UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 09/02/2025

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER
SITTNER, MATTHEW T

ART UNIT	PAPER NUMBER
3629	

NOTIFICATION DATE	DELIVERY MODE
09/02/2025	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):

eoffice@sternekessler.com

DK Crown Holdings Inc.
Ex. 1002, Page 1

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.
18/652,765	02-Sep-2025	12406284

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
WASHINGTON, DC 20005

EGRANT NOTIFICATION

Your electronic patent grant (eGrant) is now available, which can be accessed via Patent Center at https://patentcenter.uspto.gov

The electronic patent grant is the official patent grant under 35 U.S.C. 153. For more information, please visit https://www.uspto.gov/electronicgrants

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	09/02/2025	12406284	5012.0130006	3888

26111 7590 08/20/2025

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

ISSUE NOTIFICATION

The projected patent number and issue date are specified above. The patent will issue electronically. The electronically issued patent is the official patent grant pursuant to 35 U.S.C. § 153. The patent may be accessed on or after the issue date through Patent Center at https://patentcenter.uspto.gov/. The patent will be available in both the public and the private sides of Patent Center. Further assistance in electronically accessing the patent, or about Patent Center, is available by calling the Patent Electronic Business Center at 1-888-217-9197.

The USPTO is implementing electronic patent issuance with a transition period, during which period the USPTO will mail a ceremonial paper copy of the electronic patent grant to the correspondence address of record. Additional copies of the patent (i.e., certified and presentation copies) may be ordered for a fee from the USPTO's Certified Copy Center at https://certifiedcopycenter.uspto.gov/index.html. The Certified Copy Center may be reached at (800)972-6382.

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 Center (https://patentcenter.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 Patents Stakeholder Experience (OPSE), Stakeholder Support Division (SSD) at (571)-272-4200.

INVENTOR(s) (Please see PATENT CENTER site https://patentcenter.uspto.gov for additional inventors):

Howard W. LUTNICK, New York, NY;
Kevin BURMAN, Hunters Hill, AUSTRALIA;
Dean P. ALDERUCCI, Westport, CT;
Geoffrey M. GELMAN, Brooklyn, NY;
Antonio PAPAGEORGIOU, Bronx, NY;

APPLICANT(s) (Please see PATENT CENTER site https://patentcenter.uspto.gov for additional applicants):

INTERACTIVE GAMES LLC, New York, NY;

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.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 07/24/2025

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER
SITTNER, MATTHEW T

ART UNIT	PAPER NUMBER
3629	

NOTIFICATION DATE	DELIVERY MODE
07/24/2025	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):

eoffice@sternekessler.com

Response to Rule 312 Communication	Application No.	Applicant(s)	
	18/652,765	LUTNICK et al.	
	Examiner	Art Unit	AIA (FITF) Status
	MATTHEW T SITTNER	3629	No

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

1. ☑ The amendment filed on 16 July 2025 under 37 CFR 1.312 has been considered, and has been:

a) ☑ entered.

b) ☐ entered as directed to matters of form not affecting the scope of the invention.

c) ☐ disapproved because the amendment was filed after the payment of the issue fee.
Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1) and the required fee to withdraw the application from issue.

d) ☐ disapproved. See explanation below.

e) ☐ entered in part. See explanation below.

f) ☐ not entered because the supplemental or corrected Application Data sheet (ADS)

☐ was not accompanied by a petition to accept an unintentionally delayed claim under 37 CFR 1.55 or 27 CFR 1.78;

☐ did not identify the information being changed in accordance with 37 CFR 1.76(c)(2);

☐ was not properly signed in accordance with 37 CFR 1.76(e) (or 37 CFR 1.33(b) for applications filed prior to September 16, 2012).

/MATTHEW T SITTNER/
Primary Examiner, Art Unit 3629

DK Crown Holdings Inc.
Ex. 1002, Page 6

Minor Rule 312 claim amendments (07.16.2025 A.NA) are OK TO ENTER.
Matthew Sittner, PE AU3629

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: INTERACTIVE GAMES LLC	Art Unit: 3629
Application No.: 18/652,765	Examiner: SITTNER, MATTHEW T
Filing Date: May 1, 2024	Atty. Docket: 5012.0130006

Title: **MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING**

Amendment Under 37 C.F.R. § 1.312

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Mail Stop Issue Fee

Commissioner:

Submitted herein is an Amendment Under 37 C.F.R. § 1.312. As payment of the issue fee has not yet been made or is filed herewith, Applicant respectfully submits that filing under 37 C.F.R. § 1.312 is proper. (M.P.E.P. § 714.16.)

It is not believed that extensions of time are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal) are hereby authorized to be charged to our Deposit Account No. 19-0036.

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1, 4, 7, 9-17, 25, 26, 31-35, and 37-47 are pending in the application, with claims 1 and 25 being the independent claims. Claim 1 is sought to be amended. The amendments are not believed to add new matter. Accordingly, Applicant respectfully requests that the amendments be entered.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

/Richard M. Bemben/

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

Date: July 16, 2025

1101 K Street, NW
10th floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8549

24481730.2

DK Crown Holdings Inc.
Ex. 1002, Page 8

Amendments to the Claims

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

1. (Currently Amended) A mobile phone comprising:

at least one computer processor configured to execute a mobile application that causes the at least one computer processor to:

display a user interface on a touch screen of the mobile phone;

send location data to one or more server computers, wherein the location data includes GPS data and Internet Protocol (IP) [[data:]] data;

receive low priority data from the one or more server computers,

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location [[data:]] data;

identify an area of the user interface to display the low priority data based on information from the one or more server computers that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

compare a size of the identified area to a size of the low priority data;

in response to the comparison, reformat the low priority data to fit the identified area, wherein the reformatting comprises at least one of:

converting a format of the low priority data,

resizing the low priority data,

compressing the low priority data,

decompressing the low priority data, or

converting a color of the low priority data;

display the low priority data at the identified area of the user interface;

send, to the one or more server computers, a signal that a user interacted with the low priority data displayed at the identified area of the user interface;

DK Crown Holdings Inc.
Ex. 1002, Page 9

after receiving the signal, display a player prevention alert and prevent the user of the mobile phone from placing a wager via the mobile application based on a determination that the mobile phone is not in a gaming area; receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

based on the input, remove the player prevention alert;

determine that the user is enabled to place the wager via the mobile application; and

based on a determination that the user is enabled to place the wager via the mobile application, allow the user to place the wager via the mobile application.

2-3. (Canceled)

4. (Previously Presented) The mobile phone of claim 1, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

5-6. (Canceled)

7. (Previously Presented) The mobile phone of claim 1, wherein, to prevent the user from placing the wager via the mobile application, the at least one computer processor is further configured to:

repeatedly send location data to the one or more server computers;

detect a disruption in a connection to the one or more server computers; and

in response to the disruption:

prevent the user from placing the wager via the mobile application; and

display second low priority data on the touch screen of the mobile phone.

8. (Canceled)

9. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes a display time and wherein the at least one computer processor is further configured to:

determine the low priority data has been displayed at the identified area of the touch screen for the display time; and

in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time, display second low priority data at the identified area.

10. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

receive second low priority data;

determine that displaying the second low priority data will reduce battery consumption at the mobile phone; and

display the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

11. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine a battery level at the mobile phone is below a predefined threshold; and

in response to the determination the battery level is below the predefined threshold,

alter a manner of operation of the mobile phone to conserve the battery level,

wherein to alter the manner of operation of the mobile phone to conserve the battery level, the at least one computer processor is configured to:

dim a brightness level of the touch screen of the mobile phone;

reduce a volume level of a speaker of the mobile phone; or

shorten a video length of the low priority data.

12. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

DK Crown Holdings Inc.
Ex. 1002, Page 11

determine not to download second low priority data from the one or more server computers based on a determination that a battery level at the mobile phone is below a predefined threshold.

13. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect, via a light sensor of the mobile phone, that a level of ambient light is above a predefined threshold; and

alter a brightness level of the touch screen of the mobile phone.

14. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes audio and the at least one computer processor is further configured to:

determine that the user is near the mobile phone;

detect, via a microphone of the mobile phone, that a level of ambient noise is above a predefined threshold based on a determination that the user is near the mobile phone; and

increase a volume level of a speaker of the mobile phone;

wherein to determine that the user is near the mobile phone, the at least one computer processor is further configured to:

identify a user voice in audio detected by the microphone of the mobile phone;

identify the user in an image captured by a camera at the mobile phone; or

identify a signal from a second mobile phone by an antenna of the mobile phone.

15. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes a digital signature from the one or more server computers and a timestamp, and the at least one computer processor is further configured to:

authenticate the digital signature from the one or more server computers; and

determine that the timestamp is within a predefined time from a current time.

16. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine the low priority data received from the one or more server computers is approved for display, wherein to determine the low priority data received from the one or more server computers is approved for display, the at least one computer processor is configured to:

identify a first border of an image of the mobile application;

identify a second border of an image in the low priority data;

overlay the image in the low priority data on top of the image of the mobile application; and

while the images are overlain, determine the first border and the second border are separated by a predetermined number of pixels.

17. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect a second mobile phone based on a signal from the second mobile phone, wherein the signal includes Bluetooth data or near field communication (NFC) data;

target the detected second mobile phone via a targeting interface; and

transmit the low priority data to the targeted second mobile phone.

18-24. (Canceled)

25. (Previously Presented) A mobile phone, comprising:

means for displaying a user interface of a mobile application on a touch screen of the mobile phone;

means for sending location data to one or more server computers, wherein the location data includes GPS data and Internet Protocol (IP) data;

means for receiving low priority data from the one or more server computers,

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location data;

means for identifying an area of the user interface to display the low priority data based on information from the one or more server computers that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

means for comparing a size of the identified area to a size of the low priority data;

means for reformatting the low priority data to fit the identified area in response to the comparison wherein the means for reformatting comprises at least one of:

means for converting a format of the low priority data,

means for resizing the low priority data,

means for compressing the low priority data,

means for decompressing the low priority data, or

means for converting a color of the low priority data;

means for displaying the low priority data at the identified area of the user interface;

means for sending, to the one or more server computers, a signal that a user interacted with the low priority data displayed at the identified area of the user interface;

means for, after receiving the signal, displaying a player prevention alert and preventing the user of the mobile phone from placing a wager via the mobile application based on a determination that the mobile phone is not in a gaming area; means for receiving input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

means for removing the player prevention alert based on the input;

means for determining that the user is enabled to place the wager via the mobile application; and

means for allowing the user to place the wager via the mobile application based on a determination that the user is enabled to place the wager via the mobile application.

26. (Previously Presented) The mobile phone of claim 25, wherein the means for preventing the user of the mobile phone from placing the wager via the mobile application comprises:

means for repeatedly sending the location data to the one or more server computers;

means for detecting a disruption in a connection to the one or more server computers;

in response to the disruption:

means for preventing the user from placing the wager via the mobile application; and

means for displaying a second low priority data at the mobile phone.

27-30. (Canceled)

31. (Previously Presented) The mobile phone of claim 1, wherein to compare the size of the identified area to the size of the low priority data, the at least one computer processor is further configured to compare an amount of pixels of the identified area to an amount of pixels of the low priority data.

32. (Previously Presented) The mobile phone of claim 1, wherein the location data further includes cellular phone data.

33. (Previously Presented) The mobile phone of claim 1, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

DK Crown Holdings Inc.
Ex. 1002, Page 15

34. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one computer processor is further configured to:

display an indication that a priority of the low priority data is greater than a priority of second low priority data.

35. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one computer processor is further configured to compare at least one of a current time or a current date to at least one of a start time or a start date included in the low priority data.

36. (Canceled)

37. (Previously Presented) The mobile phone of claim 25, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

38. (Previously Presented) The mobile phone of claim 25, wherein the means for comparing the size of the identified area to the size of the low priority data comprises means for comparing an amount of pixels of the identified area to an amount of pixels of the low priority data.

39. (Previously Presented) The mobile phone of claim 25, wherein the location data further includes cellular phone data.

40. (Previously Presented) The mobile phone of claim 25, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

DK Crown Holdings Inc.
Ex. 1002, Page 16

41. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises:

means for displaying an indication that a priority of the low priority data is greater than a priority of second low priority data.

42. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current time to a start time included in the low priority data.

43. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current date to a start date included in the low priority data.

44. (Previously Presented) The mobile phone of claim 25, wherein the low priority data includes a display time and wherein the mobile phone further comprises:

means for determining the low priority data has been displayed at the identified area of the touch screen for the display time; and

means for displaying second low priority data at the identified area in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time.

45. (Previously Presented) The mobile phone of claim 25, further comprising:

means for receiving second low priority data;

means for determining that displaying the second low priority data will reduce battery consumption at the mobile phone; and

means for displaying the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

46. (Previously Presented) The mobile phone of claim 25, further comprising:

means for determining not to download second low priority data from the one or more server computers based on a determination that a battery level at the mobile phone is below a predefined threshold.

47. (Previously Presented) The mobile phone of claim 1, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined.

PRINTER RUSH
(PTO ASSISTANCE)

Application: 18652765	**Examiner:** Sittner	**GAU:** 3629
From:	**Location:** RTFM	**Creation Date:** 07/17/2025

Week Date: **12/30/2024**

DOC CODE	DOC DATE	MISCELLANEOUS
☐ 1449		☐ Continuing Data
☐ IDS		☐ Foreign Priority
☐ CLM		☐ Document Legibility
☐ IIFW/FWCLM		☐ Fees
☐ SRFW		☐ Petition (TC)
☐ DRW		☐ Other
☐ OATH		
☒ 312	07/16/2025	
☐ SPEC		

[RUSH] Message:

Please respond to the 07.16.2025 A.NA

Thank you!

[XRUSH] Response:

Minor Rule 312 claim amendments (07.16.2025 A.NA) are OK TO ENTER.
Matthew Sittner, PE AU3629

Initials: mts

Examiner: PUBS contact - James Leija, (703) 756-1197
NOTE: This form will be included as part of the official USPTO record with the response document coded as XRUSH.
REV: AUG 16

DK Crown Holdings Inc.
Ex. 1002, Page 19

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC PAYMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**07/16/2025 05:29:10 PM Z ET**	**5012.0130006**

Title of Invention

Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	71401423	AUTHORIZED BY	Richard Bemben
CUSTOMER #	26111	FILING DATE	05/01/2024
CORRESPONDENCE ADDRESS	-	FIRST NAMED INVENTOR	Howard W. LUTNICK

Payment Information

PAYMENT METHOD	PAYMENT TRANSACTION ID	PAYMENT AUTHORIZED BY
CARD / 1008	**E20257FH30139804**	**Marta Guzman**

FEE CODE	DESCRIPTION	ITEM PRICE($)	QUANTITY	ITEM TOTAL($)
1501	UTILITY ISSUE FEE	1290.00	1	1290.00
			TOTAL AMOUNT:	**$1,290.00**

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: INTERACTIVE GAMES LLC	Art Unit: 3629
Application No.: 18/652,765	Examiner: SITTNER, MATTHEW T
Filing Date: May 1, 2024	Atty. Docket: 5012.0130006

Title: **MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING**

Amendment Under 37 C.F.R. § 1.312

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Mail Stop Issue Fee

Commissioner:

Submitted herein is an Amendment Under 37 C.F.R. § 1.312. As payment of the issue fee has not yet been made or is filed herewith, Applicant respectfully submits that filing under 37 C.F.R. § 1.312 is proper. (M.P.E.P. § 714.16.)

It is not believed that extensions of time are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal) are hereby authorized to be charged to our Deposit Account No. 19-0036.

Amendments to the Claims

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

1. (Currently Amended) A mobile phone comprising:

at least one computer processor configured to execute a mobile application that causes the at least one computer processor to:

display a user interface on a touch screen of the mobile phone;

send location data to one or more server computers, wherein the location data includes GPS data and Internet Protocol (IP) [[data:]] data;

receive low priority data from the one or more server computers,

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location [[data:]] data;

identify an area of the user interface to display the low priority data based on information from the one or more server computers that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

compare a size of the identified area to a size of the low priority data;

in response to the comparison, reformat the low priority data to fit the identified area, wherein the reformatting comprises at least one of:

converting a format of the low priority data,

resizing the low priority data,

compressing the low priority data,

decompressing the low priority data, or

converting a color of the low priority data;

display the low priority data at the identified area of the user interface;

send, to the one or more server computers, a signal that a user interacted with the low priority data displayed at the identified area of the user interface;

DK Crown Holdings Inc.
Ex. 1002, Page 23

after receiving the signal, display a player prevention alert and prevent the user of the mobile phone from placing a wager via the mobile application based on a determination that the mobile phone is not in a gaming area; receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

based on the input, remove the player prevention alert;

determine that the user is enabled to place the wager via the mobile application; and

based on a determination that the user is enabled to place the wager via the mobile application, allow the user to place the wager via the mobile application.

2-3. (Canceled)

4. (Previously Presented) The mobile phone of claim 1, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

5-6. (Canceled)

7. (Previously Presented) The mobile phone of claim 1, wherein, to prevent the user from placing the wager via the mobile application, the at least one computer processor is further configured to:

repeatedly send location data to the one or more server computers;

detect a disruption in a connection to the one or more server computers; and

in response to the disruption:

prevent the user from placing the wager via the mobile application; and

display second low priority data on the touch screen of the mobile phone.

8. (Canceled)

DK Crown Holdings Inc.
Ex. 1002, Page 24

9. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes a display time and wherein the at least one computer processor is further configured to:

determine the low priority data has been displayed at the identified area of the touch screen for the display time; and

in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time, display second low priority data at the identified area.

10. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

receive second low priority data;

determine that displaying the second low priority data will reduce battery consumption at the mobile phone; and

display the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

11. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine a battery level at the mobile phone is below a predefined threshold; and

in response to the determination the battery level is below the predefined threshold,

alter a manner of operation of the mobile phone to conserve the battery level,

wherein to alter the manner of operation of the mobile phone to conserve the battery level, the at least one computer processor is configured to:

dim a brightness level of the touch screen of the mobile phone;

reduce a volume level of a speaker of the mobile phone; or

shorten a video length of the low priority data.

12. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

DK Crown Holdings Inc.
Ex. 1002, Page 25

determine not to download second low priority data from the one or more server computers based on a determination that a battery level at the mobile phone is below a predefined threshold.

13. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect, via a light sensor of the mobile phone, that a level of ambient light is above a predefined threshold; and

alter a brightness level of the touch screen of the mobile phone.

14. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes audio and the at least one computer processor is further configured to:

determine that the user is near the mobile phone;

detect, via a microphone of the mobile phone, that a level of ambient noise is above a predefined threshold based on a determination that the user is near the mobile phone; and

increase a volume level of a speaker of the mobile phone;

wherein to determine that the user is near the mobile phone, the at least one computer processor is further configured to:

identify a user voice in audio detected by the microphone of the mobile phone;

identify the user in an image captured by a camera at the mobile phone; or

identify a signal from a second mobile phone by an antenna of the mobile phone.

15. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes a digital signature from the one or more server computers and a timestamp, and the at least one computer processor is further configured to:

authenticate the digital signature from the one or more server computers; and

determine that the timestamp is within a predefined time from a current time.

16. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine the low priority data received from the one or more server computers is approved for display, wherein to determine the low priority data received from the one or more server computers is approved for display, the at least one computer processor is configured to:

identify a first border of an image of the mobile application;

identify a second border of an image in the low priority data;

overlay the image in the low priority data on top of the image of the mobile application; and

while the images are overlain, determine the first border and the second border are separated by a predetermined number of pixels.

17. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect a second mobile phone based on a signal from the second mobile phone, wherein the signal includes Bluetooth data or near field communication (NFC) data;

target the detected second mobile phone via a targeting interface; and

transmit the low priority data to the targeted second mobile phone.

18-24. (Canceled)

25. (Previously Presented) A mobile phone, comprising:

means for displaying a user interface of a mobile application on a touch screen of the mobile phone;

means for sending location data to one or more server computers, wherein the location data includes GPS data and Internet Protocol (IP) data;

means for receiving low priority data from the one or more server computers,

DK Crown Holdings Inc.
Ex. 1002, Page 27

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location data;

means for identifying an area of the user interface to display the low priority data based on information from the one or more server computers that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

means for comparing a size of the identified area to a size of the low priority data;

means for reformatting the low priority data to fit the identified area in response to the comparison wherein the means for reformatting comprises at least one of:

means for converting a format of the low priority data,

means for resizing the low priority data,

means for compressing the low priority data,

means for decompressing the low priority data, or

means for converting a color of the low priority data;

means for displaying the low priority data at the identified area of the user interface;

means for sending, to the one or more server computers, a signal that a user interacted with the low priority data displayed at the identified area of the user interface;

means for, after receiving the signal, displaying a player prevention alert and preventing the user of the mobile phone from placing a wager via the mobile application based on a determination that the mobile phone is not in a gaming area; means for receiving input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

means for removing the player prevention alert based on the input;

means for determining that the user is enabled to place the wager via the mobile application; and

means for allowing the user to place the wager via the mobile application based on a determination that the user is enabled to place the wager via the mobile application.

26. (Previously Presented) The mobile phone of claim 25, wherein the means for preventing the user of the mobile phone from placing the wager via the mobile application comprises:

means for repeatedly sending the location data to the one or more server computers;

means for detecting a disruption in a connection to the one or more server computers;

in response to the disruption:

means for preventing the user from placing the wager via the mobile application; and

means for displaying a second low priority data at the mobile phone.

27-30. (Canceled)

31. (Previously Presented) The mobile phone of claim 1, wherein to compare the size of the identified area to the size of the low priority data, the at least one computer processor is further configured to compare an amount of pixels of the identified area to an amount of pixels of the low priority data.

32. (Previously Presented) The mobile phone of claim 1, wherein the location data further includes cellular phone data.

33. (Previously Presented) The mobile phone of claim 1, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

DK Crown Holdings Inc.
Ex. 1002, Page 29

34. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one computer processor is further configured to:

display an indication that a priority of the low priority data is greater than a priority of second low priority data.

35. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one computer processor is further configured to compare at least one of a current time or a current date to at least one of a start time or a start date included in the low priority data.

36. (Canceled)

37. (Previously Presented) The mobile phone of claim 25, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

38. (Previously Presented) The mobile phone of claim 25, wherein the means for comparing the size of the identified area to the size of the low priority data comprises means for comparing an amount of pixels of the identified area to an amount of pixels of the low priority data.

39. (Previously Presented) The mobile phone of claim 25, wherein the location data further includes cellular phone data.

40. (Previously Presented) The mobile phone of claim 25, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

DK Crown Holdings Inc.
Ex. 1002, Page 30

41. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises:

means for displaying an indication that a priority of the low priority data is greater than a priority of second low priority data.

42. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current time to a start time included in the low priority data.

43. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current date to a start date included in the low priority data.

44. (Previously Presented) The mobile phone of claim 25, wherein the low priority data includes a display time and wherein the mobile phone further comprises:

means for determining the low priority data has been displayed at the identified area of the touch screen for the display time; and

means for displaying second low priority data at the identified area in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time.

45. (Previously Presented) The mobile phone of claim 25, further comprising:

means for receiving second low priority data;

means for determining that displaying the second low priority data will reduce battery consumption at the mobile phone; and

means for displaying the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

46. (Previously Presented) The mobile phone of claim 25, further comprising:

means for determining not to download second low priority data from the one or more server computers based on a determination that a battery level at the mobile phone is below a predefined threshold.

47. (Previously Presented) The mobile phone of claim 1, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined.

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1, 4, 7, 9-17, 25, 26, 31-35, and 37-47 are pending in the application, with claims 1 and 25 being the independent claims. Claim 1 is sought to be amended. The amendments are not believed to add new matter. Accordingly, Applicant respectfully requests that the amendments be entered.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

/Richard M. Bemben/

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

Date: July 16, 2025

1101 K Street, NW
10th floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8549

24481730.2

DK Crown Holdings Inc.
Ex. 1002, Page 33

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), by mail or fax, or via the USPTO patent electronic filing system.

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 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. **Because electronic patent issuance may occur shortly after issue fee payment, any desired continuing application should preferably be filed prior to payment of this issue fee in order not to jeopardize copendency.**

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

26111 7590 04/16/2025
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

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

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being transmitted to the USPTO via the USPTO patent electronic filing system 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.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

TITLE OF INVENTION: Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1290	$0.00	$0.00	$1290	07/16/2025

EXAMINER	ART UNIT	CLASS-SUBCLASS
SITTNER, MATTHEW T	3629	705-014640

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/AIA/122 or PTO/SB/122) attached.

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

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

1 Sterne, Kessler, Goldstein
2 & Fox P.L.L.C.
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)
INTERACTIVE GAMES LLC	New York, NY

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)

4b. Method of Payment: *(Please first reapply any previously paid fee shown above)*

☒ Electronic Payment via the USPTO patent electronic filing system ☐ 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. 19-0036

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29 — 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.

☐ Applicant asserting small entity status. See 37 CFR 1.27 — 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.

☐ Applicant changing to regular undiscounted fee 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 /Richard M. Bemben/ Date July 16, 2025

Typed or printed name Richard M. Bemben Registration No. 68,658

DK Crown Holdings Inc.
Ex. 1002, Page 34

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: INTERACTIVE GAMES LLC	Art Unit: 3629
Application No.: 18/652,765	Examiner: SITTNER, MATTHEW T
Filing Date: May 1, 2024	Atty. Docket: 5012.0130006

Title: **MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING**

Comments on Statement of Reasons for Allowance

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Mail Stop: Issue Fee

Commissioner:

Applicant thanks the Examiner for indicating the allowability of claims 1, 4, 7, 9-17, 25-26, 31-35, and 37-47 in the Notice of Allowance dated April 16, 2025.

Comments on Statement of Reasons for Allowance

Applicant notes the Examiner's Statement of Reasons for Allowance presented on page 3 of the Notice of Allowance. Applicant reserves the right to demonstrate claims 1, 4, 7, 9-17, 25-26, 31-35 and 37-47 are allowable over the art made of record for further reasons related to any of their recited features. Applicant further contends that reservation of this right does not give rise to any implication regarding whether the Applicant agrees with or acquiesces in the reasoning provided by the Examiner.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

/Richard M. Bemben/

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

Date: July 16, 2025

1101 K Street, NW, 10th Floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8549

25107942.1

RICHARD M. BEMBEN
DIRECTOR
202-772-8549
RBEMBEN@STERNEKESSLER.COM

Sterne Kessler
STERNE KESSLER GOLDSTEIN & FOX

July 16, 2025

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Confirmation No. 3888
Attn: Mail Stop Issue Fee

Re: Allowed U.S. Utility Patent Application
Appl. No. 18/652,765; Filed: May 1, 2024
For: **MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING**
First Named Inventor: Howard W. LUTNICK
Our Ref: 5012.0130006

Commissioner:

In response to the **Notice of Allowance and Fee(s) Due** dated **April 16, 2025**, the following documents are transmitted for appropriate action by the U.S. Patent and Trademark Office:

1. Online Credit Card Payment Authorization for $1,290 to cover Issue Fee;
2. Issue Fee Transmittal (Form PTOL-85);
3. Comments on Statement of Reasons for Allowance; and
4. Amendment Under 37 C.F.R. §1.312.

The above-listed documents are filed electronically.

Fee payment is provided through online credit card payment.

DK Crown Holdings Inc.
Ex. 1002, Page 36

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

/Richard M. Bemben/

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

RMB/mig
Enclosures
25107958.1

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**07/16/2025 05:29:10 PM Z ET**	**5012.0130006**

Title of Invention

Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	71401423	FILING DATE	05/01/2024
CUSTOMER #	26111	FIRST NAMED INVENTOR	Howard W. LUTNICK
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Richard Bemben

Documents

TOTAL DOCUMENTS: 6

DOCUMENT		PAGES	DESCRIPTION	SIZE (KB)
2025-07-16-Cover-Letter-Issue-Fee-5012-0130006.pdf		2	Transmittal Letter	271 KB
2025-07-16-Issue-Fee-5012-0130006.pdf		1	Issue Fee Payment (PTO-85B)	847 KB
2025-07-16-Comments-Statement-Reasons-for-Allowance-5012-0130006.pdf		1	Post Allowance Communication - Incoming	117 KB
2025-07-16-Amendment-312-5012-0130006.pdf		12	-	136 KB
2025-07-16-Amendment-312-5012-0130006-A.NA.pdf	(1-1)	1	Amendment after Notice of Allowance (Rule 312)	95 KB
2025-07-16-Amendment-	(2-11)	10	Claims	103 KB

312-5012-0130006-CLM.pdf				
2025-07-16-Amendment-312-5012-0130006-REM.pdf	(12-12)	1	Applicant Arguments/Remarks Made in an Amendment	88 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2025-07-16-Cover-Letter-Issue-Fee-5012-0130006.pdf	6EC95BD7BC2E15B8D5A346ECFCA5467F6B45212BDD3E64B B37CA337F7AFEEA0A92CD4D1A8CAB1A7961298D61A82CDC 9C884C4438D2EDB5113ACE67449E59CFF9
2025-07-16-Issue-Fee-5012-0130006.pdf	4FDE8BDEC62D0E5C275168F191A5CC80853213F4FF647E20A C61B4CF167433AB4621D76D154F6E696CE5E5E239D26D51C E3ED5D3B0DAA149F48F6EA43851BBB3
2025-07-16-Comments-Statement-Reasons-for-Allowance-5012-0130006.pdf	09195345006606FAAF4640816A53B575B195994F8F6FAF96B72 A5F73275E627347535505D98AB92CF1B79B45963F92A0B50BD D90A9F6B9F9E8A995907A0478AE
2025-07-16-Amendment-312-5012-0130006.pdf	DE976B01F451CEC3DCB070230FF4CBEC8D7D4D8558DDBAC 98B6DF327A49CBA4A0E0B8DD8CD0CEA8D28F952466EFEE9 CAF5A9564479B251457B9191688951CC7F
2025-07-16-Amendment-312-5012-0130006-A.NA.pdf	6D77EFF35A946F208E68C43F6902A412562B6DB55C0B43B19 70FA6B48FF20229988D31C9191A349987205AD50AF34B6CE63 8FC8532197F44BD93051AA868FE13
2025-07-16-Amendment-312-5012-0130006-CLM.pdf	B28FD068EE6D848D4A37325332CF23C3D41C78A4FE6859863 FE106D8D0F7097DC4CC5BB16E146A647C2E91E8DE3D5C0C A83F69AD0F7DB6EF713569ECA56871B6
2025-07-16-Amendment-312-5012-0130006-REM.pdf	5CA454DCFF62E0C3A5A91372140F90F927A5FF1674EFD6758 5F18849D9296CB4E7589647FC9FA8DA04119037E7E231F3C6 C2F31596F13D5CB398F5399C5470BD

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.

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
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006

CONFIRMATION NO. 3888

26111
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

POA ACCEPTANCE LETTER

OC000000091553055

Date Mailed: 07/16/2025

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 07/10/2025.

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**.

/ltan/

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
18/652,765	05/01/2024	3629	4120	5012.0130006	30	4

CONFIRMATION NO. 3888

CORRECTED FILING RECEIPT

26111
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

Date Mailed: 07/16/2025

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)

Howard W. LUTNICK, New York, NY;
Kevin BURMAN, Hunters Hill, AUSTRALIA;
Dean P. ALDERUCCI, Westport, CT;
Geoffrey M. GELMAN, Brooklyn, NY;
Antonio PAPAGEORGIOU, Bronx, NY;
Mark MILLER, Chicago, IL;

Applicant(s)

INTERACTIVE GAMES LLC, New York, NY;

Assignment For Published Patent Application

INTERACTIVE GAMES LLC, New York, NY

Power of Attorney: The patent practitioners associated with Customer Number 26111

Domestic Applications for which benefit is claimed

This application is a CON of 18/209,541 06/14/2023 ABN
which is a CON of 17/750,536 05/23/2022 ABN
which is a CON of 17/085,815 10/30/2020 PAT 11,341,538
which is a CON of 15/909,674 03/01/2018 PAT 10,825,055
which is a CON of 14/231,398 03/31/2014 PAT 9,940,643
which is a CON of 12/147,005 02/13/2009 PAT 8,688,517

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.**

DK Crown Holdings Inc.
Ex. 1002, Page 42

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: 05/15/2024

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 18/652,765**

Projected Publication Date: Not Applicable.

Non-Publication Request: No

Early Publication Request: No

Title

Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

Preliminary Class

705

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

DK Crown Holdings Inc.
Ex. 1002, Page 43

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 AssetsControl, 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).

DK Crown Holdings Inc.
Ex. 1002, Page 44

SelectUSA

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

DK Crown Holdings Inc.
Ex. 1002, Page 45

RICHARD M. BEMBEN
DIRECTOR
202-772-8549
RBEMBEN@STERNEKESSLER.COM

July 10, 2025

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Confirmation No. 3888
Art Unit: 3629
Attn: Mail Stop Amendment

Re: U.S. Utility Patent Application
Appl. No. 18/652,765; Filing Date: May 1, 2024
For: **MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING**
First Named Inventor: Howard W. LUTNICK
Our Ref: 5012.0130006

Commissioner:

Transmitted herewith for appropriate action are the following documents:

1. Online Credit Card Payment Authorization in the amount of $150 to cover Processing Fee Under 37 C.F.R. § 1.17(i)(1);

2. Request to Change the Applicant Under 37 C.F.R. § 1.46(c)(2) (PTO/AIA/41);

3. Corrected Application Data Sheet (37 C.F.R. § 1.76);

4. An Executed Power of Attorney by Applicant (PTO/AIA/82B) and the Transmittal for Power of Attorney form (PTO/AIA/82A);

5. Statement Under 37 C.F.R. 3.73(c) (Form PTO/AIA/96);

6. A Copy of Executed Inventor Assignment as Recorded in Original Parent Application 12/147,005; and

7. A Copy of Executed Assignment from CFPH, LLC to Interactive Games LLC as Recorded July 2, 2025.

The above-listed documents are filed electronically.

DK Crown Holdings Inc.
Ex. 1002, Page 46

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

Fee payment is provided through online credit card payment. The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal), or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

/Richard M. Bemben/

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

RMB/mig
Enclosures

25106861.1

DK Crown Holdings Inc.
Ex. 1002, Page 47

Doc Code: R46C.REQ
Document Description: Request under 37 CFR 1.46(c) to correct, update or change the applicant.

PTO/AIA/41 (04-15)
Approved for use through 11/30/2027. 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 displays a valid OMB control number.

REQUEST TO CORRECT OR UPDATE THE NAME OF THE APPLICANT UNDER 37 CFR 1.46(c)(1), OR CHANGE THE APPLICANT UNDER 37 CFR 1.46(c)(2)

(FOR USE ONLY IN APPLICATIONS FILED ON OR AFTER SEPTEMBER 16, 2012)

Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	3629
Examiner Name	Matthew T. SITTNER
Practitioner Docket Number	5012.0130006

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

Applicant hereby **requests that the name of the applicant be corrected or updated under 37 CFR 1.46(c)(1), or that the applicant be changed under 37 CFR 1.46(c)(2),** in the above-identified application. **Requests under 37 CFR 1.46(c)(1) or (c)(2) cannot be submitted after payment of the issue fee or if the application has been patented.**

Please check the applicable box(es) below.

☐ 1. This request is to **correct or update the name of the applicant** (**under 37 CFR 1.46(c)(1)**) and includes:

☐ An application data sheet (ADS) in accordance with 37 CFR 1.76(c) with the corrected or updated information shown with markings (*e.g.*, underlining for insertions, strikethrough for deletions). A Corrected Web-based ADS may be used.

Note: Requests under 37 CFR 1.46(c)(1) may be filed to correct typographical errors in the name of the § 1.46 applicant, or for updating the name of the § 1.46 applicant (*i.e.*, where there is no change in the applicant itself but just in the applicant's name). See the Manual of Patent Examining Procedure (MPEP) section 605.01.

■ 2. This request is to **change the applicant** (**under 37 CFR 1.46(c)(2)**) and includes:

■ An application data sheet (ADS) in accordance with 37 CFR 1.76(c) that identifies the changes with proper markings (underlining for insertions and strikethrough for deletions). A Corrected Web-based ADS may be used.

■ A Statement Under 37 CFR 3.73(c) (Form PTO/AIA/96 or equivalent). See MPEP 325.

I am the

☐ applicant* ■ attorney or agent of record Registration number 68,658 ☐ attorney or agent acting under 37 CFR 1.34 Registration number _____

Signature /Richard M. Bemben/

Typed or printed name Richard M. Bemben

Date July 10, 2025

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. *Juristic entities must be represented by a patent practitioner (See 37 CFR 1.31, applicable to any paper filed on or after September 16, 2012 that is presented on behalf of a juristic entity, regardless of application filing date). Submit multiple forms if more than one signature is required, see below**.

■ ** Total of 1 (one(forms are submitted.

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0651-0031. Public burden for this form is estimated to average 12 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email InformationCollection@uspto.gov. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **If filing this completed form by mail, 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.

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2:

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

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Howard	W.	LUTNICK	

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	110 East 59th Street		
Address 2			
City	New York	State/Province	NY
Postal Code	10022	Country	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Kevin		BURMAN	

Residence Information (Select One) ○ US Residency ◉ Non US Residency ○ Active US Military Service

City	Hunters Hill	Country of Residence	AU

Mailing Address of Inventor:

Address 1	3 Centenary Avenue		
Address 2			
City	Hunters Hill	State/Province	
Postal Code	2110	Country	AU

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Dean	P.	ALDERUCCI	

DK Crown Holdings Inc.
Ex. 1002, Page 49

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING	

Residence Information (Select One) (•) US Residency ( ) Non US Residency ( ) Active US Military Service

City	Westport	State/Province	CT	Country of Residence	US

Mailing Address of Inventor:

Address 1	8 Marion Road		
Address 2			
City	Westport	State/Province	CT
Postal Code	06880	Country	US

Inventor 4 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Geoffrey	M.	GELMAN	

Residence Information (Select One) (•) US Residency ( ) Non US Residency ( ) Active US Military Service

City	Brooklyn	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	14 Berkeley Place		
Address 2			
City	Brooklyn	State/Province	NY
Postal Code	11217	Country	US

Inventor 5 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Antonio		Papageorgiou	

Residence Information (Select One) (•) US Residency ( ) Non US Residency ( ) Active US Military Service

City	Bronx	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	3050 Fairfield Avenue		
Address 2			
City	Bronx	State/Province	NY
Postal Code	10463	Country	US

Inventor 6 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Mark		Miller	

Residence Information (Select One) (•) US Residency ( ) Non US Residency ( ) Active US Military Service

DK Crown Holdings Inc.
Ex. 1002, Page 50

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING	

City	Chicago	State/Province	IL	Country of Residence	US

Mailing Address of Inventor:

Address 1	110 East 59th Street		
Address 2			
City	New York	State/Province	NY
Postal Code	10022	Country	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

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

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

Customer Number	26111		
Email Address		Add Email	Remove Email

Application Information:

Title of the Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING		
Attorney Docket Number	5012.0130006	Small Entity Status Claimed	☐
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	6	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.

DK Crown Holdings Inc.
Ex. 1002, Page 51

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING	

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	26111		

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)
	Continuation of	18/209541	2023-06-14
Prior Application Status	Abandoned		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
18/209541	Continuation of	17/750536	2022-05-23
Prior Application Status	Patented		Remove

Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
17/750536	Continuation of	17/085815	2020-10-30	11341538	2022-05-24
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
17/085815	Continuation of	15/909674	2018-03-01	10825055	2020-11-03
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
15/909674	Continuation of	14/231398	2014-03-31	9940643	2018-04-10

DK Crown Holdings Inc.
Ex. 1002, Page 52

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING	

Prior Application Status	Patented			Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
14/231398	Continuation of	12/147005	2009-02-13	8688517	2014-04-01
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button.					

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. 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.			

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.

DK Crown Holdings Inc.
Ex. 1002, Page 53

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING	

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.

DK Crown Holdings Inc.
Ex. 1002, Page 54

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING	

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

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

◉ Assignee	○ Legal Representative under 35 U.S.C. 117	○ Joint Inventor
○ Person to whom the inventor is obligated to assign.	○ Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	~~CFPH, LLC~~ INTERACTIVE GAMES LLC

Mailing Address Information For Applicant:

Address 1	110 East 59th Street		
Address 2			
City	New York	**State/Province**	NY
Country	US	Postal Code	10022
Phone Number		Fax Number	
Email Address			

Additional Applicant Data may be generated within this form by selecting the Add button.

Assignee Information including Non-Applicant Assignee Information:

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

DK Crown Holdings Inc.
Ex. 1002, Page 55

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING	

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. ☒

Organization Name	~~CFPH, LLC~~ INTERACTIVE GAMES LLC

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1	110 East 59th Street		
Address 2			
City	New York	**State/Province**	NY
Country i	US	Postal Code	10022
Phone Number		Fax Number	
Email Address			

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

Signature:

NOTE: This 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	/Richard M. Bemben/			Date (YYYY-MM-DD)	2025-07-10
First Name	Richard	Last Name	Bemben	Registration Number	68,658

Additional Signature may be generated within this form by selecting the Add button.

DK Crown Holdings Inc.
Ex. 1002, Page 56

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	~~METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE~~ MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING	

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.**

DK Crown Holdings Inc.
Ex. 1002, Page 57

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 CooperationTreaty.

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.

DK Crown Holdings Inc.
Ex. 1002, Page 58

Doc Code: PA..
Document Description: Power of Attorney

PTO/AIA/82A (07-13)
Approved for use through 09/30/2025. OMB 0651-0035
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 displays a valid OMB control number.

TRANSMITTAL FOR POWER OF ATTORNEY TO ONE OR MORE REGISTERED PRACTITIONERS

NOTE: This form is to be submitted with the Power of Attorney by Applicant form (PTO/AIA/82B) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5, unless the application number and filing date are identified in the Power of Attorney by Applicant form. If neither form PTO/AIA/82A nor form PTO/AIA82B identifies the application to which the Power of Attorney is directed, the Power of Attorney will not be recognized in the application.

Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Title	MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING
Art Unit	3629
Examiner Name	Matthew T. SITTNER
Attorney Docket Number	5012.0130006

SIGNATURE of Applicant or Patent Practitioner

Signature	/Richard M. Bemben/	Date (Optional)	2025-07-10
Name	Richard M. Bemben	Registration Number	68,658
Title (if Applicant is a juristic entity)	Attorney for Applicant		
Applicant Name (if Applicant is a juristic entity)	INTERACTIVE GAMES LLC		

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. If more than one applicant, use multiple forms.

☑ *Total of 1 (one) forms are submitted.

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0651-0035. Public burden for this form is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email InformationCollection@uspto.gov. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS.** If filing this completed form by mail, 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.

DocuSign Envelope ID: 20723020-474F-4711-8C96-3CAEA47F0504

Document Description: Power of Attorney

PTO/AIA/82B (07-13)
Approved for use through 09/30/2025. OMB 0651-0035
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 displays a valid OMB control number

POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

Application Number	Filing Date

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)

☑ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above: 26111

OR

☐ I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

Please recognize or change the correspondence address for the application identified in the attached transmittal letter or the boxes above to:

☑ The address associated with the above-mentioned Customer Number

OR

☐ The address associated with Customer Number:

OR

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

I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

INTERACTIVE GAMES LLC

☐ Inventor or Joint Inventor (title not required below)

☐ Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)

☑ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)

☐ 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 concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

The undersigned (whose title is suppl[illegible]d to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

Signature	/ Egorova /		Date (Optional)	4/30/2024
Name	Olga Egorova			
Title	Chief Technology and IP Counsel, INTERACTIVE GAMES LLC			

NOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.

☐ Total of forms are submitted.

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0651-0035. Public burden for this form is estimated to average 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email InformationCollection@uspto.gov. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS.** If filing this completed form by mail, 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.

PTO/AIA/96 (11-23)
Approved for use through 11/30/2027. 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 displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(c)

First Named Inventor/Patent Owner: Howard W. LUTNICK

Application No./Patent No.: 18/652,765 Filed/Issue Date: May 1, 2024

Titled: MOBILE DEVICE PROXIMITY TRACKING FOR SELECTIVE CONTENT DELIVERY AND FORMATTING

INTERACTIVE GAMES LLC, 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: Howard W. LUTNICK, Kevin BURMAN, Dean P. ALDERUCCI, Geoffrey M. GELMAN, Antonio PAPAGEORGIOU, Mark MILLER To: CFPH, LLC

   The document was recorded in the United States Patent and Trademark Office at
   Reel 022254, Frame 0519, or for which a copy thereof is attached*.

2. From: CFPH, LLC To: INTERACTIVE GAMES LLC

   The document was recorded in the United States Patent and Trademark Office at
   Reel 071593, Frame 0483, or for which a copy thereof is attached*.

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0651-0031. Public burden for this form is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email informationCollection@uspto.gov. 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.

PTO/AIA/96 (11-23)
Approved for use through 11/30/2027. 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 displays a valid OMB control number.

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.

/Richard M. Bemben/	July 10, 2025
Signature	Date
Richard M. Bemben	68,658
Printed or Typed Name	Title or Registration Number

ASSIGNMENT

WHEREAS, I, the undersigned inventor (or one of the undersigned joint inventors), of residence as listed, having invented certain new and useful improvements as below entitled, for which application for United States Letters Patent is made, said application having been executed on the date set forth below; and

WHEREAS, CFPH, LLC (hereinafter referred to as "Assignee"), a Delaware limited liability company, with an address of 110 E. 59th Street, New York, New York 10022, desires to acquire my entire right, title and interest in and to the invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I hereby confirm having assigned to Assignee, as of the earliest filing date or priority date of any patent application or applications drawn to the invention, all right, title, and interest in and to the invention, and in and to any and all such patent applications and all patents which may be granted therefor, and all divisions, reissues, continuations, continuations-in-part and extensions thereof, by virtue of the Assignee being entitled thereto (a) as employer of the inventor, or (b) pursuant to an agreement between (1) Assignee and the undersigned inventor or (2) Assignee and the undersigned inventor's employer, which was executed prior to the filing of said application therefor, and I further assign to Assignee all right, title and interest in and to said invention and in and to said applications and all patents which may be granted therefor, and all divisions, reissues, continuations, continuations-in-part and extensions thereof; and I hereby authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as our interest is concerned, to Assignee.

I also confirm having assigned to Assignee as of the earliest filing date or priority date of any patent application or applications drawn to the invention, and I further assign to Assignee, all right, title and interest in and to the invention disclosed in said applications throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and I further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

I will communicate to Assignee any facts known to me respecting any improvements; and, at the expense of Assignee, I will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

IN TESTIMONY WHEREOF, we have executed this document on the date indicated below.

PATENT
REEL: 022254 FRAME: 0521

DK Crown Holdings Inc.
Ex. 1002, Page 63

ATTORNEY DOCKET NO.
07-2100

ASSIGNMENT
12/147,005

Title of Invention: *METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE*

Signature of Inventor: _____

Inventor's Name: Howard W. Lutnick

Residence (City, County, State): New York, New York County, NY

Date Assignment Executed: 2/11/9

STATE OF New York)
) ss.:
COUNTY OF New York)

On this 11th day of February, 2009, before me came Howard Lutnick, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

_____
Notary Public

DAVID POSTOLSKI
NOTARY PUBLIC, State of New York
No. 02PO6164091
Qualified in Kings County
Commission Expires April 9, 20 11

PATENT
REEL: 022254 FRAME: 0522

DK Crown Holdings Inc.
Ex. 1002, Page 64

ATTORNEY DOCKET NO.
07-2100

ASSIGNMENT
12/147,005

Title of Invention: ***METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE***

Signature of Inventor: _____

Inventor's Name: Kevin Burman

Residence (City, County, State): Hunters Hill, Australia

Date Assignment Executed: 15 AUGUST - 2008

STATE OF New South Wales)
) ss.:
COUNTY OF AUSTRALIA)

On this 15 day of August, 2008, before me came KEVIN BURMAN, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/~~she~~ has acknowledged to me that he/~~she~~ has executed the same.

