypertext link (155) which can be actuated by a user to switch to a second mode (160) of displaying the video (152) and chat (162) corresponding to the video, wherein the proportion of the display occupied by the video signal (120) and the chat (152) in the first mode (150) is different to the proportion of the display occupied by the video signal (152) and the chat (162) in the second mode (160); and wherein the controller (105) is further configured to send a request to a server for different chat communication corresponding to a different channel, in response to the video signal being changed to receive the different channel and remaining on the different channel for a predetermined waiting period, wherein the different chat communication is determined according to a lookup table that has been downloaded to memory (108) of the device, the lookup table including unique electronic program guide numbers of various television shows and corresponding chat servers, the controller being further configured to receive the different chat communication over a computer network.

11. A device (100) as claimed in claim 10 and further comprising a receiver (110) for receiving video signals and a memory (108) for storing information, the memory readable by the controller, the memory having stored therein a plurality of documents written in the hypertext markup language, each one of the documents providing instructions run by the controller (105) for displaying the video and the chat together

on the display in a mode corresponding to that one document and different from modes corresponding to the other documents, each of the documents containing a hypertext link to another of the documents.

12. The device of claim 11, wherein the video is television programming and the chat relates to the television programming.

13. The device of claim 11, further comprising a transmitter (110) operated by the controller (105) for sending chat input over the Internet to a chat room broadcasting the chat.

14. A computer-readable medium having computer-executable instructions for performing the steps of the method of any of claims 1 to 9.

20 Patentansprüche

1. Verfahren, in einer Vorrichtung (100), die eine grafische Benutzerschnittstelle und eine Anzeige (102) aufweist, umfassend:

Empfangen eines Videosignals in der Vorrichtung;
Empfangen, in der Vorrichtung (100), von Chat-Kommunikationen, die dem Videosignal entsprechen;
Anzeigen des Videosignals (120) und der Chat-Kommunikationen (152) auf der Anzeige in einem ersten Modus (150); wobei das Verfahren ferner umfasst:

Anzeigen, mit dem Videosignal und den Chat-Kommunikationen, durch einen Webbrowser gemäß Spezifizierung durch eine Hypertext Markup Language, eines Hypertext-Links (155), der durch einen Benutzer betätigt werden kann, um das Videosignal (120) und die Chat-Kommunikationen (162) auf der Anzeige (102) in einem zweiten Modus (160) anzuzeigen, wobei der Anteil der Anzeige, der durch das Videosignal (120) und die Chat-Kommunikationen (152) im ersten Modus (150) belegt wird, ein anderer ist als der Anteil der Anzeige, der durch das Videosignal (152) und die Chat-Kommunikationen (162) im zweiten Modus (160) belegt wird;

Ändern des Videosignals, um einen anderen Kanal zu empfangen, und in Reaktion darauf, dass das Videosignal einen zuvor festgelegten Wartezeitraum lang auf dem anderen Kanal bleibt, Senden einer Anforderung an einen Server für eine andere Chat-Kommunikation, die dem anderen Ka-

- nal entspricht, wobei die andere Chat-Kommunikation gemäß einer Nachschlagetabelle bestimmt wird, die in den Speicher (108) der Vorrichtung heruntergeladen wurde, wobei die Nachschlagetabelle eindeutige elektronische Programmführernummern verschiedener Fernsehsendungen und entsprechender Chat-Server enthält; und
- Empfangen der anderen Chat-Kommunikation über ein Computernetz. 5
2. Verfahren nach Anspruch 1, wobei das Videosignal eine Fernsehsendung (120) ist. 15
3. Verfahren nach Anspruch 1, wobei die Chat-Kommunikationen (152) Text sind.
4. Verfahren nach Anspruch 1, wobei die Chat-Kommunikationen über einen Teil des Videosignals gelegt werden. 20
5. Verfahren nach Anspruch 1, das ferner umfasst:
- Betätigen des Hypertext-Links, wodurch ein Browser veranlasst wird, ein Dokument zu übersetzen, das Anzeigeattribute aufweist, die dem zweiten Modus entsprechen, um das Videosignal (120) und die Chat-Kommunikationen (162) im zweiten Modus (160) anzuzeigen. 25 30
6. Verfahren nach Anspruch 1, das ferner umfasst, einen Bereich (173, 183) auf der Anzeige anzuzeigen, um einen Dialog einzugeben, der sich auf das Videosignal oder die Chat-Kommunikationen bezieht. 35
7. Verfahren nach Anspruch 1, das ferner umfasst, einen Bereich (176, 186) auf der Anzeige anzuzeigen, um durch die Chat-Kommunikationen zu scrollen. 40
8. Verfahren nach Anspruch 1, das ferner umfasst:
- Betätigen des Hypertext-Links, wobei der Hypertext-Link ein Fernseh-Markup-Language-Dokument identifiziert, und einen Browser, der das Dokument darstellt, um den zweiten Modus anzuzeigen. 45
9. Verfahren nach Anspruch 1, das ferner umfasst: 50
- Senden, aus der Vorrichtung an einen Server, von Chat-Kommunikationen bezüglich des Videosignals über ein Computernetz; und Empfangen, aus dem Server durch die Vorrichtung, der Chat-Kommunikationen bezüglich des Videosignals über das Computernetz. 55
10. Vorrichtung (100), die eine grafische Benutzer-

schnittstelle und eine Anzeige (102) aufweist, umfassend:

ein Mittel zum Anzeigen von Video (120) und eines Chats (152), der dem Video entspricht, in einem ersten Anzeigemodus (150), und ferner umfassend:

einen Controller (105), der dafür ausgelegt ist, durch einen Webbrowser gemäß Spezifizierung durch eine Hypertext Markup Language einen Hypertext-Link (155) anzuzeigen, der durch einen Benutzer betätigt werden kann, um in einen zweiten Modus (160) des Anzeigens des Videos (152) und des Chats (162), der dem Video entspricht, umzuschalten, wobei der Anteil der Anzeige, der durch das Videosignal (120) und den Chat (152) im ersten Modus (150) belegt wird, ein anderer ist als der Anteil der Anzeige, der durch das Videosignal (152) und den Chat (162) im zweiten Modus (160) belegt wird; und wobei der Controller (105) ferner dafür ausgelegt ist, an einen Server eine Anforderung für eine andere Chat-Kommunikation, die einem anderen Kanal entspricht, zu senden, in Reaktion darauf, dass das Videosignal geändert wurde, um den anderen Kanal zu empfangen, und einen zuvor festgelegten Wartezeitraum lang auf dem anderen Kanal bleibt, wobei die andere Chat-Kommunikation gemäß einer Nachschlagetabelle bestimmt wird, die in den Speicher (108) der Vorrichtung heruntergeladen wurde, wobei die Nachschlagetabelle eindeutige elektronische Programmführernummern verschiedener Fernsehsendungen und entsprechender Chat-Server enthält, wobei der Controller ferner dafür ausgelegt ist, die andere Chat-Kommunikation über ein Computernetz zu empfangen.

11. Vorrichtung (100) nach Anspruch 10, die ferner einen Empfänger (110) zum Empfangen von Videosignalen und einen Speicher (108) zum Speichern von Informationen umfasst, wobei der Speicher durch den Controller gelesen werden kann, wobei im Speicher mehrere Dokumente gespeichert sind, die in der Hypertext Markup Language geschrieben sind, wobei jedes der Dokumente Instruktionen bereitstellt, die durch den Controller (105) ausgeführt werden, um das Video und den Chat zusammen auf der Anzeige in einem Modus anzuzeigen, der diesem einen Dokument entspricht und anders als Modi ist, die den anderen Dokumenten entsprechen, wobei jedes der Dokumente einen Hypertext-Link zu anderen der Dokumente enthält.

