PATENTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.	:	13/436,925	Conf. No.: 1026
Inventors	:	Andrew David Walbran et al.	
Filed	:	March 31, 2012	
Art Unit	:	3621	
Examiner	:	James A. Reagan	
Customer No.	:	14925	
Docket No.	:	GOOG-0365	
Title	:	CUSTOMER LOYALTY TIERS WITH REDUCED LATENCY STATE UPDATES	

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

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

Sir:

Applicant cites the information on the attached Form PTO/SB/08, "Information Disclosure Statement by Applicant," pursuant to 37 C.F.R. §§ 1.56, 1.97, and 1.98.

This Supplemental Information Disclosure Statement is being filed after the mailing of a Non-Final Office Action on the merits. The fee in the amount of $180 as required by 37 C.F.R. §1.17(p) will be charged to a credit card. The Commissioner is authorized to charge any additional fees necessary for consideration of this paper, or to credit any overpayment, to Deposit Account No. 50-5193 under attorney docket number GOOG-0365.

I hereby certify that this correspondence is being electronically transmitted via EFS-WEB to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on September 30, 2016.

/Jennifer Stachniak/
Jennifer Stachniak, Reg. No. 40,654

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (03-15)
Approved for use through 07/31/2016. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

Application Number	13436925
Filing Date	2012-03-31
First Named Inventor	Andrew David Walbran
Art Unit	3621
Examiner Name	James A. Reagan
Attorney Docket Number	GOOG-0365

U.S.PATENTS

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	9204257	B1	2015-12-01	Mendelson, Ehud	

If you wish to add additional U.S. Patent citation information please click the Add button.

U.S.PATENT APPLICATION PUBLICATIONS

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20110161130	A1	2011-06-30	Whalin, et al.	
	2	20130304578	A1	2013-11-14	Kannan, et al.	
	3	20150039413	A1	2015-02-05	Winkler, Yair	

If you wish to add additional U.S. Published Application citation information please click the Add button.

FOREIGN PATENT DOCUMENTS

Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2]	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
	1							☐

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	13436925
	Filing Date	2012-03-31
	First Named Inventor	Andrew David Walbran
	Art Unit	3621
	Examiner Name	James A. Reagan
	Attorney Docket Number	GOOG-0365

If you wish to add additional Foreign Patent Document citation information please click the Add button

NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No	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, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	DASGUPTA, "Office Action issued in Australian Application No. 2013207647 (GOOG-0635AU)", mailed on May 19, 2014, 3 pages.	☐
	2	DASGUPTA, "Office Action issued in Australian Application No. 2013207647 (GOOG-0635AU)", mailed on October 04, 2013, 3 pages.	☐
	3	KIM, "International Search Report and Written Opinion issued in International Application No. PCT/US2013/048991 (GOOG-0635WP)", mailed on October 16, 2013, 12 pages.	☐
	4	SCHMUCKER, "U.S. Office Action issued in copending U.S. Application No. 13/941,415 filed on July 12, 2013 (GOOG-2084)", mailed on July 27, 2016, 23 pages.	☐

If you wish to add additional non-patent literature document citation information please click the Add button

EXAMINER SIGNATURE

Examiner Signature		Date Considered	

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

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

Citation of the enclosed information does not constitute an admission of priority or that any cited item is available as a reference, or a waiver of any right the applicant may have under applicable statutes, Rules of Practice in patent cases, or otherwise.

Respectfully submitted,

/Jennifer Stachniak/

Jennifer Stachniak
Reg. No. 40,654

JOHNSON, MARCOU & ISAACS, LLC
317 A E. Liberty Street
Savannah, Georgia 31401
Tel: 912.257.4864

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 record s.

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:	27081484
Application Number:	13436925
International Application Number:	
Confirmation Number:	1026
Title of Invention:	Customer Loyalty Tiers With Reduced Latency State Updates
First Named Inventor/Applicant Name:	Andrew David Walbran
Customer Number:	14925
Filer:	Michael Joseph Dimino/Rajiv Kumar
Filer Authorized By:	Michael Joseph Dimino
Attorney Docket Number:	GOOG-0365
Receipt Date:	30-SEP-2016
Filing Date:	31-MAR-2012
Time Stamp:	01:03:19
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$180
RAM confirmation Number	7934
Deposit Account	505193
Authorized User	Dimino, Michael
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: Charge any Additional Fees required under 37 CFR 1.16 (National application filing, search, and examination fees) Charge any Additional Fees required under 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	Information Disclosure Statement (IDS) Form (SB08)	SB08_13436925_GOOG-0365_September_30_2016.pdf	66899 66c119bf642dde798011c5513b3432c0d34511d1	no	3
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
2	Information Disclosure Statement (IDS) Form (SB08)	GOOG-0365_APPENDIX_A.pdf	74707 6c23f420aa487cb19eb79bd5f998d24b0172341e	no	2
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Transmittal Letter	GOOG-0365_Transmittal.pdf	67676 c58b37f30590c78559d34c2220c5b5e9c3c80115	no	2
Warnings:					
Information:					
4	Other Reference-Patent/App/Search documents	AU_OA_2013207647_mailed_May_19_2014_GOOG-0635AU.pdf	296039 4955c5c2dcc3f47d119de1343b574398a00427c8	no	3
Warnings:					
Information:					
5	Other Reference-Patent/App/Search documents	AU_OA_2013207647_mailed_Oct_04_2013_GOOG-0635AU.pdf	168030 55a4fe24b3a45a43697d796b9ab77bc73bd42136	no	3
Warnings:					
Information:					
6	Other Reference-Patent/App/Search documents	ISRWO_PCTUS2013048991_mailed_Oct_16_2013_GOOG-0635WP.pdf	12657106 4a9d353eef00d8bd78d1a29f3ed1ff00573867cf	no	12

Warnings:					
Information:					
7	Other Reference-Patent/App/Search documents	US_OA_13941415_mailed_Jul_27_2016_GOOG-2084.pdf	806043 06fb75b0d5ea4226ebc772f7d76564265916 6e3d	no	23
Warnings:					
Information:					
8	Fee Worksheet (SB06)	fee-info.pdf	30806 49f25553e19fcb69eefdbc69b0954b3153a5 8ce6	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	14167306		

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.