_____
Notary Public

PATENT
REEL: 022254 FRAME: 0523

DK Crown Holdings Inc.
Ex. 1002, Page 65

ATTORNEY DOCKET NO.
07-2100

ASSIGNMENT
12/147,005

Title of Invention: ***METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE***

Signature of Inventor: _____

Inventor's Name: Dean P. Alderucci

Residence (City, County, State): Westport, Fairfield County, CT

Date Assignment Executed: 5/26/18

STATE OF New York)
) ss.:
COUNTY OF New York)

On this 26th day of August, 2008, before me came Dean Alderucci, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

_____
Notary Public

DAVID POSTOLSKI
NOTARY PUBLIC, State of New York
No. 02PO6164091
Qualified in Kings County
Commission Expires April 9, 20 11

PATENT
REEL: 022254 FRAME: 0524

DK Crown Holdings Inc.
Ex. 1002, Page 66

ATTORNEY DOCKET NO.
07-2100

ASSIGNMENT
12/147,005

Title of Invention: ***METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE***

Signature of Inventor: _____

Inventor's Name: Geoffrey M. Gelman

Residence (City, County, State): Brooklyn, Kings County, NY

Date Assignment Executed: 8/25/08

STATE OF New York)
) ss.:
COUNTY OF New York)

On this 25th day of August, 2008, before me came Geoffrey Gelman, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

_____
Notary Public

DAVID POSTOLSKI
NOTARY PUBLIC, State of New York
No. 02PO6164091
Qualified in Kings County
Commission Expires April 9, 20__

PATENT
REEL: 022254 FRAME: 0525

DK Crown Holdings Inc.
Ex. 1002, Page 67

ATTORNEY DOCKET NO.
07-2100

ASSIGNMENT
12/147,005

Title of Invention: ***METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE***

Signature of Inventor: _____

Inventor's Name: Antonio Papageorgiou

Residence (City, County, State): Bronx, Bronx County, NY

Date Assignment Executed: 8/26/08

STATE OF New York)
) ss.:
COUNTY OF New York)

On this 26th day of August, 2008, before me came Antonio Papageorgiou, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

_____
Notary Public

DAVID POSTOLSKI
NOTARY PUBLIC, State of New York
No. 02PO6164091
Qualified in Kings County
Commission Expires April 9, 2011

PATENT
REEL: 022254 FRAME: 0526

DK Crown Holdings Inc.
Ex. 1002, Page 68

Title of Invention: ***METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE***

Signature of Inventor: _____

Inventor's Name: Mark Miller

Residence (City, County, State): Cambridge, Middlesex County, MA

Date Assignment Executed: 6/19/08

STATE OF MA)
) ss.:
COUNTY OF Suffolk)

On this 19th day of June, 2008, before me came Mark A. Miller, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

_____
Notary Public

Notary Public
COMMONWEALTH OF MASSACHUSETTS
My Commission Expires
October 10, 2014

RECORDED: 02/13/2009

PATENT
REEL: 022254 FRAME: 0527

DK Crown Holdings Inc.
Ex. 1002, Page 69

PATENT ASSIGNMENT

This PATENT ASSIGNMENT (this "Assignment") is made and entered into this 1st day of July, 2025 by and between CFPH, LLC, organized under the laws of the State of Delaware having an office and place of business at 110 East 59th Street, New York, New York 10022, United States ("Assignor"), and Interactive Games LLC organized under the laws of the State of Nevada having an office and place of business at 110 East 59th Street, New York, New York 10022, United States ("Assignee") (each a "Party," and collectively, the "Parties").

WHEREAS, Assignor is the owner of the patents and/or applications set forth in the attached Schedules A and B (along with any nonprovisional, continuation, divisional, renewal, extension, substitute, reexamination, reissue or continuation-in-part thereof, any application from which priority is claimed for any country or any regional or international patent convention, all treaty and convention rights and all rights of priority arising therefrom, all patents, utility models, invention registrations or any other form of legal protection issuing from any of the aforesaid, and all inventions or discoveries disclosed or claimed in any of the aforesaid, being the "Patents");

WHEREAS Assignor desires to assign to Assignee its entire right, title, and interest in and to the Patents, and any claims relating thereto, and Assignee desires to accept such assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. **Assignment**. Assignor hereby assigns all of Assignor's right, title, interest, and benefit in and to the Patents to Assignee, including, without limitation, the right to sue for past infringement of the Patents, and the right to collect and receive any damages, royalties, or settlement for such past infringements and any and all causes of action relating to any of the inventions or discoveries disclosed in the Patents.

2. **No Warranties**. Assignor makes no warranties, express or implied, with respect to the Patents.

3. **Further Assurances**. Assignor shall, at the cost and expense of Assignee, take all actions and execute all documents necessary or desirable to record and perfect the interest of Assignee and/or its successors or assigns in and to the Patents, and shall not enter into any agreement in conflict with this Assignment. Assignor shall provide all reasonable assistance to enable the Assignee to pursue any claim, action or proceedings relating to the Patents.

4. **Acknowledgement**. Assignor hereby authorizes and requests that the competent authorities record this Assignment, and grant and issue any and all patents included in the Patents to the Assignee as the assignee of all right, title and interest therein.

5. **Representations and Warranties**. Assignor represents and warrants that (a) Assignor has full power and authority to enter into this Assignment, and (b) this Assignment has been duly authorized, executed and delivered by Assignor and constitutes the legal, valid and binding obligation of Assignor, enforceable against it in accordance with the terms hereof.

DK Crown Holdings Inc.
Ex. 1002, Page 70

6. Successors. This Assignment shall be binding upon and inure to the benefit of the Parties hereto and to their respective successors and assigns.

[Remainder of Page Intentionally Left Blank]

DK Crown Holdings Inc.
Ex. 1002, Page 71

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of the date written below.

ASSIGNOR

By: _____

Name: Olga Egorova

Title: Chief Technology and IP Counsel

STATE OF New York)
) ss.:
COUNTY OF New York)

Before me this 1st day of July, 2015, personally appeared Olga Egorova to me personally known to be the person described in and who executed the above instrument, and acknowledged to me that the signor executed the same of the signor's own free will for the purposes therein set forth.

Allison B. Kelley
Notary Public

Allison B. Kelley
Notary Public, State of New York
No. 01KE6385481
Qualified in Nassau County
Commission Expires January 7, 2017

24831480.1

SCHEDULE A

UNITED STATES PATENT APPLICATIONS

Application No.	Filing Date	Patent No.	Issued
11/406,783	04/18/2006	7,644,861	01/12/2010
11/418,939	05/05/2006	7,549,576	06/23/2009
12/324,221	11/26/2008	8,740,065	06/03/2014
12/324,269	11/26/2008	8,695,876	04/15/2014
12/324,355	11/26/2008	8,397,985	03/19/2013
13/616,451	09/14/2012		
14/252,407	04/14/2014	10,286,300	05/14/2019
16/387,823	04/18/2019	10,751,607	08/25/2020
17/001,426	08/24/2020	11,229,835	01/25/2022
17/582,197	01/24/2022	11,738,258	08/29/2023
18/219,866	07/10/2023	12,194,373	01/14/2025
18/652,753	05/01/2024		
12/685,381	01/11/2010	8,403,214	03/26/2013
13/849,690	03/25/2013	10,460,557	10/29/2019
16/592,185	10/03/2019	10,957,150	03/23/2021
17/207,533	03/19/2021	11,538,306	12/27/2022
18/085,747	12/21/2022	11,989,999	05/21/2024
18/625,327	04/03/2024		
11/686,354	03/15/2007	8,939,359	01/27/2015
12/792,361	06/02/2010	8,899,477	12/02/2014
13/615,440	09/13/2012	8,840,018	09/23/2014
14/604,842	01/26/2015	10,535,223	01/14/2020
16/723,580	12/20/2019	11,024,120	06/01/2021
17/332,985	05/27/2021		
18/093,007	01/04/2023	12,136,314	11/05/2024
18/652,755	05/01/2024		
11/559,829	11/14/2006	8,645,709	02/04/2014

DK Crown Holdings Inc.
Ex. 1002, Page 73

13/616,588	09/14/2012	10,706,673	07/07/2020
16/921,468	07/06/2020	11,430,293	08/30/2022
17/896,185	08/26/2022		
18/652,759	05/01/2024		
18/769,620	07/11/2024		
12/147,005	02/13/2009	8,688,517	04/01/2014
14/231,398	03/31/2014	9,940,643	04/10/2018
15/909,674	03/01/2018	10,825,055	11/03/2020
17/085,815	10/30/2020	11,341,538	05/24/2022
17/750,536	05/23/2022		
18/209,541	06/14/2023		
18/652,765	05/01/2024		
13/070,893	03/24/2011	8,956,231	02/17/2015
14/622,325	02/13/2015	10,406,446	09/10/2019
16/531,298	08/05/2019	10,744,416	08/18/2020
16/993,477	08/14/2020	11,413,548	08/16/2022
17/887,569	08/15/2022		
18/536,383	12/12/2023		
18/965,665	12/02/2024		
13/080,098	04/05/2011	8,974,302	03/10/2015
14/640,439	03/06/2015		
16/900,494	06/12/2020		
17/835,022	06/08/2022		
18/198,572	05/17/2023		
18/650,314	04/30/2024		
18/652,747	05/01/2024		
18/652,750	05/01/2024		
18/756,918	06/27/2024		
90/015,151	11/04/2022		
61/373,435	08/13/2010		
61/405,309	10/21/2010		

61/405,439	10/21/2010		
13/780,157	02/28/2013	9,489,793	11/08/2016
15/342,660	11/03/2016	11,017,630	05/25/2021
17/329,047	05/24/2021	11,842,607	12/12/2023
18/380,716	10/17/2023		
18/757,136	06/28/2024		
61/604,115	02/28/2012		
61/680,168	08/06/2012		
61/736,087	12/12/2012		
11/869,368	10/09/2007	8,932,131	01/13/2015
14/594,249	01/12/2015	10,380,835	08/13/2019
16/520,430	07/24/2019	11,217,063	01/04/2022
17/567,215	01/03/2022	11,798,354	10/24/2023
18/243,139	09/07/2023		
18/757,124	06/27/2024		
11/683,508	03/08/2007	8,581,721	11/12/2013
14/076,433	11/11/2013	10,424,153	09/24/2019
16/456,052	06/28/2019	11,055,958	07/06/2021
17/364,943	07/01/2021	11,875,639	01/16/2024
18/527,585	12/04/2023		
18/758,002	06/28/2024		
13/288,223	11/03/2011	10,657,766	05/19/2020
16/871,966	05/11/2020	10,891,825	01/12/2021
17/145,833	01/11/2021	11,393,290	07/19/2022
17/866,649	07/18/2022	11,769,370	09/26/2023
18/231,370	08/08/2023		
18/758,016	06/28/2024		
61/410,092	11/04/2010		
61/477,777	04/21/2011		
13/562,513	07/31/2012	9,542,802	01/10/2017
15/389,493	12/23/2016	9,916,732	03/13/2018

15/918,068	03/12/2018	10,565,828	02/18/2020
16/742,846	01/14/2020	10,970,974	04/06/2021
17/220,064	04/01/2021	11,557,180	01/17/2023
18/096,625	01/13/2023	11,978,322	05/07/2024
18/625,321	04/03/2024		
18/758,556	06/28/2024		
61/513,757	08/01/2011		
14/302,831	6/12/2024	10,269,212	4/23/2019
13/429,848	3/26/2012	8,756,315	6/17/2014
12/367,566	2/9/2009	8,150,956	4/3/2012
16/059,656	8/9/2018	10,665,055	5/26/2020
18/369,382	9/18/2023	12,236,750	2/25/2025
16/881,159	5/22/2020	11,195,373	12/7/2021
17/542,607	12/6/2021	11,798,361	10/24/2023
19/019,735	1/14/2025		

SCHEDULE B

FOREIGN PATENT APPLICATIONS

Application No.	Filing Date	Patent No.	Issued
PCT/US2008/057239	03/17/2008		
PCT/US2011/059293	11/04/2011		
AU2013206227	06/04/2013		
AU2016202165	04/07/2016		
CA2816683	05/01/2013	CA2816683	04/26/2022
JP2013-537857	10/23/2013	JP6140077	05/12/2017
JP2017-090429	04/28/2017	JP6387435	09/05/2018

DK Crown Holdings Inc.
Ex. 1002, Page 77

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC PAYMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**07/10/2025 08:23:35 PM Z ET**	**5012.0130006**

Title of Invention

Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	71310878	AUTHORIZED BY	Richard Bemben
CUSTOMER #	26111	FILING DATE	05/01/2024
CORRESPONDENCE ADDRESS	-	FIRST NAMED INVENTOR	Howard W. LUTNICK

Payment Information

PAYMENT METHOD	PAYMENT TRANSACTION ID	PAYMENT AUTHORIZED BY
CARD / 1008	**E202570K24537404**	**Marta Guzman**

FEE CODE	DESCRIPTION	ITEM PRICE($)	QUANTITY	ITEM TOTAL($)
1830	PROCESSING FEE, EXCEPT IN PROVISIONAL APPLICATIONS	150.00	1	150.00
			TOTAL AMOUNT:	**$150.00**

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.

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**07/10/2025 08:23:35 PM Z ET**	**5012.0130006**

Title of Invention

Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	71310878	FILING DATE	05/01/2024
CUSTOMER #	26111	FIRST NAMED INVENTOR	Howard W. LUTNICK
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Richard Bemben

Documents

TOTAL DOCUMENTS: 6

DOCUMENT		PAGES	DESCRIPTION	SIZE (KB)
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006.pdf		32	-	2228 KB
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-TRAN.LET.pdf	(1-2)	2	Transmittal Letter	210 KB
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-R46C.REQ.pdf	(3-3)	1	Request under 37CFR1.46(c) to correct, update, change applicant	161 KB
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-ADS.pdf	(4-13)	10	Application Data Sheet	182 KB

2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-PA...pdf	(14-15)	2	Power of Attorney	397 KB
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-R3.73.pdf	(16-17)	2	Assignee showing of ownership per 37 CFR 3.73	154 KB
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-LET..pdf	(18-32)	15	Miscellaneous Incoming Letter	1362 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006.pdf	79ACACB2AA645C4538FF7E98145765817312B60105868173C3F72DB9834563D422BC698CCD1DE12C70322D59DE5790B5492633348B3582C6B4CDC3A557C6B0CC
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-TRAN.LET.pdf	BE652A0B9068B410D2005AE8ACFC74A12D527B10D9795B597A40BC5A489C356E74AF9A799912843B1A3C931EFBFB0EB2AC1F89D492C16B26F62010B341FC6736
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-R46C.REQ.pdf	F6590E6A0CD2F899B03D34AE000044E8048B60F96EB0C7BCE62B120FCEC387389BF23436F20854DD6DF677488E92C8FCA4678B7B42C184E54707D12424C04431
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-ADS.pdf	9B5E31891EBF61AEC4E784E5EFE2D013E67F408EB97939E26D81D64FE14B8391F2E90A30B315B661E57F7B475B12920ABFCE6C6C30C8802E9FFC2BDDF5DE7F8E
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-PA...pdf	383C0273AFFF91108868F5CA6EE1E23CCA24B1F470ABE1F8C45BFD1B006D0191F765D73965369C7F9C1C29575758F5F320C57CDEEA109500E18954DC1D59124C
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-R3.73.pdf	99285A869BEE94B002BD09B8BA54F2B92540C81F7A194FA8B6ADCBF71D61006A9477FB03806C0E05AD84A08B832B734AF1E90CD14FA45EC66B4C9C53F15E1D53
2025-07-10-Filing-Bundle-Request-Update-Applicant-5012-0130006-LET..pdf	83D2C74CF6AD54C9A5E56CACAE9363BE56B042B91E169C217DAC644E436A0796B1CAA88F6E011B83115DB8BE71B272FA25704ED27D883FC74436E3778E982414

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.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 05/06/2025

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER
SITTNER, MATTHEW T

ART UNIT	PAPER NUMBER
3629	

NOTIFICATION DATE	DELIVERY MODE
05/06/2025	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):

eoffice@sternekessler.com

Decision Granting Request for Prioritized Examination (Track I)	**Application No.** 18/652,765	**Applicant(s)** LUTNICK et al.	
	Examiner JoAnne L Burke	**Art Unit** OPET	**AIA (FITF) Status** No

1. THE REQUEST FILED 02 April 2025 IS **GRANTED** .

The above-identified application has met the requirements for prioritized examination

A. ☐ for an original nonprovisional application (Track I).
B. ☑ for an application undergoing continued examination (RCE).

2. **The above-identified application will undergo prioritized examination**. The application will be accorded special status throughout its entire course of prosecution until one of the following occurs:

A. filing a **petition for extension of time** to extend the time period for filing a reply;

B. filing an **amendment to amend the application to contain more than four independent claims, more than thirty total claims** , or a multiple dependent claim;

C. filing a **request for continued examination** ;

D. filing a notice of appeal;

E. filing a request for suspension of action;

F. mailing of a notice of allowance;

G. mailing of a final Office action;

H. completion of examination as defined in 37 CFR 41.102; or

I. abandonment of the application.

Telephone inquiries with regard to this decision should be directed to JoAnne Burke at (571)272-4584. In his/her absence, calls may be directed to Petition Help Desk at (571) 272-3282.

/JOANNE L BURKE/ Lead Paralegal Specialist, OPET	

DK Crown Holdings Inc.
Ex. 1002, Page 84

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

26111 7590 04/16/2025

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER
SITTNER, MATTHEW T

ART UNIT	PAPER NUMBER
3629	

DATE MAILED: 04/16/2025

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

TITLE OF INVENTION: Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1290	$0.00	$0.00	$1290	07/16/2025

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 40% the amount of undiscounted fees, and micro entity fees are 20% the amount of undiscounted 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. 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.

PTOL-85 (Rev. 11/23)

DK Crown Holdings Inc.
Ex. 1002, Page 85

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), by mail or fax, or via the USPTO patent electronic filing system.

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 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. **Because electronic patent issuance may occur shortly after issue fee payment, any desired continuing application should preferably be filed prior to payment of this issue fee in order not to jeopardize copendency.**

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

26111 7590 04/16/2025
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

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

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being transmitted to the USPTO via the USPTO patent electronic filing system 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.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

TITLE OF INVENTION: Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1290	$0.00	$0.00	$1290	07/16/2025

EXAMINER	ART UNIT	CLASS-SUBCLASS
SITTNER, MATTHEW T	3629	705-014640

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/AIA/122 or PTO/SB/122) attached.

❑ "Fee Address" indication (or "Fee Address" Indication form PTO/AIA/47 or PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

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

1_____
2_____
3_____

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

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document 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)

4b. Method of Payment: *(Please first reapply any previously paid fee shown above)*

❑ Electronic Payment via the USPTO patent electronic filing system ❑ 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
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.

❑ Applicant asserting small entity status. See 37 CFR 1.27
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.

❑ Applicant changing to regular undiscounted fee 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. _____

DK Crown Holdings Inc.
Ex. 1002, Page 86

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 04/16/2025

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER	
SITTNER, MATTHEW T	
ART UNIT	**PAPER NUMBER**
3629	

DATE MAILED: 04/16/2025

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.

PTOL-85 (Rev. 11/23)

DK Crown Holdings Inc.
Ex. 1002, Page 87

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. The United States Patent and Trademark Office (USPTO) collects the information in this record under authority of 35 U.S.C. 2. The USPTO's system of records is used to manage all applicant and owner information including name, citizenship, residence, post office address, and other information with respect to inventors and their legal representatives pertaining to the applicant's/ owner's activities in connection with the invention for which a patent is sought or has been granted. The applicable Privacy Act System of Records Notice for the information collected in this form is COMMERCE/PAT-TM-7 Patent Application Files, available in the Federal Register at 78 FR 19243 (March 29, 2013).
https://www.govinfo.gov/content/pkg/FR-2013-03-29/pdf/2013-07341.pdf

Routine uses of the information in this record may include disclosure to:

1) law enforcement, in the event that the system of records indicates a violation or potential violation of law;
2) a federal, state, local, or international agency, in response to its request;
3) a contractor of the USPTO having need for the information in order to perform a contract;
4) the Department of Justice for determination of whether the Freedom of Information Act (FOIA) requires disclosure of the record;
5) a Member of Congress submitting a request involving an individual to whom the record pertains, when the individual has requested the Member's assistance with respect to the subject matter of the record;
6) a court, magistrate, or administrative tribunal, in the course of presenting evidence, including disclosures to opposing counsel in the course of settlement negotiations;
7) the Administrator, General Services Administration (GSA), or their designee, during an inspection of records conducted by GSA under authority of 44 U.S.C. 2904 and 2906, in accordance with the GSA regulations and any other relevant (i.e., GSA or Commerce) directive, where such disclosure shall not be used to make determinations about individuals;
8) 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));
9) the Office of Personnel Management (OPM) for personnel research purposes; and
10) the Office of Management and Budget (OMB) for legislative coordination and clearance.

If you do not furnish the information requested on this form, the USPTO may not be able to process and/or examine your submission, which may result in termination of proceedings, abandonment of the application, and/or expiration of the patent.

Notice of Allowability	Application No. 18/652,765	Applicant(s) LUTNICK et al.	
	Examiner MATTHEW T SITTNER	Art Unit 3629	AIA (FITF) Status No

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

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

1. ☑ This communication is responsive to 4/2/2025.
   ☐ 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 1,4,7,9-17,25-26,31-35 and 37-47 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

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

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

   * Certified copies not received: _____ .

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

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

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

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

Attachment(s)

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

/MATTHEW T SITTNER/
Primary Examiner, Art Unit 3629

DK Crown Holdings Inc.
Ex. 1002, Page 89

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 04/02/2025 has been entered.

Notice of Pre-AIA or AIA Status

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

Status of Claims

3. Claims 2, 3, 5, 6, 8, 18-24, 27-30, 36 are canceled.

4. Claim 47 is new.

5. Claims 1, 4, 7, 9-17, 25, 26, 31-35, 37-47 are pending, ALLOWED, and have been examined.

6. This action is in reply to the papers filed on 04/02/2025.

Information Disclosure Statement

7. The information disclosure statement(s) submitted: 06/18/2024, has/have been considered by the Examiner and made of record in the application file.

Amendment

8. The present Office Action is based upon the original patent application filed on 05/01/2024 as modified by the amendments filed on 04/02/2025.

Reasons For Allowance

Prior-Art Rejection withdrawn

9. Claims 1, 4, 7, 9-17, 25, 26, 31-35, 37-47 are allowed. The closest prior art (See PTO-892, Notice of References Cited) does not teach the claimed: 1. (Currently Amended) A mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to: display a user interface on a touch screen of the mobile phone; send location data to one or more server computers, wherein the location data includes GPS data and Internet Protocol (IP) data: receive low priority data from the one or more server computers, wherein the low priority data includes an image, text, or video data, and wherein the low priority data is based at least on a type of the mobile phone or the location data: identify an area of the user interface to display the low priority data based on information from the one or more server computers that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface; compare a size of the identified area to a size of the low priority data; in response to the comparison, reformat the low priority data to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the low priority data, resizing the low priority data, compressing the low priority data, decompressing the low priority data, or converting a color of the low priority data; display the low priority data at the identified area of the user interface; send, to the one or more server computers, a signal that a user interacted with the low priority data displayed at the identified area of the user interface; after receiving the signal, display a player prevention alert and prevent the user of the mobile phone from placing a wager via the mobile application based on a determination that the mobile phone is not in a gaming area; receive input from the user, the input indicating an interaction with the touch screen

of the mobile phone or a button of the mobile phone; based on the input, remove the player prevention alert; determine that the user is enabled to place the wager via the mobile application; and based on a determination that the user is enabled to place the wager via the mobile application, allow the user to place the wager via the mobile application.

10. The closest prior-art (Matthys et al. 2008/0306816, Sion 2010/0030643, Pacey et al. 2010/0105482, Slough et al. 2008/0207328, Denker et al. 2007/0055440, Batkin et al. 2021/0042795, Fiatal 2009/0193338, Price et al. 2008/0315785, Cole 2009/0017860, Fathallah et al. 2006/0229557, Kraut 2010/0146445, Rune 2010/0238811, Heath et al. 2006/0233429, Publicover et al. 2016/0253710, Riviello et al. 2017/0228762, Eisenson et al. 2008/0091518, Longley et al. 2009/0221367, Huber et al. 2004/0261100, Cortegiano 2006/0094410) teach the features as disclosed in Non-final Rejection (09/04/2024), however, these cited references do not teach and the prior-art does not teach at least the following:

> receive low priority data from the one or more server computers, wherein the low priority data includes an image, text, or video data, and wherein the low priority data is based at least on a type of the mobile phone or the location data: identify an area of the user interface to display the low priority data based on information from the one or more server computers that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface; compare a size of the identified area to a size of the low priority data; in response to the comparison, reformat the low priority data to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the low priority data, resizing the low priority data, compressing the low priority data, decompressing the low priority data, or converting a color of the low priority data; display the low priority data at the identified area of the user interface; send, to the one or more server computers, a signal that a user interacted with the low priority data displayed at the identified area of the user interface; after receiving the signal, display a player prevention alert and prevent the user of the mobile phone from placing a wager via the mobile application based on a determination that the mobile phone is not in a gaming area; receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone; based on the input, remove the player prevention alert; determine that the user is enabled to place the wager via the mobile application; and based on a determination that the user is enabled to place the wager via the mobile application, allow the user to place the wager via the mobile application.

Claim Rejections - 35 USC §101 - Withdrawn

11. Per Applicant's amendments and arguments and considering new guidance in the MPEP, the rejections are withdrawn. Specifically, in Applicant's *Remarks* (dated 12/04/2024, pgs. 13-15), Applicant traverses the *35 USC §101* rejections arguing that the amended claims recite new limitations that are not abstract, amount to significantly more, are directed to a practical application, etc… For example, Applicant argues that the claims are directed to improved display interfaces for small form-factor electronic devices that have small displays and recite a technical solution to the technical problem of how to display both low priority data and high priority data on a display having limited screen real estate without having the low priority data interfere with or obscure the high priority data.

12. In support of their arguments, Applicant cites to the following recent Fed. Cir. court cases (i.e., *Core Wireless, Enfish,* etc…). *Enfish* is cited for the rule that software-based innovations can make non-abstract improvements to computer technology and *Core Wireless* is cited for that court's finding of improved display interfaces and for a particular manner of summarizing and presenting information.

Examiner's Response to Arguments

13. Per Applicants' amendments/arguments, the rejections are withdrawn.

Examiner's Response: Claim Rejections – 35 USC §112

14. Per Applicants' amendments/arguments, the rejections are withdrawn.

Examiner's Response: Claim Rejections – 35 USC §101

15. Per Applicants' amendments/arguments, the rejections are withdrawn. See notes above for additional reasoning and rationale for dropping 35 USC 101 rejection including Applicant's amendments, arguments, lack of abstract idea, and practical integration.

Examiner's Response: Claim Rejections – 35 USC § 103

16. Per Applicants' amendments/arguments, the rejections are withdrawn. See notes above for additional reasoning and rationale for dropping prior-art rejection including Applicant's amendments and arguments and unique combination of features and elements not taught by the prior-art without hindsight reasoning.

17. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

PERTINENT PRIOR ART – Patent Literature

18. The prior art made of record and considered pertinent to applicant's disclosure.

19. Matthys et al. 2008/0306816 [0054 - a publisher of the website sometimes prefers to know who is visiting its website (e.g., from which IP address the website is being visited)] [0005 - advertisement is typically constructed from a high-aspect ratio image, often employing colors, animation or sound to maximize its presence in a webpage] [0014 - a location of placing the targeted commercial information is determined, based on a webpage to be viewed, to maximize its presence in a displayed webpage]

20. Sion 2010/0030643 [0062 - touch-screen]

21. Pacey et al. 2010/0105482 [0070 - Ads may be selected based on location with a casino]

22. Slough et al. 2008/0207328 [0025 - the player can be prevented from taking any actions within the game during…]

23. Denker et al. 2007/0055440 [0059 - transmit a notification to the user indicating that the system has not been able to verify the user's location, … if the user's location is determined to be outside of the authorized location, or the user's location cannot be determined at all (e.g., if there is no GPS reception and/or no cell phone network coverage), a notification to that effect can be transmitted …]

24. Batkin et al. 2021/0042795 teaches [0095 - replacing, via the processor, the first ad content in the third area with the second ad content responsive to the third area being scrolled into the second area while the web page remains loaded in the browser such that the second ad content is displayed within the second area while the web page remains loaded in the browser]

25. Fiatal 2009/0193338 [0004 - present invention relates to reducing network and battery consumption during content delivery and playback]

26. Price et al. 2008/0315785 [0007 - battery life of a battery-powered portable information handling system may be extended in one exemplary embodiment by operating a multiple-lamp display using only a portion of the backlight lamps of the display when a reduced brightness level is acceptable to a user of the system, when remaining battery capacity has dropped below a threshold level (e.g. threshold voltage level), and/or when the system is operating solely on battery power]

27. Cole 2009/0017860 [0016 - the mobile device 100 may select a content quality such that the bandwidth requirement for downloading the content is reduced proportional to the current battery level]

28. Fathallah et al. 2006/0229557 [0091 - monitors light levels detected by a photo sensor 100 (see FIG. 2) to adjust screen 22 brightness]

29. Kraut 2010/0146445 [0038 - ambient noise level can be determined using a microphone… volume during the call can be increased or decreased based on the level of the ambient noise that is detected using the microphone…]

30. Rune 2010/0238811 [0129 - verifies the digital signature … in order to authenticate the originator of the advertisement information and in order to verify that the information has not been altered… advertisement information was sent from its originator, as indicated by the included timestamp(s), there was local connectivity between the sending and the receiving…]

31. Eisenson et al. 2008/0091518 [0053 - cellular network will monitor the real-time usage of the cellular phone associated with the participating consumer, such data to include location, route, and other information useful in identifying behavior of the consumer, resulting in accurate

real-time data that permits optimal targeting of advertised offers by location, direction, and previously established demographic and economic characteristics]

32. Powell 2003/0193472 [0024 - the brightness level is then reduced in step 312 to some predetermined or preselected target brightness level designed to provide longer battery life]

33. Emery et al. 2007/0218958 [0038 - if the ambient noise detected by sampling module 262 is very loud, mode of operation module 264 will raise the value of the threshold to compensate for the likely increased volume of the user's voice and loud background noise]

34. Landau 2005/0099291 [0033 - the volume levels for both the environmental attractor sounds and the phone narration can be dynamically adjusted in response to ambient noise in the exhibit space]

PERTINENT PRIOR ART – Non-Patent Literature (NPL)

35. The prior art made of record and considered pertinent to applicant's disclosure.

36. How mixed -mode surveys are transforming social research: The influence of survey mode on measurement in Web and telephone surveys. Christian, Leah Melani. ProQuest Dissertations and ThesesProQuest Dissertations & Theses. (2007)

37. Can technology make shopping fun? Kourouthanassis, Panos. International Commerce Review : ECR Journal 3.2: 37-40,42-44. Brussels: Springer Nature B.V. (Winter 2003)

38. Dynamic Auto Configuration and Self-Management of Next Generation Personal Area Networks. Maia, João Pedro Carneiro. PQDT - GlobalProQuest Dissertations & Theses. (2008)

Contact Information

39. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MATTHEW T. SITTNER whose telephone number is (571) 270-7137 and email: matthew.sittner@uspto.gov. The examiner can normally be reached on Monday-Friday, 8:00am - 5:00pm (Mountain Time Zone).

40. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sarah M. Monfeldt can be reached on (571) 270-1833.

41. 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.

/MATTHEW T SITTNER/
Primary Examiner, Art Unit 3629

Notice of References Cited	Application/Control No. 18/652,765	Applicant(s)/Patent Under Reexamination LUTNICK et al.	
	Examiner MATTHEW T SITTNER	Art Unit 3629	Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	Name	CPC Classification	US Classification
*	A	US-20080306816-A1	2008-12-11	Matthys; Michael	G06Q30/0273	705/14.69
*	B	US-20100105482-A1	2010-04-29	Pacey; Larry	G07F17/3237	463/43
*	C	US-20080207328-A1	2008-08-28	Slough; Kelly	G06Q30/02	463/42
*	D	US-20070055440-A1	2007-03-08	Denker; Dennis	H04L63/0853	701/532
*	E	US-20210042795-A1	2021-02-11	Batkin; Andy	G06Q30/0277	1/1
*	F	US-20230186911-A1	2023-06-15	Sundram; Surath	G10L15/08	704/275
*	G	US-20030193472-A1	2003-10-16	Powell, John P.	G06F1/263	345/102
*	H	US-20080315785-A1	2008-12-25	Price; Erin L.	H05B41/282	315/277
*	I	US-20090017860-A1	2009-01-15	Cole; Gary R.	H04W52/265	455/522
*	J	US-20060229557-A1	2006-10-12	Fathallah; Marwan A.	G16H40/63	705/2
*	K	US-20050099291-A1	2005-05-12	Landau, Steven	G01S1/725	340/988
*	L	US-20100146445-A1	2010-06-10	Kraut; Joel	G06F3/162	700/94
*	M	US-20070218958-A1	2007-09-20	Emery; Jeffrey	H04M1/605	455/67.11

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	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	How mixed -mode surveys are transforming social research: The influence of survey mode on measurement in Web and telephone surveys. Christian, Leah Melani. ProQuest Dissertations and ThesesProQuest Dissertations & Theses. (2007) (Year: 2007)
*	V	Can technology make shopping fun? Kourouthanassis, Panos. International Commerce Review : ECR Journal 3.2: 37-40,42-44. Brussels: Springer Nature B.V. (Winter 2003) (Year: 2003)
*	W	Dynamic Auto Configuration and Self-Management of Next Generation Personal Area Networks. Maia, João Pedro Carneiro. PQDT - GlobalProQuest Dissertations & Theses. (2008) (Year: 2008)
	X	

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

DK Crown Holdings Inc.
Ex. 1002, Page 99

Notice of References Cited	Application/Control No. 18/652,765	Applicant(s)/Patent Under Reexamination LUTNICK et al.	
	Examiner MATTHEW T SITTNER	Art Unit 3629	Page 2 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	Name	CPC Classification	US Classification
*	A	US-20100238811-A1	2010-09-23	Rune; Johan	H04L61/5084	370/248
*	B	US-20060233429-A1	2006-10-19	Heath; Michael D.	G06T7/0012	382/128
*	C	US-20160253710-A1	2016-09-01	Publicover; Mark W.	H04W4/21	705/14.66
*	D	US-20170228762-A1	2017-08-10	Riviello; John	G06Q30/0273	1/1
*	E	US-20080091518-A1	2008-04-17	Eisenson; Henry	G06Q30/02	705/14.64
*	F	US-20090221367-A1	2009-09-03	Longley; Jeremy	G07F17/3276	463/32
*	G	US-20090193338-A1	2009-07-30	Fiatal; Trevor	H04W12/06	709/219
*	H	US-20040261100-A1	2004-12-23	Huber, Thomas	H04N21/25891	348/E7.071
*	I	US-20060094410-A1	2006-05-04	Cortegiano; Mark L.	H04M15/8083	455/414.3
*	J	US-20100030643-A1	2010-02-04	Sion; Lior Meir	G06Q30/0251	705/14.49
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	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 YYYY-MM-DD format are publication dates. Classifications may be US or foreign.

DK Crown Holdings Inc.
Ex. 1002, Page 100

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

✓	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	07/01/2024	08/29/2024	12/24/2024	04/08/2025					
1	1	÷	✓	=	=					
	2	÷	-	-	-					
	3	÷	-	-	-					
2	4	÷	✓	=	=					
	5	÷	✓	-	-					
	6	÷	✓	-	-					
3	7	÷	✓	=	=					
	8	÷	-	-	-					
4	9	÷	✓	=	=					
5	10	÷	✓	=	=					
6	11	÷	✓	=	=					
7	12	÷	✓	=	=					
8	13	÷	✓	=	=					
9	14	÷	✓	=	=					
10	15	÷	✓	=	=					
11	16	÷	✓	=	=					
12	17	÷	✓	=	=					
	18	÷	-	-	-					
	19	÷	-	-	-					
	20	÷	-	-	-					
	21	÷	-	-	-					
	22	÷	-	-	-					
	23	÷	-	-	-					
	24	÷	-	-	-					
19	25	÷	✓	=	=					
20	26	÷	✓	=	=					
	27	÷	✓	-	-					
	28	÷	-	-	-					
	29	÷	-	-	-					
	30	÷	-	-	-					
13	31		✓	=	=					
14	32		✓	=	=					
15	33		✓	=	=					
16	34		✓	=	=					
17	35		✓	=	=					
	36		✓	=	-					
21	37		✓	=	=					
22	38		✓	=	=					
23	39		✓	=	=					
24	40		✓	=	=					
25	41		✓	=	=					
26	42		✓	=	=					

DK Crown Holdings Inc.
Ex. 1002, Page 101

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

CLAIM		DATE								
Final	Original	07/01/2024	08/29/2024	12/24/2024	04/08/2025					
27	43		✓	=	=					
28	44			=	=					
29	45			=	=					
30	46			=	=					
18	47				=					

DK Crown Holdings Inc.
Ex. 1002, Page 102

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	Art Unit
	MATTHEW T SITTNER	3629

CPC - Searched*		
Symbol	**Date**	**Examiner**
((G06Q30$.cpc.) or (G06Q30/0207-30/0277.cpc.)) (text limited search - See PE2E Search Results (attached))	08/29/2024	mts
(G06Q30/0267 OR G06Q30/02 OR G06Q30/0209 OR G06Q30/0212 OR G06Q30/0255 OR G06Q30/0269 OR G06Q50/34 OR G07F17/3223 OR G07F17/3227).cpc. text limited	08/29/2024	mts
updated	12/24/2024	mts
updated	04/08/2025	mts

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

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
	(("705".clas.) or (705/14.??.ccls.) or (705/319.ccls.)) (text limited search - See PE2E Search Results (attached))	08/29/2024	mts
	updated	12/24/2024	mts
	updated	04/08/2025	mts

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

/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3689	/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629

DK Crown Holdings Inc.
Ex. 1002, Page 103

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	Art Unit
	MATTHEW T SITTNER	3629

Search Notes		
Search Notes	**Date**	**Examiner**
(Inventor and Assignee search in PE2E/EAST/DAV/PALM Search) ((" 705".clas.) or (705/14.??.ccls.) or (705/319.ccls.) or (G06Q30$.cpc.) or (G06Q30/0207-30/0277.cpc.)) (text limited search - See PE2E Search Results (attached)) Global Dossier Search, IP.com (NPL Search), and STIC NPL Search Request. Similarity Search on PE2E.	08/29/2024	mts
updated	12/24/2024	mts

Interference Search			
US Class/CPC Symbol	**US Subclass/CPC Group**	**Date**	**Examiner**
	(".CLM." text limited search - See PE2E Search Results (attached))	08/29/2024	mts
	updated	12/24/2024	mts
	updated	04/08/2025	mts

/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3689	/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629

DK Crown Holdings Inc.
Ex. 1002, Page 104

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

CPC							
Symbol						**Type**	**Version**
G06Q	/	30	/	0267		F	2013-01-01
G06Q	/	30	/	02		I	2013-01-01
G06Q	/	30	/	0209		I	2013-01-01
G06Q	/	30	/	0212		I	2013-01-01
G06Q	/	50	/	34		I	2013-01-01
G07F	/	17	/	3223		I	2013-01-01
G07F	/	17	/	3227		I	2013-01-01
G06Q	/	30	/	0255		I	2013-01-01
G06Q	/	30	/	0269		I	2013-01-01

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	30	
/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629	09 April 2025	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

U.S. Patent and Trademark Office — Part of Paper No.: 20250408

DK Crown Holdings Inc.
Ex. 1002, Page 105

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

INTERNATIONAL CLASSIFICATION				
CLAIMED				
G06Q	/	30	/	00

NON-CLAIMED				
G06Q30/0251	/	30	/	0251
G06Q30/02	/	30	/	02
G06Q30/0207	/	30	/	0207
G06Q50/34	/	50	/	34
G07F17/32	/	17	/	32

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**
705	14.64

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

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 30	
/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629 (Primary Examiner)	09 April 2025 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 1

U.S. Patent and Trademark Office — Part of Paper No.: 20250408

DK Crown Holdings Inc.
Ex. 1002, Page 106

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

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

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	5	10		19		28	21	37	30	46				
	2	6	11		20		29	22	38	18	47				
	3	7	12		21		30	23	39						
2	4	8	13		22	13	31	24	40						
	5	9	14		23	14	32	25	41						
	6	10	15		24	15	33	26	42						
3	7	11	16	19	25	16	34	27	43						
	8	12	17	20	26	17	35	28	44						
4	9		18		27		36	29	45						

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	30	
/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629	09 April 2025	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

DK Crown Holdings Inc.
Ex. 1002, Page 107

Main Concept Text
==========
18/209,541 – Claim 1. A method comprising: receiving data based on which a first promotion associated with a first advertiser may be displayed on a mobile gaming device, in which the data includes a first set of criteria identifying when the first promotion should be displayed; receiving data based on which a second promotion associated with a second advertiser may be displayed on the mobile gaming device, in which the data includes a second set of criteria identifying when the second promotion should be displayed; identifying a set of criteria that occur on the mobile device, in which the set of criteria meet the first set of criteria and the second set of criteria; determining if the first advertiser is a competitor of the second advertiser; if the first advertiser is a competitor of the second advertiser, displaying only one of the first and the second promotions on the mobile device.

(No Concept Modifiers)
==========

(No Filters)
==========

Options
=======
De-dup: None
Relevance Cut-off: None
Sort: Relevance

Content: Patents + NPL (193)
==========
US Patents
US Designs
US Applications
EPO Patents
EPO Applications
China Patents
China Applications
Japan Patents
Japan Applications
Korea Patents
Korea Applications
WIPO Applications
Argentina Patents
Argentina Applications
Brazil Patents
Brazil Applications
Canada Patents

Canada Applications
Chile Patents
Chile Applications
Colombia Applications
Costa Rica Applications
Cuba Patents
Cuba Applications
Dominican Republic Applications
Ecuador Patents
Ecuador Applications
El Salvador Applications
Guatemala Applications
Honduras Applications
Mexico Patents
Mexico Applications
Nicaragua Patents
Panama Applications
Peru Applications
Trinidad & Tobago Patents
Uruguay Applications
Austria Patents
Austria Applications
Belarus Patents
Belgium Patents
Belgium Applications
Bosnia & Herzegovina Patents
Bosnia & Herzegovina Applications
Bulgaria Patents
Bulgaria Applications
Croatia Patents
Croatia Applications
Czech Republic Patents
Czech Republic Applications
Czechoslovakia Patents
Czechoslovakia Applications
Denmark Patents
Denmark Applications
Estonia Patents
Estonia Applications
EUIPO Patents
Finland Patents
Finland Applications
France Patents
France Applications
Germany Patents
Germany Applications
Great Britain Patents
Great Britain Applications
Greece Patents
Greece Applications

Hungary Patents
Hungary Applications
Iceland Patents
Iceland Applications
Ireland Patents
Ireland Applications
Italy Patents
Italy Applications
Latvia Patents
Latvia Applications
Lithuania Patents
Lithuania Applications
Luxembourg Patents
Luxembourg Applications
Malta Patents
Monaco Patents
Montenegro Patents
Montenegro Applications
Netherlands Patents
Netherlands Applications
Norway Patents
Norway Applications
Poland Patents
Poland Applications
Portugal Patents
Portugal Applications
Republic of Moldova Patents
Republic of Moldova Applications
Romania Patents
Romania Applications
San Marino Patents
San Marino Applications
Serbia Patents
Serbia Applications
Slovakia Patents
Slovakia Applications
Slovenia Patents
Spain Patents
Spain Applications
Sweden Patents
Sweden Applications
Switzerland Patents
Switzerland Applications
Ukraine Patents
Yugoslavia/Serbia and Montenegro Patents
Yugoslavia/Serbia and Montenegro Applications
Armenia Patents
Australia Patents
Australia Applications
Cyprus Patents

Gulf Cooperation Council Patents
Hong Kong Patents
India Patents
India Applications
Indonesia Patents
Indonesia Applications
Israel Patents
Israel Applications
Jordan Patents
Jordan Applications
Kyrgyzstan Patents
Macao Applications
Malaysia Patents
Mongolia Patents
New Zealand Patents
Philippines Patents
Philippines Applications
Saudi Arabia Patents
Saudi Arabia Applications
Singapore Patents
Singapore Applications
Taiwan Patents
Taiwan Applications
Tajikistan Patents
Tajikistan Applications
Thailand Patents
Thailand Applications
Uzbekistan Patents
Vietnam Patents
Algeria Patents
ARIPO Patents
ARIPO Applications
Egypt Patents
Kenya Patents
Malawi Patents
Morocco Patents
Morocco Applications
OAPI Patents
South Africa Patents
Tunisia Applications
Zambia Patents
Zimbabwe Patents
EAPO Patents
EAPO Applications
Georgia Patents
Georgia Applications
Kazakhstan Patents
Kazakhstan Applications
Russia Patents
Russia Applications

Turkey Patents
Turkey Applications
IEEE Xplore Publications: IEEE Periodicals
IEEE Xplore Publications: IEEE Conferences
IEEE Xplore Publications: IEEE Standards
IEEE Xplore Publications: IEEE Early Access
IEEE Xplore Publications: SMPTE Periodicals
IEEE Xplore Publications: SMPTE Conferences
IEEE Xplore Publications: SMPTE Standards
IEEE Xplore Publications: MIT Press eBooks
IEEE Xplore Publications: Wiley-IEEE eBooks
IEEE Xplore Publications: IBM Periodicals
IEEE Xplore Publications: URSI Periodicals
IEEE Xplore Publications: VDE Conferences
IEEE Xplore Publications: Periodicals from China
IEEE Xplore Publications: Ericsson Technology Review
IP.com Prior Art Database: The IP.com Journal
IP.com Prior Art Database: Internet Society RFC
IP.com Prior Art Database: IBM TDB Archive
IP.com Prior Art Database: Legacy Journals
IP.com Prior Art Database: Software Patent Institute
OnePetro.org: Periodicals at OnePetro.org
OnePetro.org: Conferences at OnePetro.org
Other Literature: IBM Redbooks
Other Literature: PubMed Central
Other Literature: arXiv.org

Main Concept Text
==========
18/652,765 – Claim 1. (Currently Amended) A mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to: display a user interface on a touch screen of the mobile phone; send location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data; receive a promotion from a computer server system, wherein the promotion includes at least one of an image, audio, text, or video data, and wherein the promotion is based at least on one of a type of the mobile phone or the location data; identify an area of the user interface, wherein the identified area is configured to display the promotion; compare a size of the identified area to a size of the promotion; in response to the comparison, reformat the promotion to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the promotion, resizing the promotion, compressing the promotion, decompressing the promotion, or converting a color of the promotion; and display the promotion at the identified area of the user interface; and send, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface.