12. Vorrichtung nach Anspruch 11, wobei das Video ein Fernsehprogramm ist und der Chat sich auf das Fernsehprogramm bezieht.

13. Vorrichtung nach Anspruch 11, die ferner einen Sender (110) umfasst, der durch den Controller (105) betrieben wird, um einen Chat, der über das Internet eingegeben wurde, an einen Chatroom zu senden, der den Chat rundsendet.

14. Computerlesbares Medium, das computerausführbare Instruktionen aufweist, um die Schritte des Verfahrens nach einem der Ansprüche 1 bis 9 durchzuführen.

Revendications

1. Procédé, dans un dispositif (100) ayant une interface utilisateur graphique et un afficheur (102), comprenant:

la réception d'un signal vidéo au niveau du dispositif;

la réception au niveau du dispositif (100) de communications de dialogue en ligne correspondant au signal vidéo;

l'affichage du signal vidéo (120) et des communications de dialogue en ligne (152) sur l'afficheur dans un premier mode (150); dans lequel le procédé comprend en outre:

l'affichage avec le signal vidéo et les communications de dialogue en ligne, par un navigateur Internet comme spécifié par un langage de balisage d'hypertexte, un lien hypertexte (155) qui peut être mis en oeuvre par un utilisateur pour afficher le signal vidéo (120) et des communications de dialogue en ligne (162) sur l'afficheur (102) dans un second mode (160), dans lequel la proportion de l'affichage occupé par le signal vidéo (120) et les communications de dialogue en ligne (152) dans le premier mode (150) est différente de la proportion de l'affichage occupé par le signal vidéo (152) et les communications de dialogue en ligne (162) dans le second mode (160);

le changement du signal vidéo pour recevoir un canal différent et, en réponse au signal vidéo restant sur le canal différent pendant une période d'attente prédéterminée, l'envoi d'une demande à un serveur pour une communication de dialogue en ligne différente correspondant au canal différent, dans lequel la communication de dialogue en ligne différente est déterminée selon une table de consultation qui a été téléchargée

dans la mémoire (108) du dispositif, la table de consultation incluant des nombres guide de programme électronique unique de diverses émissions télévisées et des serveurs de dialogue en ligne correspondants; et
la réception de la communication de dialogue en ligne différente sur un réseau informatique.

2. Procédé selon la revendication 1, dans lequel le signal vidéo est une émission télévisée (120).

3. Procédé selon la revendication 1, dans lequel les communications de dialogue en ligne (152) sont du texte.

4. Procédé selon la revendication 1, dans lequel les communications de dialogue en ligne recouvrent une partie du signal vidéo.

5. Procédé selon la revendication 1, comprenant en outre:

la mise en oeuvre du lien hypertexte et de ce fait l'amenée d'un navigateur à interpréter un document ayant des attributs d'affichage correspondant au second mode pour afficher le signal TV (120) et les communications de dialogue en ligne (162) dans le second mode (160).

6. Procédé selon la revendication 1, comprenant en outre l'affichage d'une zone (173, 183) sur l'afficheur pour entrer un dialogue se rapportant au signal vidéo ou aux communications de dialogue en ligne.

7. Procédé selon la revendication 1, comprenant en outre l'affichage d'une zone (176, 186) sur l'afficheur pour faire défiler les communications de dialogue en ligne.

8. Procédé selon la revendication 1, comprenant en outre:

la mise en oeuvre du lien hypertexte, dans lequel le lien hypertexte identifie un document de langage de balisage de télévision, et un navigateur restituant le document pour afficher le second mode.

9. Procédé selon la revendication 1 et comprenant en outre:

l'envoi en provenance du dispositif à destination d'un serveur de communications de dialogue en ligne se rapportant au signal vidéo sur un réseau informatique; et
la réception en provenance du serveur par le

dispositif des communications de dialogue en ligne se rapportant au signal vidéo sur le réseau informatique.

10. Dispositif (100) ayant une interface utilisateur graphique et un afficheur (102), comprenant:

un moyen pour afficher la vidéo (120) et un dialogue en ligne (152) correspondant à la vidéo dans un premier mode d'affichage (150), et comprenant en outre:

une unité de commande (105) configurée pour afficher, par un navigateur Internet comme spécifié par un langage de balisage d'hypertexte, un lien hypertexte (155) qui peut être mis en oeuvre par un utilisateur pour commuter vers un second mode (160) d'affichage de la vidéo (152) et du dialogue en ligne (162) correspondant à la vidéo, dans lequel la proportion de l'affichage occupé par le signal vidéo (120) et le dialogue en ligne (152) dans le premier mode (150) est différente de la proportion de l'affichage occupé par le signal vidéo (152) et le dialogue en ligne (162) dans le second mode (160); et
dans lequel l'unité de commande (105) est en outre configurée pour envoyer une demande à un serveur pour une communication de dialogue en ligne différente correspondant à un canal différent, en réponse au signal vidéo étant changé pour recevoir le canal différent et restant sur le canal différent pendant une période d'attente prédéterminée, dans lequel la communication de dialogue en ligne différente est déterminée selon une table de consultation qui a été téléchargée dans la mémoire (108) du dispositif, la table de consultation incluant des nombres guide de programme électronique unique de diverses émissions télévisées et des serveurs de dialogue en ligne correspondants, l'unité de commande étant en outre configurée pour recevoir la communication de dialogue en ligne différente sur un réseau informatique.

11. Dispositif (100) selon la revendication 10 et comprenant en outre un récepteur (110) pour recevoir des signaux vidéo et une mémoire (108) pour stocker des informations, la mémoire étant lisible par l'unité de commande, la mémoire ayant en son sein une pluralité de documents stockés écrits dans le langage de balisage d'hypertexte, chacun des documents fournissant des instructions exécutées par l'unité de commande (105) pour afficher la vidéo et le dialogue en ligne ensemble sur l'afficheur dans un mode cor-

respondant à ce document particulier et différent de modes correspondant aux autres documents, chacun des documents contenant un lien hypertexte vers un autre des documents.

12. Dispositif selon la revendication 11, dans lequel la vidéo est un programme de télévision et le dialogue en ligne se rapporte au programme de télévision.

13. Dispositif selon la revendication 11, comprenant en outre un émetteur (110) mis en oeuvre par l'unité de commande (105) pour envoyer le dialogue en ligne entré sur Internet vers un salon de dialogue en ligne diffusant le dialogue en ligne.

14. Support lisible par ordinateur ayant des instructions pouvant être exécutées par ordinateur pour effectuer les étapes du procédé selon n'importe laquelle des revendications 1 à 9.

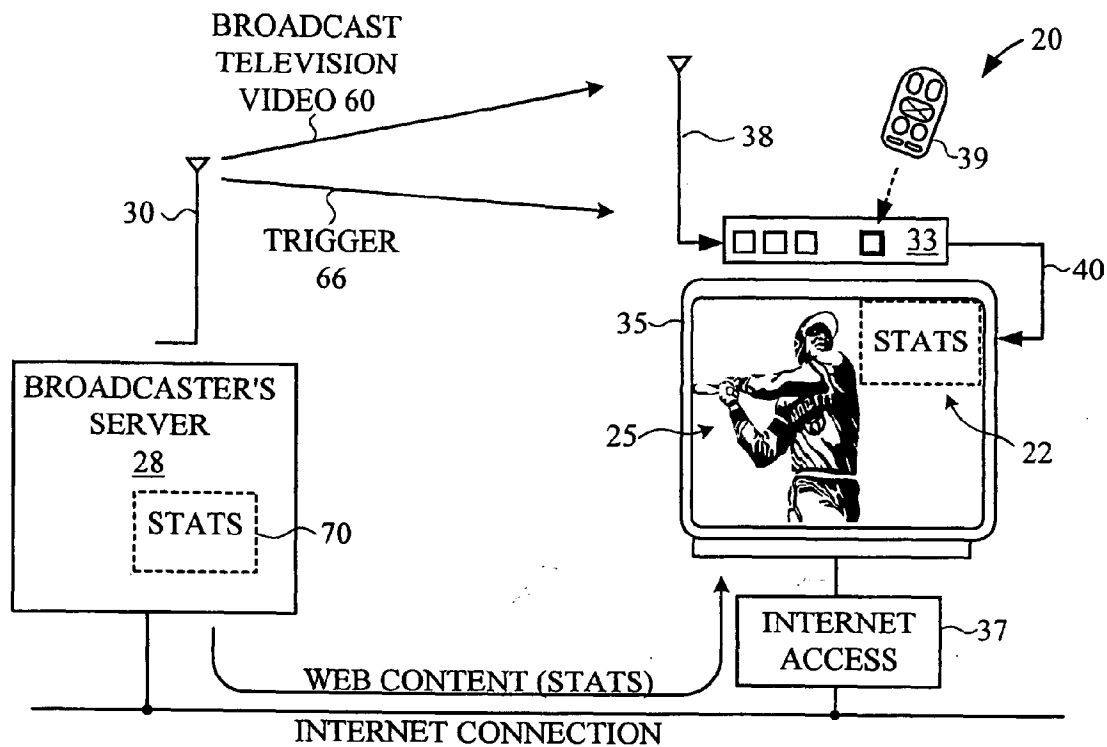


FIG. 1

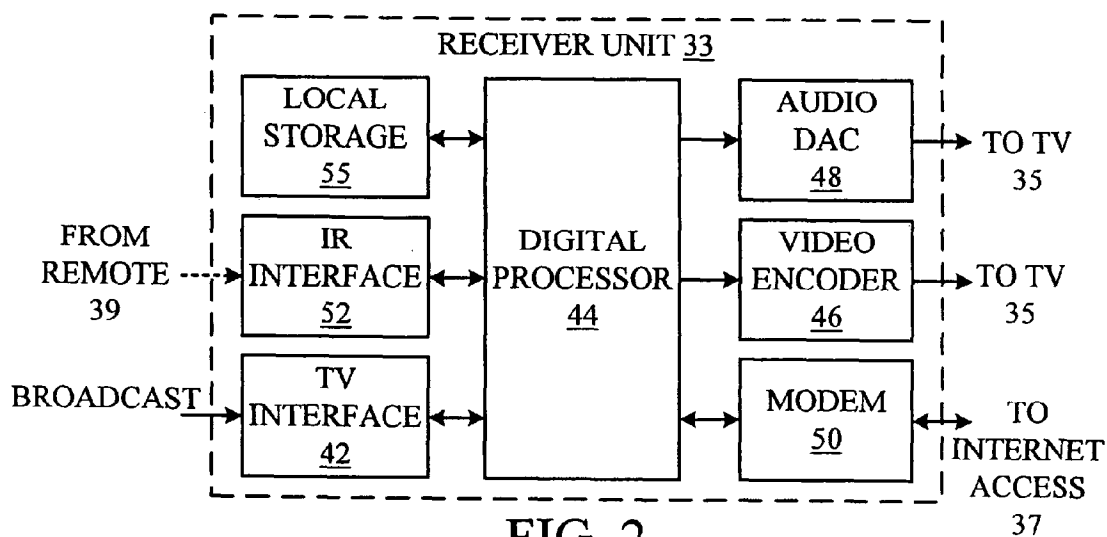


FIG. 2

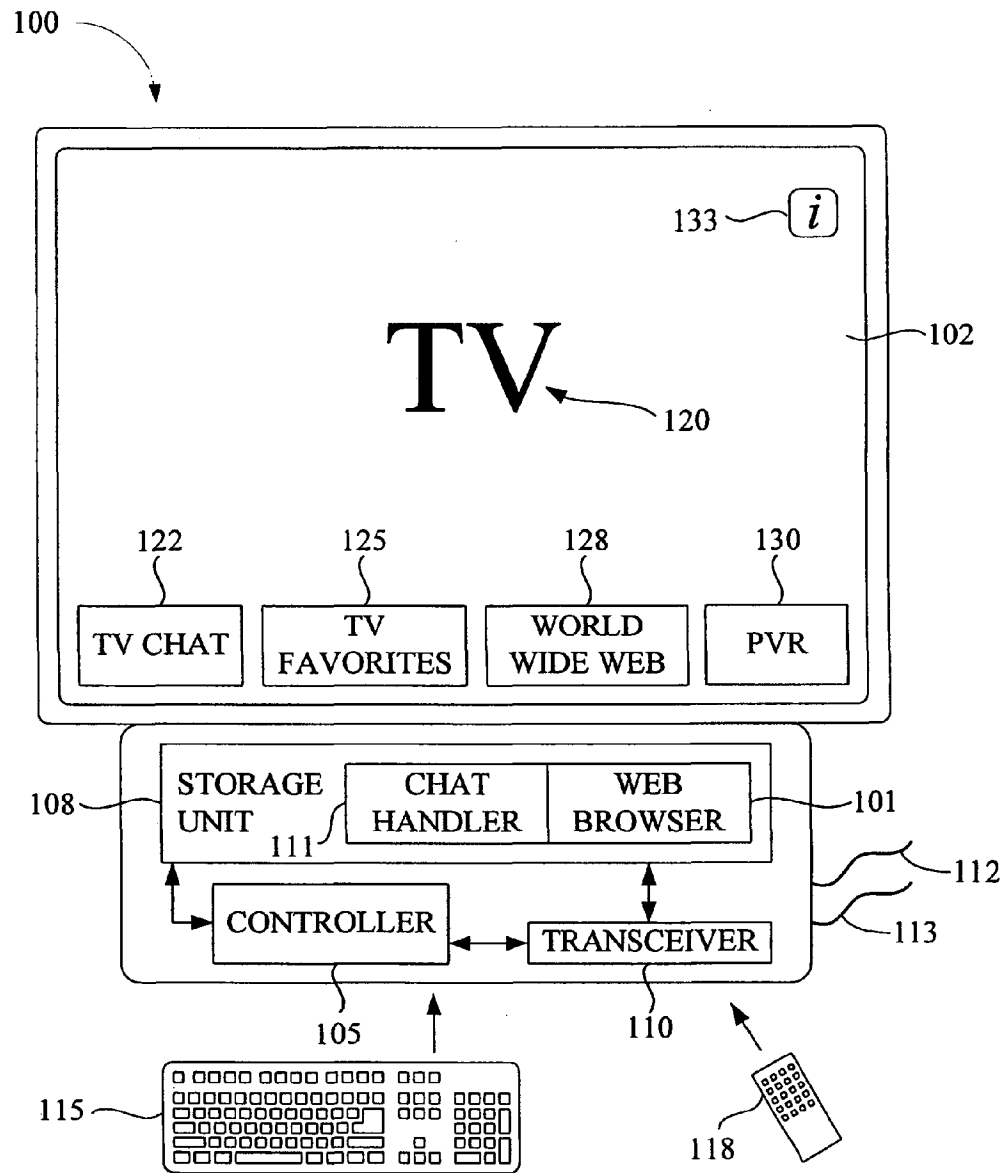


FIG. 3

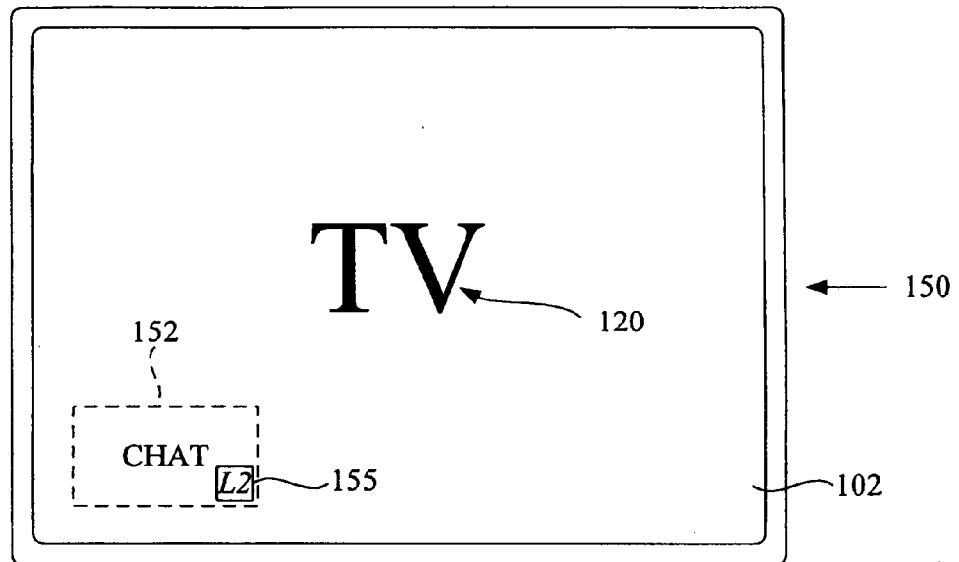


FIG. 4

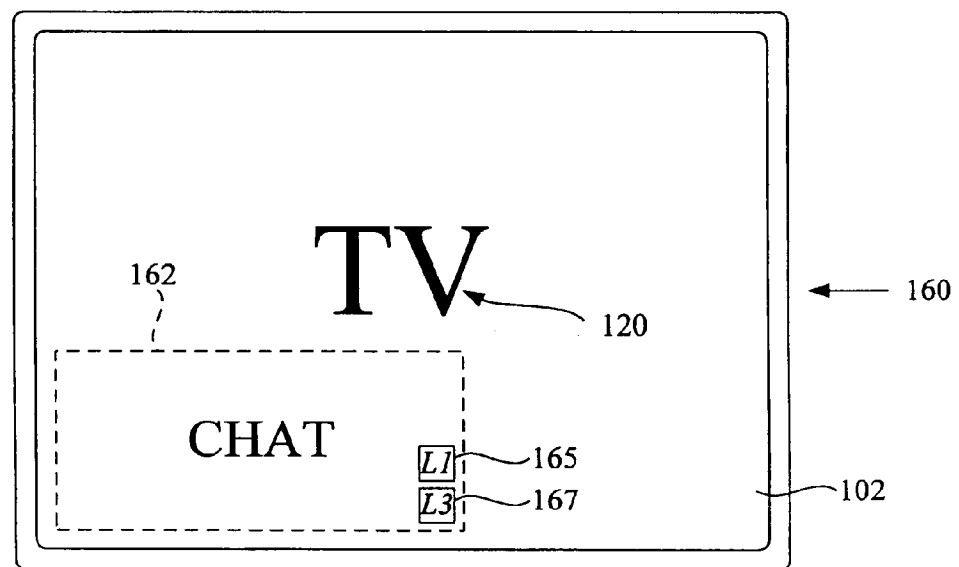


FIG. 5

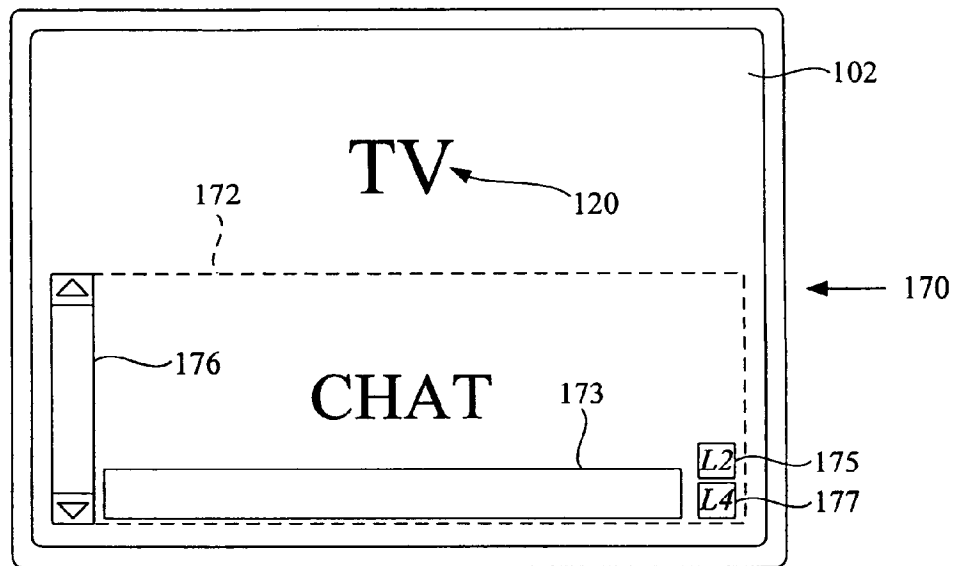


FIG. 6

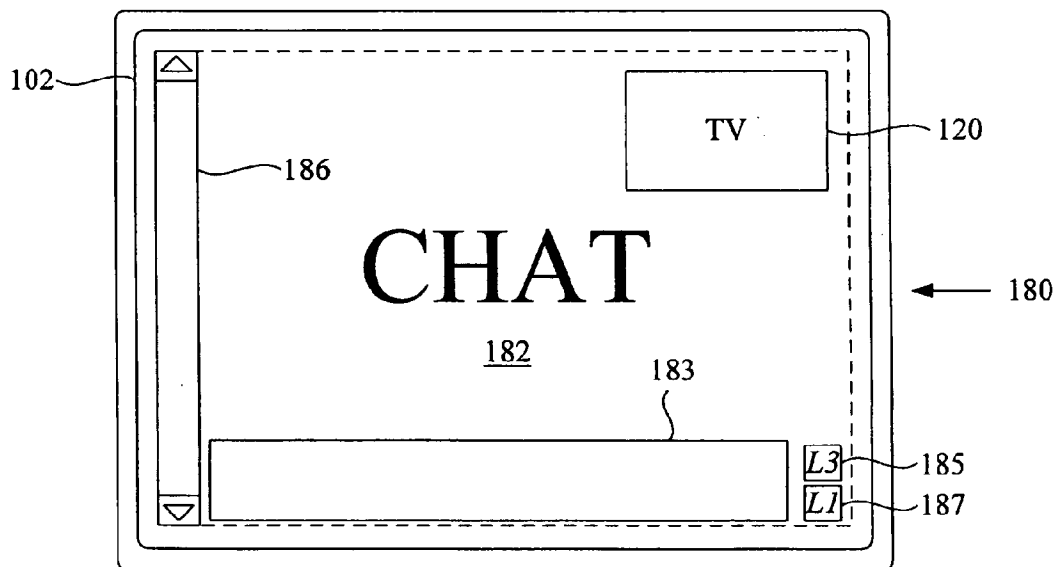


FIG. 7

REFERENCES CITED IN THE DESCRIPTION

This list of references cited by the applicant is for the reader's convenience only. It does not form part of the European patent document. Even though great care has been taken in compiling the references, errors or omissions cannot be excluded and the EPO disclaims all liability in this regard.