(No Concept Modifiers)
==========

(No Filters)
==========

Options
==========
De-dup: None
Relevance Cut-off: None
Sort: Relevance

Content: Patents + NPL (195)
==========
US Patents
US Designs
US Applications
EPO Patents
EPO Applications
China Patents
China Applications
Japan Patents
Japan Applications
Korea Patents
Korea Applications
WIPO Applications

Argentina Patents
Argentina Applications
Brazil Patents
Brazil Applications
Canada Patents
Canada Applications
Chile Patents
Chile Applications
Colombia Applications
Costa Rica Applications
Cuba Patents
Cuba Applications
Dominican Republic Applications
Ecuador Patents
Ecuador Applications
El Salvador Applications
Guatemala Applications
Honduras Applications
Mexico Patents
Mexico Applications
Nicaragua Patents
Panama Applications
Peru Applications
Trinidad & Tobago Patents
Uruguay Applications
Austria Patents
Austria Applications
Belarus Patents
Belgium Patents
Belgium Applications
Bosnia & Herzegovina Patents
Bosnia & Herzegovina Applications
Bulgaria Patents
Bulgaria Applications
Croatia Patents
Croatia Applications
Czech Republic Patents
Czech Republic Applications
Czechoslovakia Patents
Czechoslovakia Applications
Denmark Patents
Denmark Applications
Estonia Patents
Estonia Applications
EUIPO Patents
Finland Patents
Finland Applications
France Patents
France Applications
Germany Patents

Germany Applications
Great Britain Patents
Great Britain Applications
Greece Patents
Greece Applications
Hungary Patents
Hungary Applications
Iceland Patents
Iceland Applications
Ireland Patents
Ireland Applications
Italy Patents
Italy Applications
Latvia Patents
Latvia Applications
Lithuania Patents
Lithuania Applications
Luxembourg Patents
Luxembourg Applications
Malta Patents
Monaco Patents
Montenegro Patents
Montenegro Applications
Netherlands Patents
Netherlands Applications
Norway Patents
Norway Applications
Poland Patents
Poland Applications
Portugal Patents
Portugal Applications
Republic of Moldova Patents
Republic of Moldova Applications
Romania Patents
Romania Applications
San Marino Patents
San Marino Applications
Serbia Patents
Serbia Applications
Slovakia Patents
Slovakia Applications
Slovenia Patents
Spain Patents
Spain Applications
Sweden Patents
Sweden Applications
Switzerland Patents
Switzerland Applications
Ukraine Patents
Yugoslavia/Serbia and Montenegro Patents

Yugoslavia/Serbia and Montenegro Applications
Armenia Patents
Australia Patents
Australia Applications
Cyprus Patents
Gulf Cooperation Council Patents
Hong Kong Patents
India Patents
India Applications
Indonesia Patents
Indonesia Applications
Israel Patents
Israel Applications
Jordan Patents
Jordan Applications
Kyrgyzstan Patents
Macao Applications
Malaysia Patents
Mongolia Patents
New Zealand Patents
Philippines Patents
Philippines Applications
Saudi Arabia Patents
Saudi Arabia Applications
Singapore Patents
Singapore Applications
Taiwan Patents
Taiwan Applications
Tajikistan Patents
Tajikistan Applications
Thailand Patents
Thailand Applications
Uzbekistan Patents
Vietnam Patents
Algeria Patents
ARIPO Patents
ARIPO Applications
Egypt Patents
Kenya Patents
Malawi Patents
Morocco Patents
Morocco Applications
OAPI Patents
South Africa Patents
Tunisia Applications
Zambia Patents
Zimbabwe Patents
EAPO Patents
EAPO Applications
Georgia Patents

Georgia Applications
Kazakhstan Patents
Kazakhstan Applications
Russia Patents
Russia Applications
Turkey Patents
Turkey Applications
IEEE Xplore Publications: IEEE Periodicals
IEEE Xplore Publications: IEEE Conferences
IEEE Xplore Publications: IEEE Standards
IEEE Xplore Publications: IEEE Early Access
IEEE Xplore Publications: SMPTE Periodicals
IEEE Xplore Publications: SMPTE Conferences
IEEE Xplore Publications: SMPTE Standards
IEEE Xplore Publications: MIT Press eBooks
IEEE Xplore Publications: Wiley-IEEE eBooks
IEEE Xplore Publications: IBM Periodicals
IEEE Xplore Publications: URSI Periodicals
IEEE Xplore Publications: VDE Conferences
IEEE Xplore Publications: Periodicals from China
IEEE Xplore Publications: Ericsson Technology Review
IEEE Xplore Publications: Manning Books
IEEE Xplore Publications: Packt Books
IP.com Prior Art Database: The IP.com Journal
IP.com Prior Art Database: Internet Society RFC
IP.com Prior Art Database: IBM TDB Archive
IP.com Prior Art Database: Legacy Journals
IP.com Prior Art Database: Software Patent Institute
OnePetro.org: Periodicals at OnePetro.org
OnePetro.org: Conferences at OnePetro.org
Other Literature: IBM Redbooks
Other Literature: PubMed Central
Other Literature: arXiv.org

Bibliographic Data

Application No: 18/652,765

Foreign Priority claimed: ○ Yes ◉ No

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

Verified and Acknowledged: /MATTHEW T SITTNER/ Examiner's Signature | Initials

Title: Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
05/01/2024	705	3629	5012.0130006
RULE			

APPLICANTS

CFPH, LLC, New York, NY, UNITED STATES

INVENTORS

Howard W. LUTNICK,

Kevin BURMAN, Hunters Hill, AUSTRALIA

Dean P. ALDERUCCI, Westport, CT, UNITED STATES

Geoffrey M. GELMAN, Brooklyn, NY, UNITED STATES

Antonio PAPAGEORGIOU, Bronx, NY, UNITED STATES

Mark MILLER, Chicago, IL, UNITED STATES

CONTINUING DATA

This application is a CON of 18209541 06/14/2023ABN

18209541 is a CON of 17750536 05/23/2022ABN

17750536 is a CON of 17085815 10/30/2020 PAT 11341538

17085815 is a CON of 15909674 03/01/2018 PAT 10825055

15909674 is a CON of 14231398 03/31/2014 PAT 9940643

14231398 is a CON of 12147005 02/13/2009 PAT 8688517

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

05/15/2024

STATE OR COUNTRY

ADDRESS

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

1101 K Street, NW

10th Floor
WASHINGTON, DC 20005
UNITED STATES

FILING FEE RECEIVED

$8,460

RICHARD M. BEMBEN
DIRECTOR
202-772-8549
RBEMBEN@STERNEKESSLER.COM

April 2, 2025

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Confirmation No. 3888
Art Unit: 3629
Attn: Mail Stop RCE

Re: U.S. Utility Patent Application
Appl. No. 18/652,765; Filing Date: May 1, 2024
For: **Mobile Device Proximity Tracking For Selective Content Delivery And Formatting**
First Named Inventor: Howard W. LUTNICK
Our Ref: 5012.0130006

Commissioner:

Transmitted herewith for appropriate action are the following documents:

1. Payment made electronically for $6,165.00 to cover:

   $4,515.00 - Prioritized examination fee, as set forth in 37 CFR 1.17(c);
   $150.00 - Processing fee, as set forth in 37CFR 1.17(i)(1); and
   $1,500.00 - Request for Continued Examination fee *(1st request – (see 37 CFR § 1.114))*;

2. Certification and Request for Prioritized Examination Under 37 C.F.R. § 1.102(e);

3. Request for Continued Examination (RCE) Transmittal (PTO/SB/30EFS); and

4. Preliminary Amendment Under 37 C.F.R. § 1.115.

The above-listed documents are filed electronically.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

DK Crown Holdings Inc.
Ex. 1002, Page 120

Fee payment is provided through online credit card payment. The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal), or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

/Richard M. Bemben/

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

RMB/mig
Enclosures

24500077.1

Doc Code: TRACK1.REQ
Document Description: TrackOne Request

PTO/AIA/424 (11-23)

CERTIFICATION AND REQUEST FOR PRIORITIZED EXAMINATION UNDER 37 CFR 1.102(e) (Page 1 of 1)

First Named Inventor:	Howard W. LUTNICK	Nonprovisional Application Number (if known):	18/652,765
Title of Invention:	Mobile Device Proximity Tracking For Selective Content Delivery And Formatting		

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS PRIORITIZED EXAMINATION FOR THE ABOVE-IDENTIFIED APPLICATION.

1. The processing fee set forth in 37 CFR 1.17(i)(1) and the prioritized examination fee set forth in 37 CFR 1.17(c) have been filed with the request. The publication fee requirement is met because that fee, set forth in 37 CFR 1.18(d), is currently $0. The basic filing fee, search fee, and examination fee are filed with the request or have been already been paid. I understand that any required excess claims fees or application size fee must be paid for the application.

2. I understand that the application may not contain, or be amended to contain, more than four independent claims, more than thirty total claims, or any multiple dependent claims, and that any request for an extension of time will cause an outstanding Track I request to be dismissed.

3. The applicable box is checked below:

I. ☐ Original Application (Track One) - Prioritized Examination under § 1.102(e)(1)

i. (a) The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a). This certification and request is being filed with the utility application via USPTO patent electronic filing system.

---OR---

(b) The application is an original nonprovisional plant application filed under 35 U.S.C. 111(a). This certification and request is being filed with the plant application in paper.

ii. An executed inventor's oath or declaration under 37 CFR 1.63 or 37 CFR 1.64 for each inventor, **or** the application data sheet meeting the conditions specified in 37 CFR 1.53(f)(3)(i) is filed with the application.

II. ☑ Request for Continued Examination - Prioritized Examination under § 1.102(e)(2)

i. A request for continued examination has been filed with, or prior to, this form.
ii. If the application is a utility application, this certification and request is being filed via USPTO patent electronic filing system.
iii. The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a), or is a national stage entry under 35 U.S.C. 371.
iv. This certification and request is being filed prior to the mailing of a first Office action responsive to the request for continued examination.
v. No prior request for continued examination has been granted prioritized examination status under 37 CFR 1.102(e)(2).

Signature /Richard M. Bemben/	Date 2025-04-02
Name (Print/Typed) Richard M. Bemben	Practitioner Registration Number 68,658

Note: *This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required.**

☑ *Total of 1 (one) forms are submitted.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: CFPH, LLC	Art Unit: 3629
Application No.: 18/652,765	Examiner: SITTNER, MATTHEW T
Filing Date: May 1, 2024	Atty. Docket: 5012.0130006

Title: **Mobile Device Proximity Tracking For Selective Content Delivery And Formatting**

Preliminary Amendment Under 37 C.F.R. § 1.115

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Mail Stop RCE

Commissioner:

In advance of prosecution, Applicant submits the following amendments and remarks.

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

Amendments to the Claims are reflected in the listing of claims, which begins on page 3 of this paper.

Remarks begin on page 14 of this paper.

It is not believed that extensions of time are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal) are hereby authorized to be charged to our Deposit Account No. 19-0036.

Amendments to the Specification

Please amend the Abstract of the as-filed Specification as follows:

~~In various embodiments, promotions are featured on mobile gaming devices. Data based on which a first promotion associated with a first advertiser may be displayed on a mobile gaming device. The data may include a first set of criteria identifying when the first promotion should be displayed.~~

Techniques for content delivery and formatting for a mobile phone application are described. For example, an area of a phone's user interface (UI) is identified to display low priority data based on information provided by servers, such that the low priority data does not interfere with high priority data displayed on the UI. Based on the size of the identified area of the UI and the size of the low priority data, the low priority data is reformatted to fit the identified area. Based on determining that the phone is not in an area where gaming is allowed, an alert is displayed and the user is prevented from placing a wager via the application. The alert is removed by interacting with the phone's UI.

DK Crown Holdings Inc.
Ex. 1002, Page 124

Amendments to the Claims

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

1. (Currently Amended) A mobile phone comprising:

at least one computer processor configured to execute a mobile application that causes the at least one computer processor to:

display a user interface on a touch screen of the mobile phone;

send location data to [[a]] one or more server computers ~~server~~, wherein the location data includes GPS data and Internet Protocol (IP) data:

receive low priority data from the one or more server computers ~~server~~,

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location data:

identify an area of the user interface to display the low priority data based on information from the one or more server computers ~~server~~ that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

compare a size of the identified area to a size of the low priority data;

in response to the comparison, reformat the low priority data to fit the identified area, wherein the reformatting comprises at least one of:

converting a format of the low priority data,

resizing the low priority data,

compressing the low priority data,

decompressing the low priority data, or

converting a color of the low priority data; [[and]]

display the low priority data at the identified area of the user interface;

DK Crown Holdings Inc.
Ex. 1002, Page 125

send, to the one or more server computers ~~server~~, a signal that a user interacted with the low priority data displayed at the identified area of the user interface;

after receiving the signal, display a player prevention alert and prevent the user of the mobile phone from placing a wager via ~~playing~~ the mobile application based on a determination that the mobile phone is not in a gaming area; ~~while a player prevention alert is displayed on the touch screen of the mobile phone, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined;~~

receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

based on the ~~received~~ input, remove the player prevention alert;

determine that the user is enabled to [[play]] place the wager via the mobile application; and

based on a determination that the user is enabled to [[play]] place the wager via the mobile application, allow the user to [[play]] place the wager via the mobile application.

2-3. (Canceled)

4. (Previously Presented) The mobile phone of claim 1, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

5-6. (Canceled)

7. (Currently Amended) The mobile phone of claim 1, wherein, to prevent the user ~~of the mobile phone~~ from placing the wager via ~~playing~~ the mobile application, the at least one computer processor is further configured to:

repeatedly send location data to the one or more server computers ~~server~~;

DK Crown Holdings Inc.
Ex. 1002, Page 126

detect a disruption in a connection to the one or more server computers ~~server~~; and in response to the disruption:

prevent the user from placing the wager via ~~playing~~ the mobile application; and

display second low priority data on the touch screen of the mobile phone.

8. (Canceled)

9. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes a display time and wherein the at least one computer processor is further configured to:

determine the low priority data has been displayed at the identified area of the touch screen for the display time; and

in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time, display second low priority data at the identified area.

10. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

receive second low priority data;

determine that displaying the second low priority data will reduce battery consumption at the mobile phone; and

display the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

11. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine a battery level at the mobile phone is below a predefined threshold; and

DK Crown Holdings Inc.
Ex. 1002, Page 127

in response to the determination the battery level is below the predefined threshold,

alter a manner of operation of the mobile phone to conserve the battery level,

wherein to alter the ~~mechanism,~~ manner of operation of the mobile phone to conserve the battery level, the at least one computer processor is configured to:

dim a brightness level of the touch screen of the mobile phone;

reduce a volume level of a speaker of the mobile phone; or

shorten a video length of the low priority data.

12. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine not to download second low priority data from the one or more server computers ~~server~~ based on a determination that a battery level at the mobile phone is below a predefined threshold.

13. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect, via a light sensor of the mobile phone, that a level of ambient light is above a predefined threshold; and

alter a brightness level of the touch screen of the mobile phone.

14. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes audio and the at least one computer processor is further configured to:

determine that the user is near the mobile phone;

detect, via a microphone of the mobile phone, that a level of ambient noise is above a predefined threshold based on a determination that the user is near the mobile phone; and

increase a volume level of a speaker of the mobile phone;

DK Crown Holdings Inc.
Ex. 1002, Page 128

wherein to determine that the user is near the mobile phone, the at least one computer processor is further configured to:

identify a user voice in audio detected by the microphone of the mobile phone;

identify the user in an image captured by a camera at the mobile phone; or

identify a signal from a second mobile phone by an antenna of the mobile phone.

15. (Currently Amended) The mobile phone of claim 1, wherein the low priority data includes a digital signature from the one or more server computers ~~server~~ and a timestamp, and the at least one computer processor is further configured to:

authenticate the digital signature from the one or more server computers ~~server~~; and

determine that the timestamp is within a predefined time from a current time.

16. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine the low priority data received from the one or more server computers ~~server~~ is approved for display, wherein to determine the low priority data received from the one or more server computers is approved for display, the at least one computer processor is configured to [[by]]:

identify[[ing]] a first border of an image of the mobile application;

identify[[ing]] a second border of an image in the low priority data;

overlay[[ing]] the image in the low priority data on top of the image of the mobile application; and

while the images are overlain, ~~determining~~ determine the first border and the second border are separated by a predetermined number of pixels.

DK Crown Holdings Inc.
Ex. 1002, Page 129

17. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect a second mobile phone based on a signal from the second mobile phone, wherein the signal includes Bluetooth data or near field communication (NFC) data;

target the detected second mobile phone via a targeting interface; and

transmit the low priority data to the targeted second mobile phone.

18-24. (Canceled)

25. (Currently Amended) A mobile phone, comprising:

means for displaying a user interface of a mobile application on a touch screen of the mobile phone;

means for sending location data to [[a]] one or more server computers ~~server~~, wherein the location data includes GPS data and Internet Protocol (IP) data;

means for receiving low priority data from the one or more server computers ~~server~~,

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location data;

means for identifying an area of the user interface to display the low priority data based on information from the one or more server computers ~~server~~ that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

means for comparing a size of the identified area to a size of the low priority data;

means for reformatting the low priority data to fit the identified area in response to the comparison wherein the means for reformatting comprises at least one of:

means for converting a format of the low priority data,

means for resizing the low priority data,

DK Crown Holdings Inc.
Ex. 1002, Page 130

means for compressing the low priority data,

means for decompressing the low priority data, or

means for converting a color of the low priority data; [[and]]

means for displaying the low priority data at the identified area of the user interface;

means for sending, to the one or more server computers ~~server~~, a signal that a user interacted with the low priority data displayed at the identified area of the user interface;

means for, after receiving the signal, displaying a player prevention alert and preventing the user of the mobile phone from placing a wager via ~~playing~~ the mobile application based on a determination that the mobile phone is not in a gaming area; ~~while a player prevention alert is displayed on the touch screen of the mobile phone, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined;~~

means for receiving input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

means for removing the player prevention alert based on the ~~received~~ input;

means for determining that the user is enabled to [[play]] place the wager via the mobile application; and

means for allowing the user to [[play]] place the wager via the mobile application based on a determination that the user is enabled to [[play]] place the wager via the mobile application.

26. (Currently Amended) The mobile phone of claim 25, wherein the means for preventing the user of the mobile phone from placing the wager via ~~playing~~ the mobile application comprises:

means for repeatedly sending the location data to the one or more server computers ~~server~~;

means for detecting a disruption in a connection to the one or more server computers ~~server~~;

in response to the disruption:

means for preventing the user from placing the wager via ~~playing~~ the mobile application; and

means for displaying a second low priority data at the mobile phone.

27-30. (Canceled)

31. (Previously Presented) The mobile phone of claim 1, wherein to compare the size of the identified area to the size of the low priority data, the at least one computer processor is further configured to compare an amount of pixels of the identified area to an amount of pixels of the low priority data.

32. (Previously Presented) The mobile phone of claim 1, wherein the location data further includes cellular phone data.

33. (Previously Presented) The mobile phone of claim 1, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

34. (Currently Amended) The mobile phone of claim 1, wherein to display the low priority data, the at least one computer processor is further configured to:

display an indication that a priority of the low priority data is greater than a priority of second low priority data.

DK Crown Holdings Inc.
Ex. 1002, Page 132

35. (Currently Amended) The mobile phone of claim 1, wherein to display the low priority data, the at least one computer processor is further configured to compare at least one of a current time or a current date to at least one of a start time or a start date included in the low priority data.

36. (Canceled)

37. (Previously Presented) The mobile phone of claim 25, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

38. (Previously Presented) The mobile phone of claim 25, wherein the means for comparing the size of the identified area to the size of the low priority data comprises means for comparing an amount of pixels of the identified area to an amount of pixels of the low priority data.

39. (Previously Presented) The mobile phone of claim 25, wherein the location data further includes cellular phone data.

40. (Previously Presented) The mobile phone of claim 25, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

41. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises:

DK Crown Holdings Inc.
Ex. 1002, Page 133

means for displaying an indication that a priority of the low priority data is greater than a priority of second low priority data.

42. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current time to a start time included in the low priority data.

43. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current date to a start date included in the low priority data.

44. (Previously Presented) The mobile phone of claim 25, wherein the low priority data includes a display time and wherein the mobile phone further comprises:

means for determining the low priority data has been displayed at the identified area of the touch screen for the display time; and

means for displaying second low priority data at the identified area in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time.

45. (Previously Presented) The mobile phone of claim 25, further comprising:

means for receiving second low priority data;

means for determining that displaying the second low priority data will reduce battery consumption at the mobile phone; and

means for displaying the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

46. (Currently Amended) The mobile phone of claim 25, further comprising:

DK Crown Holdings Inc.
Ex. 1002, Page 134

means for determining not to download second low priority data from the one or more server computers ~~server~~ based on a determination that a battery level at the mobile phone is below a predefined threshold.

47. (New) The mobile phone of claim 1, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined.

Remarks

Upon entry of the foregoing amendment, claims 1, 4, 7, 9-17, 25, 26, 31-35, and 37-47 are pending in the application, with claims 1 and 25 being the independent claims. Claims 1, 7, 11, 12, 15, 16, 25, 26, 34, 35, and 46, and the Abstract of the Specification are sought to be amended. Claims 36 is sought to be canceled without prejudice to or disclaimer of the subject matter therein. New claims 47 is sought to be added. These changes are believed to introduce no new matter, and their entry is respectfully requested. Claims 2, 3, 5, 6, 8, 18-24, and 27-30 were previously canceled.

Conclusion

Prompt and favorable consideration of this Preliminary Amendment is respectfully requested. Applicant believes the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

/Richard M. Bemben/

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

Date: April 2, 2025

1101 K Street, NW
10th floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8549

24481730.2

DK Crown Holdings Inc.
Ex. 1002, Page 136

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC PAYMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**04/02/2025 05:57:29 PM Z ET**	**5012.0130006**

Title of Invention

Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	69848880	AUTHORIZED BY	Richard Bemben
CUSTOMER #	26111	FILING DATE	05/01/2024
CORRESPONDENCE ADDRESS	-	FIRST NAMED INVENTOR	Howard W. LUTNICK

Payment Information

PAYMENT METHOD	PAYMENT TRANSACTION ID	PAYMENT AUTHORIZED BY
CARD / 1005	**E202542H58578807**	**Marta Guzman**

FEE CODE	DESCRIPTION	ITEM PRICE($)	QUANTITY	ITEM TOTAL($)
1817	REQUEST FOR PRIORITIZED EXAMINATION	4515.00	1	4515.00
1830	PROCESSING FEE, EXCEPT IN PROVISIONAL APPLICATIONS	150.00	1	150.00
1801	REQUEST FOR CONTINUED EXAMINATION (RCE) - 1ST REQUEST (SEE 37 CFR 1.114)	1500.00	1	1500.00
			TOTAL AMOUNT:	**$6,165.00**

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.

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**04/02/2025 05:57:29 PM Z ET**	**5012.0130006**

Title of Invention

Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	69848880	FILING DATE	05/01/2024
CUSTOMER #	26111	FIRST NAMED INVENTOR	Howard W. LUTNICK
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Richard Bemben

Documents

TOTAL DOCUMENTS: 7

DOCUMENT		PAGES	DESCRIPTION	SIZE (KB)
2025-04-02-Cover-Letter-5012-0130006.pdf		2	Transmittal Letter	220 KB
2025-04-02-Track-One-Form-2-5012-0130006.pdf		1	Track One Request	172 KB
2025-04-02-RCE-5012-0130006.pdf		3	Request for Continued Examination (RCE)	1628 KB
2025-04-02-Preliminary-Amendment-5012-0130006.pdf		14	-	143 KB
2025-04-02-Preliminary-Amendment-5012-0130006-A.PE.pdf	(1-1)	1	Preliminary Amendment	97 KB
2025-04-02-Preliminary-	(2-2)	1	Specification	88 KB

Amendment-5012-0130006-SPEC.pdf				
2025-04-02-Preliminary-Amendment-5012-0130006-CLM.pdf	(3-13)	11	Claims	107 KB
2025-04-02-Preliminary-Amendment-5012-0130006-REM.pdf	(14-14)	1	Applicant Arguments/Remarks Made in an Amendment	89 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2025-04-02-Cover-Letter-5012-0130006.pdf	43CDDEC19556BF126B0376D0E19988AA75CA4DE4D6450E5A7CD78BDF5E01252EFD9A27808A1773B3575348FB59D2C1666BEF8EC6E77ED50808E47C39C4B4BB29
2025-04-02-Track-One-Form-2-5012-0130006.pdf	D6376709AB8B8C7A79565CB9237CF925C6EEF1B04CB79BED07E8878DF795593094FDF5921410FF54CFC9202B77A5A59DF5D002ADC50564D5F502E1891EEE3C37
2025-04-02-RCE-5012-0130006.pdf	037DC00FBCE38481276958F8EB1A50D39C19CDBB9F107056BFCEFC2033806C633A6F36C9AD5F69334AEFB095284537943F29E8EB8F93ED5592D4CBA3480AE6BC
2025-04-02-Preliminary-Amendment-5012-0130006.pdf	9E596EE666670572F31EF2BF9633DF4D67A3C638D7B60D1072DAA95151627F0D4AAD2231C7029D34889EF4A8223CD2E59D952EA30C4915FF9E4A8A4E7B393F6D
2025-04-02-Preliminary-Amendment-5012-0130006-A.PE.pdf	F64B6EE9764F404602B7567AA85FEEDC2DCC061D1D5DFB305556EC1A59209BD27A22B53BB145CB8202F9AC14C9F930DA2A03AB9739A41F1870D27AF790ACBB8F
2025-04-02-Preliminary-Amendment-5012-0130006-SPEC.pdf	BDD5F8D70060D8F2529BBA049F40E88310DAC0FFCF6B76446A97C91DD720166B6F8B36171745B2341A4B6DD20777546357A2003EC8ACF877F4133EEE6B9BB12E
2025-04-02-Preliminary-Amendment-5012-0130006-CLM.pdf	CF1284D467999293E11952D8BF27AFC32B92ABD370F408C8F89DBA7992DFEE2D454ED1FA2229EFEEEE8CE4877271DC54176E84C389CA0F2D27E6E02ADF901CF9
2025-04-02-Preliminary-Amendment-5012-0130006-REM.pdf	CD29AA1EC83AC895EEF2D6A89C105B37BC7BE18C607E5D1674A0F77F208C33BDC4DC75523A1F11505F56C41A8280D439C25855D1D7EA9587C9A996228B698D4F

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.

Doc code: RCEX
Doc description: Request for Continued Examination (RCE)

PTO/SB/30EFS (01-22)
Approved for use through 05/31/2024. 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.

REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL
(Submitted Only via EFS-Web)

Application Number	18652765	Filing Date	2024-05-01	Docket Number (if applicable)	5012.0130006	Art Unit	3629
First Named Inventor	Howard W. LUTNICK			Examiner Name	SITTNER, Matthew T.		

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

SUBMISSION REQUIRED UNDER 37 CFR 1.114

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

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

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

☒ Enclosed

- ☒ Amendment/Reply
- ☐ Information Disclosure Statement (IDS)
- ☐ Affidavit(s)/ Declaration(s)
- ☐ Other _____

MISCELLANEOUS

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

☐ Other _____

FEES

☒ **The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.**
The Director is hereby authorized to charge any underpayment of fees, or credit any overpayments, to Deposit Account No 190036

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

☒ Patent Practitioner Signature

☐ Applicant Signature

DK Crown Holdings Inc.
Ex. 1002, Page 142

PTO/SB/30EFS (01-22)
Approved for use through 05/31/2024. 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.

Signature of Registered U.S. Patent Practitioner			
Signature	/Richard M. Bemben/	Date (YYYY-MM-DD)	2025-04-02
Name	Richard M. Bemben	Registration Number	68,658

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

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

Privacy Act Statement

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

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

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

DK Crown Holdings Inc.
Ex. 1002, Page 144

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
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 displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 18/652,765	Filing Date 05/01/2024	☐ To be Mailed

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 $100 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $480 =	
☐ 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	04/02/2025	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 30	Minus	** 30	= 0		x $200 =	0
	Independent (37 CFR 1.16(h))	* 2	Minus	*** 3	= 0		x $600 =	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.	Program Support Specialist
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/VENESSA JONES/
*** 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.**

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

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
18/652,765	05/01/2024	3629	4120	5012.0130006	30	4

CONFIRMATION NO. 3888

CORRECTED FILING RECEIPT

26111
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

Date Mailed: 01/06/2025

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)

Howard W. LUTNICK, New York, NY;
Kevin BURMAN, Hunters Hill, AUSTRALIA;
Dean P. ALDERUCCI, Westport, CT;
Geoffrey M. GELMAN, Brooklyn, NY;
Antonio PAPAGEORGIOU, Bronx, NY;
Mark MILLER, Chicago, IL;

Applicant(s)

CFPH, LLC, New York, NY;

Assignment For Published Patent Application

CFPH, LLC, New York, NY

Power of Attorney: The patent practitioners associated with Customer Number 26111

Domestic Priority data as claimed by applicant

This application is a CON of 18/209,541 06/14/2023 ABN
which is a CON of 17/750,536 05/23/2022 ABN
which is a CON of 17/085,815 10/30/2020 PAT 11,341,538
which is a CON of 15/909,674 03/01/2018 PAT 10,825,055
which is a CON of 14/231,398 03/31/2014 PAT 9,940,643
which is a CON of 12/147,005 02/13/2009 PAT 8,688,517

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.

DK Crown Holdings Inc.
Ex. 1002, Page 146

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: 05/15/2024

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 18/652,765**

Projected Publication Date: 08/22/2024

Non-Publication Request: No

Early Publication Request: No

Title

Mobile Device Proximity Tracking for Selective Content Delivery and Formatting

Preliminary Class

705

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

DK Crown Holdings Inc.
Ex. 1002, Page 147

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 AssetsControl, 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).

DK Crown Holdings Inc.
Ex. 1002, Page 148

SelectUSA

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

DK Crown Holdings Inc.
Ex. 1002, Page 149

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

26111 7590 01/02/2025

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER
SITTNER, MATTHEW T

ART UNIT	PAPER NUMBER
3629	

DATE MAILED: 01/02/2025

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

TITLE OF INVENTION: Method and Apparatus for Advertising on a mobile Gaming Device

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1200	$0.00	$0.00	$1200	04/02/2025

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 40% the amount of undiscounted fees, and micro entity fees are 20% the amount of undiscounted 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. 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.

PTOL-85 (Rev. 11/23)

DK Crown Holdings Inc.
Ex. 1002, Page 150

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), by mail or fax, or via the USPTO patent electronic filing system.

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 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. **Because electronic patent issuance may occur shortly after issue fee payment, any desired continuing application should preferably be filed prior to payment of this issue fee in order not to jeopardize copendency.**

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

26111 7590 01/02/2025
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

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

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being transmitted to the USPTO via the USPTO patent electronic filing system 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.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

TITLE OF INVENTION: Method and Apparatus for Advertising on a mobile Gaming Device

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1200	$0.00	$0.00	$1200	04/02/2025

EXAMINER	ART UNIT	CLASS-SUBCLASS
SITTNER, MATTHEW T	3629	705-014640

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/AIA/122 or PTO/SB/122) attached.

❑ "Fee Address" indication (or "Fee Address" Indication form PTO/AIA/47 or PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

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

1 _____
2 _____
3 _____

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

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document 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)

4b. Method of Payment: *(Please first reapply any previously paid fee shown above)*

❑ Electronic Payment via the USPTO patent electronic filing system ❑ 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
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.

❑ Applicant asserting small entity status. See 37 CFR 1.27
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.

❑ Applicant changing to regular undiscounted fee 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. _____

DK Crown Holdings Inc.
Ex. 1002, Page 151

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 01/02/2025

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER	
SITTNER, MATTHEW T	
ART UNIT	PAPER NUMBER
3629	

DATE MAILED: 01/02/2025

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.

PTOL-85 (Rev. 11/23)

DK Crown Holdings Inc.
Ex. 1002, Page 152

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. The United States Patent and Trademark Office (USPTO) collects the information in this record under authority of 35 U.S.C. 2. The USPTO's system of records is used to manage all applicant and owner information including name, citizenship, residence, post office address, and other information with respect to inventors and their legal representatives pertaining to the applicant's/ owner's activities in connection with the invention for which a patent is sought or has been granted. The applicable Privacy Act System of Records Notice for the information collected in this form is COMMERCE/PAT-TM-7 Patent Application Files, available in the Federal Register at 78 FR 19243 (March 29, 2013).
https://www.govinfo.gov/content/pkg/FR-2013-03-29/pdf/2013-07341.pdf

Routine uses of the information in this record may include disclosure to:

1) law enforcement, in the event that the system of records indicates a violation or potential violation of law;
2) a federal, state, local, or international agency, in response to its request;
3) a contractor of the USPTO having need for the information in order to perform a contract;
4) the Department of Justice for determination of whether the Freedom of Information Act (FOIA) requires disclosure of the record;
5) a Member of Congress submitting a request involving an individual to whom the record pertains, when the individual has requested the Member's assistance with respect to the subject matter of the record;
6) a court, magistrate, or administrative tribunal, in the course of presenting evidence, including disclosures to opposing counsel in the course of settlement negotiations;
7) the Administrator, General Services Administration (GSA), or their designee, during an inspection of records conducted by GSA under authority of 44 U.S.C. 2904 and 2906, in accordance with the GSA regulations and any other relevant (i.e., GSA or Commerce) directive, where such disclosure shall not be used to make determinations about individuals;
8) 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));
9) the Office of Personnel Management (OPM) for personnel research purposes; and
10) the Office of Management and Budget (OMB) for legislative coordination and clearance.

If you do not furnish the information requested on this form, the USPTO may not be able to process and/or examine your submission, which may result in termination of proceedings, abandonment of the application, and/or expiration of the patent.

Notice of Allowability	Application No. 18/652,765	Applicant(s) LUTNICK et al.	
	Examiner MATTHEW T SITTNER	Art Unit 3629	AIA (FITF) Status No

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

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

1. ☑ This communication is responsive to 12/20/2024.
   ☐ 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 See Continuation Sheet . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

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

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

   * Certified copies not received: _____ .

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

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

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

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

Attachment(s)

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

/MATTHEW T SITTNER/
Primary Examiner, Art Unit 3629

DK Crown Holdings Inc.
Ex. 1002, Page 154

Continuation of 3. The allowed claim(s) is/are: 1,4,7,9-17,25-26 and 31-46

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Status of Claims

2. Claims 2, 3, 5, 6, 8, 18-24, 27-30 are canceled.

3. Claims 44-46 are new.

4. Claims 1, 4, 7, 9-17, 25, 26, 31-46 are pending, ALLOWED, and have been examined.

5. This action is in reply to the papers filed on 12/04/2024 and 12/20/2024 (Supplemental Amendment).

Information Disclosure Statement

6. The information disclosure statement(s) submitted: 06/18/2024, has/have been considered by the Examiner and made of record in the application file.

Amendment

7. The present Office Action is based upon the original patent application filed on 05/01/2024 as modified by the amendments filed on 12/04/2024 and 12/20/2024 (Supplemental Amendment).

Reasons For Allowance

Prior-Art Rejection withdrawn

8. Claims 1, 4, 7, 9-17, 25, 26, 31-46 are allowed. The closest prior art (See PTO-892, Notice of References Cited) does not teach the claimed: 1. (Currently Amended) A mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to: display a user interface on a touch screen of the mobile phone; send location data to a computer server, wherein the location data includes GPS

data and Internet Protocol (IP) data: receive low priority data from the computer server, wherein the low priority data includes an image, text, or video data, and wherein the low priority data is based at least on a type of the mobile phone or the location data: identify an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface; compare a size of the identified area to a size of the low priority data; in response to the comparison, reformat the low priority data to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the low priority data, resizing the low priority data, compressing the low priority data, decompressing the low priority data, or converting a color of the low priority data; and display the low priority data at the identified area of the user interface; send, to the computer server, a signal that a user interacted with the low priority data displayed at the identified area of the user interface; prevent the user of the mobile phone from playing the mobile application while a player prevention alert is displayed on the touch screen of the mobile phone, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined; receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone; based on the received input, remove the player prevention alert; determine that the user is enabled to play the mobile application; and based on a determination that the user is enabled to play the mobile application, allow the user to play the mobile application.

9. The closest prior-art (Matthys et al. 2008/0306816, Sion 2010/0030643, Pacey et al. 2010/0105482, Slough et al. 2008/0207328, Denker et al. 2007/0055440, Batkin et al. 2021/0042795, Fiatal 2009/0193338, Price et al. 2008/0315785, Cole 2009/0017860, Fathallah et

al. 2006/0229557, Kraut 2010/0146445, Rune 2010/0238811, Heath et al. 2006/0233429, Publicover et al. 2016/0253710, Riviello et al. 2017/0228762, Eisenson et al. 2008/0091518, Longley et al. 2009/0221367, Huber et al. 2004/0261100, Cortegiano 2006/0094410) teach the features as disclosed in Non-final Rejection (09/04/2024), however, these cited references do not teach and the prior-art does not teach at least the following:

> receive low priority data from the computer server, wherein the low priority data includes an image, text, or video data, and wherein the low priority data is based at least on a type of the mobile phone or the location data: identify an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface; compare a size of the identified area to a size of the low priority data; in response to the comparison, reformat the low priority data to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the low priority data, resizing the low priority data, compressing the low priority data, decompressing the low priority data, or converting a color of the low priority data; and display the low priority data at the identified area of the user interface; send, to the computer server, a signal that a user interacted with the low priority data displayed at the identified area of the user interface; prevent the user of the mobile phone from playing the mobile application while a player prevention alert is displayed on the touch screen of the mobile phone, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined; receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone; based on the received input, remove the player prevention alert; determine that the user is enabled to play the mobile application; and based on a determination that the user is enabled to play the mobile application, allow the user to play the mobile application.

Claim Rejections - 35 USC §101 - Withdrawn

10. Per Applicant's amendments and arguments and considering the new guidance in the MPEP, the rejections are withdrawn. Specifically, in Applicant's *Remarks* (dated 12/04/2024, pgs. 13-15), Applicant traverses the *35 USC §101* rejections arguing that the amended claims recite new limitations that are not abstract, amount to significantly more, are directed to a practical application, etc… For example, Applicant argues that the claims are directed to improved display interfaces for small form-factor electronic devices that have small displays and recite a technical solution to the technical problem of how to display both low priority data and high priority data on a display having limited screen real estate without having the low priority data interfere with or obscure the high priority data.

11. In support of their arguments, Applicant cites to the following recent Fed. Cir. court cases (i.e., *Core Wireless, Enfish,* etc…). *Enfish* is cited for the rule that software-based innovations can make non-abstract improvements to computer technology and *Core Wireless* is cited for that court's finding of improved display interfaces and for a particular manner of summarizing and presenting information.

Examiner's Response to Arguments

12. Per Applicants' amendments/arguments, the rejections are withdrawn.

Examiner's Response: Claim Rejections – 35 USC §112

13. Per Applicants' amendments/arguments, the rejections are withdrawn.

Examiner's Response: Claim Rejections – 35 USC §101

14. Per Applicants' amendments/arguments, the rejections are withdrawn. See notes above for additional reasoning and rationale for dropping 35 USC 101 rejection including Applicant's amendments, arguments, lack of abstract idea, and practical integration.

Examiner's Response: Claim Rejections – 35 USC § 103

15. Per Applicants' amendments/arguments, the rejections are withdrawn. See notes above for additional reasoning and rationale for dropping prior-art rejection including Applicant's amendments and arguments and unique combination of features and elements not taught by the prior-art without hindsight reasoning.

16. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

PERTINENT PRIOR ART – Patent Literature

17. The prior art made of record and considered pertinent to applicant's disclosure.

18. Matthys et al. 2008/0306816 [0054 - a publisher of the website sometimes prefers to know who is visiting its website (e.g., from which IP address the website is being visited)] [0005 - advertisement is typically constructed from a high-aspect ratio image, often employing colors, animation or sound to maximize its presence in a webpage] [0014 - a location of placing the targeted commercial information is determined, based on a webpage to be viewed, to maximize its presence in a displayed webpage]

19. Sion 2010/0030643 [0062 - touch-screen]

20. Pacey et al. 2010/0105482 [0070 - Ads may be selected based on location with a casino]

21. Slough et al. 2008/0207328 [0025 - the player can be prevented from taking any actions within the game during…]

22. Denker et al. 2007/0055440 [0059 - transmit a notification to the user indicating that the system has not been able to verify the user's location, … if the user's location is determined to be outside of the authorized location, or the user's location cannot be determined at all (e.g., if there is no GPS reception and/or no cell phone network coverage), a notification to that effect can be transmitted …]

23. Batkin et al. 2021/0042795 teaches [0095 - replacing, via the processor, the first ad content in the third area with the second ad content responsive to the third area being scrolled into the second area while the web page remains loaded in the browser such that the second ad content is displayed within the second area while the web page remains loaded in the browser]

24. Fiatal 2009/0193338 [0004 - present invention relates to reducing network and battery consumption during content delivery and playback]

25. Price et al. 2008/0315785 [0007 - battery life of a battery-powered portable information handling system may be extended in one exemplary embodiment by operating a multiple-lamp display using only a portion of the backlight lamps of the display when a reduced brightness level is acceptable to a user of the system, when remaining battery capacity has dropped below a threshold level (e.g. threshold voltage level), and/or when the system is operating solely on battery power]

26. Cole 2009/0017860 [0016 - the mobile device 100 may select a content quality such that the bandwidth requirement for downloading the content is reduced proportional to the current battery level]

27. Fathallah et al. 2006/0229557 [0091 - monitors light levels detected by a photo sensor 100 (see FIG. 2) to adjust screen 22 brightness]

28. Kraut 2010/0146445 [0038 - ambient noise level can be determined using a microphone… volume during the call can be increased or decreased based on the level of the ambient noise that is detected using the microphone…]

29. Rune 2010/0238811 [0129 - verifies the digital signature … in order to authenticate the originator of the advertisement information and in order to verify that the information has not been altered… advertisement information was sent from its originator, as indicated by the included timestamp(s), there was local connectivity between the sending and the receiving…]

30. Eisenson et al. 2008/0091518 [0053 - cellular network will monitor the real-time usage of the cellular phone associated with the participating consumer, such data to include location, route, and other information useful in identifying behavior of the consumer, resulting in accurate

real-time data that permits optimal targeting of advertised offers by location, direction, and previously established demographic and economic characteristics]

31. Powell 2003/0193472 [0024 - the brightness level is then reduced in step 312 to some predetermined or preselected target brightness level designed to provide longer battery life]Emery et al. 2007/0218958 [0038 - if the ambient noise detected by sampling module 262 is very loud, mode of operation module 264 will raise the value of the threshold to compensate for the likely increased volume of the user's voice and loud background noise]

33. Landau 2005/0099291 [0033 - the volume levels for both the environmental attractor sounds and the phone narration can be dynamically adjusted in response to ambient noise in the exhibit space]

PERTINENT PRIOR ART – Non-Patent Literature (NPL)

34. The prior art made of record and considered pertinent to applicant's disclosure.

35. How mixed -mode surveys are transforming social research: The influence of survey mode on measurement in Web and telephone surveys. Christian, Leah Melani. ProQuest Dissertations and ThesesProQuest Dissertations & Theses. (2007)

36. Can technology make shopping fun? Kourouthanassis, Panos. International Commerce Review : ECR Journal 3.2: 37-40,42-44. Brussels: Springer Nature B.V. (Winter 2003)

37. Dynamic Auto Configuration and Self-Management of Next Generation Personal Area Networks. Maia, João Pedro Carneiro. PQDT - GlobalProQuest Dissertations & Theses. (2008)

Contact Information

38. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MATTHEW T. SITTNER whose telephone number is (571) 270-7137 and email: matthew.sittner@uspto.gov. The examiner can normally be reached on Monday-Friday, 8:00am - 5:00pm (Mountain Time Zone).

39. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sarah M. Monfeldt can be reached on (571) 270-1833.

40. 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.

/MATTHEW T SITTNER/
Primary Examiner, Art Unit 3629

Notice of References Cited	Application/Control No. 18/652,765	Applicant(s)/Patent Under Reexamination LUTNICK et al.	
	Examiner MATTHEW T SITTNER	Art Unit 3629	Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	Name	CPC Classification	US Classification
*	A	US-20080306816-A1	2008-12-11	Matthys; Michael	G06Q30/0273	705/14.69
*	B	US-20100105482-A1	2010-04-29	Pacey; Larry	G07F17/3237	463/43
*	C	US-20080207328-A1	2008-08-28	Slough; Kelly	G06Q30/02	463/42
*	D	US-20070055440-A1	2007-03-08	Denker; Dennis	H04L63/0853	701/532
*	E	US-20210042795-A1	2021-02-11	Batkin; Andy	G06Q30/0277	1/1
*	F	US-20230186911-A1	2023-06-15	Sundram; Surath	G10L15/08	704/275
*	G	US-20030193472-A1	2003-10-16	Powell, John P.	G06F1/263	345/102
*	H	US-20080315785-A1	2008-12-25	Price; Erin L.	H05B41/282	315/277
*	I	US-20090017860-A1	2009-01-15	Cole; Gary R.	H04W52/265	455/522
*	J	US-20060229557-A1	2006-10-12	Fathallah; Marwan A.	G16H40/63	705/2
*	K	US-20050099291-A1	2005-05-12	Landau, Steven	G01S1/725	340/988
*	L	US-20100146445-A1	2010-06-10	Kraut; Joel	G06F3/162	700/94
*	M	US-20070218958-A1	2007-09-20	Emery; Jeffrey	H04M1/605	455/67.11

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	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	How mixed -mode surveys are transforming social research: The influence of survey mode on measurement in Web and telephone surveys. Christian, Leah Melani. ProQuest Dissertations and ThesesProQuest Dissertations & Theses. (2007) (Year: 2007)
*	V	Can technology make shopping fun? Kourouthanassis, Panos. International Commerce Review : ECR Journal 3.2: 37-40,42-44. Brussels: Springer Nature B.V. (Winter 2003) (Year: 2003)
*	W	Dynamic Auto Configuration and Self-Management of Next Generation Personal Area Networks. Maia, João Pedro Carneiro. PQDT - GlobalProQuest Dissertations & Theses. (2008) (Year: 2008)
	X	

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

DK Crown Holdings Inc.
Ex. 1002, Page 165

Notice of References Cited	Application/Control No. 18/652,765	Applicant(s)/Patent Under Reexamination LUTNICK et al.	
	Examiner MATTHEW T SITTNER	Art Unit 3629	Page 2 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	Name	CPC Classification	US Classification
*	A	US-20100238811-A1	2010-09-23	Rune; Johan	H04L61/5084	370/248
*	B	US-20060233429-A1	2006-10-19	Heath; Michael D.	G06T7/0012	382/128
*	C	US-20160253710-A1	2016-09-01	Publicover; Mark W.	H04W4/21	705/14.66
*	D	US-20170228762-A1	2017-08-10	Riviello; John	G06Q30/0273	1/1
*	E	US-20080091518-A1	2008-04-17	Eisenson; Henry	G06Q30/02	705/14.64
*	F	US-20090221367-A1	2009-09-03	Longley; Jeremy	G07F17/3276	463/32
*	G	US-20090193338-A1	2009-07-30	Fiatal; Trevor	H04W12/06	709/219
*	H	US-20040261100-A1	2004-12-23	Huber, Thomas	H04N21/25891	348/E7.071
*	I	US-20060094410-A1	2006-05-04	Cortegiano; Mark L.	H04M15/8083	455/414.3
*	J	US-20100030643-A1	2010-02-04	Sion; Lior Meir	G06Q30/0251	705/14.49
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	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 YYYY-MM-DD format are publication dates. Classifications may be US or foreign.

DK Crown Holdings Inc.
Ex. 1002, Page 166

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

CPC - Searched*		
Symbol	**Date**	**Examiner**
((G06Q30$.cpc.) or (G06Q30/0207-30/0277.cpc.)) (text limited search - See PE2E Search Results (attached))	08/29/2024	mts
(G06Q30/0267 OR G06Q30/02 OR G06Q30/0209 OR G06Q30/0212 OR G06Q30/0255 OR G06Q30/0269 OR G06Q50/34 OR G07F17/3223 OR G07F17/3227).cpc. text limited	08/29/2024	mts
updated	12/24/2024	mts

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

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
	(("705".clas.) or (705/14.??.ccls.) or (705/319.ccls.)) (text limited search - See PE2E Search Results (attached))	08/29/2024	mts
	updated	12/24/2024	mts

* 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**
(Inventor and Assignee search in PE2E/EAST/DAV/PALM Search) ((" 705".clas.) or (705/14.??.ccls.) or (705/319.ccls.) or (G06Q30$.cpc.) or (G06Q30/0207-30/0277.cpc.)) (text limited search - See PE2E Search Results (attached)) Global Dossier Search, IP.com (NPL Search), and STIC NPL Search Request. Similarity Search on PE2E.	08/29/2024	mts
updated	12/24/2024	mts

/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3689	/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629

DK Crown Holdings Inc.
Ex. 1002, Page 167

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	Art Unit
	MATTHEW T SITTNER	3629

Interference Search			
US Class/CPC Symbol	**US Subclass/CPC Group**	**Date**	**Examiner**
	(".CLM." text limited search - See PE2E Search Results (attached))	08/29/2024	mts
	updated	12/24/2024	mts

/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3689	/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629

DK Crown Holdings Inc.
Ex. 1002, Page 168

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

CPC							
Symbol						**Type**	**Version**
G06Q	/	30	/	0267		F	2013-01-01
G06Q	/	30	/	02		I	2013-01-01
G06Q	/	30	/	0209		I	2013-01-01
G06Q	/	30	/	0212		I	2013-01-01
G06Q	/	50	/	34		I	2013-01-01
G07F	/	17	/	3223		I	2013-01-01
G07F	/	17	/	3227		I	2013-01-01
G06Q	/	30	/	0255		I	2013-01-01
G06Q	/	30	/	0269		I	2013-01-01

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	30	
/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629	24 December 2024	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

U.S. Patent and Trademark Office — Part of Paper No.: 20241223

DK Crown Holdings Inc.
Ex. 1002, Page 169

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

INTERNATIONAL CLASSIFICATION				
CLAIMED				
G06Q	/	30	/	00

NON-CLAIMED				
G06Q30/0251	/	30	/	0251
G06Q30/02	/	30	/	02
G06Q30/0207	/	30	/	0207
G06Q50/34	/	50	/	34
G07F17/32	/	17	/	32

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**
705	14.64

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

NONE (Assistant Examiner) (Date)	**Total Claims Allowed:** 30	
/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629 (Primary Examiner) 24 December 2024 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 1

U.S. Patent and Trademark Office Part of Paper No.: 20241223

DK Crown Holdings Inc.
Ex. 1002, Page 170

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

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

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	5	10		19		28	21	37	30	46				
	2	6	11		20		29	22	38						
	3	7	12		21		30	23	39						
2	4	8	13		22	13	31	24	40						
	5	9	14		23	14	32	25	41						
	6	10	15		24	15	33	26	42						
3	7	11	16	19	25	16	34	27	43						
	8	12	17	20	26	17	35	28	44						
4	9		18		27	18	36	29	45						

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 30	
/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629 (Primary Examiner)	24 December 2024 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 1

U.S. Patent and Trademark Office — Part of Paper No.: 20241223

DK Crown Holdings Inc.
Ex. 1002, Page 171

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	Art Unit
	MATTHEW T SITTNER	3629

✓	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	07/01/2024	08/29/2024	12/24/2024						
1	1	÷	✓	=						
	2	÷	-	-						
	3	÷	-	-						
2	4	÷	✓	=						
	5	÷	✓	-						
	6	÷	✓	-						
3	7	÷	✓	=						
	8	÷	-	-						
4	9	÷	✓	=						
5	10	÷	✓	=						
6	11	÷	✓	=						
7	12	÷	✓	=						
8	13	÷	✓	=						
9	14	÷	✓	=						
10	15	÷	✓	=						
11	16	÷	✓	=						
12	17	÷	✓	=						
	18	÷	-	-						
	19	÷	-	-						
	20	÷	-	-						
	21	÷	-	-						
	22	÷	-	-						
	23	÷	-	-						
	24	÷	-	-						
19	25	÷	✓	=						
20	26	÷	✓	=						
	27	÷	✓	-						
	28	÷	-	-						
	29	÷	-	-						
	30	÷	-	-						
13	31		✓	=						
14	32		✓	=						
15	33		✓	=						
16	34		✓	=						
17	35		✓	=						
18	36		✓	=						
21	37		✓	=						
22	38		✓	=						
23	39		✓	=						
24	40		✓	=						
25	41		✓	=						
26	42		✓	=						

DK Crown Holdings Inc.
Ex. 1002, Page 172

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3629

CLAIM		DATE								
Final	Original	07/01/2024	08/29/2024	12/24/2024						
27	43		✓	=						
28	44			=						
29	45			=						
30	46			=						

DK Crown Holdings Inc.
Ex. 1002, Page 173

Main Concept Text
==========
18/652,765 – Claim 1. (Currently Amended) A mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to: display a user interface on a touch screen of the mobile phone; send location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data; receive a promotion from a computer server system, wherein the promotion includes at least one of an image, audio, text, or video data, and wherein the promotion is based at least on one of a type of the mobile phone or the location data; identify an area of the user interface, wherein the identified area is configured to display the promotion; compare a size of the identified area to a size of the promotion; in response to the comparison, reformat the promotion to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the promotion, resizing the promotion, compressing the promotion, decompressing the promotion, or converting a color of the promotion; and display the promotion at the identified area of the user interface; and send, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface.

(No Concept Modifiers)
==========

(No Filters)
==========

Options
==========
De-dup: None
Relevance Cut-off: None
Sort: Relevance

Content: Patents + NPL (195)
==========
US Patents
US Designs
US Applications
EPO Patents
EPO Applications
China Patents
China Applications
Japan Patents
Japan Applications
Korea Patents
Korea Applications
WIPO Applications

Argentina Patents
Argentina Applications
Brazil Patents
Brazil Applications
Canada Patents
Canada Applications
Chile Patents
Chile Applications
Colombia Applications
Costa Rica Applications
Cuba Patents
Cuba Applications
Dominican Republic Applications
Ecuador Patents
Ecuador Applications
El Salvador Applications
Guatemala Applications
Honduras Applications
Mexico Patents
Mexico Applications
Nicaragua Patents
Panama Applications
Peru Applications
Trinidad & Tobago Patents
Uruguay Applications
Austria Patents
Austria Applications
Belarus Patents
Belgium Patents
Belgium Applications
Bosnia & Herzegovina Patents
Bosnia & Herzegovina Applications
Bulgaria Patents
Bulgaria Applications
Croatia Patents
Croatia Applications
Czech Republic Patents
Czech Republic Applications
Czechoslovakia Patents
Czechoslovakia Applications
Denmark Patents
Denmark Applications
Estonia Patents
Estonia Applications
EUIPO Patents
Finland Patents
Finland Applications
France Patents
France Applications
Germany Patents

Germany Applications
Great Britain Patents
Great Britain Applications
Greece Patents
Greece Applications
Hungary Patents
Hungary Applications
Iceland Patents
Iceland Applications
Ireland Patents
Ireland Applications
Italy Patents
Italy Applications
Latvia Patents
Latvia Applications
Lithuania Patents
Lithuania Applications
Luxembourg Patents
Luxembourg Applications
Malta Patents
Monaco Patents
Montenegro Patents
Montenegro Applications
Netherlands Patents
Netherlands Applications
Norway Patents
Norway Applications
Poland Patents
Poland Applications
Portugal Patents
Portugal Applications
Republic of Moldova Patents
Republic of Moldova Applications
Romania Patents
Romania Applications
San Marino Patents
San Marino Applications
Serbia Patents
Serbia Applications
Slovakia Patents
Slovakia Applications
Slovenia Patents
Spain Patents
Spain Applications
Sweden Patents
Sweden Applications
Switzerland Patents
Switzerland Applications
Ukraine Patents
Yugoslavia/Serbia and Montenegro Patents

Yugoslavia/Serbia and Montenegro Applications
Armenia Patents
Australia Patents
Australia Applications
Cyprus Patents
Gulf Cooperation Council Patents
Hong Kong Patents
India Patents
India Applications
Indonesia Patents
Indonesia Applications
Israel Patents
Israel Applications
Jordan Patents
Jordan Applications
Kyrgyzstan Patents
Macao Applications
Malaysia Patents
Mongolia Patents
New Zealand Patents
Philippines Patents
Philippines Applications
Saudi Arabia Patents
Saudi Arabia Applications
Singapore Patents
Singapore Applications
Taiwan Patents
Taiwan Applications
Tajikistan Patents
Tajikistan Applications
Thailand Patents
Thailand Applications
Uzbekistan Patents
Vietnam Patents
Algeria Patents
ARIPO Patents
ARIPO Applications
Egypt Patents
Kenya Patents
Malawi Patents
Morocco Patents
Morocco Applications
OAPI Patents
South Africa Patents
Tunisia Applications
Zambia Patents
Zimbabwe Patents
EAPO Patents
EAPO Applications
Georgia Patents

Georgia Applications
Kazakhstan Patents
Kazakhstan Applications
Russia Patents
Russia Applications
Turkey Patents
Turkey Applications
IEEE Xplore Publications: IEEE Periodicals
IEEE Xplore Publications: IEEE Conferences
IEEE Xplore Publications: IEEE Standards
IEEE Xplore Publications: IEEE Early Access
IEEE Xplore Publications: SMPTE Periodicals
IEEE Xplore Publications: SMPTE Conferences
IEEE Xplore Publications: SMPTE Standards
IEEE Xplore Publications: MIT Press eBooks
IEEE Xplore Publications: Wiley-IEEE eBooks
IEEE Xplore Publications: IBM Periodicals
IEEE Xplore Publications: URSI Periodicals
IEEE Xplore Publications: VDE Conferences
IEEE Xplore Publications: Periodicals from China
IEEE Xplore Publications: Ericsson Technology Review
IEEE Xplore Publications: Manning Books
IEEE Xplore Publications: Packt Books
IP.com Prior Art Database: The IP.com Journal
IP.com Prior Art Database: Internet Society RFC
IP.com Prior Art Database: IBM TDB Archive
IP.com Prior Art Database: Legacy Journals
IP.com Prior Art Database: Software Patent Institute
OnePetro.org: Periodicals at OnePetro.org
OnePetro.org: Conferences at OnePetro.org
Other Literature: IBM Redbooks
Other Literature: PubMed Central
Other Literature: arXiv.org

Supplemental Claim Amendments (claims 1, 4, 7, 9-17, 25, 26, 31-46, filed 12/20/2024) are ALLOWED and OK TO ENTER. Matthew Sittner, PE AU3629.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: CFPH, LLC	Art Unit: 3629
Application No.: 18/652,765	Examiner: SITTNER, MATTHEW T
Filed: May 1, 2024	Atty. Docket: 5012.0130006

Title: **Mobile Device Proximity Tracking for Selective Content Delivery and Formatting (As Amended)**

Supplemental Amendment

Mail Stop Amendment

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Commissioner:

In reply to the Office Action dated December 11, 2024, Applicant submits the following Amendment and Remarks.

It is not believed that extensions of time are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal) are hereby authorized to be charged to our Deposit Account No. 19-0036.

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	1	("20240281851").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2024/08/26 11:01 AM
L2	1	("20240281851").pn.	(US-PGPUB)	OR	ON	ON	2024/08/26 11:01 AM
L3	1388	((("CFPH") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT)	OR	ON	ON	2024/08/26 11:01 AM
L4	4464	((("CFPH") near3 ("LLC"))).AS,AANM.	(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	2024/08/26 11:02 AM
L5	4492	((("CFPH"))).AS,AANM.	(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	2024/08/26 11:02 AM
L6	4726	((("LUTNICK") near3 ("Howard")) OR (("BURMAN") near3 ("Kevin")) OR (("ALDERUCCI") near3 ("Dean")) OR (("GELMAN") near3 ("Geoffrey")) OR (("PAPAGEORGIOU") near3 ("Antonio")) OR (("MILLER") near3 ("Mark"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2024/08/26 11:02 AM
L7	10668	((("LUTNICK") near3 ("Howard")) OR (("BURMAN") near3 ("Kevin")) OR (("ALDERUCCI") near3 ("Dean")) OR (("GELMAN") near3 ("Geoffrey")) OR (("PAPAGEORGIOU") near3 ("Antonio")) OR (("MILLER") near3 ("Mark"))).INV.	(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	2024/08/26 11:02 AM
L8	355102	(G06Q30/0267 OR G06Q30/02 OR G06Q30/0209 OR G06Q30/0212 OR	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR,	OR	ON	ON	2024/08/26 11:03 AM

DK Crown Holdings Inc.
Ex. 1002, Page 180

		G06Q30/0255 OR G06Q30/0269 OR G06Q50/34 OR G07F17/3223 OR G07F17/3227).cpc.	GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L9	1289256	((G06Q30$.cpc.) OR ("705".clas.) OR (705/14.??.ccls.) OR (G06Q30/0207-30/0277.cpc.) OR (705/319.ccls.))	(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	2024/08/26 11:04 AM
L10	1	L1	(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	2024/08/26 11:04 AM
L11	26	(reformat$4 (promotion OR ad OR advertisement) fit area)	(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)	WITH	ON	ON	2024/08/26 11:07 AM
L12	9	(reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	WITH	ON	ON	2024/08/26 11:09 AM
L13	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	WITH	ON	ON	2024/08/26 11:13 AM
L14	17	(reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	SAME	ON	ON	2024/08/26 11:13 AM
L15	1	(L5 OR L7) AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	SAME	ON	ON	2024/08/26 11:13 AM
L16	1	(L5 OR L7) AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(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)	SAME	ON	ON	2024/08/26 11:13 AM
L17	50	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU,	SAME	ON	ON	2024/08/26 11:14 AM

DK Crown Holdings Inc.
Ex. 1002, Page 181

			SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L18	21	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 11:14 AM
L19	10	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 11:14 AM
L20	21	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 11:14 AM
L21	13	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	SAME	ON	ON	2024/08/26 11:14 AM
L22	1	L13 AND (interact$4)	(US-PGPUB)	OR	ON	ON	2024/08/26 11:15 AM
L23	1	L13 AND (interact$4 signal notif$8 notify$4 notification alert$4 click$4 engag$4 reformat$4 convert$4 format resiz$4 compres$6 decompres$6 color)	(US-PGPUB)	OR	ON	ON	2024/08/26 11:18 AM
L24	1	L13 AND (reformat$4 convert$4 format$4 resiz$4 compres$6)	(US-PGPUB)	OR	ON	ON	2024/08/26 11:22 AM
L25	1	L13 AND (convert$4 chang$4 format format$6 compress$4 press$4 decompress$4 color)	(US-PGPUB)	OR	ON	ON	2024/08/26 11:24 AM
L26	1	L13 AND (display$4 (promotion OR ad OR advertis$8) (user OR gui OR interface))	(US-PGPUB)	WITH	ON	ON	2024/08/26 11:26 AM
L27	1	L13 AND (computer processor execut$4 mobile app application)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:06 PM
L28	1	L13 AND (mobile phone pda portable gui interface touch screen)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:09 PM
L29	1	L13 AND (gui api interface touch screen)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:32 PM
L30	1	L13 AND (locatin gps global position$4 ip internet protocol)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:33 PM
L31	1	L13 AND (location gps global position$4 ip internet protocol)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:33 PM
L32	1	L13 AND (receiv$4 promotion)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:36 PM

DK Crown Holdings Inc.
Ex. 1002, Page 182

L33	1	L13 AND (receiv$4 promotion ad advertis$8 server system computer)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:36 PM
L34	1	L13 AND (image audio text video promotion ad advertis$8)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:38 PM
L35	1	L13 AND (image audio text video)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:39 PM
L36	1	L13 AND (mobile phone type pda location position gps zip code area)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:40 PM
L37	1	L13 AND (area user interface screen display$4 space location allocat$4 spot)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:54 PM
L38	1	L13 AND (compar$4 size area configur$4)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:57 PM
L39	0	L13 AND (edge casino gambling game gaming poker)	(US-PGPUB)	OR	ON	ON	2024/08/26 01:02 PM
L40	49931	((location OR gps)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot))	(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)	WITH	ON	ON	2024/08/26 01:03 PM
L41	4964	((location OR gps)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot))	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:03 PM
L42	26	((location OR gps)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:03 PM
L43	41	((location OR gps OR position)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:06 PM
L44	155	((location OR gps OR position)(edge OR nearby OR close OR "near")(gambling OR	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:06 PM

DK Crown Holdings Inc.
Ex. 1002, Page 183

		casino OR gaming OR poker OR slot)(promotion OR ad OR advertis$8))					
L45	887	(player prevention alert)	(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)	WITH	ON	ON	2024/08/26 01:16 PM
L46	1	(player prevent$4 alert mobile phone display$4 gambl$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)	WITH	ON	ON	2024/08/26 01:17 PM
L47	6	(player prevent$4 alert mobile phone display$4 gambl$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)	SAME	ON	ON	2024/08/26 01:17 PM
L48	2	(player prevent$4 alert mobile phone display$4 gambl$4)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:17 PM
L49	151	(player prevent$4 alert mobile phone display$4 (gambl$4 OR casino OR game OR gaming))	(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)	SAME	ON	ON	2024/08/26 01:18 PM
L50	7	(player prevent$4 alert mobile phone display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:18 PM
L51	88	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:29 PM
L52	5	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 01:29 PM
L53	2973	(player prevent$4 allow$4 remov$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP,	SAME	ON	ON	2024/08/26 01:30 PM

DK Crown Holdings Inc.
Ex. 1002, Page 184

		display$4 (gambl$4 OR casino OR game OR gaming))	AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L54	88	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:31 PM
L55	5	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 01:31 PM
L56	88	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:31 PM
L57	183	(warning location cannot determined)	(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)	WITH	ON	ON	2024/08/26 01:35 PM
L58	23	(warning location cannot determined)	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:35 PM
L59	136	((warning OR warn$4 OR alert$4 OR alarm$4 OR notification OR notif$6) location cannot determined)	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:36 PM
L60	21	((warning OR warn$4 OR alert$4 OR alarm$4 OR notification OR notif$6) location cannot determined (mobile OR phone))	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:36 PM
L61	0	(repeat$4 send location detect$4 disruption)	(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)	WITH	ON	ON	2024/08/26 02:15 PM
L62	144	(repeat$4 send location detect$4 disruption)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU,	SAME	ON	ON	2024/08/26 02:15 PM

DK Crown Holdings Inc.
Ex. 1002, Page 185

			SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L63	4	(repeat$4 send location detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:15 PM
L64	39	((repeat$4 OR contin$8) send$4 location detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:16 PM
L65	10	((repeat$4 OR contin$8) send$4 location detect$4 disruption)	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 02:17 PM
L66	39	((repeat$4 OR contin$8) send$4 location detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:17 PM
L67	61	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:18 PM
L68	10	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 disruption (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:19 PM
L69	76	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:21 PM
L70	0	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 02:21 PM
L71	76	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:21 PM

DK Crown Holdings Inc.
Ex. 1002, Page 186

L72	87	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) (detect$4 OR sense) (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:22 PM
L73	0	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) (detect$4 OR sense) (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 02:22 PM
L74	87	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) (detect$4 OR sense) (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:22 PM
L75	41150	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location))	(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)	WITH	ON	ON	2024/08/26 03:18 PM
L76	4032	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location))	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:18 PM
L77	468	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location) second)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:20 PM
L78	132	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:20 PM
L79	140	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:26 PM
L80	114	(L8 OR L9) AND ((promotion OR ad OR	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:26 PM

DK Crown Holdings Inc.
Ex. 1002, Page 187

		advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4)					
L81	33	(L8 OR L9) AND ((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:28 PM
L82	14809	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(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)	SAME	ON	ON	2024/08/26 03:29 PM
L83	676	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 03:29 PM
L84	379	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:29 PM
L85	11	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:32 PM
L86	83	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:35 PM
L87	20	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:35 PM
L88	54	(((promotion OR ad OR advertis$8) near3 second near3	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:37 PM

DK Crown Holdings Inc.
Ex. 1002, Page 188

		(display$4))(time)(area OR spot OR location OR slot) second determin$4 first)					
L89	0	L2 AND (((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4 first)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:41 PM
L90	1	L2 AND (second)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:41 PM
L91	1	L2 AND (second promotion area)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:42 PM
L92	1	(display second promotion identified area)	(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)	ADJ	ON	ON	2024/08/26 03:44 PM
L93	1	(display adj4 second adj4 promotion adj4 identified adj4 area)	(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)	ADJ	ON	ON	2024/08/26 03:44 PM
L94	1	(display near4 second near4 promotion near4 identified near4 area)	(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)	ADJ	ON	ON	2024/08/26 03:45 PM
L95	1820	(display near4 second near4 promotion near4 area)	(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)	ADJ	ON	ON	2024/08/26 03:45 PM
L96	1820	(display near4 second near4 promotion near4 area)	(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)	WITH	ON	ON	2024/08/26 03:45 PM

DK Crown Holdings Inc.
Ex. 1002, Page 189

L97	3	(display near4 second near4 promotion near4 area)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:45 PM
L98	3898	(reduce battery consumption mobile phone)	(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)	WITH	ON	ON	2024/08/26 03:54 PM
L99	145	(reduce battery consumption mobile phone)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:54 PM
L100	1	(reduce battery consumption mobile phone display promotion)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:55 PM
L101	1	(reduce battery consumption mobile phone display (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:55 PM
L102	3	(reduce battery consumption mobile phone display (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:55 PM
L103	2487	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display (promotion OR ad OR advertis$8))	(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)	SAME	ON	ON	2024/08/26 03:56 PM
L104	163	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/08/26 03:56 PM
L105	12	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:56 PM
L106	6	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:58 PM

DK Crown Holdings Inc.
Ex. 1002, Page 190

		OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))					
L107	75	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:59 PM
L108	72	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/26 04:01 PM
L109	2	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:02 PM
L110	2	((reduce OR reduc$8) battery (consumption OR usage OR use) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:02 PM
L111	28	((reduce OR reduc$8) battery (consumption OR usage OR use) display$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:02 PM
L112	25	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR phone OR pda OR wireless) (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:08 PM
L113	155	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR phone OR pda OR wireless) (promotion OR ad OR	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:09 PM

DK Crown Holdings Inc.
Ex. 1002, Page 191

		advertis$8 OR content OR media))					
L114	51	((reduce OR reduc$8) near3 battery near3 (consumption OR usage OR use) (mobile OR phone OR pda OR wireless) (promotion OR ad OR advertis$8 OR content OR media))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:09 PM
L115	1	L2 AND ((reduce OR reduc$8) near3 battery near3 (consumption OR usage OR use))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:15 PM
L116	1	L2 AND ((reduce OR reduc$8) battery (consumption OR usage OR use))	(US-PGPUB)	OR	ON	ON	2024/08/26 04:15 PM
L117	163	(battery level threshold (mobile OR phone OR device OR pda) (conserv$4 OR reduc$6) (dim OR dimming OR brightness OR volume OR video)(reduc$4 OR lower OR short$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)	WITH	ON	ON	2024/08/27 12:40 PM
L118	21	(battery level threshold (mobile OR phone OR device OR pda) (conserv$4 OR reduc$6) (dim OR dimming OR brightness OR volume OR video)(reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:41 PM
L119	566	(battery level (threshold OR level) (conserv$4 OR reduc$6) (dim OR dimming OR brightness OR volume OR video)(reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:42 PM
L120	511	(battery level (threshold OR level) (conserv$4 OR reduc$6) (brightness OR volume OR video)(dim OR dimming OR reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:43 PM
L121	2	L8 AND (battery level (threshold OR level) (conserv$4 OR reduc$6) (brightness OR volume OR	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:43 PM

DK Crown Holdings Inc.
Ex. 1002, Page 192

		video)(dim OR dimming OR reduc$4 OR lower OR short$4))					
L122	511	(battery level (threshold OR level) (conserv$4 OR reduc$6) (brightness OR volume OR video)(dim OR dimming OR reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:43 PM
L123	520	(battery level (threshold OR level) (download$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:02 PM
L124	47	(battery level (threshold OR level) (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:02 PM
L125	0	(battery level (threshold OR level) "not" near3 (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:06 PM
L126	0	(battery level (threshold OR level) "not" near3 (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:06 PM
L127	0	(battery level (threshold OR level) ('not') near3 (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:06 PM
L128	331	(battery level (threshold OR level) (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:06 PM
L129	72	(battery near3 level (threshold OR level) (download$4) near4 (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:07 PM
L130	19104	(detect$4 sensor light level ambient)	(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)	WITH	ON	ON	2024/08/27 01:13 PM
L131	5327	(detect$4 sensor light level ambient)	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:13 PM
L132	1	(detect$4 sensor light level ambient above threshold screen)	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:14 PM

DK Crown Holdings Inc.
Ex. 1002, Page 193

L133	0	(detect$4 sensor light level ambient above threshold (screen OR touch OR mobile OR phone OR gui OR interface) (adjust$4 OR alter$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:15 PM
L134	53	(detect$4 sensor light level ambient above threshold (screen OR touch OR mobile OR phone OR gui OR interface) (adjust$4 OR alter$4))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:15 PM
L135	0	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noice)	(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)	WITH	ON	ON	2024/08/27 01:19 PM
L136	9	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise)	(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)	WITH	ON	ON	2024/08/27 01:19 PM
L137	348	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise)	(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)	SAME	ON	ON	2024/08/27 01:19 PM
L138	84	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise)	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:19 PM
L139	3	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise increas$4 volume)	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:20 PM
L140	126	((audio)(microphone)(level) ambient noise increas$4 volume)	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:22 PM
L141	77	((audio)(microphone)(level) ambient noise increas$4 volume detect$4)	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:22 PM
L142	26	((promotion OR ad OR	(US-PGPUB)	WITH	ON	ON	2024/08/27

DK Crown Holdings Inc.
Ex. 1002, Page 194

		advertis$8)(digital (signature OR stamp)) authenticat$4 time)					01:29 PM
L143	44	((promotion OR ad OR advertis$8)((signature OR stamp)) authenticat$4 time)	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:30 PM
L144	0	((promotion OR ad OR advertis$8)((signature timestamp)) authenticat$4 time)	(US-PGPUB)	WITH	ON	ON	2024/08/27 02:50 PM
L145	12	((promotion OR ad OR advertis$8)((signature timestamp)) authenticat$4 time)	(US-PGPUB)	SAME	ON	ON	2024/08/27 02:50 PM
L146	0	(approv$4 display$4 border image pixel overl$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)	WITH	ON	ON	2024/08/27 02:56 PM
L147	16	(approv$4 display$4 border image pixel overl$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)	SAME	ON	ON	2024/08/27 02:56 PM
L148	3	(approv$4 display$4 border image pixel overl$4)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 02:57 PM
L149	0	(detect$4 signal second (bluetooth OR NFC) target$4 transmit$4 (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/08/27 02:59 PM
L150	0	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 transmit$4 (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/08/27 02:59 PM
L151	308	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 transmit$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU,	SAME	ON	ON	2024/08/27 02:59 PM

DK Crown Holdings Inc.
Ex. 1002, Page 195

		(promotion OR ad OR advertis$8))	SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L152	4	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 transmit$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:00 PM
L153	27	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:00 PM
L154	1	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:00 PM
L155	27	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:00 PM
L156	0	(compar$4 amount pixel size (promotion))	(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)	WITH	ON	ON	2024/08/27 03:13 PM
L157	9	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/08/27 03:14 PM
L158	0	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27 03:14 PM
L159	28	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 03:14 PM
L160	0	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27 03:16 PM
L161	232	((number OR quantity	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27

DK Crown Holdings Inc.
Ex. 1002, Page 196

		OR amount) pixel size (promotion OR ad OR advertis$8))					03:17 PM
L162	31	(L7 OR L5) AND ((number OR quantity OR amount) pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 03:26 PM
L163	31	(L7 OR L5) AND (pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 03:27 PM
L164	135	(L7 OR L5) AND (pixel size)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 03:27 PM
L165	62	(L7 OR L5) AND (pixel size)	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27 03:27 PM
L166	37	(L7 OR L5) AND (pixel size)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:27 PM
L167	175	(L7 OR L5) AND (pixel)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:28 PM
L168	133	(L7 OR L5) AND (@ay>="2009") AND (pixel)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:29 PM
L169	53	(L7 OR L5) AND (@ay<="2009") AND (pixel)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:29 PM
L170	18520	(compar$4 size area pixel)	(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)	WITH	ON	ON	2024/08/27 03:31 PM
L171	1222	(compar$4 size area pixel)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:31 PM
L172	4	(compar$4 size area pixel (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:31 PM
L173	6642	(location data include cellular phone data)	(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)	WITH	ON	ON	2024/08/27 03:34 PM
L174	1889	(location data include cellular phone data)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:34 PM
L175	56	L8 AND (location data include cellular phone data)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:35 PM
L176	0	L8 AND ((current balance (money OR	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:38 PM

DK Crown Holdings Inc.
Ex. 1002, Page 197

		cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))					
L177	332	L8 AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:38 PM
L178	180	(@ay<="2009") AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:39 PM
L179	0	(@ay<="2009") AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:39 PM
L180	180	(@ay<="2009") AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:39 PM
L181	9	(@ay<="2009") AND ((average bet amount (money OR cash OR currency))(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:41 PM
L182	1	(@ay<="2009") AND ((average bet amount (money OR cash OR currency))(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:41 PM
L183	3	(@ay<="2009") AND ((average bet amount)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:41 PM
L184	3	(@ay<="2009") AND ((average deposit amount)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:42 PM

DK Crown Holdings Inc.
Ex. 1002, Page 198

L185	1	(@ay<="2008") AND ((average deposit amount)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:42 PM
L186	2	(@ay<="2008") AND ((last outcome)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:42 PM
L187	1	(@ay<="2008") AND ((deposit limit)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:43 PM
L188	8	(@ay<="2008") AND ((transaction user data)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:43 PM
L189	0	(@ay<="2008") AND ((depend$6)(transaction user data)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:44 PM
L190	0	(@ay<="2008") AND ((depend$6)(transaction data)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:44 PM
L191	0	(@ay<="2008") AND ((depend$6)(transaction)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:44 PM
L192	14	((depend$6)(transaction)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:44 PM
L193	62	((depend$6 OR condition$4)(transaction)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:45 PM
L194	2	((depend$6 OR condition$4)(deposit limit)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:47 PM
L195	49	((depend$6 OR condition$4)((deposit OR loss)(limit OR amount OR average))(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:48 PM
L196	1	L2 AND (send$4 location gps)	(US-PGPUB)	WITH	ON	ON	2024/08/28 11:03 AM

DK Crown Holdings Inc.
Ex. 1002, Page 199

L197	1	L2 AND (generic OR standard OR general OR purpose OR conventional)	(US-PGPUB)	WITH	ON	ON	2024/08/28 12:53 PM
L198	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:22 PM
L199	1	L198 AND (location gps gambling game gaming casino promotion area)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:22 PM
L200	1	L198 AND (location gps gambling game gaming casino promotion area ad advertis$8)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:23 PM
L201	1	L198 AND (prevent$4 play$4 alert$4 alarm$4 touch screen input receiv$4 interact$6 mobile phone button remov$4 allow$4)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:32 PM
L202	1	L198 AND (alert$4 warn$4 messag$4 location cannot determined)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:40 PM
L203	1	L198 AND (repeat$4 send$4 location detect$4 disruption connect$4 prevent$4 play$4 second display$4)	(US-PGPUB)	OR	ON	ON	2024/08/28 05:23 PM
L204	1	L198 AND (repeat$4 send$4 location detect$4 disruption connect$4 prevent$4 play$4 second display$4 interrupt$4)	(US-PGPUB)	OR	ON	ON	2024/08/28 05:23 PM
L205	41	(reduce battery consumption second (promotion OR advertis$8))	(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)	WITH	ON	ON	2024/08/28 05:32 PM
L206	1	(reduce battery consumption second (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:32 PM
L207	84	((reduce OR lower) battery (consumption OR usage) second (promotion OR advertis$8))	(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;	WITH	ON	ON	2024/08/28 05:33 PM

DK Crown Holdings Inc.
Ex. 1002, Page 200

			JPO; DERWENT; IBM_TDB)				
L208	133	((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8))	(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)	WITH	ON	ON	2024/08/28 05:33 PM
L209	13	((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:33 PM
L210	203	((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:34 PM
L211	0	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:35 PM
L212	1	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (second OR different OR another OR chang$4 OR swap$4 OR alter$4 OR replac$4) (promotion OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:36 PM
L213	85	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (second OR different OR another OR chang$4 OR swap$4 OR alter$4 OR replac$4) (promotion OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/28 05:36 PM
L214	3	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:39 PM
L215	3	(@ay<="2009") AND	(US-PGPUB)	WITH	ON	ON	2024/08/28

DK Crown Holdings Inc.
Ex. 1002, Page 201

		((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))					05:39 PM
L216	4	(@ay<="2009") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:39 PM
L217	10	(@ay<="2010") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:40 PM
L218	13	(@ay<="2010") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:40 PM
L219	236	(@ay<="2010") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR offer$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:42 PM
L220	167	(@ay<="2008") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR offer$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:42 PM
L221	92	(@ay<="2008") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR offer$4))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:42 PM
L222	185	(@ay<="2008") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR content OR media))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:46 PM
L223	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:11 AM

DK Crown Holdings Inc.
Ex. 1002, Page 202

L224	1	L223 AND (receiv$4 promotion ad advertis$8 display$4 battery consumption use usage power mobile phone)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:12 AM
L225	1	L223 AND (receiv$4 promotion display$4 battery consumption use usage power mobile phone)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:14 AM
L226	1	L223 AND (replac$6 switch second switch$4)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:14 AM
L227	1	L223 AND (dim$6 dimming reduc$8 bright$6 level touch screen volume sound shorten length video)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:20 AM
L228	1	L223 AND (mobile device phone pda)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:22 AM
L229	1	L223 AND (mobile device phone pda laptop internet)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:23 AM
L230	1	L223 AND (light sensor ambient predefin$4 threshold alter bright$6 touch screen)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:39 AM
L231	1	L223 AND (audio verbal speech speak$4 noise ambient proximat$4 "near" nearby close microphone increase volume speaker voice camera signal antenna)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:44 AM
L232	1	L223 AND (timestamp time digital signature)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:53 AM
L233	49	((promotion OR advertis$8)(priority)(compar$4) greater)	(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)	WITH	ON	ON	2024/08/29 11:24 AM
L234	4	((promotion OR advertis$8)(priority)(compar$4) greater)	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:24 AM
L235	23	((promotion OR advertis$8)(current)(compar$4) start compar$4)	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:33 AM
L236	18	((promotion OR advertis$8)(current)(compar$4) start compar$4	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:34 AM

DK Crown Holdings Inc.
Ex. 1002, Page 203

		time)					
L237	35	((promotion OR advertis$8)(current OR present)(compar$4) start$4 time)	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:35 AM
L238	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	OR	ON	ON	2024/08/29 11:49 AM
L239	1	L238	(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	2024/08/29 11:49 AM
L240	39	(Artificial Intelligence) More like doc: US-20080306816-A1 Text: (CA-2634444-A1 OR AU-2008202515-A1 OR NZ-569980-A OR EP-2003608-A1 OR CA-2634444-C OR US-9165301-B2 OR US-20080306815-A1 OR CA-2622187-A1 OR EP-2015245-A1 OR AU-2008200565-A1 OR US-20080304518-A1 OR US-7715448-B2 OR KR-20080107318-A OR JP-2008305381-A OR JP-2008305409-A OR KR-20080107248-A OR RU-2416127-C2 OR WO-2007123760-A2 OR US-20070233857-A1 OR US-10003838-B2).did.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2024/08/29 11:49 AM
L241	61668	((mobile near3 phone) near4(touch adj2 screen))	(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)	WITH	ON	ON	2024/08/29 11:51 AM
L242	54	((mobile near3 phone) near4(touch adj2 screen) (promotion))	(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;	WITH	ON	ON	2024/08/29 11:51 AM

DK Crown Holdings Inc.
Ex. 1002, Page 204

			IBM_TDB)				
L243	2	((mobile near3 phone) near4(touch adj2 screen) (promotion))	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:51 AM
L244	13	((mobile near3 phone) near4(touch adj2 screen) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:52 AM
L245	61	((mobile near3 phone) (touch adj2 screen) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:52 AM
L246	1	((US-20100030643-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:57 AM
L247	1	L246 AND ((mobile near3 phone) (touch adj2 screen) (promotion OR advertis$8) (type location image audio video size area reformat$4 compar$4 decompress$4 compress$4 convert$4 color convert$4 format$4))	(US-PGPUB)	OR	ON	ON	2024/08/29 11:58 AM
L248	1	L246 AND (pixel battery compar$4)	(US-PGPUB)	OR	ON	ON	2024/08/29 12:03 PM
L249	1	("20240281851").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2024/12/24 02:00 PM
L250	1	("20240281851").pn.	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L251	1442	((("CFPH") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT)	OR	ON	ON	2024/12/24 02:00 PM
L252	4775	((("CFPH") near3 ("LLC"))).AS,AANM.	(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	2024/12/24 02:00 PM
L253	4803	((("CFPH"))).AS,AANM.	(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	2024/12/24 02:00 PM
L254	4780	((("LUTNICK") near3 ("Howard")) OR (("BURMAN") near3 ("Kevin")) OR	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 205

		(("ALDERUCCI") near3 ("Dean")) OR (("GELMAN") near3 ("Geoffrey")) OR (("PAPAGEORGIOU") near3 ("Antonio")) OR (("MILLER") near3 ("Mark"))).INV.					
L255	11134	((("LUTNICK") near3 ("Howard")) OR (("BURMAN") near3 ("Kevin")) OR (("ALDERUCCI") near3 ("Dean")) OR (("GELMAN") near3 ("Geoffrey")) OR (("PAPAGEORGIOU") near3 ("Antonio")) OR (("MILLER") near3 ("Mark"))).INV.	(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	2024/12/24 02:00 PM
L256	363806	(G06Q30/0267 OR G06Q30/02 OR G06Q30/0209 OR G06Q30/0212 OR G06Q30/0255 OR G06Q30/0269 OR G06Q50/34 OR G07F17/3223 OR G07F17/3227).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	2024/12/24 02:00 PM
L257	1341376	((G06Q30$.cpc.) OR ("705".clas.) OR (705/14.??.ccls.) OR (G06Q30/0207-30/0277.cpc.) OR (705/319.ccls.))	(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	2024/12/24 02:00 PM
L258	2	L1	(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	2024/12/24 02:00 PM
L259	28	(reformat$4 (promotion OR ad OR advertisement) fit area)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L260	9	(reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 206

L261	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L262	17	(reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L263	1	(L5 OR L7) AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L264	2	(L5 OR L7) AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(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)	SAME	ON	ON	2024/12/24 02:00 PM
L265	53	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(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)	SAME	ON	ON	2024/12/24 02:00 PM
L266	21	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L267	10	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L268	21	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L269	13	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L270	1	L13 AND (interact$4)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L271	1	L13 AND (interact$4 signal notif$8 notify$4 notification alert$4 click$4 engag$4 reformat$4 convert$4 format resiz$4 compres$6 decompres$6 color)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L272	1	L13 AND (reformat$4 convert$4 format$4 resiz$4 compres$6)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L273	1	L13 AND (convert$4 chang$4 format format$6 compress$4	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 207

		press$4 decompress$4 color)					
L274	1	L13 AND (display$4 (promotion OR ad OR advertis$8) (user OR gui OR interface))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L275	1	L13 AND (computer processor execut$4 mobile app application)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L276	1	L13 AND (mobile phone pda portable gui interface touch screen)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L277	1	L13 AND (gui api interface touch screen)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L278	1	L13 AND (locatin gps global position$4 ip internet protocol)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L279	1	L13 AND (location gps global position$4 ip internet protocol)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L280	1	L13 AND (receiv$4 promotion)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L281	1	L13 AND (receiv$4 promotion ad advertis$8 server system computer)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L282	1	L13 AND (image audio text video promotion ad advertis$8)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L283	1	L13 AND (image audio text video)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L284	1	L13 AND (mobile phone type pda location position gps zip code area)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L285	1	L13 AND (area user interface screen display$4 space location allocat$4 spot)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L286	1	L13 AND (compar$4 size area configur$4)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L287	0	L13 AND (edge casino gambling game gaming poker)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L288	52575	((location OR gps)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot))	(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)	WITH	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 208

L289	5114	((location OR gps)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L290	26	((location OR gps)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L291	43	((location OR gps OR position)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L292	157	((location OR gps OR position)(edge OR nearby OR close OR "near")(gambling OR casino OR gaming OR poker OR slot)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L293	967	(player prevention alert)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L294	1	(player prevent$4 alert mobile phone display$4 gambl$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)	WITH	ON	ON	2024/12/24 02:00 PM
L295	12	(player prevent$4 alert mobile phone display$4 gambl$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)	SAME	ON	ON	2024/12/24 02:00 PM
L296	2	(player prevent$4 alert mobile phone display$4 gambl$4)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 209

L297	184	(player prevent$4 alert mobile phone display$4 (gambl$4 OR casino OR game OR gaming))	(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)	SAME	ON	ON	2024/12/24 02:00 PM
L298	7	(player prevent$4 alert mobile phone display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L299	88	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L300	5	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L301	3490	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(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)	SAME	ON	ON	2024/12/24 02:00 PM
L302	88	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L303	5	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L304	88	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L305	209	(warning location cannot determined)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L306	24	(warning location cannot determined)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 210

L307	140	((warning OR warn$4 OR alert$4 OR alarm$4 OR notification OR notif$6) location cannot determined)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L308	21	((warning OR warn$4 OR alert$4 OR alarm$4 OR notification OR notif$6) location cannot determined (mobile OR phone))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L309	0	(repeat$4 send location detect$4 disruption)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L310	171	(repeat$4 send location detect$4 disruption)	(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)	SAME	ON	ON	2024/12/24 02:00 PM
L311	4	(repeat$4 send location detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L312	42	((repeat$4 OR contin$8) send$4 location detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L313	12	((repeat$4 OR contin$8) send$4 location detect$4 disruption)	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L314	42	((repeat$4 OR contin$8) send$4 location detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L315	65	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L316	11	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 disruption (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L317	78	((repeat$4 OR contin$8) send$4 (location OR position$4	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 211

		OR gps) detect$4 (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))					
L318	0	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L319	78	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L320	89	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) (detect$4 OR sense) (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L321	0	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) (detect$4 OR sense) (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L322	89	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) (detect$4 OR sense) (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L323	46784	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location))	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU,	WITH	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 212

			SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L324	4088	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L325	473	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location) second)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L326	136	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L327	145	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L328	119	(L8 OR L9) AND ((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L329	33	(L8 OR L9) AND ((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L330	18482	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(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)	SAME	ON	ON	2024/12/24 02:00 PM
L331	687	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L332	383	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 213

L333	11	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L334	85	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L335	21	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L336	56	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4 first)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L337	0	L2 AND (((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4 first)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L338	1	L2 AND (second)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L339	1	L2 AND (second promotion area)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L340	1	(display second promotion identified area)	(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)	ADJ	ON	ON	2024/12/24 02:00 PM
L341	1	(display adj4 second adj4 promotion adj4 identified adj4 area)	(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)	ADJ	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 214

L342	1	(display near4 second near4 promotion near4 identified near4 area)	(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)	ADJ	ON	ON	2024/12/24 02:00 PM
L343	2158	(display near4 second near4 promotion near4 area)	(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)	ADJ	ON	ON	2024/12/24 02:00 PM
L344	2158	(display near4 second near4 promotion near4 area)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L345	3	(display near4 second near4 promotion near4 area)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L346	4025	(reduce battery consumption mobile phone)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L347	145	(reduce battery consumption mobile phone)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L348	1	(reduce battery consumption mobile phone display promotion)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L349	1	(reduce battery consumption mobile phone display (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L350	3	(reduce battery consumption mobile phone display (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L351	2810	((reduce OR lower OR slow OR limit$4) battery (consumption OR	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD,	SAME	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 215

		usage OR use) (mobile OR pda OR phone) display (promotion OR ad OR advertis$8))	DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L352	172	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L353	12	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L354	6	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L355	75	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L356	72	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L357	2	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L358	2	((reduce OR reduc$8)	(US-PGPUB)	WITH	ON	ON	2024/12/24

DK Crown Holdings Inc.
Ex. 1002, Page 216

		battery (consumption OR usage OR use) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))					02:00 PM
L359	28	((reduce OR reduc$8) battery (consumption OR usage OR use) display$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L360	25	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR phone OR pda OR wireless) (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L361	158	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR phone OR pda OR wireless) (promotion OR ad OR advertis$8 OR content OR media))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L362	52	((reduce OR reduc$8) near3 battery near3 (consumption OR usage OR use) (mobile OR phone OR pda OR wireless) (promotion OR ad OR advertis$8 OR content OR media))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L363	1	L2 AND ((reduce OR reduc$8) near3 battery near3 (consumption OR usage OR use))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L364	1	L2 AND ((reduce OR reduc$8) battery (consumption OR usage OR use))	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L365	182	(battery level threshold (mobile OR phone OR device OR pda) (conserv$4 OR reduc$6) (dim OR dimming OR brightness OR volume OR video)(reduc$4 OR lower OR short$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)	WITH	ON	ON	2024/12/24 02:00 PM
L366	22	(battery level threshold (mobile OR phone OR device OR pda) (conserv$4 OR	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 217

		reduc$6) (dim OR dimming OR brightness OR volume OR video)(reduc$4 OR lower OR short$4))					
L367	572	(battery level (threshold OR level) (conserv$4 OR reduc$6) (dim OR dimming OR brightness OR volume OR video)(reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L368	517	(battery level (threshold OR level) (conserv$4 OR reduc$6) (brightness OR volume OR video)(dim OR dimming OR reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L369	2	L8 AND (battery level (threshold OR level) (conserv$4 OR reduc$6) (brightness OR volume OR video)(dim OR dimming OR reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L370	517	(battery level (threshold OR level) (conserv$4 OR reduc$6) (brightness OR volume OR video)(dim OR dimming OR reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L371	532	(battery level (threshold OR level) (download$4))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L372	49	(battery level (threshold OR level) (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L373	0	(battery level (threshold OR level) "not" near3 (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L374	0	(battery level (threshold OR level) "not" near3 (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L375	0	(battery level (threshold OR level) ('not') near3 (download$4) (promotion OR ad OR	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 218

		advertis$8 OR content))					
L376	336	(battery level (threshold OR level) (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L377	74	(battery near3 level (threshold OR level) (download$4) near4 (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L378	20489	(detect$4 sensor light level ambient)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L379	5493	(detect$4 sensor light level ambient)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L380	1	(detect$4 sensor light level ambient above threshold screen)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L381	0	(detect$4 sensor light level ambient above threshold (screen OR touch OR mobile OR phone OR gui OR interface) (adjust$4 OR alter$4))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L382	53	(detect$4 sensor light level ambient above threshold (screen OR touch OR mobile OR phone OR gui OR interface) (adjust$4 OR alter$4))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L383	0	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noice)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L384	9	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L385	397	((promotion OR ad OR	(US-PGPUB; USPAT;	SAME	ON	ON	2024/12/24

DK Crown Holdings Inc.
Ex. 1002, Page 219

		advertis$8)(audio)(microphone)(level) ambient noise)	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)				02:00 PM
L386	89	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L387	3	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise increas$4 volume)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L388	132	((audio)(microphone)(level) ambient noise increas$4 volume)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L389	79	((audio)(microphone)(level) ambient noise increas$4 volume detect$4)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L390	26	((promotion OR ad OR advertis$8)(digital (signature OR stamp)) authenticat$4 time)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L391	44	((promotion OR ad OR advertis$8)((signature OR stamp)) authenticat$4 time)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L392	0	((promotion OR ad OR advertis$8)((signature timestamp)) authenticat$4 time)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L393	12	((promotion OR ad OR advertis$8)((signature timestamp)) authenticat$4 time)	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L394	0	(approv$4 display$4 border image pixel overl$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)	WITH	ON	ON	2024/12/24 02:00 PM
L395	17	(approv$4 display$4 border image pixel overl$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;	SAME	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 220

			IBM_TDB)				
L396	3	(approv$4 display$4 border image pixel overl$4)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L397	0	(detect$4 signal second (bluetooth OR NFC) target$4 transmit$4 (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L398	0	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 transmit$4 (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L399	347	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 transmit$4 (promotion OR ad OR advertis$8))	(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)	SAME	ON	ON	2024/12/24 02:00 PM
L400	4	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 transmit$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L401	28	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L402	1	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L403	28	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L404	0	(compar$4 amount pixel size (promotion))	(US-PGPUB; USPAT; USOCR; FIT (AU, AP,	WITH	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 221

			AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L405	10	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L406	0	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L407	29	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L408	0	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L409	233	((number OR quantity OR amount) pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L410	31	(L7 OR L5) AND ((number OR quantity OR amount) pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L411	31	(L7 OR L5) AND (pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L412	137	(L7 OR L5) AND (pixel size)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
L413	62	(L7 OR L5) AND (pixel size)	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L414	37	(L7 OR L5) AND (pixel size)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L415	177	(L7 OR L5) AND (pixel)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L416	135	(L7 OR L5) AND (@ay>="2009") AND (pixel)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L417	53	(L7 OR L5) AND (@ay<="2009") AND (pixel)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L418	19918	(compar$4 size area pixel)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR,	WITH	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 222

			GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L419	1251	(compar$4 size area pixel)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L420	4	(compar$4 size area pixel (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L421	6979	(location data include cellular phone data)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L422	1946	(location data include cellular phone data)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L423	56	L8 AND (location data include cellular phone data)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L424	0	L8 AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L425	357	L8 AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L426	180	(@ay<="2009") AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L427	0	(@ay<="2009") AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L428	180	(@ay<="2009") AND ((current balance (money OR cash OR currency))(game OR	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 223

		gaming OR gambling OR casino)(promotion OR advertis$8))					
L429	9	(@ay<="2009") AND ((average bet amount (money OR cash OR currency))(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L430	1	(@ay<="2009") AND ((average bet amount (money OR cash OR currency))(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L431	3	(@ay<="2009") AND ((average bet amount)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L432	3	(@ay<="2009") AND ((average deposit amount)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L433	1	(@ay<="2008") AND ((average deposit amount)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L434	2	(@ay<="2008") AND ((last outcome)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L435	1	(@ay<="2008") AND ((deposit limit)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L436	8	(@ay<="2008") AND ((transaction user data)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L437	0	(@ay<="2008") AND ((depend$6)(transaction user data)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L438	0	(@ay<="2008") AND ((depend$6)(transaction data)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L439	0	(@ay<="2008") AND	(US-PGPUB)	WITH	ON	ON	2024/12/24