Patent documents cited in the description

- US 5694163 A [0012]
- US 5737011 A [0013]
- US 5889950 A [0014]
- US 5828839 A [0015]
- US 6519771 B [0032]

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Verified and Acknowledged:

/James R Sheleheda/

Examiner's Signature

Initials

Title:

INTEGRATED SHOPPING WITHIN LONG-FORM
ENTERTAINMENT

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
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CONTINUING DATA

This application has PRO of 62439520 12/28/2016

FOREIGN APPLICATIONS

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Inventors: Charley PAVLOSKY et al.

Application No.: 15/855,965

Filed: December 27, 2017

Title: INTEGRATED SHOPPING WITHIN
LONG-FORM ENTERTAINMENT

Confirmation No.: **1006**

Examiner: James R. SHELEHEDA

Group Art Unit: 2424

Customer No. **21971**

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

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

Dear Commissioner:

This communication is in response to the Final Office Action mailed June 15, 2021 (the “Office Action”). Reconsideration of this application is respectfully requested in light of the following amendments and remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L105	39	("20040109087" "20040122746" "20090307092" "20110067051" "20120167145" "20120197763" "20150208131" "20150215674" "20150245103" "20160066051" "20160189269" "7000242" "7237252" "7266835" "7356830" "7890380" "7899705" "8091103" "8132212" "8141112" "8312491" "8434113" "8453171" "8468565" "8516533" "8620769" "8667526" "8769584" "8776140" "8790176" "8819732" "8850480" "8856830" "8910201" "9021528" "9087358" "9319745" "9344774" "9363568").PN.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L106	11	L1 and layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L107	221	social with layer and (purchas\$4 or shop\$4) with layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L108	0	L3 and trivia with layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L109	300	social with overla\$3 and (purchas\$4 or shop\$4) with overla\$3	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L110	0	L5 and trivia with overla\$3	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L111	55	L5 and H04N21/\$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L112	2836	activat\$4 with alternat\$4 with layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L113	3	activat\$4 with alternat\$4 with layer with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L114	7	activat\$4 same alternat\$4 with layer with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L115	2	activat\$4 same alternat\$4 with overla\$3 with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L116	294	alternat\$4 with (overla\$3 or layer) with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM

L117	45	L13 and H04N21/\$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L118	7	social adj2 media with (overla\$4 or track or layer) and (purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L119	38	(purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L120	28	L16 and (social adj2 media or chat\$4)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L121	0	("2010010040151").PN.	(US-PGPUB; USPAT; USOCR)	OR	OFF	OFF	2021/07/07 04:32 PM
L122	39	("20040109087" "20040122746" "20090307092" "20110067051" "20120167145" "20120197763" "20150208131" "20150215674" "20150245103" "20160066051" "20160189269" "7000242" "7237252" "7266835" "7356830" "7890380" "7899705" "8091103" "8132212" "8141112" "8312491" "8434113" "8453171" "8468565" "8516533" "8620769" "8667526" "8769584" "8776140" "8790176" "8819732" "8850480" "8856830" "8910201" "9021528" "9087358" "9319745" "9344774" "9363568").PN.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L123	9	L19 and clip\$4	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L124	500	H04N21/80.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L125	43855	H04N21/812.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L126	7508	H04N21/8126.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L127	10857	H04N21/8133.cpc.	(US-PGPUB; USPAT;	OR	ON	ON	2021/07/07

L128	16285	H04N21/478.cpc.	USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB) (US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	04:32 PM 2021/07/07 04:32 PM
L129	7923	H04N21/47815.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L130	27492	H04N21/4788.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L131	6	((US-10045091-B1).did. AND USPT.dbnm.) OR ((US-20140325557-A1 OR US-20120159327- A1 OR US- 20090259957-A1 OR US-20120167145-A1 OR US-20150245103- A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L132	5	L29 AND social	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L133	5	chat WITH overlay SAME stb	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L134	432	chat WITH overlay AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L135	366	L32 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L136	321	chat WITH layer AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L137	222	L34 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM

L138	6	chat WITH layer WITH overla\$3 AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L139	9	chat WITH layer SAME overla\$3 AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L140	21	chat SAME layer SAME overla\$3 AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L141	13	L39 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L142	1747	chat\$4 SAME video adj2 program\$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L143	37	L41 AND toggI\$4 WITH chat\$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L144	49	L41 AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L145	1681	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L146	31	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD,	OR	ON	ON	2021/07/07 04:32 PM

L147	5	WITH (toggle\$3 OR window) H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation WITH (toggle\$3 OR window)	DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB) (US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L148	92	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (toggle\$3 OR window)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L149	37	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (toggle\$3 OR window)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L150	476	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L151	200	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L152	4	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (switch\$4)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L153	11	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH conversation WITH switch\$4	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L154	1	"5828839".pn.	(USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L155	39	("20040109087" "20040122746" "20090307092" "20110067051" "20120167145" "20120197763" "20150208131" "20150215674" "20150245103" "20160066051" "20160189269" "7000242" "7237252" "7266835" "7356830" "7890380" "7899705" "8091103" "8132212" "8141112" "8312491" "8434113" "8453171" "8468565" "8516533" "8620769" "8667526" "8769584" "8776140" "8790176" "8819732" "8850480" "8856830" "8910201" "9021528" "9087358" "9319745" "9344774" "9363568").PN.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM

L156	11	L1 and layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L157	221	social with layer and (purchas\$4 or shop\$4) with layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L158	0	L3 and trivia with layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L159	300	social with overla\$3 and (purchas\$4 or shop\$4) with overla\$3	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L160	0	L5 and trivia with overla\$3	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L161	55	L5 and H04N21/\$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L162	2836	activat\$4 with alternat\$4 with layer	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L163	3	activat\$4 with alternat\$4 with layer with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L164	7	activat\$4 same alternat\$4 with layer with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L165	2	activat\$4 same alternat\$4 with overla\$3 with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L166	294	alternat\$4 with (overla\$3 or layer) with interactive	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L167	45	L13 and H04N21/\$.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L168	7	social adj2 media with (overla\$4 or track or layer) and (purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L169	38	(purchas\$4 or shop\$4) with (overla\$4 or track or layer) and trivia with (overla\$4 or track or layer)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L170	28	L16 and (social adj2 media or chat\$4)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L171	0	("2010010040151").PN.	(US-PGPUB; USPAT; USOCR)	OR	OFF	OFF	2021/07/07 04:32 PM
L172	39	("20040109087" "20040 122746" "20090307092 " "20110067051" "2012 0167145" "2012019776 3" "20150208131" "201 50215674" "201502451	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM

		03 "20160066051 "20160189269 "7000242 "7237252 "7266835 "7356830 "7890380 "7899705 "8091103 "8132212 "8141112 "8312491 "8434113 "8453171 "8468565 "8516533 "8620769 "8667526 "8769584 "8776140 "8790176 "8819732 "8850480 "8856830 "8910201 "9021528 "9087358 "9319745 "9344774 "9363568").PN.					
L173	9	L19 and clip\$4	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L174	500	H04N21/80.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L175	43855	H04N21/812.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L176	7508	H04N21/8126.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L177	10857	H04N21/8133.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L178	16285	H04N21/478.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L179	7923	H04N21/47815.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L180	27492	H04N21/4788.cpc.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L181	6	((US-10045091-B1).did. AND USPT.dbnm.) OR ((US-20140325557-A1 OR US-20120159327-A1 OR US-20090259957-A1 OR US-20120167145-A1 OR US-20150245103-A1).did. AND PGPB.dbnm.)	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM

L182	5	L29 AND social	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L183	5	chat WITH overlay SAME stb	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L184	432	chat WITH overlay AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L185	366	L32 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	(US-PGPUB; USPAT; USOCR; FIT (CN, FR, WO, JP, EP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L186	321	chat WITH layer AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L187	222	L34 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L188	6	chat WITH layer WITH overla\$3 AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L189	9	chat WITH layer SAME overla\$3 AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L190	21	chat SAME layer SAME overla\$3 AND H04N21/\$.cpc.	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L191	13	L39 AND (@ad<20161228 OR @rlad<20161228 OR @prad<20161228)	(US-PGPUB; USPAT; USOCR; FIT (CN, EP, FR, JP, KR, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L192	1747	chat\$4 SAME video adj2 program\$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU,	OR	ON	ON	2021/07/07 04:32 PM

L193	37	L41 AND toggled\$4 WITH chat\$4	SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB) (US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L194	49	L41 AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L195	1681	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L196	31	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation WITH (toggle\$3 OR window)	(US-PGPUB; USPAT; USOCR; FIT (AP, AT, AU, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:32 PM
L197	5	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH conversation WITH (toggle\$3 OR window)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L198	92	H04N21/\$.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (toggle\$3 OR window)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L199	37	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3 WITH (toggle\$3 OR window)	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L200	476	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH chat\$3	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L201	200	H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH conversation	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L202	4	H04N21/4788.cpc. AND	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07

L203	11	(plural\$4 OR multiple) WITH chat\$3 WITH (switch\$4) H04N21/4788.cpc. AND (plural\$4 OR multiple) WITH conversation WITH switch\$4	(US-PGPUB; USPAT)	OR	ON	ON	04:32 PM 2021/07/07 04:32 PM
L204	1	"5828839".pn.	(USPAT)	OR	ON	ON	2021/07/07 04:32 PM
L205	7889	G06Q30/0257.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:33 PM
L206	43932	G06Q30/0277.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:33 PM
L207	27669	G06Q30/0633.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:33 PM
L208	92764	G06Q50/01.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:33 PM
L209	39039	H04N21/4788.cpc.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/07 04:35 PM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	26997	G06Q50/01.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07

N2	2585	H04N21/47815.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	04:34 PM 2021/07/07 04:34 PM
N3	8935	H04N21/4788.cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:34 PM
N4	155	(interactive adj2 layer).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:46 PM
N5	7732441	(first interactive adj2 layer).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:46 PM
N6	3	(first adj2 interactive adj2 layer).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:46 PM
N7	3	(second adj2 interactive adj2 layer).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:46 PM
N8	14515	(conversation).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:46 PM
N9	12367	(guest).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:46 PM
N10	14635	(social adj2 media).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:47 PM
N11	14805	(product adj2 information).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:47 PM
N12	19220	(visual adj2 indicator).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2021/07/07 04:47 PM



UNITED STATES PATENT AND TRADEMARK OFFICE

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United States Patent and Trademark Office
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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
15/855,965	12/27/2017	2424	940	51845-701.201	20	4

21971
WILSON SONSINI GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050

CONFIRMATION NO. 1006
CORRECTED FILING RECEIPT



Date Mailed: 07/20/2021

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

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

Inventor(s)

Charley PAVLOSKY, Santa Barbara, CA;
Traci GILLAND, New York, NY;
Tony FANNIN, Indianapolis, IN;
Eric WICKENS, Fishers, IN, Deceased;
John Patrick WOOTON, Fishers, IN;

Applicant(s)

SeeTv Global, Inc., Santa Barbara, CA;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This appln claims benefit of 62/439,520 12/28/2016

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

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

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

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

If Required, Foreign Filing License Granted: 02/07/2018

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/855,965**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

**** SMALL ENTITY ****

Title

INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT

Preliminary Class

725

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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

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Title 35, United States Code, Section 184
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This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

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

NOT GRANTED

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

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The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop

technology, manufacture products, deliver services, and grow your business, visit <http://www.SelectUSA.gov> or call +1-202-482-6800.

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

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

I hereby appoint:



Practitioners associated with Customer Number:

021971

OR



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

Name	Registration Number

Name	Registration Number

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

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



The address associated with Customer Number:

021971

OR



Firm or individual name

Address

City

State

Zip

Country

Telephone

Email

Assignee name and address:

SEETv Global, Inc.
806 East Canon Perdido St. #2, Santa Barbara, CA 93103

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

SIGNATURE of Assignee of Record

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

Signature

DocuSigned by:

Charley Pavlosky

ite 10/3/2017

Name Charley Pavlosky

..... FCA7F1F42C8C43E...

lephone

Title CEO

This collection of information is required by 37 CFR 1.31, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public, which is to update (and by the USPTO to process) the file of a patent or reexamination proceeding. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 18 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

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

STATEMENT UNDER 37 CFR 3.73(c)Applicant/Patent Owner: SHOPSEE, INC.Application No./Patent No.: 15/855,965 Filed/Issue Date: 12-27-2017Titled: INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENTSHOPSEE, INC., a corporation

(Name of Assignee)

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

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

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

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

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

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

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

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

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

1. From: INVENTORS To: SEETV GLOBAL, INC.The document was recorded in the United States Patent and Trademark Office at
Reel 044705, Frame 0623, or for which a copy thereof is attached.2. From: SEETV GLOBAL, INC. To: SHOPSEE, INC.The document was recorded in the United States Patent and Trademark Office at
Reel 056931, Frame 0483, or for which a copy thereof is attached.

[Page 1 of 2]

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

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

TikTok Ex. 1004, Page 396 of 428

STATEMENT UNDER 37 CFR 3.73(c)

3. From: _____ To: _____

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

4. From: _____ To: _____

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

5. From: _____ To: _____

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

6. From: _____ To: _____

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

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

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

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

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

/Na Kyung Lee/

Signature

Na Kyung Lee

Printed or Typed Name

August 23, 2021

Date

L1235

Title or Registration 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.