DK Crown Holdings Inc.
Ex. 1002, Page 224

		((depend$6)(transaction)(game OR gaming)(promotion OR advertis$8))					02:00 PM
L440	15	((depend$6)(transaction)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L441	63	((depend$6 OR condition$4)(transaction)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L442	2	((depend$6 OR condition$4)(deposit limit)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L443	49	((depend$6 OR condition$4)((deposit OR loss)(limit OR amount OR average))(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L444	1	L2 AND (send$4 location gps)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L445	1	L2 AND (generic OR standard OR general OR purpose OR conventional)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L446	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L447	1	L198 AND (location gps gambling game gaming casino promotion area)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L448	1	L198 AND (location gps gambling game gaming casino promotion area ad advertis$8)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L449	1	L198 AND (prevent$4 play$4 alert$4 alarm$4 touch screen input receiv$4 interact$6 mobile phone button remov$4 allow$4)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L450	1	L198 AND (alert$4 warn$4 messag$4 location cannot determined)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L451	1	L198 AND (repeat$4 send$4 location detect$4 disruption connect$4 prevent$4 play$4 second	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 225

		display$4)					
L452	1	L198 AND (repeat$4 send$4 location detect$4 disruption connect$4 prevent$4 play$4 second display$4 interrupt$4)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L453	48	(reduce battery consumption second (promotion OR advertis$8))	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L454	2	(reduce battery consumption second (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L455	96	((reduce OR lower) battery (consumption OR usage) second (promotion OR advertis$8))	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L456	146	((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8))	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L457	14	((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L458	227	((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L459	0	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L460	1	(@ay<="2008") AND	(US-PGPUB)	WITH	ON	ON	2024/12/24

DK Crown Holdings Inc.
Ex. 1002, Page 226

		((reduce OR lower) battery (consumption OR usage) (second OR different OR another OR chang$4 OR swap$4 OR alter$4 OR replac$4) (promotion OR advertis$8 OR content))					02:00 PM
L461	85	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (second OR different OR another OR chang$4 OR swap$4 OR alter$4 OR replac$4) (promotion OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/12/24 02:00 PM
L462	3	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L463	3	(@ay<="2009") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L464	4	(@ay<="2009") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L465	10	(@ay<="2010") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L466	13	(@ay<="2010") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L467	236	(@ay<="2010") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR offer$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
L468	167	(@ay<="2008") AND ((reduce OR lower OR	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 227

		prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR offer$4))					
L469	92	(@ay<="2008") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR offer$4))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L470	185	(@ay<="2008") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR content OR media))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L471	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L472	1	L223 AND (receiv$4 promotion ad advertis$8 display$4 battery consumption use usage power mobile phone)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L473	1	L223 AND (receiv$4 promotion display$4 battery consumption use usage power mobile phone)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L474	1	L223 AND (replac$6 switch second switch$4)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L475	1	L223 AND (dim$6 dimming reduc$8 bright$6 level touch screen volume sound shorten length video)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L476	1	L223 AND (mobile device phone pda)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L477	1	L223 AND (mobile device phone pda laptop internet)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L478	1	L223 AND (light sensor ambient predefin$4 threshold alter bright$6 touch screen)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L479	1	L223 AND (audio verbal speech speak$4 noise	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 228

		ambient proximat$4 "near" nearby close microphone increase volume speaker voice camera signal antenna)					
L480	1	L223 AND (timestamp time digital signature)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L481	52	((promotion OR advertis$8)(priority)(compar$4) greater)	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L482	4	((promotion OR advertis$8)(priority)(compar$4) greater)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L483	23	((promotion OR advertis$8)(current)(compar$4) start compar$4)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L484	18	((promotion OR advertis$8)(current)(compar$4) start compar$4 time)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L485	35	((promotion OR advertis$8)(current OR present)(compar$4) start$4 time)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L486	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L487	1	L238	(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	2024/12/24 02:00 PM
L488	40	(Artificial Intelligence) More like doc: US-20080306816-A1 Text: (US-5887133-A OR ES-2143556-T3 OR US-6377993-B1 OR US-6157955-A OR US-6405238-B1 OR AU-5234999-A OR US-6487538-B1 OR US-6438125-B1 OR DE-60020417-T2 OR US-6937598-B1 OR WO-	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO;	OR	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 229

		0122261-A2 OR US-20020010757-A1 OR US-7149772-B1 OR US-7209959-B1 OR KR-20010106618-A OR US-7032031-B2 OR AU-2001277999-A1 OR US-7523411-B2 OR US-20060282319-A1 OR US-20020087630-A1).did.	JPO; DERWENT; IBM_TDB)				
L489	64581	((mobile near3 phone) near4(touch adj2 screen))	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L490	55	((mobile near3 phone) near4(touch adj2 screen) (promotion))	(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)	WITH	ON	ON	2024/12/24 02:00 PM
L491	2	((mobile near3 phone) near4(touch adj2 screen) (promotion))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L492	13	((mobile near3 phone) near4(touch adj2 screen) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L493	61	((mobile near3 phone) (touch adj2 screen) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L494	1	((US-20100030643-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	WITH	ON	ON	2024/12/24 02:00 PM
L495	1	L246 AND ((mobile near3 phone) (touch adj2 screen) (promotion OR advertis$8) (type location image audio video size area reformat$4 compar$4 decompress$4 compress$4 convert$4 color convert$4 format$4))	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM
L496	1	L246 AND (pixel battery compar$4)	(US-PGPUB)	OR	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 230

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	1	(player prevent$4 alert mobile phone display$4 gambl$4).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:18 PM
N2	0	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming)).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 01:30 PM
N3	4	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming)).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:30 PM
N4	3	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 03:29 PM
N5	51	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 03:29 PM
N6	1	(reduce battery consumption mobile phone display (promotion OR ad OR advertis$8)).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 03:55 PM
N7	0	(approv$4 display$4 border image pixel overl$4).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27 02:56 PM
N8	1	(approv$4 display$4 border image pixel overl$4).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 02:56 PM
N9	1	(reduce battery consumption second (promotion OR advertis$8)).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:32 PM
N10	1	(player prevent$4 alert mobile phone display$4 gambl$4).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
N11	0	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming)).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
N12	4	(player prevent$4	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24

DK Crown Holdings Inc.
Ex. 1002, Page 231

		allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming)).clm.					02:00 PM
N13	3	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
N14	52	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
N15	1	(reduce battery consumption mobile phone display (promotion OR ad OR advertis$8)).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
N16	0	(approv$4 display$4 border image pixel overl$4).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM
N17	1	(approv$4 display$4 border image pixel overl$4).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/12/24 02:00 PM
N18	1	(reduce battery consumption second (promotion OR advertis$8)).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/12/24 02:00 PM

DK Crown Holdings Inc.
Ex. 1002, Page 232

Supplemental Claim Amendments (claims 1, 4, 7, 9-17, 25, 26, 31-46, filed 12/20/2024) are ALLOWED and OK TO ENTER. Matthew Sittner, PE AU3629.

Amendments to the Claims

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

1. (Currently Amended) A mobile phone comprising:

at least one computer processor configured to execute a mobile application that causes the at least one computer processor to:

display a user interface on a touch screen of the mobile phone;

send location data to a computer server, wherein the location data includes GPS data and Internet Protocol (IP) data:

receive low priority data from the computer server,

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location data:

identify an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

compare a size of the identified area to a size of the low priority data;

in response to the comparison, reformat the low priority data to fit the identified area, wherein the reformatting comprises at least one of:

converting a format of the low priority data,

resizing the low priority data,

compressing the low priority data,

decompressing the low priority data, or

converting a color of the low priority data; and

display the low priority data at the identified area of the user interface; [[and]]

send, to the computer server, a signal that [[the]] a user interacted with the low priority data displayed at the identified area of the user interface;

DK Crown Holdings Inc.
Ex. 1002, Page 233

prevent the user of the mobile phone from playing the mobile application while a player prevention alert is displayed on the touch screen of the mobile phone, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined;

receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

based on the received input, remove the player prevention alert;

determine that the user is enabled to play the mobile application; and

based on a determination that the user is enabled to play the mobile application, allow the user to play the mobile application.

2-3. (Canceled)

4. (Previously Presented) The mobile phone of claim 1, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

5-6. (Canceled)

7. (Currently Amended) The mobile phone of claim 1, wherein, to prevent the user of the mobile phone from playing the mobile application, the at least one computer processor is further configured to:

repeatedly send location data to the computer server;

detect a disruption in a connection to the computer server; and

in response to the disruption:

prevent [[a]] the user from playing the mobile application; and

display second low priority data on the touch screen of the mobile phone.

8. (Canceled)

DK Crown Holdings Inc.
Ex. 1002, Page 234

9. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes a display time and wherein the at least one computer processor is further configured to:

determine the low priority data has been displayed at the identified area of the touch screen for the display time; and

in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time, display second low priority data at the identified area.

10. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

receive second low priority data;

determine that displaying the second low priority data will reduce battery consumption at the mobile phone; and

display the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

11. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine a battery level at the mobile phone is below a predefined threshold; and

in response to the determination the battery level is below the predefined threshold,

alter a manner of operation of the mobile phone to conserve the battery level,

wherein to alter the mechanism, the at least one computer processor is configured to:

dim a brightness level of the touch screen of the mobile phone;

reduce a volume level of a speaker of the mobile phone; or

shorten a video length of the low priority data.

12. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

DK Crown Holdings Inc.
Ex. 1002, Page 235

determine not to download second low priority data from the computer server based on a determination that a battery level at the mobile phone is below a predefined threshold.

13. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect, via a light sensor of the mobile phone, that a level of ambient light is above a predefined threshold; and

alter a brightness level of the touch screen of the mobile phone.

14. (Currently Amended) The mobile phone of claim 1, wherein the low priority data includes audio and the at least one computer processor is further configured to:

determine that [[a]] the user is near the mobile phone;

detect, via a microphone of the mobile phone, that a level of ambient noise is above a predefined threshold based on a determination that the user is near the mobile phone; and

increase a volume level of a speaker of the mobile phone;

wherein to determine that the user is near the mobile phone, the at least one computer processor is further configured to:

identify a user voice in audio detected by the microphone of the mobile phone;

identify the user in an image captured by a camera at the mobile phone; or

identify a signal from a second mobile phone by an antenna of the mobile phone.

15. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes a digital signature from the computer server and a timestamp, and the at least one computer processor is further configured to:

authenticate the digital signature from the computer server; and

determine that the timestamp is within a predefined time from a current time.

DK Crown Holdings Inc.
Ex. 1002, Page 236

16. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine the low priority data received from the computer server is approved for display by:

identifying a first border of an image of the mobile application;

identifying a second border of an image in the low priority data;

overlaying the image in the low priority data on top of the image of the mobile application; and

while the images are overlain, determining the first border and second border are separated by a predetermined number of pixels.

17. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect a second mobile phone based on a signal from the second mobile phone, wherein the signal includes Bluetooth data or near field communication (NFC) data;

target the detected second mobile phone via a targeting interface; and

transmit the low priority data to the targeted second mobile phone.

18-24. (Canceled)

25. (Currently Amended) A mobile phone, comprising:

means for displaying a user interface of a mobile application on a touch screen of the mobile phone;

means for sending location data to a computer server, wherein the location data includes GPS data and Internet Protocol (IP) data;

means for receiving low priority data from the computer server,

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location data;

DK Crown Holdings Inc.
Ex. 1002, Page 237

means for identifying an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

means for comparing a size of the identified area to a size of the low priority data;

means for reformatting the low priority data to fit the identified area in response to the comparison wherein the means for reformatting comprises at least one of:

means for converting a format of the low priority data,

means for resizing the low priority data,

means for compressing the low priority data,

means for decompressing the low priority data, or

means for converting a color of the low priority data; and

means for displaying the low priority data at the identified area of the user interface; [[and]]

means for sending, to the computer server, a signal that [[the]] a user interacted with the low priority data displayed at the identified area of the user interface;

means for preventing the user of the mobile phone from playing the mobile application while a player prevention alert is displayed on the touch screen of the mobile phone, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined;

means for receiving input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

means for removing the player prevention alert based on the received input;

means for determining that the user is enabled to play the mobile application; and

means for allowing the user to play the mobile application based on a determination that the user is enabled to play the mobile application.

26. (Currently Amended) The mobile phone of claim 25, wherein the means for preventing the user of the mobile phone from playing the mobile application comprises ~~further comprising~~:

means for repeatedly sending location data to the computer server;

means for detecting a disruption in a connection to the computer server;

in response to the disruption:

means for preventing [[a]] the user from playing the mobile application; and

means for displaying a second low priority data at the mobile phone.

27-30. (Canceled)

31. (Previously Presented) The mobile phone of claim 1, wherein to compare the size of the identified area to the size of the low priority data, the at least one computer processor is further configured to compare an amount of pixels of the identified area to an amount of pixels of the low priority data.

32. (Previously Presented) The mobile phone of claim 1, wherein the location data further includes cellular phone data.

33. (Previously Presented) The mobile phone of claim 1, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

34. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one processor is further configured to:

display an indication that a priority of the low priority data is greater than a priority of second low priority data.

DK Crown Holdings Inc.
Ex. 1002, Page 239

35. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one processor is further configured to compare a current time to a start time included in the low priority data.

36. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one processor is further configured to compare a current date to a start date included in the low priority data.

37. (Previously Presented) The mobile phone of claim 25, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

38. (Previously Presented) The mobile phone of claim 25, wherein the means for comparing the size of the identified area to the size of the low priority data comprises means for comparing an amount of pixels of the identified area to an amount of pixels of the low priority data.

39. (Previously Presented) The mobile phone of claim 25, wherein the location data further includes cellular phone data.

40. (Previously Presented) The mobile phone of claim 25, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

41. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises:

DK Crown Holdings Inc.
Ex. 1002, Page 240

means for displaying an indication that a priority of the low priority data is greater than a priority of second low priority data.

42. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current time to a start time included in the low priority data.

43. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current date to a start date included in the low priority data.

44. (New) The mobile phone of claim 25, wherein the low priority data includes a display time and wherein the mobile phone further comprises:

means for determining the low priority data has been displayed at the identified area of the touch screen for the display time; and

means for displaying second low priority data at the identified area in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time.

45. (New) The mobile phone of claim 25, further comprising:

means for receiving second low priority data;

means for determining that displaying the second low priority data will reduce battery consumption at the mobile phone; and

means for displaying the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

46. (New) The mobile phone of claim 25, further comprising:

DK Crown Holdings Inc.
Ex. 1002, Page 241

means for determining not to download second low priority data from the computer server based on a determination that a battery level at the mobile phone is below a predefined threshold.

DK Crown Holdings Inc.
Ex. 1002, Page 242

Bibliographic Data

Application No: 18/652,765

Foreign Priority claimed: ○ Yes ◉ No

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

Verified and Acknowledged: /MATTHEW T SITTNER/ Examiner's Signature | Initials

Title: Method and Apparatus for Advertising on a mobile Gaming Device

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
05/01/2024	705	3629	5012.0130006
RULE			

APPLICANTS

CFPH, LLC, New York, NY, UNITED STATES

INVENTORS

Howard W. LUTNICK,

Kevin BURMAN, Hunters Hill, AUSTRALIA

Dean P. ALDERUCCI, Westport, CT, UNITED STATES

Geoffrey M. GELMAN, Brooklyn, NY, UNITED STATES

Antonio PAPAGEORGIOU, Bronx, NY, UNITED STATES

Mark MILLER, Chicago, IL, UNITED STATES

CONTINUING DATA

This application is a CON of 18209541 06/14/2023ABN

18209541 is a CON of 17750536 05/23/2022ABN

17750536 is a CON of 17085815 10/30/2020 PAT 11341538

17085815 is a CON of 15909674 03/01/2018 PAT 10825055

15909674 is a CON of 14231398 03/31/2014 PAT 9940643

14231398 is a CON of 12147005 02/13/2009 PAT 8688517

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

05/15/2024

STATE OR COUNTRY

ADDRESS

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

1101 K Street, NW

10th Floor

WASHINGTON, DC 20005
UNITED STATES

FILING FEE RECEIVED

$8,460

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**12/20/2024 04:26:57 PM Z ET**	**5012.0130006**

Title of Invention

Method and Apparatus for Advertising on a mobile Gaming Device

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	68474537	FILING DATE	05/01/2024
CUSTOMER #	26111	FIRST NAMED INVENTOR	Howard W. LUTNICK
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Richard Bemben

Documents

TOTAL DOCUMENTS: 4

DOCUMENT		PAGES	DESCRIPTION	SIZE (KB)
2024-12-20-Cover-Letter-5012-0130006.pdf		1	Transmittal Letter	197 KB
2024-12-20-Supplemental-Amendment-5012-0130006.pdf		12	-	148 KB
2024-12-20-Supplemental-Amendment-5012-0130006-SA...pdf	(1-1)	1	Supplemental Response or Supplemental Amendment	96 KB
2024-12-20-Supplemental-Amendment-5012-0130006-CLM.pdf	(2-11)	10	Claims	98 KB
2024-12-20-Supplemental-Amendment-5012-0130006-REM.pdf	(12-12)	1	Applicant Arguments/Remarks Made in an Amendment	98 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2024-12-20-Cover-Letter-5012-0130006.pdf	C01E82F4591718F5437AAE34CE51D38EBEED64C78C356D4D719D1D95E9BB53A5FEFD2F1628CD76039F2B6DE952057932681C7C99E376BE7611013675E6D307BC
2024-12-20-Supplemental-Amendment-5012-0130006.pdf	325D306CA838101553B14626A66E8997ACF0061432848CF4714BBCB95C4C85BDEE732A37C2EB0668828C897026FC832960B539F59BD74ABBE12CBD42E14F4AD2
2024-12-20-Supplemental-Amendment-5012-0130006-SA...pdf	6EC5E101DA228059CF55CCB7C90A67879F9B5BE56BDE65926CE776EC11C30500FF677C6B2090E5234D44EFEB685A574E1F032339AB3F215E1936E86FCDEC87DF
2024-12-20-Supplemental-Amendment-5012-0130006-CLM.pdf	91BFF8F91C54D1E40943D9EA4E9827FF2EA07EC99B3090E4B9370FF89F6053F72A20CE2B59029D2888374A7E1E2D4F112B7CCE7E1B71DD91D55D74F861D54C1A
2024-12-20-Supplemental-Amendment-5012-0130006-REM.pdf	1CA069A0008CC934D705AE40F33AFFA9179F046039AA47DDF36BE8E9AFDAF764BC89CC2A6B6A0D30875386DAC5F4EC74BA949F37E155EBBA79ACD088494D1118

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: CFPH, LLC	Art Unit: 3629
Application No.: 18/652,765	Examiner: SITTNER, MATTHEW T
Filed: May 1, 2024	Atty. Docket: 5012.0130006

Title: **Mobile Device Proximity Tracking for Selective Content Delivery and Formatting (As Amended)**

Supplemental Amendment

Mail Stop Amendment

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Commissioner:

In reply to the Office Action dated December 11, 2024, Applicant submits the following Amendment and Remarks.

It is not believed that extensions of time are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal) are hereby authorized to be charged to our Deposit Account No. 19-0036.

Amendments to the Claims

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

1. (Currently Amended) A mobile phone comprising:

at least one computer processor configured to execute a mobile application that causes the at least one computer processor to:

display a user interface on a touch screen of the mobile phone;

send location data to a computer server, wherein the location data includes GPS data and Internet Protocol (IP) data:

receive low priority data from the computer server,

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location data:

identify an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

compare a size of the identified area to a size of the low priority data;

in response to the comparison, reformat the low priority data to fit the identified area, wherein the reformatting comprises at least one of:

converting a format of the low priority data,

resizing the low priority data,

compressing the low priority data,

decompressing the low priority data, or

converting a color of the low priority data; and

display the low priority data at the identified area of the user interface; [[and]]

send, to the computer server, a signal that [[the]] a user interacted with the low priority data displayed at the identified area of the user interface;

DK Crown Holdings Inc.
Ex. 1002, Page 248

prevent the user of the mobile phone from playing the mobile application while a player prevention alert is displayed on the touch screen of the mobile phone, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined;

receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

based on the received input, remove the player prevention alert;

determine that the user is enabled to play the mobile application; and

based on a determination that the user is enabled to play the mobile application, allow the user to play the mobile application.

2-3. (Canceled)

4. (Previously Presented) The mobile phone of claim 1, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

5-6. (Canceled)

7. (Currently Amended) The mobile phone of claim 1, wherein, to prevent the user of the mobile phone from playing the mobile application, the at least one computer processor is further configured to:

repeatedly send location data to the computer server;

detect a disruption in a connection to the computer server; and

in response to the disruption:

prevent [[a]] the user from playing the mobile application; and

display second low priority data on the touch screen of the mobile phone.

8. (Canceled)

DK Crown Holdings Inc.
Ex. 1002, Page 249

9. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes a display time and wherein the at least one computer processor is further configured to:

determine the low priority data has been displayed at the identified area of the touch screen for the display time; and

in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time, display second low priority data at the identified area.

10. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

receive second low priority data;

determine that displaying the second low priority data will reduce battery consumption at the mobile phone; and

display the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

11. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine a battery level at the mobile phone is below a predefined threshold; and

in response to the determination the battery level is below the predefined threshold,

alter a manner of operation of the mobile phone to conserve the battery level,

wherein to alter the mechanism, the at least one computer processor is configured to:

dim a brightness level of the touch screen of the mobile phone;

reduce a volume level of a speaker of the mobile phone; or

shorten a video length of the low priority data.

12. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

DK Crown Holdings Inc.
Ex. 1002, Page 250

determine not to download second low priority data from the computer server based on a determination that a battery level at the mobile phone is below a predefined threshold.

13. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect, via a light sensor of the mobile phone, that a level of ambient light is above a predefined threshold; and

alter a brightness level of the touch screen of the mobile phone.

14. (Currently Amended) The mobile phone of claim 1, wherein the low priority data includes audio and the at least one computer processor is further configured to:

determine that [[a]] the user is near the mobile phone;

detect, via a microphone of the mobile phone, that a level of ambient noise is above a predefined threshold based on a determination that the user is near the mobile phone; and

increase a volume level of a speaker of the mobile phone;

wherein to determine that the user is near the mobile phone, the at least one computer processor is further configured to:

identify a user voice in audio detected by the microphone of the mobile phone;

identify the user in an image captured by a camera at the mobile phone; or

identify a signal from a second mobile phone by an antenna of the mobile phone.

15. (Previously Presented) The mobile phone of claim 1, wherein the low priority data includes a digital signature from the computer server and a timestamp, and the at least one computer processor is further configured to:

authenticate the digital signature from the computer server; and

determine that the timestamp is within a predefined time from a current time.

DK Crown Holdings Inc.
Ex. 1002, Page 251

16. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine the low priority data received from the computer server is approved for display by:

identifying a first border of an image of the mobile application;

identifying a second border of an image in the low priority data;

overlaying the image in the low priority data on top of the image of the mobile application; and

while the images are overlain, determining the first border and second border are separated by a predetermined number of pixels.

17. (Previously Presented) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect a second mobile phone based on a signal from the second mobile phone, wherein the signal includes Bluetooth data or near field communication (NFC) data;

target the detected second mobile phone via a targeting interface; and

transmit the low priority data to the targeted second mobile phone.

18-24. (Canceled)

25. (Currently Amended) A mobile phone, comprising:

means for displaying a user interface of a mobile application on a touch screen of the mobile phone;

means for sending location data to a computer server, wherein the location data includes GPS data and Internet Protocol (IP) data;

means for receiving low priority data from the computer server,

wherein the low priority data includes an image, text, or video data, and

wherein the low priority data is based at least on a type of the mobile phone or the location data;

DK Crown Holdings Inc.
Ex. 1002, Page 252

means for identifying an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

means for comparing a size of the identified area to a size of the low priority data;

means for reformatting the low priority data to fit the identified area in response to the comparison wherein the means for reformatting comprises at least one of:

means for converting a format of the low priority data,

means for resizing the low priority data,

means for compressing the low priority data,

means for decompressing the low priority data, or

means for converting a color of the low priority data; and

means for displaying the low priority data at the identified area of the user interface; [[and]]

means for sending, to the computer server, a signal that [[the]] a user interacted with the low priority data displayed at the identified area of the user interface;

means for preventing the user of the mobile phone from playing the mobile application while a player prevention alert is displayed on the touch screen of the mobile phone, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined;

means for receiving input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

means for removing the player prevention alert based on the received input;

means for determining that the user is enabled to play the mobile application; and

means for allowing the user to play the mobile application based on a determination that the user is enabled to play the mobile application.

26. (Currently Amended) The mobile phone of claim 25, wherein the means for preventing the user of the mobile phone from playing the mobile application comprises ~~further comprising~~:

DK Crown Holdings Inc.
Ex. 1002, Page 253

means for repeatedly sending location data to the computer server;

means for detecting a disruption in a connection to the computer server;

in response to the disruption:

means for preventing [[a]] the user from playing the mobile application; and

means for displaying a second low priority data at the mobile phone.

27-30. (Canceled)

31. (Previously Presented) The mobile phone of claim 1, wherein to compare the size of the identified area to the size of the low priority data, the at least one computer processor is further configured to compare an amount of pixels of the identified area to an amount of pixels of the low priority data.

32. (Previously Presented) The mobile phone of claim 1, wherein the location data further includes cellular phone data.

33. (Previously Presented) The mobile phone of claim 1, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

34. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one processor is further configured to:

display an indication that a priority of the low priority data is greater than a priority of second low priority data.

DK Crown Holdings Inc.
Ex. 1002, Page 254

35. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one processor is further configured to compare a current time to a start time included in the low priority data.

36. (Previously Presented) The mobile phone of claim 1, wherein to display the low priority data, the at least one processor is further configured to compare a current date to a start date included in the low priority data.

37. (Previously Presented) The mobile phone of claim 25, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

38. (Previously Presented) The mobile phone of claim 25, wherein the means for comparing the size of the identified area to the size of the low priority data comprises means for comparing an amount of pixels of the identified area to an amount of pixels of the low priority data.

39. (Previously Presented) The mobile phone of claim 25, wherein the location data further includes cellular phone data.

40. (Previously Presented) The mobile phone of claim 25, wherein the received low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

41. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises:

DK Crown Holdings Inc.
Ex. 1002, Page 255

means for displaying an indication that a priority of the low priority data is greater than a priority of second low priority data.

42. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current time to a start time included in the low priority data.

43. (Previously Presented) The mobile phone of claim 25, wherein the means for displaying the low priority data comprises means for comparing a current date to a start date included in the low priority data.

44. (New) The mobile phone of claim 25, wherein the low priority data includes a display time and wherein the mobile phone further comprises:

means for determining the low priority data has been displayed at the identified area of the touch screen for the display time; and

means for displaying second low priority data at the identified area in response to a determination that the low priority data has been displayed at the identified area of the touch screen for the display time.

45. (New) The mobile phone of claim 25, further comprising:

means for receiving second low priority data;

means for determining that displaying the second low priority data will reduce battery consumption at the mobile phone; and

means for displaying the second low priority data based on a determination that the second low priority data will reduce battery consumption at the mobile phone.

46. (New) The mobile phone of claim 25, further comprising:

DK Crown Holdings Inc.
Ex. 1002, Page 256

means for determining not to download second low priority data from the computer server based on a determination that a battery level at the mobile phone is below a predefined threshold.

DK Crown Holdings Inc.
Ex. 1002, Page 257

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1, 4, 7, 9-17, 25, 26, and 31-46 are pending in the application, with claims 1 and 25 being the independent claims. Claims 1, 7, 14, 25, and 26 are sought to be amended. Claims 5, 6, and 27 are sought to be canceled without prejudice to or disclaimer of the subject matter therein. New claims 44-46 are sought to be added. These changes are believed to introduce no new matter, and their entry is respectfully requested. Claims 2, 3, 8, 18-24, and 27-30 were previously canceled.

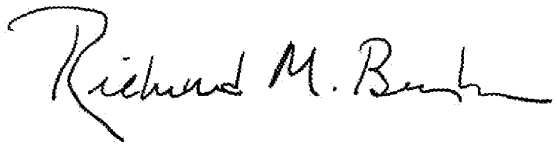
The amendments herein are in response to an Examiner's proposed amendment to place the application in condition for allowance.

Conclusion

Prompt and favorable consideration of this Supplemental Amendment is respectfully requested. Applicant believes the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

Date: December 20, 2024

1101 K Street, NW
10th Floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8549
23704445.1

Atty. Dkt. No. 5012.0130006

RICHARD M. BEMBEN
DIRECTOR
202-772-8549
RBEMBEN@STERNEKESSLER.COM

December 20, 2024

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Confirmation No. 3888
Art Unit: 3629
Attn: Mail Stop Amendment

Re: U.S. Utility Patent Application
Appl. No. 18/652,765; Filing Date: May 1, 2024
For: **Mobile Device Proximity Tracking for Selective Content Delivery and Formatting (As Amended)**
First Named Inventor: Howard W. LUTNICK
Our Ref: 5012.0130006

Commissioner:

Transmitted herewith for appropriate action is a document entitled **Supplemental Amendment**, which is submitted electronically.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal), or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

RMB/mig
Enclosures

23764542.1

DK Crown Holdings Inc.
Ex. 1002, Page 259

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 12/13/2024

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER
SITTNER, MATTHEW T

ART UNIT	PAPER NUMBER
3629	

NOTIFICATION DATE	DELIVERY MODE
12/13/2024	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):

eoffice@sternekessler.com

DK Crown Holdings Inc.
Ex. 1002, Page 260

Examiner-Initiated Interview Summary	**Application No.** 18/652,765	**Applicant(s)** LUTNICK et al.		
	Examiner MATTHEW T SITTNER	**Art Unit** 3629	**AIA (First Inventor to File) Status** No	**Page** 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	**Title**	**Type**
MATTHEW T SITTNER	Primary Examiner	Telephonic
Richard M. Bemben	Attorney	

Date of Interview: 10 December 2024

Issues Discussed:

Proposed Amendment(s)

Examiner contacted Applicant's (CFPH, LLC) attorney (RMB) with proposed amendments which, if implemented, will overcome outstanding rejections and place application in condition for allowance. Examiner suggested that the following combination of claims, if rewritten in independent form, is allowable: 1+5+6=allowance. Similar amendments may be made to the other independent claim (claim 25) in order to place that claim grouping in condition for allowance. Should Applicant wish to proceed, Applicant must file a supplemental amendment reflecting the claim amendments above.

/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629	

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
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

Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of 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.

DK Crown Holdings Inc.
Ex. 1002, Page 261

RICHARD M. BEMBEN
DIRECTOR
202-772-8549
RBEMBEN@STERNEKESSLER.COM

December 4, 2024

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Confirmation No. 3888
Art Unit: 3689
Attn: Mail Stop Amendment

Re: U.S. Utility Patent Application
Appl. No. 18/652,765; Filing Date: May 1, 2024
For: **METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE**
First Named Inventor: Howard W. LUTNICK
Our Ref: 5012.0130006

Commissioner:

Transmitted herewith for appropriate action is a document entitled **Amendment and Reply Under 37 C.F.R. § 1.111**, which is submitted electronically.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal), or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

RMB/mig
Enclosures
23134419.1

DK Crown Holdings Inc.
Ex. 1002, Page 262

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: CFPH, LLC	Art Unit: 3689
Application No.: 18/652,765	Examiner: SITTNER, Matthew T.
Filed: May 1, 2024	Atty. Docket: 5012.0130006

Title: **METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE**

Amendment and Reply Under 37 C.F.R. § 1.111

Mail Stop Amendment

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Commissioner:

In reply to the Office Action dated September 4, 2024, Applicant submits the following Amendment and Remarks.

It is not believed that extensions of time are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal) are hereby authorized to be charged to our Deposit Account No. 19-0036.

Amendments to the Claims

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

1. (Currently Amended) A mobile phone comprising:

at least one computer processor configured to execute a mobile application that causes the at least one computer processor to:

display a user interface on a touch screen of the mobile phone;

send location data to [[the]] a computer server ~~system~~, wherein the location data includes GPS ~~location~~ data and Internet Protocol (IP) data:

receive ~~a promotion~~ low priority data from [[a]] the computer server ~~system~~,

wherein the ~~promotion~~ low priority data includes ~~at least one of~~ an image, ~~audio,~~ text, or video data, and

wherein the ~~promotion~~ low priority data is based at least on ~~one of~~ a type of the mobile phone or the location data:

identify an area of the user interface~~, wherein the identified area is configured~~ to display the ~~promotion~~ low priority data [[,]] based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

compare a size of the identified area to a size of the ~~promotion~~ low priority data;

in response to the comparison, reformat the ~~promotion~~ low priority data to fit the identified area, wherein the reformatting comprises at least one of:

converting a format of the ~~promotion~~ low priority data,

resizing the ~~promotion~~ low priority data,

compressing the ~~promotion~~ low priority data,

decompressing the ~~promotion~~ low priority data, or

converting a color of the ~~promotion~~ low priority data; and

display the ~~promotion~~ low priority data at the identified area of the user interface; and

send, to the computer server ~~system~~, a signal that the user interacted with the ~~promotion~~ low priority data displayed at the identified area of the user interface.

DK Crown Holdings Inc.
Ex. 1002, Page 264

2-3. (Canceled)

4. (Currently Amended) The mobile phone of claim 1, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the ~~promotion~~ low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

5. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

prevent a user of the mobile phone from playing the mobile ~~gambling~~ application while a player prevention alert is displayed on the touch screen of the mobile phone;

receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

based on the received input, remove the player prevention alert; and

allow the user to play the mobile ~~gambling~~ application.

6. (Original) The mobile phone of claim 5, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined.

7. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

repeatedly send location data to the computer server ~~system~~;

detect a disruption in a connection to the computer server ~~system~~; and

in response to the disruption:

prevent a user from playing the mobile ~~gambling~~ application; and

display [[a]] second ~~promotion~~ low priority data on the touch screen of the mobile phone.

8. (Canceled)

DK Crown Holdings Inc.
Ex. 1002, Page 265

9. (Currently Amended) The mobile phone of claim 1, wherein the ~~promotion~~ low priority data includes a display time and wherein the at least one computer processor is further configured to:

determine the ~~promotion~~ low priority data has been displayed at the identified area of the touch screen for the display time; and

in response to a determination that the ~~promotion~~ low priority data has been displayed at the identified area of the touch screen for the display time, display [[a]] second ~~promotion~~ low priority data at the identified area.

10. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

receive [[a]] second ~~promotion~~ low priority data;

determine that displaying the second ~~promotion~~ low priority data will reduce battery consumption at the mobile phone; and

display the second ~~promotion~~ low priority data based on a determination that the second ~~promotion~~ low priority data will reduce battery consumption at the mobile phone.

11. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine a battery level at the mobile phone is below a predefined threshold; and

in response to the determination the battery level is below the predefined threshold,

alter a manner of operation of the mobile ~~device~~ phone to conserve the battery level, wherein to alter the mechanism, the at least one computer processor is configured to:

dim a brightness level of the touch screen of the mobile phone;

reduce a volume level of a speaker of the mobile phone; or

shorten a video length of the ~~promotion~~ low priority data.

12. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

DK Crown Holdings Inc.
Ex. 1002, Page 266

determine not to download [[a]] second ~~promotion~~ low priority data from the computer server ~~system~~ based on a determination that a battery level at the mobile phone is below a predefined threshold.

13. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect, via a light sensor of the mobile phone, that a level of ambient light is above a predefined threshold; and

alter a brightness level of the touch screen of the mobile phone.

14. (Currently Amended) The mobile phone of claim 1, wherein the ~~promotion~~ low priority data includes audio and the at least one computer processor is further configured to:

determine that a user is near the mobile phone;

detect, via a microphone of the mobile phone, that a level of ambient noise is above a predefined threshold based on a determination that the user is near the mobile phone; and

increase a volume level of a speaker of the mobile phone;

wherein to determine that the user is near the mobile phone, the at least one computer processor is further configured to:

identify a user voice in audio detected by the microphone of the mobile phone;

identify the user in an image captured by a camera at the mobile phone; or

identify a signal from a second mobile phone by an antenna of the mobile phone.

15. (Currently Amended) The mobile phone of claim 1, wherein the ~~promotion~~ low priority data includes a digital signature from the computer server ~~system~~ and a timestamp, and the at least one computer processor is further configured to:

authenticate the digital signature from the computer server ~~system~~; and

determine that the timestamp is within a predefined time from a current time.

DK Crown Holdings Inc.
Ex. 1002, Page 267

16. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine the ~~promotion~~ low priority data received from the computer server ~~system~~ is approved for display by:

identifying a first border of an image of the mobile ~~gambling~~ application;

identifying a second border of an image in the ~~promotion~~ low priority data;

overlaying the image in the ~~promotion~~ low priority data on top of the image of the mobile ~~gambling~~ application; and

while the images are overlain, determining the first border and second border are separated by a predetermined number of pixels.

17. (Currently Amended) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect a second mobile phone based on a signal from the second mobile phone, wherein the signal includes Bluetooth data or near field communication (NFC) data;

target the detected second mobile phone via a targeting interface; and

transmit the ~~promotion~~ low priority data to the targeted second mobile phone.

18-24. (Canceled)

25. (Currently Amended) A mobile phone, comprising:

means for displaying a user interface of a mobile ~~gambling~~ application on a touch screen of the mobile phone;

means for sending location data to [[the]] a computer server ~~system~~, wherein the location data includes GPS ~~location~~ data and Internet Protocol (IP) data;

means for receiving ~~a promotion~~ low priority data from [[a]] the computer server ~~system~~,

wherein the ~~promotion~~ low priority data includes ~~at least one of~~ an image, ~~audio,~~ text, or video data, and

DK Crown Holdings Inc.
Ex. 1002, Page 268

wherein the ~~promotion~~ low priority data is based at least on ~~one of~~ a type of the mobile phone or the location data;

means for identifying an area of the user interface ~~touch screen of the mobile phone, wherein the identified area is configured~~ to display the ~~promotion~~ low priority data[[,]] based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface;

means for comparing a size of the identified area to a size of the ~~promotion~~ low priority data;

means for reformatting the ~~promotion~~ low priority data to fit the identified area in response to the comparison wherein the means for reformatting comprises at least one of:

means for converting a format of the ~~promotion~~ low priority data,

means for resizing the ~~promotion~~ low priority data,

means for compressing the ~~promotion~~ low priority data,

means for decompressing the ~~promotion~~ low priority data, or

means for converting a color of the ~~promotion~~ low priority data; and

means for displaying the ~~promotion~~ low priority data at the identified area of the user interface; and

means for sending, to the computer server ~~system~~, a signal that the user interacted with the ~~promotion~~ low priority data displayed at the identified area of the user interface.

26. (Currently Amended) The mobile phone of claim 25, further comprising:

means for repeatedly sending location data to the computer server ~~system~~;

means for detecting a disruption in a connection to the computer server ~~system~~;

in response to the disruption:

means for preventing a user from playing the mobile ~~gambling~~ application; and

means for displaying a second ~~promotion~~ low priority data at the mobile phone.

DK Crown Holdings Inc.
Ex. 1002, Page 269

27. (Currently Amended) The mobile phone of claim 25, further comprising:

means for preventing a user of the mobile phone from playing the mobile ~~gambling~~ application while a player prevention alert is displayed on the touch screen of the mobile phone;

means for receiving input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

means for removing the alert based on the received input; and

means for allowing the user to play the mobile ~~gambling~~ application.

28-30. (Canceled)

31. (Currently Amended) The mobile phone of claim 1, wherein to compare the size of the identified area to the size of the ~~promotion~~ low priority data, the at least one computer processor is further configured to compare an amount of pixels of the identified area to an amount of pixels of the ~~promotion~~ low priority data.

32. (Previously Presented) The mobile phone of claim 1, wherein the location data further includes cellular phone data.

33. (Currently Amended) The mobile phone of claim 1, wherein the received ~~promotion~~ low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

34. (Currently Amended) The mobile phone of claim 1, ~~wherein the promotion includes a priority, and~~ wherein to display the ~~promotion~~ low priority data, the at least one processor is further configured to:

~~compare the priority of the promotion to a second priority of a second promotion, and~~

DK Crown Holdings Inc.
Ex. 1002, Page 270

~~determine~~ display [[the]] an indication that a priority of the ~~promotion~~ low priority data is greater than [[the]] a ~~second~~ priority of [[the]] second ~~promotion~~ low priority data.

35. (Currently Amended) The mobile phone of claim 1, wherein to display the ~~promotion~~ low priority data, the at least one processor is further configured to compare a current time to a start time included in the ~~promotion~~ low priority data.

36. (Currently Amended) The mobile phone of claim 1, wherein to display the ~~promotion~~ low priority data, the at least one processor is further configured to compare a current date to a start date included in the ~~promotion~~ low priority data.

37. (Currently Amended) The mobile phone of claim 25, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the ~~promotion~~ low priority data is based on the mobile phone being at the edge of the area where gambling is allowed.

38. (Currently Amended) The mobile phone of claim 25, wherein the means for comparing the size of the identified area to the size of the ~~promotion~~ low priority data comprises means for comparing an amount of pixels of the identified area to an amount of pixels of the ~~promotion~~ low priority data.

39. (Previously Presented) The mobile phone of claim 25, wherein the location data further includes cellular phone data.

40. (Currently Amended) The mobile phone of claim 25, wherein the received ~~promotion~~ low priority data is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

DK Crown Holdings Inc.
Ex. 1002, Page 271

41. (Currently Amended) The mobile phone of claim 25, ~~wherein the promotion includes a priority, and~~ wherein the means for displaying the ~~promotion~~ low priority data comprises:

~~means for displaying the priority of the to a second priority of a second promotion, and~~

means for displaying an indication that [[the]] a priority of the ~~promotion~~ low priority data is greater than [[the]] ~~second~~ a priority of [[the]] second ~~promotion~~ low priority data.

42. (Currently Amended) The mobile phone of claim 25, wherein the means for displaying the ~~promotion~~ low priority data comprises means for comparing a current time to a start time included in the ~~promotion~~ low priority data.

43. (Currently Amended) The mobile phone of claim 25, wherein the means for displaying the ~~promotion~~ low priority data comprises means for comparing a current date to a start date included in the ~~promotion~~ low priority data.

DK Crown Holdings Inc.
Ex. 1002, Page 272

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1, 4-7, 9-17, 25-27, and 31-43 are pending in the application, with claims 1 and 25 being the independent claims. Claims 1, 4, 5, 7, 9-12, 14-17, 25-27, 31, 33-38, and 40-43 are amended. These changes are believed to introduce no new matter, and their entry is respectfully requested.

Based on the above amendment and the following remarks, Applicant respectfully requests that the Examiner reconsider all outstanding rejections and that they be withdrawn.

Telephonic Examiner Interview Summary

On November 15, 2024, Examiner Matthew T. Sittner and Applicant's representatives, Richard M. Bemben, Reg. No. 68,658 and Syed S. Ahmed, Reg. No. 64,587, participated in a telephonic Interview. Applicant's representatives thank the Examiner for his time and consideration and for a courteous and productive interview. During the interview, the rejections of claims 1 and 25 under 35 U.S.C. § 112 (pre-AIA), second paragraph, 35 U.S.C. § 101, and 35 U.S.C. § 103 were discussed. Proposed amendments to claims 1 and 25 were further discussed. No final agreement was reached.

Rejections under 35 U.S.C. § 112(b)

The Examiner interpreted claims 25-27 and 37-43 as reciting means-plus-function claim terms that invoke 35 U.S.C. § 112 (pre-AIA), sixth paragraph. Applicant agrees.

Claims 25-27 and 37-43 are rejected under 35 U.S.C. § 112 (pre-AIA), second paragraph, as indefinite because the specification allegedly fails to disclose structure, materials, or acts corresponding to the recited function. Applicant respectfully traverses.

The Office Action states that "[t]here is no disclosure of any particular structure, either explicitly or inherently, to perform the sending, receiving, identifying, etc[.]" *See* Office Action, pages 6 and 7. The Office Action further states "[t]he use of the term 'system' is not adequate structure for performing the sending, receiving, identifying, etc… functions because it does not

DK Crown Holdings Inc.
Ex. 1002, Page 273

describe a particular structure for performing the functions." *Id.* at 7. Applicant respectfully disagrees.

For example, with regards to the "means for displaying" features of claims 25, 26, 41, 42, and 43, the present application discloses that a mobile device "may include various output devices," such as a display screen (e.g., a liquid crystal display). *See* as-filed Specification, FIG. 2 and paragraph [0131]. The "display screen may display images, videos, cartoons, animations, text, or any other feasible output." *See* as-filed Specification, paragraph [0131]. The specification further discloses that a mobile device may include a touch screen. *Id.* As a result, disclosed output device, such as a display screen, may be used as means to display the features recited by claims 25, 26, 41, 42, and 43.

With regards to the "means for sending" and "means for receiving" features of claims 25-27, the present application discloses that a mobile device may include a communications port including an "antenna for broadcasting and/or for receiving electromagnetic signals, such as wireless signals[,] an optical communication mechanism, such as a laser or diode[, or] an electric contact, which may interface to a wire, to a cable, or to the electronic contact of another device so as to create an electronic connection." *Id.* The "electronic connection may be used for purposes of communication[.]". *Id.* Therefore, the disclosed communication port on the mobile device may be used to receive and send the features of claims 25-26.

With regards to the remaining "means for" features of claims 25-27, 38, 42, and 43, Applicant notes that for computer-implemented means-plus-function limitations, the specification discloses the algorithm(s) for performing the claimed computer functions. *See* MPEP 2181.II.B. The MPEP explains that the "Applicant may express the algorithm in any understandable terms including as a mathematical formula, in prose, in a flow chart, or 'in any other manner that provides sufficient structure." *Id.*

In the present case, specification support for the algorithm, in at least prose, corresponding to the remaining "means for" features of claims 25-27, 38, 42, and 43 may be found in at least paragraphs [0069], [0098], [0131], [0135], [0141]-[0145], [0154], [0160], [0168], [0170], [0180], [0188], [0199], [0202], [0227], [0233], [0238], [0246], [0279], [0303], [0334], [0336], [0348], [0356], [0375], [0383], [0387], and [0424] of the as-filed Specification.

DK Crown Holdings Inc.
Ex. 1002, Page 274

In view of the foregoing, Applicant respectfully submits the present application adequately discloses the structure, materials, or acts corresponding to the recited functions of claims 25-27 and 37-43. Thus, reconsideration and withdrawal of the rejection of claims 25-27 and 37-43 under 35 U.S.C. § 112(b) or 35 U.S.C. § 112 (pre-AIA), second paragraph, is respectfully requested.

Rejections under 35 U.S.C. § 101

Claims 1, 4-7, 9-17, 25-27, and 31-43 are rejected under 35 U.S.C. § 101 because the claimed invention is allegedly directed to a judicial exception to patentability (i.e., a law of nature, a natural phenomenon or an abstract idea) and does not include an inventive concept that is something significantly more than the judicial exception. Applicant respectfully traverses.

The Office Action alleges the claims are directed to the abstract idea of advertising on a mobile gaming device. *See* Office Action, page 17. The Office Action further alleges that the alleged abstract idea is not integrated into a practical application because claimed components are recited at high levels of generality, the claims do not improve a computer's functioning, and the claims do not solve a technological problem. *Id.* at 17 and 18. Finally, the Office Action alleges that the claims do not include additional elements amounting to significantly more than the judicial exception. *Id.* at 18.