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		
<p>The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.</p> <p>This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.</p>			

Secrecy Order 37 CFR 5.2:

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

Inventor Information:

Inventor	1				Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Charley		PAVLOSKY		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Santa Barbara	State/Province	CA	Country of Residence	US

Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		

Inventor	2				Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Traci		GILLAND		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	New York	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		

Inventor	3				Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Tony		FANNIN		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

City	Indianapolis	State/Province	IN	Country of Residence	US
------	--------------	----------------	----	----------------------	----

Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		
Inventor	4				Remove
Legal Name					

Prefix	Given Name	Middle Name	Family Name	Suffix	
	Eric		WICKENS		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Fishers	State/Province	IN	Country of Residence	US

Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		
Inventor	5				Remove
Legal Name					

Prefix	Given Name	Middle Name	Family Name	Suffix	
	John	Patrick	WOOTON		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Fishers	State/Province	IN	Country of Residence	US

Mailing Address of Inventor:

Address 1	306 East Canon Perdido Street, Unit #2				
Address 2					
City	Santa Barbara	State/Province	CA		
Postal Code	93103	Country	US		
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button.					

Correspondence Information:

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

☐ An Address is being provided for the correspondence information of this application. Page 400 of 428

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Customer Number	021971		
Email Address	patentdocket@WSGR.com	<input type="button" value="Add Email"/>	<input type="button" value="Remove Email"/>

Application Information:

Title of the Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		
Attorney Docket Number	51845-701.201	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	14	Suggested Figure for Publication (if any)	

Filing By Reference:

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

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

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

Publication Information:

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

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32). Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.			
Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)
Customer Number	021971		

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Domestic Benefit/National Stage Information:

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

When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Pending	Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Claims benefit of provisional	62439520	2016-12-28
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.			Add

Foreign Priority Information:

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

			Remove
Application Number	Country ⁱ	Filing Date (YYYY-MM-DD)	Access Code ⁱ (if applicable)
Additional Foreign Priority Data may be generated within this form by selecting the Add button.			Add

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Authorization or Opt-Out of Authorization to Permit Access:

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

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

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

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

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

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

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

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

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Applicant Information:

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

Applicant	1	Remove
<p>If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.</p> <p style="text-align: right;">Clear</p>		
☒ Assignee	Legal Representative under 35 U.S.C. 117	Joint Inventor
Person to whom the inventor is obligated to assign.		Person who shows sufficient proprietary interest
If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:		
<div style="border: 1px solid black; height: 20px; width: 100%;"></div>		
Name of the Deceased or Legally Incapacitated Inventor: <div style="border: 1px solid black; height: 20px; width: 100%;"></div>		
If the Applicant is an Organization check here. ☒		
Organization Name	SeeTv Global, Inc.- SHOPSEE, INC.	
Mailing Address Information For Applicant:		
Address 1	806 East Canon Perdido Street, Unit #2	
Address 2		
City	Santa Barbara	State/Province
Country	US	Postal Code
Phone Number		Fax Number
Email Address		
Additional Applicant Data may be generated within this form by selecting the Add button. Add		

Assignee Information including Non-Applicant Assignee Information:

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

Assignee	1
-----------------	---

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

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

Prefix	Given Name	Middle Name	Family Name	Suffix
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1	<input type="text"/>			
Address 2	<input type="text"/>			
City	<input type="text"/>	State/Province	<input type="text"/>	
Country ⁱ	<input type="text"/>	Postal Code	<input type="text"/>	
Phone Number	<input type="text"/>	Fax Number	<input type="text"/>	
Email Address	<input type="text"/>			

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

Signature:

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

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

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

Signature	/Na Kyung Lee/		Date (YYYY-MM-DD)	2021-08-23
First Name	Na Kyung	Last Name	Lee	Registration Number
				L1235

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	51845-701.201
		Application Number	
Title of Invention	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	43580377
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Na Kyung Lee/Dilora Haddad
Filer Authorized By:	Na Kyung Lee
Attorney Docket Number:	51845-701.201
Receipt Date:	23-AUG-2021
Filing Date:	27-DEC-2017
Time Stamp:	19:30:10
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
------------------------	----

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		ShopSee_51845_701_201_POA_and_373c.pdf	569428 324f1fe2fe4350e0b1bd36c93ab48161e78bda9f	yes	4

Multipart Description/PDF files in .zip description							
Document Description			Start	End			
Power of Attorney			1	1			
Assignee showing of ownership per 37 CFR 3.73			2	4			
Warnings:							
Information:							
2	Application Data Sheet	ShopSee_51845_701_201_SupplementalADS.pdf	356831	no	9		
			ef8bf250aa0649f98604033cfd3185e9ce0cc1a				
Warnings:							
Information:							
This is not an USPTO supplied ADS fillable form							
Total Files Size (in bytes):			926259				
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>							

PART B - FEE(S) TRANSMITTAL

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

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

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

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

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

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.

21971 7590 07/16/2021
WILSON SONSINI GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855.965	12/27/2017	Charley PAVLOSKY	51845-701.201	1006

TITLE OF INVENTION: INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$600	\$0.00	\$0.00	\$600	10/18/2021

EXAMINER	ART UNIT	CLASS-SUBCLASS
SHELEHEDA, JAMES R	2424	725-032000

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

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

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

2. For printing on the patent front page, list

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

1 Wilson Sonsini Goodrich & Rosati

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

2 _____

3 _____

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

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

(A) NAME OF ASSIGNEE

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

Shopsee, Inc.

Santa Barbara, CA

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government4a. Fees submitted: ☒ Issue Fee ☐ Publication Fee (if required) ☐ Advance Order - # of Copies _____

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

☒ Electronic Payment via EFS-Web ☐ Enclosed check ☐ Non-electronic payment by credit card (Attach form PTO-2038)☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. 23-2415

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

/Na Kyung Lee/

Date

August 23, 2021

Typed or printed name

Na Kyung Lee

Registration No.

L1235

Electronic Patent Application Fee Transmittal

Application Number:	15855965			
Filing Date:	27-Dec-2017			
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT			
First Named Inventor/Applicant Name:	Charley PAVLOSKY			
Filer:	Na Kyung Lee/Amie Forsberg			
Attorney Docket Number:	51845-701.201			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
UTILITY APPL ISSUE FEE	2501	1	600	600

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				600

Electronic Acknowledgement Receipt

EFS ID:	43592362
Application Number:	15855965
International Application Number:	
Confirmation Number:	1006
Title of Invention:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT
First Named Inventor/Applicant Name:	Charley PAVLOSKY
Customer Number:	21971
Filer:	Na Kyung Lee/Amie Forsberg
Filer Authorized By:	Na Kyung Lee
Attorney Docket Number:	51845-701.201
Receipt Date:	24-AUG-2021
Filing Date:	27-DEC-2017
Time Stamp:	18:42:54
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$ 600
RAM confirmation Number	E20218NI43182660
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	ShopSee_51845_701_201_Issue_Fee_Transmittal.pdf	115910	no	1
			dc8deb7c32bbe023d1f21675013c81b82b23e143		
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	38137	no	2
			a4e5935dfbd7b4aae2f9e1d152219c1184315143		
Warnings:					
Information:					
Total Files Size (in bytes):			154047		
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>					



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201

CONFIRMATION NO. 1006

POA ACCEPTANCE LETTER

21971
WILSON SONSINI GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050



Date Mailed: 08/26/2021

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 08/23/2021.

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

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at (571) 272-4000 or (571) 272-4200 or 1-888-786-0101.

/tlulu/



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
15/855,965	12/27/2017	2424	940	51845-701.201	20	4

CONFIRMATION NO. 1006
CORRECTED FILING RECEIPT

21971
WILSON SONSINI GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050



0000000128197537

Date Mailed: 09/07/2021

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

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

Inventor(s)

Charley PAVLOSKY, Santa Barbara, CA;
Traci GILLAND, New York, NY;
Tony FANNIN, Indianapolis, IN;
Eric WICKENS, Fishers, IN, Deceased;
John Patrick WOOTON, Fishers, IN;

Applicant(s)

SHOPSEE, INC., Santa Barbara, CA;

Power of Attorney: The patent practitioners associated with Customer Number 021971

Domestic Priority data as claimed by applicant

This appln claims benefit of 62/439,520 12/28/2016

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

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

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

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

If Required, Foreign Filing License Granted: 02/07/2018

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/855,965**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

**** SMALL ENTITY ****

Title

INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT

Preliminary Class

725

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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

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

GRANTED

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

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

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

NOT GRANTED

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

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/855,965	09/28/2021	11134316	51845-701.201	1006

21971 7590 09/08/2021
WILSON SONSINI GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

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

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

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

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

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

SHOPSEE, INC., Santa Barbara, CA;

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

**TRANSMITTAL FOR POWER OF ATTORNEY FOR ONE OR MORE
REGISTERED PRACTITIONERS**

CONF. NO. 1006

Application No.:	15/855,965	Patent No.	11,134,316
Filing Date:	December 27, 2017	Issue Date:	September 28, 2021
First Named Inventor:	Charley Pavlosky		
Title:	INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT		
Assignee:	SHOPSEE, INC.		

Statement Under 37 C.F.R. § 3.73

Assignee is:

1. ☒ Assignee of the entire right, title and interest in the above-referenced patent/patent application;
2. ☐ Assignee of less than the entire right, title and interest in the above-referenced patent/patent application:
- ☐ The extent (by percentage) of its ownership interest is _____%; or
- ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

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

3. ☐ Assignee of an undivided interest in the entirety of the above-referenced patent/patent application (a complete assignment by one or more of the joint inventors was made). The other parties, including inventor, who together own the entire right, title and interest are:

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

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

The interest identified in option 1, 2 or 3 above as evidenced by either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

or

B. ☒ A chain of title from the inventor(s) of the patent/patent application identified above, to the current assignee;

1. From: Charley PAVLOSKY, Tony To: SEETV GLOBAL, INC.
FANNIN, John Patrick WOOTON,
Eric WICKENS, Traci GILLAND

The document was recorded in the United States Patent and Trademark Office at Reel 044705, Frame 0623, or for which a copy thereof is attached hereto.

2. From: SEETV GLOBAL, INC. To: SHOPSEE, INC.

The document was recorded in the United States Patent and Trademark Office at Reel 056931, Frame 0483, or for which a copy thereof is attached hereto.

3. From: _____ To: _____

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

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

☒ Documentary evidence of chain of title from the original owner to the assignee was, or concurrently is being submitted for recordation pursuant to 37 CFR 3.11 [NOTE: A separate copy (i.e., a true copy the original assignment document(s)) must be/have been submitted to the Assignment Division to record the assignment in the records of the USPTO]

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

Signature:	/John L. Adair/	Date: Dec. 13, 2025
Name:	John L. Adair	Telephone: 512-637-9220
Title or Registration No.	48,828	



UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #
15/855,965

RECEIPT DATE / TIME
01/14/2025 01:33:25 PM Z ET

ATTORNEY DOCKET #
51845-701.201

Title of Invention

INTEGRATED SHOPPING WITHIN LONG-FORM ENTERTAINMENT

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	11134316
CONFIRMATION #	1006	FILED BY	Delia Narvaiz
PATENT CENTER #	68729914	FILING DATE	12/27/2017
CUSTOMER #	21971	FIRST NAMED INVENTOR	Charley PAVLOSKY
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	John Adair

Documents

TOTAL DOCUMENTS: 2

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
SHOP1100-1_Stmt_373.pdf	2	Assignee showing of ownership per 37 CFR 3.73	29 KB
SHOP1100-1_POA.pdf	1	Power of Attorney	66 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
SHOP1100-1_Stmt_373.pdf	9275562A6EE40D096C1EC5B3E54A323F167EAB49529AB39AB A8B67D734E152C6FA45D99B7C832DB45F731804336186CE86 444BB66DD8C18CE7D1B183B32862BB
SHOP1100-1_POA.pdf	526BCC4B827F2F0E8D4C428E0A16A8B75E42F66213BC4E8F9 4F06345BE3F40113D43030F10BFB903392ED71C8DE87D5A90

158DF65C081A9001184F1CAF8DD531

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Power of Attorney to Transact Business with the United States Patent and Trademark Office

I hereby revoke all previous Powers of Attorney given in the application(s) identified in the attached Transmittal for Power of Attorney to One or More Registered Practitioners ("Transmittal Form").

I hereby appoint practitioners associated with the following Customer Number associated with Sprinkle IP Law Group, PC:

44654

as my/our attorney(s) or agent(s) and to transact all business before the United States Patent and Trademark Office (USPTO) in connection any and all patents and patent applications referenced in the attached Transmittal Form.

Please recognize or change the correspondence address for the patents and patent applications referenced in the attached Transmittal Form to the address associated with the above-referenced customer number.

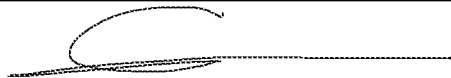
The undersigned is:

- ☐ Inventor or Joint Inventor
- ☒ Assignee or Person to Whom the Inventor is Under an Obligation to Assign
*the undersigned has authority to act on behalf of the Assignee or Person to Whom the Inventor is Under an Obligation to Assign.
- ☐ Legal Representative of a Deceased or Legally Incapacitated Inventor
- ☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is currently being filed in this document)

The Transmittal Form may be completed and executed by one of the practitioners associated with the above-referenced customer number.

SIGNATURE OF APPLICANT

Signature:



Date:

12/19/2024

Name: Charley PAVLOSKY

Title: CEO

Company: ShopSee, Inc.

ACKNOWLEDGEMENT OF LOSS OF ENTITLEMENT TO ENTITY STATUS DISCOUNT

APPLICATION #	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET #	REQUEST ID
15/855,965	12/27/2017	Charley PAVLOSKY	SHOP1100-1	345143

The entity status change request below filed through Patent Center on 01/23/2025 has been accepted.

Certifications

APPLICANT CHANGING TO REGULAR UNDISCOUNTED FEE STATUS

Signature

I certify, in accordance with 37 CFR 1.4(d)(4), that I am one of the signatories making the entity status change.

Signature	Name	Registration #
/John Adair/	John Adair	48828



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/855,965	12/27/2017	Charley PAVLOSKY	SHOP1100-1

CONFIRMATION NO. 1006

POA ACCEPTANCE LETTER



OC000000083407207

44654
Sprinkle IP Law Group
1301 W. 25th Street
Suite 400
Austin, TX 78705

Date Mailed: 01/24/2025

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 01/14/2025.

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

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at (571) 272-4000 or (571) 272-4200 or 1-888-786-0101.

/tlulu/



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/855,965	12/27/2017	Charley PAVLOSKY	51845-701.201

CONFIRMATION NO. 1006

21971
WILSON SONSINI GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CA 94304-1050

POWER OF ATTORNEY NOTICE



OC000000083407090

Date Mailed: 01/24/2025

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 01/14/2025.

- The Power of Attorney to you in this application has been revoked by the applicant. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at (571) 272-4000 or (571) 272-4200 or 1-888-786-0101.

/tlulu/