Applicant disagrees because the claims are not directed to an abstract idea, such as advertising, and they recite an inventive concept. The claims are directed to improved display interfaces for small form-factor electronic devices that have small displays, such as mobile phones having touchscreen displays. The claims recite a technical solution to the technical problem of how to display both low priority data (namely, a promotion or advertisement) and high priority data (namely, main display information, a game, etc.) on a display having limited screen real estate without having the low priority data interfere with or obscure the high priority data. The claims are thus directed to technical improvements in display technology, not merely to advertising or displaying an advertisement. Indeed, without acquiescing to the merits of the rejection, independent claim 1 is amended herein to further emphasize this technical solution, for example: identify an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface.

DK Crown Holdings Inc.
Ex. 1002, Page 275

The Federal Circuit has recognized that "software-based innovations can make 'non-abstract improvements to computer technology' and be deemed patent-eligible subject matter at step 1" of the *Alice* test. *Finjan, Inc. v. Blue Coat Sys., Inc.*, 879 F.3d 1299, 1304 (Fed. Cir. 2018) (quoting *Enfish, LLC v. Microsoft Corp.*, 822 F.3d 1327, 1335-36 (Fed. Cir. 2016)). In order to make this determination, a consideration must be made regarding whether "focus of the claims is on [a] specific asserted improvement in computer capabilities . . . or, instead, on a process that qualifies as an 'abstract idea' for which computers are invoked merely as a tool." *Enfish*, 822 F.3d at 1335-36.

In *Core Wireless Licensing S.A.R.L. v. LG Electronics, Inc*, the Federal Circuit held that claims directed to "improved display interfaces, particularly for electronic devices with small screens like mobile telephones" were patent eligible. *See Core Wireless Licensing S.A.R.L. v. LG Electronics, Inc.*, 880 F.3d 1356, 1363 (Fed. Cir. 2018). Specifically, the court found that the claims were "directed to a particular manner of summarizing and presenting information" that improved the efficiency and speed of navigating the user interface. *Id.* at 1362-63.

Similar to *Core Wireless*, the claims are directed to improved display interfaces for a mobile phone that has a small screen (and thus limited screen real estate). Here, the claimed improvement enables the mobile phone to display low priority data (namely, a promotion or advertisement) in a manner that does not interfere or obscure high priority data (namely, main display information, a game, etc.). The particular technical solution includes both (1) identifying an appropriate area of the limited user interface on which to display the low priority data; (2) reformatting the low priority data to fit within the location; and (3) displaying the reformatted low priority data such that the low priority data does not interfere with the high priority data displayed on the user interface. By doing so, the efficiency and speed of navigating the user interface is improved, as the various data displayed thereby can be easily located and interacted with. Based on the particular manner in which the low priority data is displayed and manipulated to overcome the technical challenges associated with the limited screen real estate of small form factor electronic devices, the claims do not recite an abstract idea and are therefore patent eligible under 35 U.S.C. § 101.

Furthermore, the claims are patent eligible under Step 2A because any alleged abstract idea is integrated into a practical application. The MPEP states that, "[a] claim reciting a judicial exception is not directed to the judicial exception if it also recites additional elements demonstrating that the claim as a whole integrates the exception into a practical application. One way to

DK Crown Holdings Inc.
Ex. 1002, Page 276

demonstrate such integration is when the claimed invention improves the functioning of a computer or improves another technology or technical field." *See* MPEP §2106.04(d)(1). As explained above, the claims recite improvements to the functioning of the mobile phone, and thus integrate any alleged judicial exception recited in the claims into a practical application.

The claims are also patent eligible under Step 2B because they recite significantly more than any alleged judicial exception. In particular, the claims include significantly more than abstract ideas by including an inventive concept through specific limitations and combinations thereof that are not well-understood, routine and conventional activity in the field. As described above, the claims recite: identify an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface.

As described below with respect to the obviousness rejections under 35 U.S.C. § 103, such features are not found in the art, much less found as the ordered combination recited in the pending claims. Moreover, such features provide for specific limitations other than what is well-understood, routine and conventional activity in the field. Simply put, the pending claims comprise features that are novel and non-obvious over the cited references, as well as the existing art at the time of filing of the instant application, in addition to specifying a specific and particular application for the claimed methods and systems in unconventional combinations.

Thus, for at least the foregoing reasons, the instant claims are not directed to an abstract idea and recite an inventive concept. Applicant respectfully submits that the instant claims as currently presented are patent-eligible, and that the rejection under 35 U.S.C. § 101 should be withdrawn.

Rejections under 35 U.S.C. § 103

Claims 1 and 25 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over U.S. Patent Application Publication No. 2008/0306816 to Matthys *et al.* ("Matthys") in view of U.S. Patent Application Publication No. 2010/0030643 to Sion ("Sion").

Applicant respectfully traverses.

DK Crown Holdings Inc.
Ex. 1002, Page 277

Without acquiescing to the merits of the rejection, claim 1 is amended to recite: identify an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface.

Claim 25 recites similar distinguishing features. Applicant respectfully submits that the Matthys and Sion, alone or in combination, do not teach or suggest at least these features.

For example, Matthys describes "techniques for replacing an advertisement in a webpage from a website with another advertisement." *See* Matthys, Abstract. Specifically, Matthys discloses a device located between a client device and a network that intercepts and analyzes the network traffic. *Id.*, paragraphs [0050]-[0051]. When a user of the client device visits a website, the device intercepts the traffic, determines an advertisement of interest to the user, and inserts the advertisement into the website response for display at the client device. *Id.*, paragraph [0051]. Matthys' device is configured to modify and include the advertisement within existing packets, or create new data packets appearing to be from the website that include the targeted ad. *Id.*, paragraph [0065]-[0067]. The packets include a particular location of the webpage to display the ad. *Id.*, paragraph [0066].

However, Matthys fails to teach or otherwise disclose "identify an area of the user interface to display the low priority data based on information from the computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface." Although Matthys discloses the ad having a location on the display screen, Matthys does not teach or suggest that an area of the user interface is identified to display the low priority data based on information from a computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface. Moreover, Sion does not provide the teachings or suggestions that are missing from Matthys.

For example, Sion describes "[p]ublishing advertisements based on presence information of advertisers." *See* Sion, Abstract. In Sion, an advertiser submits advertisements corresponding to presence statuses. For example, a first ad corresponds to the advertiser presence being available, and a second ad corresponds to the advertiser being unavailable. *Id.*, paragraph [0031]. When an ad is going to be shown, the system determines the advertiser's presence, and serves the ad

DK Crown Holdings Inc.
Ex. 1002, Page 278

corresponding to the presence status. *Id.* For example, when the advertiser is available, the ad corresponding to the available presence status is shown, and includes content inviting the user to contact the advertiser. *Id.*, paragraph [0032]. Similarly, when the advertiser is unavailable, the ad corresponding to the unavailable presence status is shown and only includes general information about the advertiser. *Id.* However, Sion fails to teach or suggest that an area of the user interface is identified to display the low priority data based on information from a computer server that indicates a location to display the low priority data on the user interface such that the low priority data does not interfere with high priority data displayed on the user interface.

In view of these foregoing, Applicant respectfully submits that independent claim 1 is patentable over Matthys and Sion, alone or in combination. Furthermore, Applicant respectfully submits that independent claim 25 is patentable for the same reasons as claim 1. Accordingly, Applicant respectfully requests that the rejection of claims 1 and 25 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance

Claims 4 and 37

Claims 4 and 37 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2010/0105482 to Pacey et al. ("Pacey"). Applicant respectfully traverses.

As also described above, independent claims 1 and 25 are patentable over Matthys and Sion. Pacey does not remedy the deficiencies of Matthys and Sion, and therefore, claims 1 and 25 are also patentable over Matthys, Sion, and Pacey, taken alone or in combination. Applicant further asserts that claims 4 and 37, which respectively depend from claims 1 and 25, are also patentable over Matthys, Sion, and Pacey, for the same reasons as their respective base independent claims, and further in view of their own respective features.

Accordingly, Applicant respectfully requests that the rejection of claims 4 and 37 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance.

DK Crown Holdings Inc.
Ex. 1002, Page 279

Claims 5 and 27

Claims 5 and 27 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2008/0207328 to Slough *et al.* ("Slough"). Applicant respectfully traverses.

As also described above, independent claims 1 and 25 are patentable over Matthys and Sion. Slough does not remedy the deficiencies of Matthys and Sion, and therefore, claims 1 and 25 are also patentable over Matthys, Sion, and Slough, taken alone or in combination. Applicant further asserts that claims 5 and 27, which respectively depend from claims 1 and 25, are also patentable over Matthys, Sion, and Slough, for the same reasons as their respective base independent claims, and further in view of their own respective features.

Accordingly, Applicant respectfully requests that the rejection of claims 5 and 27 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance.

Claim 6

Claim 6 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion in view of Slough and further in view of U.S. Patent Application Publication No. 2007/0055440 to Denker *et al.* ("Denker"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Slough and Denker do not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over Matthys, Sion, Slough, and Denker, taken alone or in combination. Applicant further asserts that claim 6, which depends from claim 1, is also patentable over Matthys, Sion, Slough, and Denker, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim 6 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

Claims 7 and 26

Claims 7 and 26 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion. Applicant respectfully traverses.

DK Crown Holdings Inc.
Ex. 1002, Page 280

As described above, independent claims 1 and 25 are allowable. Claims 7 and 26 depend from independent claims 1 and 25, respectively, and are therefore allowable as well. Accordingly, Applicant respectfully requests that the rejection of claims 7 and 26 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance.

Claim 9

Claim 9 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2021/0042795 to Batkin *et al.* ("Batkin"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Batkin does not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over Matthys, Sion, and Batkin, taken alone or in combination. Applicant further asserts that claim 9, which depends from claim 1, is also patentable over Matthys, Sion, and Batkin, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim 9 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

Claim 10

Claim 10 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2009/0193338 to Fiatal ("Fiatal"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Fiatal does not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over Matthys, Sion, and Fiatal, taken alone or in combination. Applicant further asserts that claim 10, which depends from claim 1, is also patentable over Matthys, Sion, and Fiatal, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim 10 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

DK Crown Holdings Inc.
Ex. 1002, Page 281

Claim 11

Claim 11 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2008/0315785 to Price *et al.* ("Price"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Price does not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over Matthys, Sion, and Price, taken alone or in combination. Applicant further asserts that claim 11, which depends from claim 1, is also patentable over Matthys, Sion, and Price, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim 11 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

Claim 12

Claim 12 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2009/0017860 to Cole ("Cole"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Cole does not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over Matthys, Sion, and Cole, taken alone or in combination. Applicant further asserts that claim 12, which depends from claim 1, is also patentable over Matthys, Sion, and Cole, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim 12 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

Claim 13

Claim 13 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2006/0229557 to Fathallah *et al.* ("Fathallah"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Fathallah does not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over

DK Crown Holdings Inc.
Ex. 1002, Page 282

Matthys, Sion, and Fathallah, taken alone or in combination. Applicant further asserts that claim 13, which depends from claim 1, is also patentable over Matthys, Sion, and Fathallah, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim 13 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

Claim 14

Claim 14 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2010/0146445 to Kraut ("Kraut"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Kraut does not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over Matthys, Sion, and Kraut, taken alone or in combination. Applicant further asserts that claim 14, which depends from claim 1, is also patentable over Matthys, Sion, and Kraut, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim Kraut under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

Claim 15

Claim 15 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2010/0238811 to Rune ("Rune"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Rune does not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over Matthys, Sion, and Rune, taken alone or in combination. Applicant further asserts that claim 15, which depends from claim 1, is also patentable over Matthys, Sion, and Rune, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim Rune under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

DK Crown Holdings Inc.
Ex. 1002, Page 283

Claim 16

Claim 16 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2006/0233429 to Heath *et al.* ("Heath"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Heath does not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over Matthys, Sion, and Heath, taken alone or in combination. Applicant further asserts that claim 16, which depends from claim 1, is also patentable over Matthys, Sion, and Heath, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim Heath under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

Claim 17

Claim 17 is rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2016/0253710 to Publicover *et al.* ("Publicover"). Applicant respectfully traverses.

As also described above, independent claim 1 is patentable over Matthys and Sion. Publicover does not remedy the deficiencies of Matthys and Sion, and therefore, claim 1 is also patentable over Matthys, Sion, and Publicover, taken alone or in combination. Applicant further asserts that claim 17, which depends from claim 1, is also patentable over Matthys, Sion, and Publicover, for the same reasons as independent claim 1, and further in view of its own features.

Accordingly, Applicant respectfully requests that the rejection of claim Publicover under 35 U.S.C. § 103 be reconsidered and withdrawn, and that this claim be passed to allowance.

Claims 31 and 38

Claims 31 and 38 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2017/0228762 to Riviello *et al.* ("Riviello"). Applicant respectfully traverses.

As also described above, independent claims 1 and 25 are patentable over Matthys and Sion. Riviello does not remedy the deficiencies of Matthys and Sion, and therefore, claims 1 and 25 are

DK Crown Holdings Inc.
Ex. 1002, Page 284

also patentable over Matthys, Sion, and Riviello, taken alone or in combination. Applicant further asserts that claims 31 and 38, which respectively depend from claims 1 and 25, are also patentable over Matthys, Sion, and Riviello, for the same reasons as their respective base independent claims, and further in view of their own respective features.

Accordingly, Applicant respectfully requests that the rejection of claims 31 and 38 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance.

Claims 32 and 39

Claims 32 and 39 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2008/0091518 to Eisenson *et al.* ("Eisenson"). Applicant respectfully traverses.

As also described above, independent claims 1 and 25 are patentable over Matthys and Sion. Eisenson does not remedy the deficiencies of Matthys and Sion, and therefore, claims 1 and 25 are also patentable over Matthys, Sion, and Eisenson, taken alone or in combination. Applicant further asserts that claims 32 and 39, which respectively depend from claims 1 and 25, are also patentable over Matthys, Sion, and Eisenson, for the same reasons as their respective base independent claims, and further in view of their own respective features.

Accordingly, Applicant respectfully requests that the rejection of claims 32 and 39 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance.

Claims 33 and 40

Claims 33 and 40 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2009/0221367 to Longley *et al.* ("Longley"). Applicant respectfully traverses.

As also described above, independent claims 1 and 25 are patentable over Matthys and Sion. Longley does not remedy the deficiencies of Matthys and Sion, and therefore, claims 1 and 25 are also patentable over Matthys, Sion, and Longley, taken alone or in combination. Applicant further asserts that claims 33 and 40, which respectively depend from claims 1 and 25, are also patentable over Matthys, Sion, and Longley, for the same reasons as their respective base independent claims, and further in view of their own respective features.

DK Crown Holdings Inc.
Ex. 1002, Page 285

Accordingly, Applicant respectfully requests that the rejection of claims 33 and 40 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance.

Claims 34 and 41

Claims 34 and 41 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2004/0261100 to Huber *et al.* ("Huber"). Applicant respectfully traverses.

As also described above, independent claims 1 and 25 are patentable over Matthys and Sion. Huber does not remedy the deficiencies of Matthys and Sion, and therefore, claims 1 and 25 are also patentable over Matthys, Sion, and Huber, taken alone or in combination. Applicant further asserts that claims 34 and 41, which respectively depend from claims 1 and 25, are also patentable over Matthys, Sion, and Huber, for the same reasons as their respective base independent claims, and further in view of their own respective features.

Accordingly, Applicant respectfully requests that the rejection of claims 34 and 41 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance.

Claims 35 and 42

Claims 35 and 42 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of U.S. Patent Application Publication No. 2006/0094410 to Cortegiano ("Cortegiano"). Applicant respectfully traverses.

As also described above, independent claims 1 and 25 are patentable over Matthys and Sion. Cortegiano does not remedy the deficiencies of Matthys and Sion, and therefore, claims 1 and 25 are also patentable over Matthys, Sion, and Cortegiano, taken alone or in combination. Applicant further asserts that claims 35 and 42, which respectively depend from claims 1 and 25, are also patentable over Matthys, Sion, and Cortegiano, for the same reasons as their respective base independent claims, and further in view of their own respective features.

Accordingly, Applicant respectfully requests that the rejection of claims 35 and 42 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance.

DK Crown Holdings Inc.
Ex. 1002, Page 286

Claims 36 and 43

Claims 36 and 43 are rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Matthys in view of Sion and further in view of Cortegiano. Applicant respectfully traverses.

As also described above, independent claims 1 and 25 are patentable over Matthys and Sion. Cortegiano does not remedy the deficiencies of Matthys and Sion, and therefore, claims 1 and 25 are also patentable over Matthys, Sion, and Cortegiano, taken alone or in combination. Applicant further asserts that claims 36 and 43, which respectively depend from claims 1 and 25, are also patentable over Matthys, Sion, and Cortegiano, for the same reasons as their respective base independent claims, and further in view of their own respective features.

Accordingly, Applicant respectfully requests that the rejection of claims 36 and 43 under 35 U.S.C. § 103 be reconsidered and withdrawn, and that these claims be passed to allowance.

DK Crown Holdings Inc.
Ex. 1002, Page 287

Conclusion

All of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider all presently outstanding rejections and that they be withdrawn. Applicant believes that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment and Reply is respectfully requested.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

Date: December 4, 2024

1101 K Street, NW, 10th Floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8549

23134302.4

DK Crown Holdings Inc.
Ex. 1002, Page 288

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**12/04/2024 04:32:53 PM Z ET**	**5012.0130006**

Title of Invention

Method and Apparatus for Advertising on a mobile Gaming Device

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	68226969	FILING DATE	05/01/2024
CUSTOMER #	26111	FIRST NAMED INVENTOR	Howard W. LUTNICK
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Richard Bemben

Documents

TOTAL DOCUMENTS: 4

DOCUMENT		PAGES	DESCRIPTION	SIZE (KB)
2024-12-04-Cover-Letter-5012-0130006.pdf		1	Transmittal Letter	194 KB
2024-12-04-Amendment-Reply-111-5012-0130006.pdf		26	-	198 KB
2024-12-04-Amendment-Reply-111-5012-0130006-A....pdf	(1-1)	1	Amendment/Request for Reconsideration-After Non-Final Rejection	102 KB
2024-12-04-Amendment-Reply-111-5012-0130006-CLM.pdf	(2-10)	9	Claims	116 KB
2024-12-04-Amendment-Reply-111-5012-0130006-REM.pdf	(11-26)	16	Applicant Arguments/Remarks Made in an Amendment	148 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2024-12-04-Cover-Letter-5012-0130006.pdf	2479417A9EA04502A3D5C5BEC3546473274F0620B7CB1A6A516B3FE75D8BDA91EF6238485729A1C30D6EC946798F41097449896358999274C9BBC90161DB26DF
2024-12-04-Amendment-Reply-111-5012-0130006.pdf	6E1EBBCB5C44262A07F9896867C5A0657333CDFA6BC239407F0863CA8A9300B910D1F69071C9E23D358B928759A69000CD72F97698F0DBB75048C1CB2C75B7A5
2024-12-04-Amendment-Reply-111-5012-0130006-A....pdf	84F9B6F078523DB6E4D5EEF4716629BAA9568220F4088BFCDC289469E79BCDE5B8B6083841625DF84386CFF1F0C9B69BA3845C8BFCF22326968463FC5DBB5237
2024-12-04-Amendment-Reply-111-5012-0130006-CLM.pdf	4061C31D8E583303EA2E74B54C96713FAE4FD1A4C3EA9B4432773AD2DF3E1BAED45EE8FED37DC6C201DFC3140CEA9ABF5D6E5070F6B2AAFBE359051530301E6B
2024-12-04-Amendment-Reply-111-5012-0130006-REM.pdf	69618B0922262E0AB4971D48D92B3A4106D9606E5F99D926EB4DDFFCF7B2B6B4B499D0D36E9AFEBF344B9DAB17A099FB269B53D756BED342CA4D145382981C59

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.

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
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 displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 18/652,765	Filing Date 05/01/2024	☐ To be Mailed

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 $100 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $480 =	
☐ 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	12/04/2024	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 30	Minus	** 20	= 10		x $100 =	1000
	Independent (37 CFR 1.16(h))	* 2	Minus	*** 3	= 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	1000

		(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".	/BURNELL L ROSS/
*** 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.**

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 11/20/2024

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER
SITTNER, MATTHEW T

ART UNIT	PAPER NUMBER
3629	

NOTIFICATION DATE	DELIVERY MODE
11/20/2024	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):

eoffice@sternekessler.com

Applicant-Initiated Interview Summary	**Application No.** 18/652,765	**Applicant(s)** LUTNICK et al.		
	Examiner MATTHEW T SITTNER	**Art Unit** 3629	**AIA (First Inventor to File) Status** No	**Page** 1 of 2

All Participants (applicant, applicants representative, PTO personnel)	**Title**	**Type**
MATTHEW T SITTNER	Primary Examiner	Telephonic
Syed S. Ahmed	Attorney	
Richard M. Bemben	Attorney	

Date of Interview: 15 November 2024

Issues Discussed:

35 U.S.C. 101

Applicant will file amendments to overcome rejection.

35 U.S.C. 112

Applicant will map "means for" claim elements to the specification.

35 U.S.C. 103

Applicant will file amendments to overcome rejections.

Proposed Amendment(s)

No formally filed claim amendments filed.

☑ Attachment

/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3629	

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
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

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

DK Crown Holdings Inc.
Ex. 1002, Page 293

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.

DK Crown Holdings Inc.
Ex. 1002, Page 294

Unofficial Communication, Not To Be Entered into the Formal Record

Proposed Agenda for Examiner Telephonic Interview
November 15, 2024 11:00 am – 12:00 pm EST
U.S. Appl. No. 18/652,765
SKGF Ref. No. 5012.0130006

Participants:

For PTO:	Examiner Matthew T. Sittner
	(Tel: 571-270-7137, Matthew.Sittner@uspto.gov)
For Applicant:	Syed S. Ahmed (Reg. #64,587)
	Richard M. Bemben (Reg. #68,658)

Dear Examiner Sittner,

We appreciate the opportunity to discuss the Office Action dated September 4, 2024. In particular, we would like to discuss following:

1. Rejection of claims 25-27 and 37-43 under 35 USC 112 (pre-AIA), second paragraph.
2. Rejection of claims 1, 4-7, 9-17, 25-27, and 31-43 under 35 USC 101.
3. Rejection of claims 1 and 25 under 35 USC 103.

We look forward to our interview to discuss this and any other minor issues further.

Thank you,

Syed

United States Patent and Trademark Office

Office of the Commissioner for Patents

Dear Applicant,

You recently received an Office action from your examiner. Review of your patent application is under way! You can continue to advertise or mark any products covered by your application for your invention as "Patent Pending" for as long as this application is pending. This letter provides information about how to continue through the patent application process and the help available to you on your journey.

Where are you in the patent application process? Your patent application is now in step 3, Application Prosecution (www.uspto.gov/UtilityPatentGuide.) Though the Office action includes a "rejection," that does not mean that you don't have a good idea you can patent. It means your examiner believes your application is not yet ready for allowance.

Ready to respond? Responding to the Office action is your opportunity to address the issues raised by your examiner. Responses must be timely, complete, and in writing. In your response, you may want to consider amending your application (www.uspto.gov/patents/maintain/responding-office-actions).

We provide Pro Se Assistance, support specifically geared for independent inventors without an agent or attorney. Visit www.uspto.gov/ProSePatents for a consolidated list of resources, including a sample amendment format. Full description of amendment formatting can be found at www.uspto.gov/web/offices/pac/mpep/s714.html. Call us at 866-767-3848, or email proseassistancecenter@uspto.gov.

Have questions about the Office action? Contact your examiner! A conversation with your examiner (called an "interview") may help clarify and resolve any issues and possibly identify what you can patent. While an interview does not stop the clock for your official response or substitute for a response, there is no fee for an interview. To schedule a call or video, you can:

1. use the USPTO's Automated Interview Request (AIR) form (www.uspto.gov/patents/uspto-automated-interview-request-air-form);
2. file the Applicant Initiated Interview Request form (PTOL-413A) (www.uspto.gov/sites/default/files/documents/PTOL413A.pdf); or
3. contact your examiner directly via telephone (contact information is provided at the end of your Office action).

Need help near you? We have regional offices across the country (www.uspto.gov/locations), as well as Patent and Trademark Resource Centers in libraries in nearly every state (www.uspto.gov/ptrc), with specialists standing by to help you at no cost.

Become a *registered* electronic filer (registered eFiler). As a registered eFiler, you can electronically view your submission, track progress of your application, and respond to USPTO correspondence. (www.uspto.gov/NewPatentFilers)

Contact us

- General information: USPTO Contact Center — 800-786-9199 • TTY/TDD 800-877-8339 • www.uspto.gov/help
- Patent Center: Patent Electronic Business Center www.uspto.gov/EBC
- Inventors Assistance Center www.uspto.gov/inventorassistance

Want to learn more?

- Hear about resources for startups, inventors, and entrepreneurs, as well as our initiatives engaging women, the military community, and others. These programs offer helpful tips and tricks on identifying and managing your IP, finding options for funding, and expanding your network to support your business.
  - www.uspto.gov/startups
  - www.uspto.gov/inventors
  - www.uspto.gov/initiatives
- Access our free services all in one spot. Find all of our contact centers, nationwide services, events, education and training. (www.uspto.gov/FreeServices)
- Connect with us on Instagram, LinkedIn, Twitter, Facebook, and YouTube.
- Hear about the great things we are doing by subscribing at www.uspto.gov/subscribe.

Best,

Vaishali Udupa
Commissioner for Patents
United States Patent and Trademark Office

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 09/04/2024
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER	
SITTNER, MATTHEW T	

ART UNIT	PAPER NUMBER
3689	

NOTIFICATION DATE	DELIVERY MODE
09/04/2024	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):

eoffice@sternekessler.com

DK Crown Holdings Inc.
Ex. 1002, Page 297

Office Action Summary	**Application No.** 18/652,765	**Applicant(s)** LUTNICK et al.	
	Examiner MATTHEW T SITTNER	**Art Unit** 3689	**AIA (FITF) Status** No

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

Period for Reply

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

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

Status

1)☑ Responsive to communication(s) filed on 01 May 2024 and 19 August 2024.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☐ This action is **FINAL.** 2b) ☑ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 1,4-7,9-17,25-27 and 31-43 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 1,4-7,9-17,25-27 and 31-43 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement

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

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☑ The drawing(s) filed on 5/1/2024 is/are: a)☑ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

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

Attachment(s)

1) ☑ Notice of References Cited (PTO-892)

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

DK Crown Holdings Inc.
Ex. 1002, Page 298

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Status of Claims

Applicant Elects Group I claims without traverse

2. Group I (Claims 1, 4-7, 9-17, 25-27, and new claims 31-43) claims are elected (without traverse), are pending, and have been examined.

3. Group II (Claims 18-24 and 28-30) claims are non-elected (canceled) without traverse.

4. This action is in reply to the papers filed on 05/01/2024 (originally filed papers) and 08/19/2024 (Response to Election / Restriction).

5. Claims 2, 3, 8 are canceled. Non-elected claims 18-24 and 28-30 are non-elected (without traverse) and canceled.

6. Claims 31-43 are new.

7. Claims 1, 4-7, 9-17, 25-27, 31-43 are pending, and have been examined.

Information Disclosure Statement

8. The information disclosure statement(s) submitted: 06/18/2024, has/have been considered by the Examiner and made of record in the application file.

Amendment

9. The present Office Action is based upon the original patent application filed on 05/01/2024 as modified by the amendment filed on xxx.

CLAIM INTERPRETATION

10. The following is a quotation of 35 U.S.C. 112(f):

> (f) Element in Claim for a Combination. – An element in a claim for a combination may be expressed as a means or step for performing a specified function without the recital of structure, material, or acts in support thereof, and such claim shall be construed to cover the corresponding structure, material, or acts described in the specification and equivalents thereof.

11. The claims in this application are given their broadest reasonable interpretation using the plain meaning of the claim language in light of the specification as it would be understood by one of ordinary skill in the art. The broadest reasonable interpretation of a claim element (also commonly referred to as a claim limitation) is limited by the description in the specification when 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, is invoked.

12. As explained in MPEP § 2181, subsection I, claim limitations that meet the following three-prong test will be interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph:

a) the claim limitation uses the term "means" or "step" or a term used as a substitute for "means" that is a generic placeholder (also called a nonce term or a non-structural term having no specific structural meaning) for performing the claimed function;

b) the term "means" or "step" or the generic placeholder is modified by functional language, typically, but not always linked by the transition word "for" (e.g., "means for") or another linking word or phrase, such as "configured to" or "so that"; and

c) the term "means" or "step" or the generic placeholder is not modified by sufficient structure, material, or acts for performing the claimed function.

13. Use of the word "means" (or "step") in a claim with functional language creates a rebuttable presumption that the claim limitation is to be treated in accordance with 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph. The presumption that the claim limitation is

interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, is rebutted when the claim limitation recites sufficient structure, material, or acts to entirely perform the recited function.

14. Absence of the word "means" (or "step") in a claim creates a rebuttable presumption that the claim limitation is not to be treated in accordance with 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph. The presumption that the claim limitation is not interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, is rebutted when the claim limitation recites function without reciting sufficient structure, material or acts to entirely perform the recited function.

15. Claim limitations in this application that use the word "means" (or "step") are being interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, except as otherwise indicated in an Office action. Conversely, claim limitations in this application that do not use the word "means" (or "step") are not being interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, except as otherwise indicated in an Office action.

16. If applicant does not intend to have this/these limitation(s) interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, applicant may: (1) amend the claim limitation(s) to avoid it/them being interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph (e.g., by reciting sufficient structure to perform the claimed function); or (2) present a sufficient showing that the claim limitation(s) recite(s) sufficient structure to perform the claimed function so as to avoid it/them being interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph.

Claim Rejections - 35 USC § 112

17. 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.

18. 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.

19. Claims 25-27 and 37-43 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.

20. The following claim limitations invokes 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph.

21. Claim 25. (Currently Amended) A mobile phone, comprising:

means for displaying a user interface of a mobile gambling application on a touch screen of the mobile phone;

means for sending location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data;

means for receiving a promotion from a computer server system, ...

means for identifying an area of the touch screen of the mobile phone, wherein the identified area is configured to display the promotion;

means for comparing a size of the identified area to a size of the promotion;

means for reformatting the promotion to fit the identified area in response to the comparison wherein the means for reformatting comprises at least one of:

means for converting a format of the promotion,

means for resizing the promotion,

means for compressing the promotion,

means for decompressing the promotion, or

means for converting a color of the promotion; and

means for displaying the promotion at the identified area of the user interface; and

means for sending, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface.

22. *Claim 26. (Original) The mobile phone of claim 25, further comprising:*

means for repeatedly sending location data to the computer server system;

means for detecting a disruption in a connection to the computer server system; ...

means for preventing a user from playing the mobile gambling application; and

means for displaying a second promotion at the mobile phone.

23. *Claim 27. (Original) The mobile phone of claim 25, further comprising:*

means for preventing a user of the mobile phone from playing the mobile gambling application while a player prevention alert is displayed on the touch screen of the mobile phone;

means for receiving input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

means for removing the alert based on the received input; and

means for allowing the user to play the mobile gambling application.

24. *Claim 38. (New) The mobile phone of claim 25, wherein the*

means for comparing the size of the identified area to the size of the promotion comprises means for comparing an amount of pixels of the identified area to an amount of pixels of the promotion.

25. *Claim 41. (New) The mobile phone of claim 25, wherein the promotion includes a priority, and wherein the*

means for displaying the promotion comprises:

means for displaying the priority of the promotion to a second priority of a second promotion, and

means for displaying the priority of the promotion is greater than the second priority of the second promotion.

26. *Claim 42. (New) The mobile phone of claim 25, wherein the*

means for displaying the promotion comprises means for comparing a current time to a start time included in the promotion.

27. *Claim 43. (New) The mobile phone of claim 25, wherein the*

means for displaying the promotion comprises means for comparing a current date to a start date included in the promotion.

28. However, the written description fails to disclose the corresponding structure, material, or acts for performing the entire claimed function and to clearly link the structure, material, or acts to the function. The specification is devoid of adequate structure to perform the claimed functions. In particular, the specification merely states the claimed function of a means for sending, receiving, identifying, etc… There is reference to a system comprising a server, processor, databases, etc…, however, the system is never directly tied to the functions. There is no disclosure of any particular structure, either explicitly or inherently, to perform the sending,

receiving, identifying, etc… The use of the term "system" is not adequate structure for performing the sending, receiving, identifying, etc… functions because it does not describe a particular structure for performing the functions. Applicant's specification (PGPub. 2024/0281851) at [Figs. 1-5] discloses an example system/server. However, the sending, receiving, identifying, etc… aspects of the system/server are not defined. Similar deficiencies are equally applicable to the dependent claims.

29. Therefore, the claims are indefinite and rejected under 35 U.S.C. 112(b) or pre-AIA 35 U.S.C. 112, second paragraph.

30. Applicant may:

(a) Amend the claim so that the claim limitation will no longer be interpreted as a limitation under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph;

(b) Amend the written description of the specification such that it expressly recites what structure, material, or acts perform the entire claimed function, without introducing any new matter (35 U.S.C. 132(a)); or

(c) Amend the written description of the specification such that it clearly links the structure, material, or acts disclosed therein to the function recited in the claim, without introducing any new matter (35 U.S.C. 132(a)).

31. If applicant is of the opinion that the written description of the specification already implicitly or inherently discloses the corresponding structure, material, or acts and clearly links them to the function so that one of ordinary skill in the art would recognize what structure, material, or acts perform the claimed function, applicant should clarify the record by either:

(a) Amending the written description of the specification such that it expressly recites the corresponding structure, material, or acts for performing the claimed function

and clearly links or associates the structure, material, or acts to the claimed function, without introducing any new matter (35 U.S.C. 132(a)); or

(b) Stating on the record what the corresponding structure, material, or acts, which are implicitly or inherently set forth in the written description of the specification, perform the claimed function. For more information, see 37 CFR 1.75(d) and MPEP §§ 608.01(o) and 2181.

Claim Rejections - 35 USC § 101

32. 35 U.S.C. § 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

33. Claims 1, 4-7, 9-17, 25-27, and new claims 31-43 are rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter because the claimed invention is directed to an abstract idea without significantly more. These claims recite an apparatus for advertising on a mobile gaming device.

34. Claim 1 recites [a] mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to: display a user interface on a touch screen of the mobile phone; send location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data; receive a promotion from a computer server system, wherein the promotion includes at least one of an image, audio, text, or video data, and wherein the promotion is based at least on one of a type of the mobile phone or the location data; identify an area of the user interface, wherein the identified area is configured to display the promotion; compare a size of the identified area to a size of the promotion; in response to the comparison, reformat the promotion to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the promotion, resizing the promotion, compressing the promotion, decompressing the promotion, or converting a color of the promotion; and display the promotion at the identified area of the user interface; and send, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface.

35. The claims are being rejected according to the 2019 Revised Patent Subject Matter Eligibility Guidance (Federal Register, Vol. 84, No. 5, p. 50-57 (Jan. 7, 2019)).

Step 1: Does the Claim Fall within a Statutory Category?

36. Yes. Claims 1, 4-7, 9-17, 25-27, 31-43 recite a system/apparatus and, therefore, are directed to the statutory class of machine.

Step 2A, Prong One: Is a Judicial Exception Recited?

37. Yes. The following tables identify the specific limitations that recite an abstract idea. The column that identifies the additional elements will be relevant to the analysis in step 2A, prong two, and step 2B.

Claim 1: Identification of Abstract Idea and Additional Elements, using Broadest Reasonable Interpretation		
Claim Limitation	**Abstract Idea**	**Additional Element**
1. A mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to:	This limitation includes the step(s) of: A mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to. But for the mobile phone and processor, this limitation is directed to executing instructions in order to facilitate advertising on a mobile gaming device which may be categorized as any of the following: **certain method of organizing human activity** – commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations).	mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to

display a user interface on a touch screen of the mobile phone;	This limitation includes the step(s) of: display a user interface on a touch screen of the mobile phone. But for the touch screen of a mobile phone, this limitation is directed communicating known information (e.g., displaying a user interface) in order to facilitate advertising on a mobile gaming device which may be categorized as any of the following: **certain method of organizing human activity** – commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations).	display a user interface on a touch screen of the mobile phone
send location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data;	This limitation includes the step(s) of: send location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data. But for the computer server system, this limitation is directed to communicating known information (e.g., sending location data) in order to facilitate advertising on a mobile gaming device which may be categorized as any of the following: **certain method of organizing human activity** – commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations).	send location data to the computer server system…

receive a promotion from a computer server system, wherein the promotion includes at least one of an image, audio, text, or video data, and wherein the promotion is based at least on one of a type of the mobile phone or the location data;	This limitation includes the step(s) of: receive a promotion from a computer server system, wherein the promotion includes at least one of an image, audio, text, or video data, and wherein the promotion is based at least on one of a type of the mobile phone or the location data. But for the computer server system, this limitation is directed to communicating known information (e.g., receiving a promotion) in order to facilitate advertising on a mobile gaming device which may be categorized as any of the following: **certain method of organizing human activity** – commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations).	receive a promotion from a computer server system…
identify an area of the user interface, wherein the identified area is configured to display the promotion;	This limitation includes the step(s) of: identify an area of the user interface, wherein the identified area is configured to display the promotion. But for the user interface, this limitation is directed to communicating known information (e.g., displaying a promotion) in order to facilitate advertising on a mobile gaming device which may be categorized as any of the following: **certain method of organizing human activity** – commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations).	identify an area of the user interface…

compare a size of the identified area to a size of the promotion;	This limitation includes the step(s) of: compare a size of the identified area to a size of the promotion. **No additional elements are positively claimed.** This limitation is directed to processing known information in order to facilitate advertising on a mobile gaming device which may be categorized as any of the following: **certain method of organizing human activity** – commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations).	No additional elements are positively claimed.
in response to the comparison, reformat the promotion to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the promotion, resizing the promotion, compressing the promotion, decompressing the promotion, or converting a color of the promotion; and	This limitation includes the step(s) of: in response to the comparison, reformat the promotion to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the promotion, resizing the promotion, compressing the promotion, decompressing the promotion, or converting a color of the promotion. **No additional elements are positively claimed.** This limitation is directed to processing known information (e.g., reformatting a promotion to fit an area) in order to facilitate advertising on a mobile gaming device which may be categorized as any of the following: **certain method of organizing human activity** – commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations).	No additional elements are positively claimed.

display the promotion at the identified area of the user interface; and	This limitation includes the step(s) of: display the promotion at the identified area of the user interface. But for the user interface, this limitation is directed to communicating known information (e.g., displaying a promotion) in order to facilitate advertising on a mobile gaming device which may be categorized as any of the following: **certain method of organizing human activity** – commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations).	display the promotion at the identified area of the user interface…
send, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface.	This limitation includes the step(s) of: send, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface. But for the computer server system and/or user interface, this limitation is directed to processing and/or communicating known information (e.g., sending a signal that a user interacted with a promotion) in order to facilitate advertising on a mobile gaming device which may be categorized as any of the following: **certain method of organizing human activity** – commercial or legal interactions (including agreements in the form of contracts; legal obligations; advertising, marketing or sales activities or behaviors; business relations).	send, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface

38. As shown above, under Step 2A, Prong One, the claims recite a judicial exception (an abstract idea). The claims are directed to the abstract idea of advertising on a mobile gaming device, which, pursuant to MPEP 2106.04, is aptly categorized as a method of organizing human activity. Therefore, under Step 2A, Prong One, the claims recite a judicial exception.

39. Next, the aforementioned claims recite additional functional elements that are associated with the judicial exception, including: user interface for displaying a promotion. Examiner understands these limitations to be insignificant extrasolution activity. (See *Accenture*, 728 F.3d 1336, 108 U.S.P.Q.2d 1173 (Fed. Cir. 2013), citing Cf. *Diamond v. Diehr*, 450 U.S. 175, 191-192 (1981) ("[I]nsignificant post-solution activity will not transform an unpatentable principle in to a patentable process.").

40. The aforementioned claims also recite additional technical elements including: a processor, server, and an interface for implementing the system/apparatus. These limitations are recited at a high level of generality, and appear to be nothing more than generic computer components. Claims that amount to nothing more than an instruction to apply the abstract idea using a generic computer do not render an abstract idea eligible. *Alice Corp.,* 134 S. Ct. at 2358, 110 USPQ2d at 1983. See also 134 S. Ct. at 2389, 110 USPQ2d at 1984.

Step 2A, Prong Two: Is the Abstract Idea Integrated into a Practical Application?

41. No. The judicial exception is not integrated into a practical application. The additional elements listed above that relate to computing components are recited at a high level of generality (i.e., as generic components performing generic computer functions such as communicating, receiving, processing, analyzing, and outputting/displaying data) such that they amount to no more than mere instructions to apply the exception using generic computing components. Simply implementing the abstract idea on a generic computer is not a practical

application of the abstract idea. Additionally, the claims do not purport to improve the functioning of the computer itself. There is no technological problem that the claimed invention solves. Rather, the computer system is invoked merely as a tool. Accordingly, the additional elements do not integrate the abstract idea into a practical application because they do not impose any meaningful limits on practicing the abstract idea. Therefore, these claims are directed to an abstract idea.

42. Furthermore, looking at the elements individually and in combination, under Step 2A, Prong Two, the claims as a whole do not integrate the judicial exception into a practical application because they fail to: improve the functioning of a computer or a technical field, apply the judicial exception in the treatment or prophylaxis of a disease, apply the judicial exception with a particular machine, effect a transformation or reduction of a particular article to a different state or thing, or apply the judicial exception beyond generally linking the use of the judicial exception to a particular technological environment. Rather, the claims merely use a computer as a tool to perform the abstract idea(s), and/or add insignificant extra-solution activity to the judicial exception, and/or generally link the use of the judicial exception to a particular technological environment.

Step 2B: Does the Claim Provide an Inventive Concept?

43. Next, under Step 2B, the claims do not include additional elements that are sufficient to amount to significantly more than the judicial exception because the additional elements, when considered both individually and as an ordered combination, do not amount to significantly more than the abstract idea. Furthermore, looking at the limitations as an ordered combination adds nothing that is not already present when looking at the elements taken individually. Simply put, as noted above, there is no indication that the combination of elements improves the functioning

of a computer (or any other technology), and their collective functions merely provide conventional computer implementation. As discussed above with respect to integration of the abstract idea into a practical application, the additional elements relating to computing components amount to no more than applying the exception using a generic computing components. Mere instructions to apply an exception using a generic computing component cannot provide an inventive concept. Furthermore, the broadest reasonable interpretation of the claimed computer components (i.e., additional elements) includes any generic computing components that are capable of being programmed to communicate, receive, send, process, analyze, output, or display data.

44. Furthermore, Applicant's Specification (PGPub. 2024/0281851 [0058; 0078; 0079; 0132 – general purpose computers and general purpose devices]) refers to a general computer system, but they do not include any technically-specific computer algorithm or code.

45. Additionally, pursuant to the requirement under *Berkheimer*, the following citations are provided to demonstrate that the additional elements, identified as extra-solution activity, amount to activities that are well-understood, routine, and conventional. See MPEP 2106.05(d).

- Receiving or transmitting data over a network. *Symantec,* 838 F.3d at 1321, 120 USPQ2d at 1362; *OIP Techs., Inc., v. Amazon.com, Inc.,* 788 F.3d 1359, 1363, 115 USPQ2d 1090, 1093 (Fed. Cir. 2015) (sending messages over a network); *buySAFE, Inc. v. Google, Inc.,* 765 F.3d 1350, 1355, 112 USPQ2d 1093, 1096 (Fed. Cir. 2014).
- Storing and retrieving information in memory. *Versata Dev. Group, Inc. v. SAP Am., Inc.,* 793 F.3d 1306, 1334, 115 USPQ2d 1681, 1701 (Fed. Cir. 2015); *OIP Techs.,* 788 F.3d at 1363, 115 USPQ2d at 1092-93.

- Outputting/Presenting data to a user. *Mayo,* 566 U.S. at 79, 101 USPQ2d at 1968; *OIP Techs., Inc. v. Amazon.com, Inc.,* 788 F.3d 1359, 1363, 115 USPQ2d 1090, 1092-93 (Fed. Cir. 2015); MPEP 2106.05(g)(3).

46. Thus, taken alone and in combination, the additional elements do not amount to significantly more than the above-identified judicial exception (the abstract idea), and are ineligible under 35 USC 101.

47. Independent system/apparatus claim 25 also contains the identified abstract ideas, with the additional elements of a processor and storage medium, which are a generic computer components, and thus not significantly more for the same reasons and rationale above.

48. Dependent claims 4-7, 9-17, 26, 27, 31-43further describe the abstract idea. The additional elements of the dependent claims fail to integrate the abstract idea into a practical application and do not amount to significantly more than the abstract idea. Thus, as the dependent claims remain directed to a judicial exception, and as the additional elements of the claims do not amount to significantly more, the dependent claims are not patent eligible.

49. As such, the claims are not patent eligible.

Invention Could be Performed Manually

50. It is conceivable that the invention could be performed manually without the aid of machine and/or computer. For example, Applicant claims sending location data, comparing size of an area to size of a promotion, reformatting a promotion, sending a signal, etc… Each of these features could be performed manually and/or with the aid of a simple generic computer to facilitate the transmission of data.

51. See also *Leapfrog Enterprises, Inc. v. Fisher-Price, Inc.,* and *In re Venner*, which stand for the concept that automating manual activity and/or applying modern electronics to older

mechanical devices to accomplish the same result is not sufficient to distinguish over the prior art. Here, applicant is merely claiming computers to facilitate and/or automate functions which used to be commonly performed by a human.

52. *Leapfrog Enterprises, Inc. v. Fisher-Price, Inc.,* 485 F.3d 1157, 82 USPQ2d 1687 (Fed. Cir. 2007) "[a]pplying modern electronics to older mechanical devices has been commonplace in recent years…"). The combination is thus the adaptation of an old idea or invention using newer technology that is commonly available and understood in the art.

53. In *In re Venner*, 262 F.2d 91, 95, 120 USPQ 193, 194 (CCPA 1958), the court held that broadly providing an automatic or mechanical means to replace manual activity which accomplished the same result is not sufficient to distinguish over the prior art. MPEP 2144.04, III Automating a Manual Activity.

54. MPEP 2144.04 III - Automating a Manual Activity and *In re Venner*, 262 F.2d 91, 95, 120 USPQ 193, 194 (CCPA 1958) further stand for and provide motivation for using technology, hardware, computer, or server to automate a manual activity.

55. Therefore, the Office finds no improvements to another technology or field, no improvements to the function of the computer itself, and no meaningful limitations beyond generally linking the use of an abstract idea to a particular technological environment. Therefore, based on the two-part *Alice Corp.* analysis, there are no limitations in any of the claims that transform the exception (i.e., the abstract idea) into a patent eligible application.

Claim Rejections - Not an Ordered Combination

56. None of the limitations, considered as an ordered combination provide eligibility, because taken as a whole, the claims simply instruct the practitioner to implement the abstract idea with routine, conventional activity.

Claim Rejections - Preemption

57. Allowing the claims, as presently claimed, would preempt others from advertising on a mobile gaming device. Furthermore, the claim language only recites the abstract idea of performing this method, there are no concrete steps articulating a particular way in which this idea is being implemented or describing how it is being performed.

Claim Rejections - 35 USC § 103

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

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

59. The factual inquiries set forth in **Graham v. John Deere Co., 383 U.S. 1, 148 USPQ 459 (1966)**, that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows: ***(See MPEP Ch. 2141)***

a. Determining the scope and contents of the prior art;
b. Ascertaining the differences between the prior art and the claims in issue;
c. Resolving the level of ordinary skill in the pertinent art; and
d. Evaluating evidence of secondary considerations for indicating obviousness or nonobviousness.

60. Claims 1 and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643.

61. 18/652,765 – Claim 1. (Currently Amended) Matthys et al. 2008/0306816 teaches *A mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to* ([0046][0099])*: display a user interface on a touch screen of the mobile phone* ([0044 - Examples … include a desktop computer, a laptop, a PDA, and a handheld device with Internet access])*; send location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data* ([0054 - a publisher of the website sometimes prefers to know who is visiting its website (e.g., from which IP address the website is being visited)][0063 - based on TCP/IP protocol][0075 - a behavioral profile comprises a user's unique demographics, geographic location, lifestyle, as well as quantified expressions of purchase intent for various products or

services]); *receive a promotion from a computer server system* ([0017][0046][0059]), *wherein the promotion includes at least one of an image, audio, text, or video data* ([0005 - advertisement is typically constructed from a high-aspect ratio image, often employing colors, animation or sound to maximize its presence in a webpage]), *and wherein the promotion is based at least on one of a type of the mobile phone or the location data* ([0054 - a publisher of the website sometimes prefers to know who is visiting its website (e.g., from which IP address the website is being visited)][0063 - based on TCP/IP protocol][0075 - a behavioral profile comprises a user's unique demographics, geographic location, lifestyle, as well as quantified expressions of purchase intent for various products or services]); *identify an area of the user interface, wherein the identified area is configured to display the promotion* ([0014 - a location of placing the targeted commercial information is determined, based on a webpage to be viewed, to maximize its presence in a displayed webpage][0021 - reformatting the second advertisement to fit a size of an area in the webpage occupied by the first advertisement][0082]); *compare a size of the identified area to a size of the promotion* ([0070 - page analyzer 218 is provided to analyze a webpage to determine whether there is an available space in the webpage that may be utilized to include an advertisement][0082 - script scans the webpage and looks for available spaces over certain sizes. The search results are then sent back to a server that determines appropriate advertisements to be paced in the space][0021 - reformatting the second advertisement to fit a size of an area in the webpage occupied by the first advertisement]); *in response to the comparison, reformat the promotion to fit the identified area* ([0021 - reformatting the second advertisement to fit a size of an area in the webpage occupied by the first advertisement][0076 - reformat a selected advertisement to fit nicely in a located available space in a webpage]), *wherein the reformatting comprises at least one of* ([0076 - reformat a selected advertisement to

fit nicely in a located available space in a webpage]); *converting a format of the promotion, resizing the promotion* ([0021 - reformatting the second advertisement to fit a size of an area in the webpage]), *compressing the promotion, decompressing the promotion, or converting a color of the promotion* ([0082 - a background color or surrounding color of a located area is also determined as some advertisements may not fit well in a certain color]); *and display the promotion at the identified area of the user interface* ([0013 - displayed, the user sees the preferable advertisement without knowing that the original advertisement has been substituted][0069 - the user sees a display of the requested webpage embedded with the advertisement]); *and send, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface* ([0068 - logging manager 214 is provided to record any access to or interactions with a placed advertisement]).

62. Matthys et al. 2008/0306816 may not expressly teach the "*touch screen*" features, however, Sion 2010/0030643 teaches these features as well as many of the other claimed features as follows ([0062 - touch-screen][0015 - content item selected from the group consisting of: an advertisement, a textual advertisement, a graphical advertisement, an audio advertisement, a video advertisement, an audio/video advertisement…]).

63. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Sion 2010/0030643. One of ordinary skill in the art would have been motivated to do so in order to utilize well known user interface features common to mobile phones such as a touch screen which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

64. Claim 25, has similar limitations as of Claim(s) 1, therefore it is REJECTED under the same rationale as Claim(s) 1.

65. Claims 4 and 37 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Pacey et al. 2010/0105482.

66. 18/652,765 – Claim 4. (Currently Amended) Matthys et al. 2008/0306816 further teaches *The mobile phone of claim 1, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the promotion is based on the mobile phone being at the edge of the area where gambling is allowed* ([0075 - a behavioral profile comprises a user's unique demographics, geographic location, lifestyle, as well as quantified expressions of purchase intent for various products or services]).

67. Matthys et al. 2008/0306816 may not expressly teach the "promotion is based on the mobile phone being at the edge of the area where gambling is allowed" features, however, Pacey et al. 2010/0105482 teaches ([0070 - Ads may be selected based on location with a casino][0071 - Ads may be selected based on availability of a casino feature][0072 - Ads may be selected based on … location within a casino][0073 - Ads may be targeted to a particular user (identified for example, by a player tracking card or a wireless device owned by the user). …The user may be identified using a player tracking card, RFID, cell phone information, or optical recognition using cameras within a casino or in a wagering game machine]).

68. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Pacey et al. 2010/0105482. One of ordinary skill in the art would have been motivated to do so in order to target promotions based upon proximity to a casino or gambling venue which

should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

69. Claim 37, has similar limitations as of Claim(s) 4, therefore it is REJECTED under the same rationale as Claim(s) 4.

70. Claims 5 and 27 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Slough et al. 2008/0207328.

71. 18/652,765 – Claim 5. (Original) Matthys et al. 2008/0306816 further teaches *The mobile phone of claim 1, wherein the at least one computer processor is further configured to: prevent a user of the mobile phone from playing the mobile gambling application while a player prevention alert is displayed on the touch screen of the mobile phone; receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone; based on the received input, remove the player prevention alert; and allow the user to play the mobile gambling application* ([0068 - interactions]).

72. Matthys et al. 2008/0306816 may not expressly teach the "prevent a user of the mobile phone from playing the mobile gambling application while…" features, however, Slough et al. 2008/0207328 teaches ([0025 - the player can be prevented from taking any actions within the game during…]).

73. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Slough et al. 2008/0207328. One of ordinary skill in the art would have been motivated to do so in order to maximize engagement with an advertisement or select content which should

prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

74. Claim 27, has similar limitations as of Claim(s) 5, therefore it is REJECTED under the same rationale as Claim(s) 5.

75. Claim 6 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Slough et al. 2008/0207328; in even further view of Denker et al. 2007/0055440.

76. 18/652,765 – Claim 6. (Original) Matthys et al. 2008/0306816 further teaches *The mobile phone of claim 5, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined* ([0013 - various warnings]).

77. Matthys et al. 2008/0306816 may not expressly teach the "a location of the mobile phone cannot be determined" features, however, Denker et al. 2007/0055440 teaches ([0059 - transmit a notification to the user indicating that the system has not been able to verify the user's location, … if the user's location is determined to be outside of the authorized location, or the user's location cannot be determined at all (e.g., if there is no GPS reception and/or no cell phone network coverage), a notification to that effect can be transmitted …]).

78. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Denker et al. 2007/0055440. One of ordinary skill in the art would have been motivated to do so in order to target promotions based upon proximity to a casino or gambling venue which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

79. Claims 7 and 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643.

80. 18/652,765 – Claim 7. (Original) Matthys et al. 2008/0306816 further teaches *The mobile phone of claim 1, wherein the at least one computer processor is further configured to: repeatedly send location data to the computer server system; detect a disruption in a connection to the computer server system; and in response to the disruption; prevent a user from playing the mobile gambling application; and display a second promotion on the touch screen of the mobile phone* ([0016][0021 - replacing a first advertisement with a second advertisement][0089]).

81. Claim 26, has similar limitations as of Claim(s) 7, therefore it is REJECTED under the same rationale as Claim(s) 7.

82. Claim 9 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Batkin et al. 2021/0042795.

83. 18/652,765 – Claim 9. (Original) The mobile phone of claim 1, Matthys et al. 2008/0306816 may not expressly teach the following features, however, Batkin et al. 2021/0042795 teaches *wherein the promotion includes a display time and wherein the at least one computer processor is further configured to: determine the promotion has been displayed at the identified area of the touch screen for the display time; and in response to a determination that the promotion has been displayed at the identified area of the touch screen for the display time, display a second promotion at the identified area* (Note: effective filing date for this claimed feature is 05/01/2024 as this content is not supported by originally filed specification with effective filing date of 02/13/2009) (Batkin et al. 2021/0042795 teaches [0095 - replacing, via the processor, the first ad content in the third area with the second ad content responsive to the third area being scrolled into the second area while the web page remains loaded in the

browser such that the second ad content is displayed within the second area while the web page remains loaded in the browser]).

84. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Batkin et al. 2021/0042795. One of ordinary skill in the art would have been motivated to do so in order to optimize advertisement/promotion visibility which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

85. Claim 10 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Fiatal 2009/0193338.

86. 18/652,765 – Claim 10. (Original) Matthys et al. 2008/0306816 further teaches The mobile phone of claim 1, wherein the at least one computer processor is further configured to: receive a second promotion; determine that displaying the second promotion will reduce battery consumption at the mobile phone; and display the second promotion based on a determination that the second promotion will reduce battery consumption at the mobile phone ([0016 - displayed advertisements][0002 - present invention is related to techniques for replacing one advertisement in a webpage with a selected advertisement]).

87. Matthys et al. 2008/0306816 may not expressly teach the “reduce battery consumption at the mobile phone” features, however, Fiatal 2009/0193338 teaches ([0004 - present invention relates to reducing network and battery consumption during content delivery and playback][0012]).

88. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as

taught by Fiatal 2009/0193338. One of ordinary skill in the art would have been motivated to do so in order to optimize battery usage which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

89. Claim 11 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Price et al. 2008/0315785.

90. *18/652,765 – Claim 11. (Original)* Matthys et al. 2008/0306816 further teaches *The mobile phone of claim 1, wherein the at least one computer processor is further configured to: determine a battery level at the mobile phone is below a predefined threshold; and in response to the determination the battery level is below the predefined threshold, alter a manner of operation of the mobile device to conserve the battery level, wherein to alter the mechanism, the at least one computer processor is configured to: dim a brightness level of the touch screen of the mobile phone; reduce a volume level of a speaker of the mobile phone; or shorten a video length of the promotion* ([0044 - Examples of such a machine include a desktop computer, a laptop, a PDA, and a handheld device with Internet access][0005 - sound]).

91. Matthys et al. 2008/0306816 may not expressly teach the "alter a manner of operation of the mobile device to conserve the battery level" features, however, Price et al. 2008/0315785 teaches ([0007 - battery life of a battery-powered portable information handling system may be extended in one exemplary embodiment by operating a multiple-lamp display using only a portion of the backlight lamps of the display when a reduced brightness level is acceptable to a user of the system, when remaining battery capacity has dropped below a threshold level (e.g. threshold voltage level), and/or when the system is operating solely on battery power]).

92. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as

taught by Price et al. 2008/0315785. One of ordinary skill in the art would have been motivated to do so in order to optimize battery usage which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

93. Claim 12 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Cole 2009/0017860.

94. 18/652,765 – Claim 12. (Original) Matthys et al. 2008/0306816 further teaches *The mobile phone of claim 1, wherein the at least one computer processor is further configured to: determine not to download a second promotion from the computer server system based on a determination that a battery level at the mobile phone is below a predefined threshold* ([0044 - Examples of such a machine include a desktop computer, a laptop, a PDA, and a handheld device with Internet access][0016 - displayed advertisements][0002 - present invention is related to techniques for replacing one advertisement in a webpage with a selected advertisement]).

95. Matthys et al. 2008/0306816 may not expressly teach the "determination that a battery level at the mobile phone" features, however, Cole 2009/0017860 teaches ([0016 - the mobile device 100 may select a content quality such that the bandwidth requirement for downloading the content is reduced proportional to the current battery level]).

96. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Cole 2009/0017860. One of ordinary skill in the art would have been motivated to do so in order to optimize battery usage which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

97. Claim 13 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Fathallah et al. 2006/0229557.

98. 18/652,765 – Claim 13. (Original) Matthys et al. 2008/0306816 further teaches *The mobile phone of claim 1, wherein the at least one computer processor is further configured to: detect, via a light sensor of the mobile phone, that a level of ambient light is above a predefined threshold; and alter a brightness level of the touch screen of the mobile phone* ([0044 - Examples of such a machine include a desktop computer, a laptop, a PDA, and a handheld device with Internet access][0016 - displayed advertisements]).

99. Matthys et al. 2008/0306816 may not expressly teach the "alter a brightness level of the touch screen of the mobile phone" features, however, Fathallah et al. 2006/0229557 teaches ([0091 - monitors light levels detected by a photo sensor 100 (see FIG. 2) to adjust screen 22 brightness]).

100. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Fathallah et al. 2006/0229557. One of ordinary skill in the art would have been motivated to do so in order to optimize battery usage which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

101. Claim 14 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Kraut 2010/0146445.

102. 18/652,765 – Claim 14. (Currently Amended) Matthys et al. 2008/0306816 further teaches *The mobile phone of claim 1, wherein the promotion includes audio and the at least one*

computer processor is further configured to: determine that a user is near the mobile phone; detect, via a microphone of the mobile phone, that a level of ambient noise is above a predefined threshold based on a determination that the user is near the mobile phone; and increase a volume level of a speaker of the mobile phone; wherein to determine that the user is near the mobile phone, the at least one computer processor is further configured to: identify a user voice in audio detected by the microphone of the mobile phone; identify the user in an image captured by a camera at the mobile phone; or identify a signal from a second mobile phone by an antenna of the mobile phone ([0044 - Examples of such a machine include a desktop computer, a laptop, a PDA, and a handheld device with Internet access][0057 - audio]).

103. Matthys et al. 2008/0306816 may not expressly teach the "audio" features, however, Kraut 2010/0146445 teaches ([0038 - ambient noise level can be determined using a microphone… volume during the call can be increased or decreased based on the level of the ambient noise that is detected using the microphone…]).

104. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Kraut 2010/0146445. One of ordinary skill in the art would have been motivated to do so in order to optimize battery usage which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

105. Claim 15 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Rune 2010/0238811.

106. 18/652,765 – Claim 15. (Original) Matthys et al. 2008/0306816 further teaches *The mobile phone of claim 1, wherein the promotion includes a digital signature from the computer server system and a timestamp, and the at least one computer processor is further configured to:*

authenticate the digital signature from the computer server system; and determine that the timestamp is within a predefined time from a current time ([0044 - Examples of such a machine include a desktop computer, a laptop, a PDA, and a handheld device with Internet access][0091 - mechanism that can deliver time-sensitive advertisements correlated with the interest of a user]).

107. Matthys et al. 2008/0306816 may not expressly teach the "signature and timestamp" features, however, Rune 2010/0238811 teaches ([0129 - verifies the digital signature … in order to authenticate the originator of the advertisement information and in order to verify that the information has not been altered… advertisement information was sent from its originator, as indicated by the included timestamp(s), there was local connectivity between the sending and the receiving…]).

108. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Rune 2010/0238811. One of ordinary skill in the art would have been motivated to do so in order to utilize well known authentication tools which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

109. Claim 16 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Heath et al. 2006/0233429.

110. 18/652,765 – Claim 16. (Original) The mobile phone of claim 1, Matthys et al. 2008/0306816 may not expressly teach the following features, however, Heath et al. 2006/0233429 teaches *wherein the at least one computer processor is further configured to: determine the promotion received from the computer server system is approved for display by: identifying a first border of an image of the mobile gambling application; identifying a second*

border of an image in the promotion; overlaying the image in the promotion on top of the image of the mobile gambling application; and while the images are overlain, determining the first border and second border are separated by a predetermined number of pixels ([0030]).

111. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Heath et al. 2006/0233429. One of ordinary skill in the art would have been motivated to do so in order to utilize well known approval tools which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

112. Claim 17 rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Publicover et al. 2016/0253710.

113. 18/652,765 – Claim 17. (Original) The mobile phone of claim 1, Matthys et al. 2008/0306816 may not expressly teach the following features, however, Publicover et al. 2016/0253710 teaches *wherein the at least one computer processor is further configured to: detect a second mobile phone based on a signal from the second mobile phone, wherein the signal includes Bluetooth data or near field communication (NFC) data; target the detected second mobile phone via a targeting interface; and transmit the promotion to the targeted second mobile phone* (Note: effective filing date for this claimed feature is 05/01/2024 as this content is not supported by originally filed specification with effective filing date of 02/13/2009) (Publicover et al. 2016/0253710 teaches [0357]).

114. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as

taught by Publicover et al. 2016/0253710. One of ordinary skill in the art would have been motivated to do so in order to utilize well known signal detection tools which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

115. Claims 31 and 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Riviello et al. 2017/0228762.

116. 18/652,765 – Claim 31. (New) The mobile phone of claim 1, Matthys et al. 2008/0306816 may not expressly teach the following features, however, Riviello et al. 2017/0228762 teaches *wherein to compare the size of the identified area to the size of the promotion, the at least one computer processor is further configured to compare an amount of pixels of the identified area to an amount of pixels of the promotion* (Note: effective filing date for this claimed feature is 05/01/2024 as this content is not supported by originally filed specification with effective filing date of 02/13/2009) (Riviello et al. 2017/0228762 teaches [0060]).

117. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Riviello et al. 2017/0228762. One of ordinary skill in the art would have been motivated to do so in order to utilize well known pixel tools which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

118. Claim 38, has similar limitations as of Claim(s) 31, therefore it is REJECTED under the same rationale as Claim(s) 31.

119. Claims 32 and 39 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Eisenson et al. 2008/0091518.

120. *18/652,765 – Claim 32. (New) The mobile phone of claim 1,* Matthys et al. 2008/0306816 may not expressly teach the following features, however, Eisenson et al. 2008/0091518 teaches *wherein the location data further includes cellular phone data* ([0053 - cellular network will monitor the real-time usage of the cellular phone associated with the participating consumer, such data to include location, route, and other information useful in identifying behavior of the consumer, resulting in accurate real-time data that permits optimal targeting of advertised offers by location, direction, and previously established demographic and economic characteristics]).

121. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Eisenson et al. 2008/0091518. One of ordinary skill in the art would have been motivated to do so in order to utilize well known location detection techniques which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

122. Claim 39, has similar limitations as of Claim(s) 32, therefore it is REJECTED under the same rationale as Claim(s) 32.

123. Claims 33 and 40 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Longley et al. 2009/0221367.

124. 18/652,765 – Claim 33. (New) The mobile phone of claim 1, Matthys et al. 2008/0306816 may not expressly teach the following features, however, Longley et al. 2009/0221367 teaches

wherein the received promotion is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user ([0202]).

125. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Longley et al. 2009/0221367. One of ordinary skill in the art would have been motivated to do so in order to utilize well known promotion optimization techniques which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

126. Claim 40, has similar limitations as of Claim(s) 33, therefore it is REJECTED under the same rationale as Claim(s) 33.

127. Claims 34 and 41 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Huber et al. 2004/0261100.

128. 18/652,765 – Claim 34. (New) The mobile phone of claim 1, Matthys et al. 2008/0306816 may not expressly teach the following features, however, Huber et al. 2004/0261100 teaches *wherein the promotion includes a priority, and wherein to display the promotion, the at least one processor is further configured to: compare the priority of the promotion to a second priority of a second promotion, and determine the priority of the promotion is greater than the second priority of the second promotion* ([0011]).

129. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Huber et al. 2004/0261100. One of ordinary skill in the art would have been motivated to do so in order to utilize well known promotion optimization techniques based upon predefined priorities which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

130. Claim 41, has similar limitations as of Claim(s) 34, therefore it is REJECTED under the same rationale as Claim(s) 34.

131. Claims 35 and 42 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Cortegiano 2006/0094410.

132. 18/652,765 – Claim 35. (New) The mobile phone of claim 1, Matthys et al. 2008/0306816 may not expressly teach the following features, however, Cortegiano 2006/0094410 teaches *wherein to display the promotion, the at least one processor is further configured to compare a current time to a start time included in the promotion* ([0016]).

133. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Cortegiano 2006/0094410. One of ordinary skill in the art would have been motivated to do so in order to utilize well known promotion optimization and management techniques which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

134. Claim 42, has similar limitations as of Claim(s) 35, therefore it is REJECTED under the same rationale as Claim(s) 35.

135. Claims 36 and 43 are rejected under 35 U.S.C. 103(a) as being unpatentable over: Matthys et al. 2008/0306816; in view of Sion 2010/0030643; in further view of Cortegiano 2006/0094410.

136. 18/652,765 – Claim 36. (New) The mobile phone of claim 1, Matthys et al. 2008/0306816 may not expressly teach the following features, however, Cortegiano 2006/0094410 teaches *wherein to display the promotion, the at least one processor is further configured to compare a current date to a start date included in the promotion* ([0016]).

137. It would have been obvious for one of ordinary skill in the art, at the time of the applicant's invention, to have modified Matthys et al. 2008/0306816 to include the features as taught by Cortegiano 2006/0094410. One of ordinary skill in the art would have been motivated to do so in order to utilize well known promotion optimization and management techniques which should prove to improve user experience, maximize profits, and optimize revenue (i.e., advertisement optimization / improve user experience).

138. Claim 43, has similar limitations as of Claim(s) 36, therefore it is REJECTED under the same rationale as Claim(s) 36.

Conclusion

PERTINENT PRIOR ART – Patent Literature

139. The prior art made of record and considered pertinent to applicant's disclosure.

140. Powell 2003/0193472 [0024 - the brightness level is then reduced in step 312 to some predetermined or preselected target brightness level designed to provide longer battery life]

141. Emery et al. 2007/0218958 [0038 - if the ambient noise detected by sampling module 262 is very loud, mode of operation module 264 will raise the value of the threshold to compensate for the likely increased volume of the user's voice and loud background noise]

142. Landau 2005/0099291 [0033 - the volume levels for both the environmental attractor sounds and the phone narration can be dynamically adjusted in response to ambient noise in the exhibit space]

Contact Information

143. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MATTHEW T. SITTNER whose telephone number is (571) 270-7137 and email: matthew.sittner@uspto.gov. The examiner can normally be reached on Monday-Friday, 8:00am - 5:00pm (Mountain Time Zone).

144. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sarah M. Monfeldt can be reached on (571) 270-1833.

145. 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.

/MATTHEW T SITTNER/
Primary Examiner, Art Unit 3689

Notice of References Cited	Application/Control No. 18/652,765	Applicant(s)/Patent Under Reexamination LUTNICK et al.	
	Examiner MATTHEW T SITTNER	Art Unit 3689	Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	Name	CPC Classification	US Classification
*	A	US-20080306816-A1	2008-12-11	Matthys; Michael	G06Q30/0273	705/14.69
*	B	US-20100105482-A1	2010-04-29	Pacey; Larry	G07F17/3237	463/43
*	C	US-20080207328-A1	2008-08-28	Slough; Kelly	G06Q30/02	463/42
*	D	US-20070055440-A1	2007-03-08	Denker; Dennis	H04L63/0853	701/532
*	E	US-20210042795-A1	2021-02-11	Batkin; Andy	G06Q30/0277	1/1
*	F	US-20230186911-A1	2023-06-15	Sundram; Surath	G06F3/167	704/275
*	G	US-20030193472-A1	2003-10-16	Powell, John P.	G06F1/263	345/102
*	H	US-20080315785-A1	2008-12-25	Price; Erin L.	H05B41/282	315/277
*	I	US-20090017860-A1	2009-01-15	Cole; Gary R.	H04W52/265	455/522
*	J	US-20060229557-A1	2006-10-12	Fathallah; Marwan A.	G16H40/63	705/2
*	K	US-20050099291-A1	2005-05-12	Landau, Steven	G01S1/725	340/988
*	L	US-20100146445-A1	2010-06-10	Kraut; Joel	G06F3/162	700/94
*	M	US-20070218958-A1	2007-09-20	Emery; Jeffrey	H04M1/605	455/67.11

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	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 YYYY-MM-DD format are publication dates. Classifications may be US or foreign.

DK Crown Holdings Inc.
Ex. 1002, Page 340

Notice of References Cited	Application/Control No. 18/652,765	Applicant(s)/Patent Under Reexamination LUTNICK et al.	
	Examiner MATTHEW T SITTNER	Art Unit 3689	Page 2 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	Name	CPC Classification	US Classification
*	A	US-20100238811-A1	2010-09-23	Rune; Johan	H04L61/5084	370/248
*	B	US-20060233429-A1	2006-10-19	Heath; Michael D.	G06T7/0012	382/128
*	C	US-20160253710-A1	2016-09-01	Publicover; Mark W.	H04W4/21	705/14.66
*	D	US-20170228762-A1	2017-08-10	Riviello; John	G06Q30/0273	1/1
*	E	US-20080091518-A1	2008-04-17	Eisenson; Henry	G06Q30/02	705/14.64
*	F	US-20090221367-A1	2009-09-03	Longley; Jeremy	G07F17/3276	463/32
*	G	US-20090193338-A1	2009-07-30	Fiatal; Trevor	H04W12/06	709/219
*	H	US-20040261100-A1	2004-12-23	Huber, Thomas	H04N21/25891	348/E7.071
*	I	US-20060094410-A1	2006-05-04	Cortegiano; Mark L.	H04M15/8083	455/414.3
*	J	US-20100030643-A1	2010-02-04	Sion; Lior Meir	G06Q30/0251	705/14.49
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	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 YYYY-MM-DD format are publication dates. Classifications may be US or foreign.

DK Crown Holdings Inc.
Ex. 1002, Page 341

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	Art Unit
	MATTHEW T SITTNER	3689

CPC - Searched*		
Symbol	**Date**	**Examiner**
((G06Q30$.cpc.) or (G06Q30/0207-30/0277.cpc.)) (text limited search - See PE2E Search Results (attached))	08/29/2024	mts
(G06Q30/0267 OR G06Q30/02 OR G06Q30/0209 OR G06Q30/0212 OR G06Q30/0255 OR G06Q30/0269 OR G06Q50/34 OR G07F17/3223 OR G07F17/3227).cpc. text limited	08/29/2024	mts

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

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
	(("705".clas.) or (705/14.??.ccls.) or (705/319.ccls.)) (text limited search - See PE2E Search Results (attached))	08/29/2024	mts

* 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**
(Inventor and Assignee search in PE2E/EAST/DAV/PALM Search) ((" 705".clas.) or (705/14.??.ccls.) or (705/319.ccls.) or (G06Q30$.cpc.) or (G06Q30/0207-30/0277.cpc.)) (text limited search - See PE2E Search Results (attached)) Global Dossier Search, IP.com (NPL Search), and STIC NPL Search Request. Similarity Search on PE2E.	08/29/2024	mts

/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3689	

DK Crown Holdings Inc.
Ex. 1002, Page 342

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	Art Unit
	MATTHEW T SITTNER	3689

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
	(".CLM." text limited search - See PE2E Search Results (attached))	08/29/2024	mts

/MATTHEW T SITTNER/ Primary Examiner, Art Unit 3689	

DK Crown Holdings Inc.
Ex. 1002, Page 343

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	Art Unit
	MATTHEW T SITTNER	3689

✓	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	07/01/2024	08/29/2024							
	1	÷	✓							
	2	÷	-							
	3	÷	-							
	4	÷	✓							
	5	÷	✓							
	6	÷	✓							
	7	÷	✓							
	8	÷	-							
	9	÷	✓							
	10	÷	✓							
	11	÷	✓							
	12	÷	✓							
	13	÷	✓							
	14	÷	✓							
	15	÷	✓							
	16	÷	✓							
	17	÷	✓							
	18	÷	-							
	19	÷	-							
	20	÷	-							
	21	÷	-							
	22	÷	-							
	23	÷	-							
	24	÷	-							
	25	÷	✓							
	26	÷	✓							
	27	÷	✓							
	28	÷	-							
	29	÷	-							
	30	÷	-							
	31		✓							
	32		✓							
	33		✓							
	34		✓							
	35		✓							
	36		✓							
	37		✓							
	38		✓							
	39		✓							
	40		✓							
	41		✓							
	42		✓							

DK Crown Holdings Inc.
Ex. 1002, Page 344

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3689

CLAIM		DATE								
Final	Original	07/01/2024	08/29/2024							
	43		✓							

DK Crown Holdings Inc.
Ex. 1002, Page 345

Main Concept Text
==========
18/652,765 – Claim 1. (Currently Amended) A mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to: display a user interface on a touch screen of the mobile phone; send location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data; receive a promotion from a computer server system, wherein the promotion includes at least one of an image, audio, text, or video data, and wherein the promotion is based at least on one of a type of the mobile phone or the location data; identify an area of the user interface, wherein the identified area is configured to display the promotion; compare a size of the identified area to a size of the promotion; in response to the comparison, reformat the promotion to fit the identified area, wherein the reformatting comprises at least one of: converting a format of the promotion, resizing the promotion, compressing the promotion, decompressing the promotion, or converting a color of the promotion; and display the promotion at the identified area of the user interface; and send, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface.

(No Concept Modifiers)
==========

(No Filters)
==========

Options
==========
De-dup: None
Relevance Cut-off: None
Sort: Relevance

Content: Patents + NPL (195)
==========
US Patents
US Designs
US Applications
EPO Patents
EPO Applications
China Patents
China Applications
Japan Patents
Japan Applications
Korea Patents
Korea Applications
WIPO Applications

Argentina Patents
Argentina Applications
Brazil Patents
Brazil Applications
Canada Patents
Canada Applications
Chile Patents
Chile Applications
Colombia Applications
Costa Rica Applications
Cuba Patents
Cuba Applications
Dominican Republic Applications
Ecuador Patents
Ecuador Applications
El Salvador Applications
Guatemala Applications
Honduras Applications
Mexico Patents
Mexico Applications
Nicaragua Patents
Panama Applications
Peru Applications
Trinidad & Tobago Patents
Uruguay Applications
Austria Patents
Austria Applications
Belarus Patents
Belgium Patents
Belgium Applications
Bosnia & Herzegovina Patents
Bosnia & Herzegovina Applications
Bulgaria Patents
Bulgaria Applications
Croatia Patents
Croatia Applications
Czech Republic Patents
Czech Republic Applications
Czechoslovakia Patents
Czechoslovakia Applications
Denmark Patents
Denmark Applications
Estonia Patents
Estonia Applications
EUIPO Patents
Finland Patents
Finland Applications
France Patents
France Applications
Germany Patents

Germany Applications
Great Britain Patents
Great Britain Applications
Greece Patents
Greece Applications
Hungary Patents
Hungary Applications
Iceland Patents
Iceland Applications
Ireland Patents
Ireland Applications
Italy Patents
Italy Applications
Latvia Patents
Latvia Applications
Lithuania Patents
Lithuania Applications
Luxembourg Patents
Luxembourg Applications
Malta Patents
Monaco Patents
Montenegro Patents
Montenegro Applications
Netherlands Patents
Netherlands Applications
Norway Patents
Norway Applications
Poland Patents
Poland Applications
Portugal Patents
Portugal Applications
Republic of Moldova Patents
Republic of Moldova Applications
Romania Patents
Romania Applications
San Marino Patents
San Marino Applications
Serbia Patents
Serbia Applications
Slovakia Patents
Slovakia Applications
Slovenia Patents
Spain Patents
Spain Applications
Sweden Patents
Sweden Applications
Switzerland Patents
Switzerland Applications
Ukraine Patents
Yugoslavia/Serbia and Montenegro Patents

Yugoslavia/Serbia and Montenegro Applications
Armenia Patents
Australia Patents
Australia Applications
Cyprus Patents
Gulf Cooperation Council Patents
Hong Kong Patents
India Patents
India Applications
Indonesia Patents
Indonesia Applications
Israel Patents
Israel Applications
Jordan Patents
Jordan Applications
Kyrgyzstan Patents
Macao Applications
Malaysia Patents
Mongolia Patents
New Zealand Patents
Philippines Patents
Philippines Applications
Saudi Arabia Patents
Saudi Arabia Applications
Singapore Patents
Singapore Applications
Taiwan Patents
Taiwan Applications
Tajikistan Patents
Tajikistan Applications
Thailand Patents
Thailand Applications
Uzbekistan Patents
Vietnam Patents
Algeria Patents
ARIPO Patents
ARIPO Applications
Egypt Patents
Kenya Patents
Malawi Patents
Morocco Patents
Morocco Applications
OAPI Patents
South Africa Patents
Tunisia Applications
Zambia Patents
Zimbabwe Patents
EAPO Patents
EAPO Applications
Georgia Patents

Georgia Applications
Kazakhstan Patents
Kazakhstan Applications
Russia Patents
Russia Applications
Turkey Patents
Turkey Applications
IEEE Xplore Publications: IEEE Periodicals
IEEE Xplore Publications: IEEE Conferences
IEEE Xplore Publications: IEEE Standards
IEEE Xplore Publications: IEEE Early Access
IEEE Xplore Publications: SMPTE Periodicals
IEEE Xplore Publications: SMPTE Conferences
IEEE Xplore Publications: SMPTE Standards
IEEE Xplore Publications: MIT Press eBooks
IEEE Xplore Publications: Wiley-IEEE eBooks
IEEE Xplore Publications: IBM Periodicals
IEEE Xplore Publications: URSI Periodicals
IEEE Xplore Publications: VDE Conferences
IEEE Xplore Publications: Periodicals from China
IEEE Xplore Publications: Ericsson Technology Review
IEEE Xplore Publications: Manning Books
IEEE Xplore Publications: Packt Books
IP.com Prior Art Database: The IP.com Journal
IP.com Prior Art Database: Internet Society RFC
IP.com Prior Art Database: IBM TDB Archive
IP.com Prior Art Database: Legacy Journals
IP.com Prior Art Database: Software Patent Institute
OnePetro.org: Periodicals at OnePetro.org
OnePetro.org: Conferences at OnePetro.org
Other Literature: IBM Redbooks
Other Literature: PubMed Central
Other Literature: arXiv.org

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	1	("20240281851").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2024/08/26 11:01 AM
L2	1	("20240281851").pn.	(US-PGPUB)	OR	ON	ON	2024/08/26 11:01 AM
L3	1388	((("CFPH") near3 ("LLC"))).AS,AANM.	(US-PGPUB; USPAT)	OR	ON	ON	2024/08/26 11:01 AM
L4	4464	((("CFPH") near3 ("LLC"))).AS,AANM.	(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	2024/08/26 11:02 AM
L5	4492	((("CFPH"))).AS,AANM.	(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	2024/08/26 11:02 AM
L6	4726	((("LUTNICK") near3 ("Howard")) OR (("BURMAN") near3 ("Kevin")) OR (("ALDERUCCI") near3 ("Dean")) OR (("GELMAN") near3 ("Geoffrey")) OR (("PAPAGEORGIOU") near3 ("Antonio")) OR (("MILLER") near3 ("Mark"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2024/08/26 11:02 AM
L7	10668	((("LUTNICK") near3 ("Howard")) OR (("BURMAN") near3 ("Kevin")) OR (("ALDERUCCI") near3 ("Dean")) OR (("GELMAN") near3 ("Geoffrey")) OR (("PAPAGEORGIOU") near3 ("Antonio")) OR (("MILLER") near3 ("Mark"))).INV.	(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	2024/08/26 11:02 AM
L8	355102	(G06Q30/0267 OR G06Q30/02 OR G06Q30/0209 OR G06Q30/0212 OR	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR,	OR	ON	ON	2024/08/26 11:03 AM

DK Crown Holdings Inc.
Ex. 1002, Page 351

		G06Q30/0255 OR G06Q30/0269 OR G06Q50/34 OR G07F17/3223 OR G07F17/3227).cpc.	GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L9	1289256	((G06Q30$.cpc.) OR ("705".clas.) OR (705/14.??.ccls.) OR (G06Q30/0207-30/0277.cpc.) OR (705/319.ccls.))	(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	2024/08/26 11:04 AM
L10	1	L1	(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	2024/08/26 11:04 AM
L11	26	(reformat$4 (promotion OR ad OR advertisement) fit area)	(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)	WITH	ON	ON	2024/08/26 11:07 AM
L12	9	(reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	WITH	ON	ON	2024/08/26 11:09 AM
L13	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	WITH	ON	ON	2024/08/26 11:13 AM
L14	17	(reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	SAME	ON	ON	2024/08/26 11:13 AM
L15	1	(L5 OR L7) AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	SAME	ON	ON	2024/08/26 11:13 AM
L16	1	(L5 OR L7) AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(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)	SAME	ON	ON	2024/08/26 11:13 AM
L17	50	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU,	SAME	ON	ON	2024/08/26 11:14 AM

DK Crown Holdings Inc.
Ex. 1002, Page 352

			SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L18	21	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 11:14 AM
L19	10	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 11:14 AM
L20	21	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 11:14 AM
L21	13	L8 AND (reformat$4 (promotion OR ad OR advertisement) fit area)	(US-PGPUB)	SAME	ON	ON	2024/08/26 11:14 AM
L22	1	L13 AND (interact$4)	(US-PGPUB)	OR	ON	ON	2024/08/26 11:15 AM
L23	1	L13 AND (interact$4 signal notif$8 notify$4 notification alert$4 click$4 engag$4 reformat$4 convert$4 format resiz$4 compres$6 decompres$6 color)	(US-PGPUB)	OR	ON	ON	2024/08/26 11:18 AM
L24	1	L13 AND (reformat$4 convert$4 format$4 resiz$4 compres$6)	(US-PGPUB)	OR	ON	ON	2024/08/26 11:22 AM
L25	1	L13 AND (convert$4 chang$4 format format$6 compress$4 press$4 decompress$4 color)	(US-PGPUB)	OR	ON	ON	2024/08/26 11:24 AM
L26	1	L13 AND (display$4 (promotion OR ad OR advertis$8) (user OR gui OR interface))	(US-PGPUB)	WITH	ON	ON	2024/08/26 11:26 AM
L27	1	L13 AND (computer processor execut$4 mobile app application)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:06 PM
L28	1	L13 AND (mobile phone pda portable gui interface touch screen)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:09 PM
L29	1	L13 AND (gui api interface touch screen)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:32 PM
L30	1	L13 AND (locatin gps global position$4 ip internet protocol)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:33 PM
L31	1	L13 AND (location gps global position$4 ip internet protocol)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:33 PM
L32	1	L13 AND (receiv$4 promotion)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:36 PM

DK Crown Holdings Inc.
Ex. 1002, Page 353

L33	1	L13 AND (receiv$4 promotion ad advertis$8 server system computer)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:36 PM
L34	1	L13 AND (image audio text video promotion ad advertis$8)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:38 PM
L35	1	L13 AND (image audio text video)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:39 PM
L36	1	L13 AND (mobile phone type pda location position gps zip code area)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:40 PM
L37	1	L13 AND (area user interface screen display$4 space location allocat$4 spot)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:54 PM
L38	1	L13 AND (compar$4 size area configur$4)	(US-PGPUB)	OR	ON	ON	2024/08/26 12:57 PM
L39	0	L13 AND (edge casino gambling game gaming poker)	(US-PGPUB)	OR	ON	ON	2024/08/26 01:02 PM
L40	49931	((location OR gps)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot))	(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)	WITH	ON	ON	2024/08/26 01:03 PM
L41	4964	((location OR gps)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot))	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:03 PM
L42	26	((location OR gps)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:03 PM
L43	41	((location OR gps OR position)(edge OR nearby OR close)(gambling OR casino OR gaming OR poker OR slot)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:06 PM
L44	155	((location OR gps OR position)(edge OR nearby OR close OR "near")(gambling OR	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:06 PM

DK Crown Holdings Inc.
Ex. 1002, Page 354

		casino OR gaming OR poker OR slot)(promotion OR ad OR advertis$8))					
L45	887	(player prevention alert)	(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)	WITH	ON	ON	2024/08/26 01:16 PM
L46	1	(player prevent$4 alert mobile phone display$4 gambl$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)	WITH	ON	ON	2024/08/26 01:17 PM
L47	6	(player prevent$4 alert mobile phone display$4 gambl$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)	SAME	ON	ON	2024/08/26 01:17 PM
L48	2	(player prevent$4 alert mobile phone display$4 gambl$4)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:17 PM
L49	151	(player prevent$4 alert mobile phone display$4 (gambl$4 OR casino OR game OR gaming))	(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)	SAME	ON	ON	2024/08/26 01:18 PM
L50	7	(player prevent$4 alert mobile phone display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:18 PM
L51	88	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:29 PM
L52	5	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 01:29 PM
L53	2973	(player prevent$4 allow$4 remov$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP,	SAME	ON	ON	2024/08/26 01:30 PM

DK Crown Holdings Inc.
Ex. 1002, Page 355

		display$4 (gambl$4 OR casino OR game OR gaming))	AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU, SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L54	88	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:31 PM
L55	5	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 01:31 PM
L56	88	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:31 PM
L57	183	(warning location cannot determined)	(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)	WITH	ON	ON	2024/08/26 01:35 PM
L58	23	(warning location cannot determined)	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:35 PM
L59	136	((warning OR warn$4 OR alert$4 OR alarm$4 OR notification OR notif$6) location cannot determined)	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:36 PM
L60	21	((warning OR warn$4 OR alert$4 OR alarm$4 OR notification OR notif$6) location cannot determined (mobile OR phone))	(US-PGPUB)	WITH	ON	ON	2024/08/26 01:36 PM
L61	0	(repeat$4 send location detect$4 disruption)	(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)	WITH	ON	ON	2024/08/26 02:15 PM
L62	144	(repeat$4 send location detect$4 disruption)	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU,	SAME	ON	ON	2024/08/26 02:15 PM

DK Crown Holdings Inc.
Ex. 1002, Page 356

			SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L63	4	(repeat$4 send location detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:15 PM
L64	39	((repeat$4 OR contin$8) send$4 location detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:16 PM
L65	10	((repeat$4 OR contin$8) send$4 location detect$4 disruption)	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 02:17 PM
L66	39	((repeat$4 OR contin$8) send$4 location detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:17 PM
L67	61	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 disruption)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:18 PM
L68	10	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 disruption (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:19 PM
L69	76	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:21 PM
L70	0	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 02:21 PM
L71	76	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) detect$4 (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:21 PM

DK Crown Holdings Inc.
Ex. 1002, Page 357

L72	87	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) (detect$4 OR sense) (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:22 PM
L73	0	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) (detect$4 OR sense) (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 02:22 PM
L74	87	((repeat$4 OR contin$8) send$4 (location OR position$4 OR gps) (detect$4 OR sense) (disruption OR disrupt$4 OR disturbance OR interruption) (prevent$4))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 02:22 PM
L75	41150	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location))	(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)	WITH	ON	ON	2024/08/26 03:18 PM
L76	4032	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location))	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:18 PM
L77	468	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location) second)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:20 PM
L78	132	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:20 PM
L79	140	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:26 PM
L80	114	(L8 OR L9) AND ((promotion OR ad OR	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:26 PM

DK Crown Holdings Inc.
Ex. 1002, Page 358

		advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4)					
L81	33	(L8 OR L9) AND ((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:28 PM
L82	14809	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(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)	SAME	ON	ON	2024/08/26 03:29 PM
L83	676	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 03:29 PM
L84	379	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:29 PM
L85	11	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4 different)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:32 PM
L86	83	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:35 PM
L87	20	(((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:35 PM
L88	54	(((promotion OR ad OR advertis$8) near3 second near3	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:37 PM

DK Crown Holdings Inc.
Ex. 1002, Page 359

		(display$4))(time)(area OR spot OR location OR slot) second determin$4 first)					
L89	0	L2 AND (((promotion OR ad OR advertis$8) near3 second near3 (display$4))(time)(area OR spot OR location OR slot) second determin$4 first)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:41 PM
L90	1	L2 AND (second)	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:41 PM
L91	1	L2 AND (second promotion area)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:42 PM
L92	1	(display second promotion identified area)	(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)	ADJ	ON	ON	2024/08/26 03:44 PM
L93	1	(display adj4 second adj4 promotion adj4 identified adj4 area)	(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)	ADJ	ON	ON	2024/08/26 03:44 PM
L94	1	(display near4 second near4 promotion near4 identified near4 area)	(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)	ADJ	ON	ON	2024/08/26 03:45 PM
L95	1820	(display near4 second near4 promotion near4 area)	(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)	ADJ	ON	ON	2024/08/26 03:45 PM
L96	1820	(display near4 second near4 promotion near4 area)	(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)	WITH	ON	ON	2024/08/26 03:45 PM

DK Crown Holdings Inc.
Ex. 1002, Page 360

L97	3	(display near4 second near4 promotion near4 area)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:45 PM
L98	3898	(reduce battery consumption mobile phone)	(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)	WITH	ON	ON	2024/08/26 03:54 PM
L99	145	(reduce battery consumption mobile phone)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:54 PM
L100	1	(reduce battery consumption mobile phone display promotion)	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:55 PM
L101	1	(reduce battery consumption mobile phone display (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:55 PM
L102	3	(reduce battery consumption mobile phone display (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:55 PM
L103	2487	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display (promotion OR ad OR advertis$8))	(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)	SAME	ON	ON	2024/08/26 03:56 PM
L104	163	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/08/26 03:56 PM
L105	12	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:56 PM
L106	6	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile	(US-PGPUB)	WITH	ON	ON	2024/08/26 03:58 PM

DK Crown Holdings Inc.
Ex. 1002, Page 361

		OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))					
L107	75	((reduce OR lower OR slow OR limit$4) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/26 03:59 PM
L108	72	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/26 04:01 PM
L109	2	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR pda OR phone) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:02 PM
L110	2	((reduce OR reduc$8) battery (consumption OR usage OR use) display$4 (second OR altern$6 OR different)(promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:02 PM
L111	28	((reduce OR reduc$8) battery (consumption OR usage OR use) display$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:02 PM
L112	25	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR phone OR pda OR wireless) (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:08 PM
L113	155	((reduce OR reduc$8) battery (consumption OR usage OR use) (mobile OR phone OR pda OR wireless) (promotion OR ad OR	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:09 PM

DK Crown Holdings Inc.
Ex. 1002, Page 362

		advertis$8 OR content OR media))					
L114	51	((reduce OR reduc$8) near3 battery near3 (consumption OR usage OR use) (mobile OR phone OR pda OR wireless) (promotion OR ad OR advertis$8 OR content OR media))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:09 PM
L115	1	L2 AND ((reduce OR reduc$8) near3 battery near3 (consumption OR usage OR use))	(US-PGPUB)	WITH	ON	ON	2024/08/26 04:15 PM
L116	1	L2 AND ((reduce OR reduc$8) battery (consumption OR usage OR use))	(US-PGPUB)	OR	ON	ON	2024/08/26 04:15 PM
L117	163	(battery level threshold (mobile OR phone OR device OR pda) (conserv$4 OR reduc$6) (dim OR dimming OR brightness OR volume OR video)(reduc$4 OR lower OR short$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)	WITH	ON	ON	2024/08/27 12:40 PM
L118	21	(battery level threshold (mobile OR phone OR device OR pda) (conserv$4 OR reduc$6) (dim OR dimming OR brightness OR volume OR video)(reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:41 PM
L119	566	(battery level (threshold OR level) (conserv$4 OR reduc$6) (dim OR dimming OR brightness OR volume OR video)(reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:42 PM
L120	511	(battery level (threshold OR level) (conserv$4 OR reduc$6) (brightness OR volume OR video)(dim OR dimming OR reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:43 PM
L121	2	L8 AND (battery level (threshold OR level) (conserv$4 OR reduc$6) (brightness OR volume OR	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:43 PM

DK Crown Holdings Inc.
Ex. 1002, Page 363

		video)(dim OR dimming OR reduc$4 OR lower OR short$4))					
L122	511	(battery level (threshold OR level) (conserv$4 OR reduc$6) (brightness OR volume OR video)(dim OR dimming OR reduc$4 OR lower OR short$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 12:43 PM
L123	520	(battery level (threshold OR level) (download$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:02 PM
L124	47	(battery level (threshold OR level) (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:02 PM
L125	0	(battery level (threshold OR level) "not" near3 (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:06 PM
L126	0	(battery level (threshold OR level) "not" near3 (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:06 PM
L127	0	(battery level (threshold OR level) ('not') near3 (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:06 PM
L128	331	(battery level (threshold OR level) (download$4) (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:06 PM
L129	72	(battery near3 level (threshold OR level) (download$4) near4 (promotion OR ad OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:07 PM
L130	19104	(detect$4 sensor light level ambient)	(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)	WITH	ON	ON	2024/08/27 01:13 PM
L131	5327	(detect$4 sensor light level ambient)	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:13 PM
L132	1	(detect$4 sensor light level ambient above threshold screen)	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:14 PM

DK Crown Holdings Inc.
Ex. 1002, Page 364

L133	0	(detect$4 sensor light level ambient above threshold (screen OR touch OR mobile OR phone OR gui OR interface) (adjust$4 OR alter$4))	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:15 PM
L134	53	(detect$4 sensor light level ambient above threshold (screen OR touch OR mobile OR phone OR gui OR interface) (adjust$4 OR alter$4))	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:15 PM
L135	0	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noice)	(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)	WITH	ON	ON	2024/08/27 01:19 PM
L136	9	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise)	(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)	WITH	ON	ON	2024/08/27 01:19 PM
L137	348	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise)	(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)	SAME	ON	ON	2024/08/27 01:19 PM
L138	84	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise)	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:19 PM
L139	3	((promotion OR ad OR advertis$8)(audio)(microphone)(level) ambient noise increas$4 volume)	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:20 PM
L140	126	((audio)(microphone)(level) ambient noise increas$4 volume)	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:22 PM
L141	77	((audio)(microphone)(level) ambient noise increas$4 volume detect$4)	(US-PGPUB)	SAME	ON	ON	2024/08/27 01:22 PM
L142	26	((promotion OR ad OR	(US-PGPUB)	WITH	ON	ON	2024/08/27

DK Crown Holdings Inc.
Ex. 1002, Page 365

		advertis$8)(digital (signature OR stamp)) authenticat$4 time)					01:29 PM
L143	44	((promotion OR ad OR advertis$8)((signature OR stamp)) authenticat$4 time)	(US-PGPUB)	WITH	ON	ON	2024/08/27 01:30 PM
L144	0	((promotion OR ad OR advertis$8)((signature timestamp)) authenticat$4 time)	(US-PGPUB)	WITH	ON	ON	2024/08/27 02:50 PM
L145	12	((promotion OR ad OR advertis$8)((signature timestamp)) authenticat$4 time)	(US-PGPUB)	SAME	ON	ON	2024/08/27 02:50 PM
L146	0	(approv$4 display$4 border image pixel overl$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)	WITH	ON	ON	2024/08/27 02:56 PM
L147	16	(approv$4 display$4 border image pixel overl$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)	SAME	ON	ON	2024/08/27 02:56 PM
L148	3	(approv$4 display$4 border image pixel overl$4)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 02:57 PM
L149	0	(detect$4 signal second (bluetooth OR NFC) target$4 transmit$4 (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/08/27 02:59 PM
L150	0	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 transmit$4 (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/08/27 02:59 PM
L151	308	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 transmit$4	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, CA, CH, CN, DD, DE, EA, EP, ES, FR, GB, JP, KR, OA, RU,	SAME	ON	ON	2024/08/27 02:59 PM

DK Crown Holdings Inc.
Ex. 1002, Page 366

		(promotion OR ad OR advertis$8))	SU, WO); FPRS; EPO; JPO; DERWENT; IBM_TDB)				
L152	4	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 transmit$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:00 PM
L153	27	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:00 PM
L154	1	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:00 PM
L155	27	(detect$4 signal second (bluetooth OR NFC OR (field adj2 communication)) target$4 (promotion OR ad OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:00 PM
L156	0	(compar$4 amount pixel size (promotion))	(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)	WITH	ON	ON	2024/08/27 03:13 PM
L157	9	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(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)	WITH	ON	ON	2024/08/27 03:14 PM
L158	0	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27 03:14 PM
L159	28	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 03:14 PM
L160	0	(compar$4 amount pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27 03:16 PM
L161	232	((number OR quantity	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27

DK Crown Holdings Inc.
Ex. 1002, Page 367

		OR amount) pixel size (promotion OR ad OR advertis$8))					03:17 PM
L162	31	(L7 OR L5) AND ((number OR quantity OR amount) pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 03:26 PM
L163	31	(L7 OR L5) AND (pixel size (promotion OR ad OR advertis$8))	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 03:27 PM
L164	135	(L7 OR L5) AND (pixel size)	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 03:27 PM
L165	62	(L7 OR L5) AND (pixel size)	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27 03:27 PM
L166	37	(L7 OR L5) AND (pixel size)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:27 PM
L167	175	(L7 OR L5) AND (pixel)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:28 PM
L168	133	(L7 OR L5) AND (@ay>="2009") AND (pixel)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:29 PM
L169	53	(L7 OR L5) AND (@ay<="2009") AND (pixel)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:29 PM
L170	18520	(compar$4 size area pixel)	(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)	WITH	ON	ON	2024/08/27 03:31 PM
L171	1222	(compar$4 size area pixel)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:31 PM
L172	4	(compar$4 size area pixel (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:31 PM
L173	6642	(location data include cellular phone data)	(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)	WITH	ON	ON	2024/08/27 03:34 PM
L174	1889	(location data include cellular phone data)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:34 PM
L175	56	L8 AND (location data include cellular phone data)	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:35 PM
L176	0	L8 AND ((current balance (money OR	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:38 PM

DK Crown Holdings Inc.
Ex. 1002, Page 368

		cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))					
L177	332	L8 AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:38 PM
L178	180	(@ay<="2009") AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:39 PM
L179	0	(@ay<="2009") AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:39 PM
L180	180	(@ay<="2009") AND ((current balance (money OR cash OR currency))(game OR gaming OR gambling OR casino)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:39 PM
L181	9	(@ay<="2009") AND ((average bet amount (money OR cash OR currency))(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	SAME	ON	ON	2024/08/27 03:41 PM
L182	1	(@ay<="2009") AND ((average bet amount (money OR cash OR currency))(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:41 PM
L183	3	(@ay<="2009") AND ((average bet amount)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:41 PM
L184	3	(@ay<="2009") AND ((average deposit amount)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:42 PM

DK Crown Holdings Inc.
Ex. 1002, Page 369

L185	1	(@ay<="2008") AND ((average deposit amount)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:42 PM
L186	2	(@ay<="2008") AND ((last outcome)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:42 PM
L187	1	(@ay<="2008") AND ((deposit limit)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:43 PM
L188	8	(@ay<="2008") AND ((transaction user data)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:43 PM
L189	0	(@ay<="2008") AND ((depend$6)(transaction user data)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:44 PM
L190	0	(@ay<="2008") AND ((depend$6)(transaction data)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:44 PM
L191	0	(@ay<="2008") AND ((depend$6)(transaction)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:44 PM
L192	14	((depend$6)(transaction)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:44 PM
L193	62	((depend$6 OR condition$4)(transaction)(game OR gaming)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:45 PM
L194	2	((depend$6 OR condition$4)(deposit limit)(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:47 PM
L195	49	((depend$6 OR condition$4)((deposit OR loss)(limit OR amount OR average))(promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/27 03:48 PM
L196	1	L2 AND (send$4 location gps)	(US-PGPUB)	WITH	ON	ON	2024/08/28 11:03 AM

DK Crown Holdings Inc.
Ex. 1002, Page 370

L197	1	L2 AND (generic OR standard OR general OR purpose OR conventional)	(US-PGPUB)	WITH	ON	ON	2024/08/28 12:53 PM
L198	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:22 PM
L199	1	L198 AND (location gps gambling game gaming casino promotion area)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:22 PM
L200	1	L198 AND (location gps gambling game gaming casino promotion area ad advertis$8)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:23 PM
L201	1	L198 AND (prevent$4 play$4 alert$4 alarm$4 touch screen input receiv$4 interact$6 mobile phone button remov$4 allow$4)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:32 PM
L202	1	L198 AND (alert$4 warn$4 messag$4 location cannot determined)	(US-PGPUB)	OR	ON	ON	2024/08/28 03:40 PM
L203	1	L198 AND (repeat$4 send$4 location detect$4 disruption connect$4 prevent$4 play$4 second display$4)	(US-PGPUB)	OR	ON	ON	2024/08/28 05:23 PM
L204	1	L198 AND (repeat$4 send$4 location detect$4 disruption connect$4 prevent$4 play$4 second display$4 interrupt$4)	(US-PGPUB)	OR	ON	ON	2024/08/28 05:23 PM
L205	41	(reduce battery consumption second (promotion OR advertis$8))	(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)	WITH	ON	ON	2024/08/28 05:32 PM
L206	1	(reduce battery consumption second (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:32 PM
L207	84	((reduce OR lower) battery (consumption OR usage) second (promotion OR advertis$8))	(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;	WITH	ON	ON	2024/08/28 05:33 PM

DK Crown Holdings Inc.
Ex. 1002, Page 371

			JPO; DERWENT; IBM_TDB)				
L208	133	((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8))	(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)	WITH	ON	ON	2024/08/28 05:33 PM
L209	13	((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:33 PM
L210	203	((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:34 PM
L211	0	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (second OR different OR another) (promotion OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:35 PM
L212	1	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (second OR different OR another OR chang$4 OR swap$4 OR alter$4 OR replac$4) (promotion OR advertis$8 OR content))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:36 PM
L213	85	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (second OR different OR another OR chang$4 OR swap$4 OR alter$4 OR replac$4) (promotion OR advertis$8 OR content))	(US-PGPUB)	SAME	ON	ON	2024/08/28 05:36 PM
L214	3	(@ay<="2008") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:39 PM
L215	3	(@ay<="2009") AND	(US-PGPUB)	WITH	ON	ON	2024/08/28

DK Crown Holdings Inc.
Ex. 1002, Page 372

		((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))					05:39 PM
L216	4	(@ay<="2009") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:39 PM
L217	10	(@ay<="2010") AND ((reduce OR lower) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:40 PM
L218	13	(@ay<="2010") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage) (promotion OR advertis$8))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:40 PM
L219	236	(@ay<="2010") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR offer$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:42 PM
L220	167	(@ay<="2008") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR offer$4))	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:42 PM
L221	92	(@ay<="2008") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR offer$4))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:42 PM
L222	185	(@ay<="2008") AND ((reduce OR lower OR prolong$4 OR reduc$6) battery (consumption OR usage OR use OR consum$6) (promotion OR advertis$8 OR content OR media))	(US-PGPUB)	WITH	ON	ON	2024/08/28 05:46 PM
L223	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:11 AM

DK Crown Holdings Inc.
Ex. 1002, Page 373

L224	1	L223 AND (receiv$4 promotion ad advertis$8 display$4 battery consumption use usage power mobile phone)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:12 AM
L225	1	L223 AND (receiv$4 promotion display$4 battery consumption use usage power mobile phone)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:14 AM
L226	1	L223 AND (replac$6 switch second switch$4)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:14 AM
L227	1	L223 AND (dim$6 dimming reduc$8 bright$6 level touch screen volume sound shorten length video)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:20 AM
L228	1	L223 AND (mobile device phone pda)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:22 AM
L229	1	L223 AND (mobile device phone pda laptop internet)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:23 AM
L230	1	L223 AND (light sensor ambient predefin$4 threshold alter bright$6 touch screen)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:39 AM
L231	1	L223 AND (audio verbal speech speak$4 noise ambient proximat$4 "near" nearby close microphone increase volume speaker voice camera signal antenna)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:44 AM
L232	1	L223 AND (timestamp time digital signature)	(US-PGPUB)	OR	ON	ON	2024/08/29 10:53 AM
L233	49	((promotion OR advertis$8)(priority)(compar$4) greater)	(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)	WITH	ON	ON	2024/08/29 11:24 AM
L234	4	((promotion OR advertis$8)(priority)(compar$4) greater)	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:24 AM
L235	23	((promotion OR advertis$8)(current)(compar$4) start compar$4)	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:33 AM
L236	18	((promotion OR advertis$8)(current)(compar$4) start compar$4	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:34 AM

DK Crown Holdings Inc.
Ex. 1002, Page 374

		time)					
L237	35	((promotion OR advertis$8)(current OR present)(compar$4) start$4 time)	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:35 AM
L238	1	((US-20080306816-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	OR	ON	ON	2024/08/29 11:49 AM
L239	1	L238	(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	2024/08/29 11:49 AM
L240	39	(Artificial Intelligence) More like doc: US-20080306816-A1 Text: (CA-2634444-A1 OR AU-2008202515-A1 OR NZ-569980-A OR EP-2003608-A1 OR CA-2634444-C OR US-9165301-B2 OR US-20080306815-A1 OR CA-2622187-A1 OR EP-2015245-A1 OR AU-2008200565-A1 OR US-20080304518-A1 OR US-7715448-B2 OR KR-20080107318-A OR JP-2008305381-A OR JP-2008305409-A OR KR-20080107248-A OR RU-2416127-C2 OR WO-2007123760-A2 OR US-20070233857-A1 OR US-10003838-B2).did.	(US-PGPUB; USPAT; USOCR; FIT (AU, AP, AT, BE, BG, BR, BY, CA, CH, CN, CS, CU, CZ, DD, DE, DK, EA, EE, EP, ES, FI, FR, GB, HR, HU, ID, IE, IL, IS, IT, JP, KR, LT, LU, LV, MA, OA, RU, SU, WO, MC, MD, MY, NL, NO, NZ, PH, PL, PT, RO, RS, SE, SG, SI, SK, TH, TN, TR, TW, UA, VN); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2024/08/29 11:49 AM
L241	61668	((mobile near3 phone) near4(touch adj2 screen))	(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)	WITH	ON	ON	2024/08/29 11:51 AM
L242	54	((mobile near3 phone) near4(touch adj2 screen) (promotion))	(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;	WITH	ON	ON	2024/08/29 11:51 AM

DK Crown Holdings Inc.
Ex. 1002, Page 375

			IBM_TDB)				
L243	2	((mobile near3 phone) near4(touch adj2 screen) (promotion))	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:51 AM
L244	13	((mobile near3 phone) near4(touch adj2 screen) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:52 AM
L245	61	((mobile near3 phone) (touch adj2 screen) (promotion OR advertis$8))	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:52 AM
L246	1	((US-20100030643-A1).did. AND PGPB.dbnm.)	(US-PGPUB)	WITH	ON	ON	2024/08/29 11:57 AM
L247	1	L246 AND ((mobile near3 phone) (touch adj2 screen) (promotion OR advertis$8) (type location image audio video size area reformat$4 compar$4 decompress$4 compress$4 convert$4 color convert$4 format$4))	(US-PGPUB)	OR	ON	ON	2024/08/29 11:58 AM
L248	1	L246 AND (pixel battery compar$4)	(US-PGPUB)	OR	ON	ON	2024/08/29 12:03 PM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	1	(player prevent$4 alert mobile phone display$4 gambl$4).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:18 PM
N2	0	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming)).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 01:30 PM
N3	4	(player prevent$4 allow$4 remov$4 display$4 (gambl$4 OR casino OR game OR gaming)).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 01:30 PM
N4	3	((promotion OR ad OR advertis$8)(display$4)(time)(area OR spot OR location OR slot) second determin$4 different).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/26 03:29 PM
N5	51	((promotion OR ad OR advertis$8)(display$4)(ti	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 03:29 PM

DK Crown Holdings Inc.
Ex. 1002, Page 376

		me)(area OR spot OR location OR slot) second determin$4 different).clm.					
N6	1	(reduce battery consumption mobile phone display (promotion OR ad OR advertis$8)).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/26 03:55 PM
N7	0	(approv$4 display$4 border image pixel overl$4).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/27 02:56 PM
N8	1	(approv$4 display$4 border image pixel overl$4).clm.	(US-PGPUB; USPAT)	SAME	ON	ON	2024/08/27 02:56 PM
N9	1	(reduce battery consumption second (promotion OR advertis$8)).clm.	(US-PGPUB; USPAT)	WITH	ON	ON	2024/08/28 05:32 PM

DK Crown Holdings Inc.
Ex. 1002, Page 377

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: CFPH, LLC	Art Unit: To Be Assigned
Application No.: 18/652,765	Examiner: To Be Assigned
Filing Date: May 1, 2024	Atty. Docket: 5012.0130006

Title: **Method and Apparatus for Advertising on a Mobile Gaming Device**

Information Disclosure Statement

Mail Stop Amendment

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Commissioner:

Listed on accompanying IDS Form PTO/SB/08 or its equivalent are documents that may be considered material to the patentability of this application as defined in 37 C.F.R. §1.56, and in compliance with the duty of disclosure requirements of 37 C.F.R. §§ 1.97 and 1.98.

Applicant has listed publication dates on the attached IDS Forms based on information presently available to the undersigned. However, the listed publication dates should not be construed as an admission that the information was actually published on the date indicated.

Applicant reserves 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.

This statement should not be construed as a representation that a search has been made, or that information more material to the examination of the present patent application does not exist. The Examiner is specifically requested not to rely solely on the material submitted herewith.

Applicant has checked the appropriate boxes below.

☒ 1. Filing under 37 C.F.R. § 1.97(b). This Information Disclosure Statement is being filed within three months of the date of filing of a national application other than a continued prosecution application (CPA), OR within three months of the date of entry of the national stage as set forth in 37 C.F.R. § 1.491 in an international application, OR before the mailing date of a first Office Action on the merits OR before the mailing of a first Office Action after the filing of a request for continued examination under 37 C.F.R. § 1.114. No statement or fee is required.

☐ 2. Filing under 37 C.F.R. § 1.97(c). This Information Disclosure Statement is being filed more than three months after the U.S. filing date AND after the mailing date of the first Office Action on the merits, but before the mailing date of a Final Rejection, or Notice of Allowance, or an action that otherwise closes prosecution in the application.

☐ a. Statement under 37 C.F.R. § 1.97(e)(1). I hereby state that each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. § 1.97(e)(1).

☐ b. Statement under 37 C.F.R. § 1.97(e)(2). I hereby state that no item of information in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual

DK Crown Holdings Inc.
Ex. 1002, Page 379

designated in 37 C.F.R. § 1.56(c) more than three months prior to the filing of the Information Disclosure Statement. 37 C.F.R. § 1.97(e)(2).

☐ c. The required fee is provided through online credit card payment authorization in the amount of $_____ in payment of the fee under 37 C.F.R. § 1.17(p).

☐ 3. Filing under 37 C.F.R. § 1.97(d) This Information Disclosure Statement is being filed more than three months after the U.S. filing date and after the mailing date of a Final Rejection or Notice of Allowance, but on or before payment of the Issue Fee. The required fee is provided through online credit card payment authorization in the amount of $_____ in payment of the fee under 37 C.F.R. § 1.17(p); in addition:

☐ a. Statement under 37 C.F.R. § 1.97(e)(1). I hereby state that each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. § 1.97(e)(1).

☐ b. Statement under 37 C.F.R. § 1.97(e)(2). I hereby state that no item of information in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 C.F.R. § 1.56(c) more than three months prior to the filing of the Information Disclosure Statement. 37 C.F.R. § 1.97(e)(2).

DK Crown Holdings Inc.
Ex. 1002, Page 380

☐ 4. The patent family for one or more foreign language documents submitted herewith includes a United States patent, and other patent, in the English language. Copies of both the particular foreign patent(s) or published foreign patent applications cited in the foreign patent office communication, and that are not already of record in this application, are enclosed. Copies of the related United States or other English language patent or published application from the family list, if not already of record, are listed on the accompanying SB/08A form. For the purposes of a statement under 37 CFR 1.97(e)(1), the United States or other English language patent or published application are to be construed as being cited by the foreign patent office. MPEP 609.04(b)(V).

☐ 5. The document(s) was/were cited in a search report by a foreign patent office in a counterpart foreign application. Submission of an English language version of the search report that indicates the degree of relevance found by the foreign office is provided in satisfaction of the requirement for a concise explanation of relevance. MPEP 609.04(a)(III).

☐ 6. A concise explanation of the relevance of the non-English language document(s) appears below in accordance with 37 C.F.R. § 1.98(a)(3).

☒ 7. In accordance with 37 C.F.R. § 1.98(a)(2)(ii), no copies of U.S. patents and patent application publications cited as documents **US1-US466** on the attached IDS Form are submitted.

☒ 8. Copies of the **FP1-FP23** and **NPL1-NPL166** documents were cited by or submitted to the Office in IDS(s) that comply with 37 C.F.R. § 1.98(a)-(c) in Application Nos. 18/209,541, filed June 14, 2023; 17/750,536, filed May 23, 2022; 17/085,815, filed October 30, 2020;

DK Crown Holdings Inc.
Ex. 1002, Page 381

15/909,674, filed March 1, 2018; 14/231,398, filed March 31, 2014; and/or 12/147,005, filed February 13, 2009, which are relied upon for earlier filing dates under 35 U.S.C. § 120. Thus, copies of these documents are not attached. 37 C.F.R. § 1.98(d).

☒ 9. It is expected that the examiner will review the prosecution and cited art in the parent Application Nos. 18/209,541; 17/750,536; 17/085,815; 15/909,674; 14/231,398; and 12/147,005 in accordance with MPEP 2001.06(b), and indicate in the next communication from the office that the art cited in the earlier prosecution history has been reviewed in connection with the present application.

☐ 10. Applicants submit herewith Office Actions from the co-pending U.S. Patent Application No._____, filed _____, as documents _____ to _____. The identification of these Office Actions is not to be construed as a waiver of secrecy as to those applications now or upon issuance of the present application as a patent. The Examiner is respectfully requested to consider the cited applications and the art cited therein during examination.

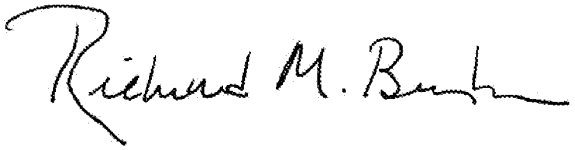
It is respectfully requested that the Examiner initial and return a copy of the enclosed IDS Forms, and indicate in the official file wrapper of this patent application that the documents have been considered.

DK Crown Holdings Inc.
Ex. 1002, Page 382

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

Date: June 18, 2024

1101 K Street, NW
10th Floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8871

/MATTHEW T SITTNER/

08/26/2024

DK Crown Holdings Inc.
Ex. 1002, Page 383

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	001	US-4339798-A	07-13-1982	HEDGES; Richard A. et al.	
	002	US-4446424-A	05-01-1984	CHATANIER; Michel J. et al.	
	003	US-4531187-A	07-23-1985	UHLAND; Joseph C.	
	004	US-4540174-A	09-10-1985	COPPOCK; C. Wallace	
	005	US-4861041-A	08-29-1989	JONES; Daniel A. et al.	
	006	US-5096195-A	03-17-1992	GIMMON; Eliyahu	
	007	US-5098107-A	03-24-1992	BOYLAN; Eugene B. et al.	
	008	US-5119104-A	06-02-1992	HELLER; Alan C.	
	009	US-5259613-A	11-09-1993	MARNELL, II; Anthony A.	
	010	US-5314194-A	05-24-1994	WOLF; Fred	
	011	US-5350175-A	09-27-1994	DiLULLO; Dean et al.	
	012	US-5374061-A	12-20-1994	ALBRECHT; Jim	
	013	US-5390934-A	02-21-1995	GRASSA; Louis J.	
	014	US-5397128-A	03-14-1995	HESSE; Michael A. et al.	
	015	US-5411258-A	05-02-1995	WILSON; Gordon et al.	
	016	US-5438518-A	08-01-1995	BIANCO; Joseph A. et al.	
	017	US-5494296-A	02-27-1996	GRASSA; Louis J.	
	018	US-5615888-A	04-01-1997	LOFINK; Richard et al.	
	019	US-5636843-A	06-10-1997	ROBERTS; Carl	
	020	US-5673917-A	10-07-1997	VANCURA; Olaf	
	021	US-5713793-A	02-03-1998	HOLTE; Keenan O.	
	022	US-5722893-A	03-03-1998	HILL; Otho D. et al.	
	023	US-5728002-A	03-17-1998	HOBERT; Marcus V.	
	024	US-5738583-A	04-14-1998	COMAS; Nelson R. et al.	
	025	US-5762552-A	06-09-1998	VUONG; Son Thanh et al.	
	026	US-5769714-A	06-23-1998	WIENER; Herbert et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	027	US-5772534-A	06-30-1998	DUDLEY; Douglas P.	
	028	US-5785321-A	07-28-1998	VAN PUTTEN; Mauritius Hendrikus Paulus Maria et al.	
	029	US-5788574-A	08-04-1998	ORNSTEIN; Marvin A. et al.	
	030	US-5800268-A	09-01-1998	MOLNICK; Melvin	
	031	US-5806846-A	09-15-1998	LOFINK; Kurt et al.	
	032	US-5810360-A	09-22-1998	SRICHAYAPORN; Songsak	
	033	US-5823879-A	10-20-1998	GOLDBERG; Sheldon F. et al.	
	034	US-5826976-A	10-27-1998	SKRATULIA; John	
	035	US-5830067-A	11-03-1998	GRAVES; Gordon T. et al.	
	036	US-5836586-A	11-17-1998	MARKS; Howard M. et al.	
	037	US-5863041-A	01-26-1999	BOYLAN; Eugene B. et al.	
	038	US-5868392-A	02-09-1999	KRAFT; Lee D.	
	039	US-5999808-A	12-07-1999	LaDUE; Christoph Karl	
	040	US-6024643-A	02-15-2000	BEGIS; Glenn	
	041	US-6045129-A	04-04-2000	COOPER; Dual et al.	
	042	US-6062565-A	05-16-2000	CHADBAND; Paul G. et al.	
	043	US-6068552-A	05-30-2000	WALKER; Jay S. et al.	
	044	US-6070878-A	06-06-2000	JONES; Daniel A. et al.	
	045	US-6104815-A	08-15-2000	ALCORN; Allan E. et al.	
	046	US-6120031-A	09-19-2000	ADAMS; William R.	
	047	US-6126166-A	10-03-2000	LORSON; Raymond K. et al.	
	048	US-6135453-A	10-24-2000	SRICHAYAPORN; Songsak	
	049	US-6146272-A	11-14-2000	WALKER; Jay S. et al.	
	050	US-6158741-A	12-12-2000	KOELLING; David C.	
	051	US-6165069-A	12-26-2000	SINES; Randy D. et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 3 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	052	US-6177905-B1	01-23-2001	WELCH; Bryan J.	
	053	US-6183366-B1	02-06-2001	GOLDBERG; Sheldon F. et al.	
	054	US-6196920-B1	03-06-2001	SPAUR; Charles W. et al.	
	055	US-6206373-B1	03-27-2001	GARROD; Glen E.	
	056	US-6217447-B1	04-17-2001	LOFINK; Kurt et al.	
	057	US-6227969-B1	05-08-2001	YOSELOFF; Mark L.	
	058	US-6270404-B2	08-07-2001	SINES; Randy D. et al.	
	059	US-6285987-B1	09-04-2001	ROTH; David William et al.	
	060	US-6299533-B1	10-09-2001	PARRA; Anthony C. et al.	
	061	US-6325716-B1	12-04-2001	WALKER; Jay S. et al.	
	062	US-6341305-B2	01-22-2002	WOLFE; Mark A.	
	063	US-6341778-B1	01-29-2002	LEE; John S.	
	064	US-6358150-B1	03-19-2002	MIR; Vernon B. et al.	
	065	US-6503145-B1	01-07-2003	WEBB; Derek J.	
	066	US-6508709-B1	01-21-2003	KARMARKAR; Jayant S.	
	067	US-6508710-B1	01-21-2003	PARAVIA; Joseph R. et al.	
	068	US-6517073-B1	02-11-2003	VANCURA; Olaf	
	069	US-6520856-B1	02-18-2003	WALKER; Jay S. et al.	
	070	US-6523829-B1	02-25-2003	WALKER; Jay S. et al.	
	071	US-6530835-B1	03-11-2003	WALKER; Jay S. et al.	
	072	US-6533662-B2	03-18-2003	SOLTYS; Richard et al.	
	073	US-6536767-B1	03-25-2003	KELLER; David	
	074	US-6540230-B1	04-01-2003	WALKER; Jay S. et al.	
	075	US-6540609-B1	04-01-2003	PAIGE; Elena Launzel	
	076	US-6569015-B1	05-27-2003	BAERLOCHER; Anthony J. et al.	
	077	US-6571279-B1	05-27-2003	HERZ; Fredrick et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 4 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	078	US-6575465-B2	06-10-2003	LO; Henry T.	
	079	US-6575834-B1	06-10-2003	LINDO; Herbert	
	080	US-6575843-B2	06-10-2003	McCABE; Terrill R.	
	081	US-6587835-B1	07-01-2003	TREYZ; G. Victor et al.	
	082	US-6616142-B2	09-09-2003	ADAMS; William R.	
	083	US-6625578-B2	09-23-2003	SPAUR; Charles W. et al.	
	084	US-6628939-B2	09-30-2003	PAULSEN; Craig	
	085	US-6648762-B2	11-18-2003	WALKER; Jay S. et al.	
	086	US-6676522-B2	01-13-2004	ROWE; Rick et al.	
	087	US-6679497-B2	01-20-2004	WALKER; Jay S. et al.	
	088	US-6692003-B2	02-17-2004	POTTER; Bruce H. et al.	
	089	US-6692360-B2	02-17-2004	KUSUDA; Kazuhiro et al.	
	090	US-6695700-B2	02-24-2004	WALKER; Jay S. et al.	
	091	US-6702672-B1	03-09-2004	ANGELL; Robert C. et al.	
	092	US-6712702-B2	03-30-2004	GOLDBERG; Sheldon F. et al.	
	093	US-6733387-B2	05-11-2004	WALKER; Jay S. et al.	
	094	US-6735435-B2	05-11-2004	NEWELL; Michael A. et al.	
	095	US-6735487-B1	05-11-2004	MARSHALL; Connie T. et al.	
	096	US-6736727-B1	05-18-2004	DOI; Miwako et al.	
	097	US-6769986-B2	08-03-2004	VANCURA; Olaf	
	098	US-6789800-B2	09-14-2004	WEBB; Derek J.	
	099	US-6790141-B2	09-14-2004	MUIR; David Hugh	
	100	US-6790142-B2	09-14-2004	OKADA; Kazuo et al.	
	101	US-6798358-B2	09-28-2004	JOYCE; Dennis P. et al.	
	102	US-6808173-B2	10-26-2004	SNOW; Roger M.	
	103	US-6811488-B2	11-02-2004	PARAVIA; Joseph R. et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 5 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	104	US-6839560-B1	01-04-2005	BAHL; Paramvir et al.	
	105	US-6845981-B1	01-25-2005	KO; Shenli	
	106	US-6846238-B2	01-25-2005	WELLS; William R.	
	107	US-6857957-B2	02-22-2005	MARKS; Daniel et al.	
	108	US-6863274-B2	03-08-2005	WEBB; Derek J.	
	109	US-6877745-B1	04-12-2005	WALKER; Jay S. et al.	
	110	US-6896618-B2	05-24-2005	BENOY; Greg A. et al.	
	111	US-6902167-B2	06-07-2005	WEBB; Derek J.	
	112	US-6912398-B1	06-28-2005	DOMNITZ; David	
	113	US-6921331-B2	07-26-2005	GATTO; Jean-Marie et al.	
	114	US-6923446-B2	08-02-2005	SNOW; Roger M.	
	115	US-6929264-B2	08-16-2005	HUARD; Marcel et al.	
	116	US-6991544-B2	01-31-2006	SOLTYS; Richard et al.	
	117	US-7000921-B2	02-21-2006	SCHULTZ; David B.	
	118	US-7029009-B2	04-18-2006	GRAUZER; Atila et al.	
	119	US-7055822-B2	06-06-2006	LO; Henry Tien	
	120	US-7066465-B2	06-27-2006	DAINES; Shirley	
	121	US-7094149-B2	08-22-2006	WALKER; Jay S. et al.	
	122	US-7149549-B1	12-12-2006	ORTIZ; Luis M. et al.	
	123	US-7201654-B1	04-10-2007	JARVIS; Eugene et al.	
	124	US-7229354-B2	06-12-2007	McNUTT; Richard E. et al.	
	125	US-7255351-B2	08-14-2007	YOSELOFF; Mark L. et al.	
	126	US-7264546-B2	09-04-2007	MARSHALL; Connie T. et al.	
	127	US-7300348-B2	11-27-2007	KAMINKOW; Joseph E. et al.	
	128	US-7311600-B2	12-25-2007	SUNDSTROM; Stephen J.	
	129	US-7311605-B2	12-25-2007	MOSER; Timothy W.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 6 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	130	US-7316615-B2	01-08-2008	SOLTYS; Richard et al.	
	131	US-7316619-B2	01-08-2008	NELSON; Dwayne	
	132	US-7316916-B2	01-08-2008	TAKENAKA; Yasuhiro et al.	
	133	US-7335106-B2	02-26-2008	JOHNSON; Sam	
	134	US-7344136-B2	03-18-2008	SCHULTZ; David B.	
	135	US-7379886-B1	05-27-2008	ZARING; Jon C. et al.	
	136	US-7394405-B2	07-01-2008	GODDEN; Kurt S.	
	137	US-7427067-B2	09-23-2008	FEOLA; John	
	138	US-7496943-B1	02-24-2009	GOLDBERG; Sheldon F. et al.	
	139	US-7585217-B2	09-08-2009	LUTNICK; Howard W. et al.	
	140	US-7611407-B1	11-03-2009	ITKIS; Yuri et al.	
	141	US-7658673-B2	02-09-2010	BAERLOCHER; Anthony J. et al.	
	142	US-7690989-B2	04-06-2010	WALKER; Jay S. et al.	
	143	US-7811172-B2	10-12-2010	ASHER; Joseph M. et al.	
	144	US-7833101-B2	11-16-2010	LUTNICK; Howard W. et al.	
	145	US-7904333-B1	03-08-2011	PERKOWSKI; Thomas J.	
	146	US-7997973-B2	08-16-2011	LUTNICK; Howard W. et al.	
	147	US-8000503-B2	08-16-2011	KAMATA; Hideo et al.	
	148	US-8070582-B2	12-06-2011	LUTNICK; Howard W. et al.	
	149	US-8142283-B2	03-27-2012	LUTNICK; Howard W. et al.	
	150	US-8175908-B1	05-08-2012	ANDERSON; Russell Wayne	
	151	US-8249918-B1	08-21-2012	BIERE; Devon L. et al.	
	152	US-8447623-B2	05-21-2013	PACKES, Jr.; John M. et al.	
	153	US-8504617-B2	08-06-2013	AMAITIS; Lee M. et al.	
	154	US-8535160-B2	09-17-2013	LUTNICK; Howard W. et al.	
	155	US-8613658-B2	12-24-2013	AMAITIS; Lee M. et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 7 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	156	US-8620757-B2	12-31-2013	KRAMER; Kevin L. et al.	
	157	US-8631158-B1	01-14-2014	MICHAELIS; Paul Roller et al.	
	158	US-8666376-B2	03-04-2014	RAMER; Jorey et al.	
	159	US-8688517-B2	04-01-2014	LUTNICK; Howard W. et al.	
	160	US-8758109-B2	06-24-2014	LUTNICK; Howard W.	
	161	US-9600959-B2	03-21-2017	LUTNICK; Howard W. et al.	
	162	US-9818254-B2	11-14-2017	LUTNICK; Howard W. et al.	
	163	US-10373424-B2	08-06-2019	LUTNICK; Howard W. et al.	
	164	US-20010007828-A1	07-12-2001	WALKER; Jay et al.	
	165	US-20010013009-A1	08-09-2001	GREENING; Daniel R. et al.	
	166	US-20010014619-A1	08-16-2001	KUSUDA; Kazuhiro	
	167	US-20010019965-A1	09-06-2001	OCHI; Yasushi	
	168	US-20010024970-A1	09-27-2001	McKEE; Eileen et al.	
	169	US-20010039210-A1	11-08-2001	ST-DENIS; Danny	
	170	US-20010041609-A1	11-15-2001	ORANGES; Caryl E. et al.	
	171	US-20020010023-A1	01-24-2002	KUSUDA; Kazuhiro et al.	
	172	US-20020013167-A1	01-31-2002	SPAUR; Charles et al.	
	173	US-20020013174-A1	01-31-2002	MURATA; Kiyoshi	
	174	US-20020019253-A1	02-14-2002	REITZEN; Robert et al.	
	175	US-20020022516-A1	02-21-2002	FORDEN; Christopher	
	176	US-20020032049-A1	03-14-2002	WALKER; Jay et al.	
	177	US-20020072993-A1	06-13-2002	SANDUS; James et al.	
	178	US-20020077905-A1	06-20-2002	ARNDT; Craig et al.	
	179	US-20020082983-A1	06-27-2002	OSHIBA; Takashi et al.	
	180	US-20020094869-A1	07-18-2002	HARKHAM; Gabi	
	181	US-20020098829-A1	07-25-2002	TENDLER; Robert	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 8 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	182	US-20020125639-A1	09-12-2002	WELLS; Jeffrey	
	183	US-20020128057-A1	09-12-2002	WALKER; Jay et al.	
	184	US-20020142759-A1	10-03-2002	NEWELL; Michael et al.	
	185	US-20020147042-A1	10-10-2002	VUONG; Binh et al.	
	186	US-20020161651-A1	10-31-2002	GODSEY; Ronald et al.	
	187	US-20020169019-A1	11-14-2002	WALKER; Jay et al.	
	188	US-20020188502-A1	12-12-2002	POWELL; Ken	
	189	US-20020196342-A1	12-26-2002	WALKER; Jay et al.	
	190	US-20020198044-A1	12-26-2002	WALKER; Jay et al.	
	191	US-20020198052-A1	12-26-2002	SOLTYS; Richard et al.	
	192	US-20030003988-A1	01-02-2003	WALKER; Jay et al.	
	193	US-20030006931-A1	01-09-2003	MAGES; Ken	
	194	US-20030008662-A1	01-09-2003	STERN; Edith et al.	
	195	US-20030032471-A1	02-13-2003	DARDER; Richard	
	196	US-20030040922-A1	02-27-2003	BODIN; William	
	197	US-20030040944-A1	02-27-2003	HILEMAN; Ryan	
	198	US-20030046158-A1	03-06-2003	KRATKY; Jan	
	199	US-20030047871-A1	03-13-2003	VANCURA; Olaf	
	200	US-20030050106-A1	03-13-2003	LYFOUNG; Hauvtoj	
	201	US-20030050806-A1	03-13-2003	FRIESEN; Scott et al.	
	202	US-20030055723-A1	03-20-2003	ENGLISH; Paul	
	203	US-20030060276-A1	03-27-2003	WALKER; Jay et al.	
	204	US-20030064807-A1	04-03-2003	WALKER; Jay et al.	
	205	US-20030069054-A1	04-10-2003	D'AURORA; Joseph et al.	
	206	US-20030069058-A1	04-10-2003	BYRNE; Christopher	
	207	US-20030073480-A1	04-17-2003	THOMAS; Alfred et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 9 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	208	US-20030090063-A1	05-15-2003	JARVIS; Eugene et al.	
	209	US-20030114217-A1	06-19-2003	WALKER; Jay et al.	
	210	US-20030119579-A1	06-26-2003	WALKER; Jay et al.	
	211	US-20030144906-A1	07-31-2003	FUJIMOTO; Hiroshi et al.	
	212	US-20030148812-A1	08-07-2003	PAULSEN; Craig et al.	
	213	US-20030157977-A1	08-21-2003	THOMAS; Alfred et al.	
	214	US-20030187736-A1	10-02-2003	TEAGUE; David et al.	
	215	US-20030190941-A1	10-09-2003	BYRNE; Christopher	
	216	US-20030191688-A1	10-09-2003	PRINCE; George et al.	
	217	US-20030216170-A1	11-20-2003	WALKER; Jay et al.	
	218	US-20030224852-A1	12-04-2003	WALKER; Jay et al.	
	219	US-20040002374-A1	01-01-2004	BROWN; Leif et al.	
	220	US-20040005918-A1	01-08-2004	WALKER; Jay et al.	
	221	US-20040015429-A1	01-22-2004	TIGHE; Joseph et al.	
	222	US-20040015608-A1	01-22-2004	ELLIS; Richard et al.	
	223	US-20040043807-A1	03-04-2004	PENNINGTON; Richard	
	224	US-20040044567-A1	03-04-2004	WILLIS; Daniel	
	225	US-20040053664-A1	03-18-2004	BYRNE; Christopher	
	226	US-20040068439-A1	04-08-2004	ELGRABLY; Eric	
	227	US-20040097287-A1	05-20-2004	POSTREL; Richard	
	228	US-20040106454-A1	06-03-2004	WALKER; Jay et al.	
	229	US-20040127277-A1	07-01-2004	WALKER; Jay et al.	
	230	US-20040142745-A1	07-22-2004	HOSAKA; Toshiyuki	
	231	US-20040143496-A1	07-22-2004	SAENZ; Javier	
	232	US-20040147308-A1	07-29-2004	WALKER; Jay et al.	
	233	US-20040148221-A1	07-29-2004	CHU; Viva	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 10 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	234	US-20040162144-A1	08-19-2004	LOOSE; Timothy et al.	
	235	US-20040162760-A1	08-19-2004	SEET; Chern et al.	
	236	US-20040176162-A1	09-09-2004	ROTHSCHILD; Wayne	
	237	US-20040177004-A1	09-09-2004	MUELLER; Raymond et al.	
	238	US-20040204026-A1	10-14-2004	STEER; David et al.	
	239	US-20040204247-A1	10-14-2004	WALKER; Jay et al.	
	240	US-20040210507-A1	10-21-2004	ASHER; Joseph et al.	
	241	US-20040219969-A1	11-04-2004	CASEY; Michael et al.	
	242	US-20040226038-A1	11-11-2004	CHOI; Mi	
	243	US-20040229671-A1	11-18-2004	STRONACH; Andrew et al.	
	244	US-20040242332-A1	12-02-2004	WALKER; Jay et al.	
	245	US-20040243519-A1	12-02-2004	PERTTILA; Marko et al.	
	246	US-20040244029-A1	12-02-2004	GROSS; John	
	247	US-20040248653-A1	12-09-2004	BARROS; Mark et al.	
	248	US-20040259621-A1	12-23-2004	PFEIFFER; Arthur et al.	
	249	US-20040264916-A1	12-30-2004	VAN DE SLUIS; Bartel et al.	
	250	US-20050003878-A1	01-06-2005	UPDIKE; Kim	
	251	US-20050003886-A1	01-06-2005	ENGLMAN; Allon et al.	
	252	US-20050003888-A1	01-06-2005	ASHER; Joseph et al.	
	253	US-20050003893-A1	01-06-2005	HOGWOOD; William et al.	
	254	US-20050004842-A1	01-06-2005	MAMMEN; Neil	
	255	US-20050021393-A1	01-27-2005	BAO; Xiaoming et al.	
	256	US-20050023758-A1	02-03-2005	NOYES; Frederick	
	257	US-20050043072-A1	02-24-2005	NELSON; Dwayne	
	258	US-20050043094-A1	02-24-2005	NGUYEN; Binh et al.	
	259	US-20050064926-A1	03-24-2005	WALKER; Jay et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 11 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	260	US-20050073102-A1	04-07-2005	YOSELOFF; Mark et al.	
	261	US-20050075164-A1	04-07-2005	KRYNICKY; Joseph	
	262	US-20050082756-A1	04-21-2005	DUNCAN; Linda	
	263	US-20050107158-A1	05-19-2005	KANISAWA; Hiroaki et al.	
	264	US-20050113161-A1	05-26-2005	WALKER; Jay et al.	
	265	US-20050144065-A1	06-30-2005	CALABRIA; Hermann et al.	
	266	US-20050151319-A1	07-14-2005	BERMAN; Bradley et al.	
	267	US-20050159212-A1	07-21-2005	ROMNEY; Vincent et al.	
	268	US-20050170876-A1	08-04-2005	MASCI; Joseph et al.	
	269	US-20050173863-A1	08-11-2005	WALKER; Jay et al.	
	270	US-20050194742-A1	09-08-2005	DONALDSON; Frederic	
	271	US-20050233803-A1	10-20-2005	YANG; Arden	
	272	US-20050234768-A1	10-20-2005	WALD; Stephanie et al.	
	273	US-20050253334-A1	11-17-2005	FRIEDMAN; Stacy	
	274	US-20050253338-A1	11-17-2005	DAINES; Franklin	
	275	US-20050255919-A1	11-17-2005	NELSON; Dwayne	
	276	US-20050275166-A1	12-15-2005	WIRTH; John	
	277	US-20050282614-A1	12-22-2005	GAUSELMANN; Michael	
	278	US-20050289583-A1	12-29-2005	CHIU; Andy	
	279	US-20060009234-A1	01-12-2006	FREER; Carl	
	280	US-20060009283-A1	01-12-2006	ENGLMAN; Allon et al.	
	281	US-20060015496-A1	01-19-2006	KEATING; Brett et al.	
	282	US-20060019745-A1	01-26-2006	BENBRAHIM; Jamal	
	283	US-20060025192-A1	02-02-2006	WALKER; Jay et al.	
	284	US-20060025206-A1	02-02-2006	WALKER; Jay et al.	
	285	US-20060025208-A1	02-02-2006	RAMSEY; Kirt	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 12 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	286	US-20060035707-A1	02-16-2006	NGUYEN; Binh et al.	
	287	US-20060035708-A1	02-16-2006	NGUYEN; Binh et al.	
	288	US-20060036449-A1	02-16-2006	ARAKI; Shouichi et al.	
	289	US-20060036495-A1	02-16-2006	AUFRICHT; Michael et al.	
	290	US-20060046816-A1	03-02-2006	WALKER; Jay et al.	
	291	US-20060046853-A1	03-02-2006	BLACK; Gerald	
	292	US-20060052148-A1	03-09-2006	BLAIR; Robert et al.	
	293	US-20060052156-A1	03-09-2006	YATES; Craig et al.	
	294	US-20060052168-A1	03-09-2006	SHACHAM; Noa	
	295	US-20060063580-A1	03-23-2006	NGUYEN; Binh et al.	
	296	US-20060063587-A1	03-23-2006	MANZO; Anthony	
	297	US-20060073882-A1	04-06-2006	ROZKIN; Sergiy et al.	
	298	US-20060079321-A1	04-13-2006	WALKER; Jay et al.	
	299	US-20060105841-A1	05-18-2006	ROM; Hillel et al.	
	300	US-20060111168-A1	05-25-2006	NGUYEN; Binh et al.	
	301	US-20060111175-A1	05-25-2006	WALKER; Jay et al.	
	302	US-20060111178-A1	05-25-2006	GALLAWAY; Ronald et al.	
	303	US-20060131809-A1	06-22-2006	LANCASTER; Eric et al.	
	304	US-20060136297-A1	06-22-2006	WILLIS; Daniel et al.	
	305	US-20060148551-A1	07-06-2006	WALKER; Jay et al.	
	306	US-20060149618-A1	07-06-2006	BALIN; Michael et al.	
	307	US-20060160614-A1	07-20-2006	WALKER; Jay et al.	
	308	US-20060189382-A1	08-24-2006	MUIR; David et al.	
	309	US-20060205510-A1	09-14-2006	LAUPER; Eric et al.	
	310	US-20060211474-A1	09-21-2006	WALKER; Jay et al.	
	311	US-20060247037-A1	11-02-2006	PARK; Kyung	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 13 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	312	US-20060247039-A1	11-02-2006	LERNER; Byron et al.	
	313	US-20060252482-A1	11-09-2006	WALKER; Jay et al.	
	314	US-20060252515-A1	11-09-2006	WALKER; Jay et al.	
	315	US-20060252530-A1	11-09-2006	OBERBERGER; Michael et al.	
	316	US-20060253481-A1	11-09-2006	GUIDO; Matthew et al.	
	317	US-20060265260-A1	11-23-2006	BROWN; Robert et al.	
	318	US-20060276698-A1	12-07-2006	HALLDORSSON; Gisli et al.	
	319	US-20060287054-A1	12-21-2006	WALKER; Jay et al.	
	320	US-20060287075-A1	12-21-2006	WALKER; Jay et al.	
	321	US-20070014252-A1	01-18-2007	CHUNG; Sung-Hyun et al.	
	322	US-20070015571-A1	01-18-2007	WALKER; Jay et al.	
	323	US-20070021181-A1	01-25-2007	NELSON; Dwayne et al.	
	324	US-20070038516-A1	02-15-2007	APPLE; Jeff et al.	
	325	US-20070050243-A1	03-01-2007	KRALIK; Michael	
	326	US-20070054739-A1	03-08-2007	AMAITIS; Lee et al.	
	327	US-20070060099-A1	03-15-2007	RAMER; Jorey et al.	
	328	US-20070060305-A1	03-15-2007	AMAITIS; Lee et al.	
	329	US-20070060306-A1	03-15-2007	AMAITIS; Lee et al.	
	330	US-20070060355-A1	03-15-2007	AMAITIS; Lee et al.	
	331	US-20070060358-A1	03-15-2007	AMAITIS; Lee et al.	
	332	US-20070060374-A1	03-15-2007	YOUM; Eui-Joon et al.	
	333	US-20070073585-A1	03-29-2007	APPLE; Jeff et al.	
	334	US-20070077981-A1	04-05-2007	HUNGATE; Yuliya et al.	
	335	US-20070077993-A1	04-05-2007	MIDGLEY; Timothy et al.	
	336	US-20070078706-A1	04-05-2007	DATTA; Glen et al.	
	337	US-20070087818-A1	04-19-2007	WALKER; Jay et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 14 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	338	US-20070087834-A1	04-19-2007	MOSER; Timothy et al.	
	339	US-20070088851-A1	04-19-2007	LEVKOVITZ; Zohar et al.	
	340	US-20070088852-A1	04-19-2007	LEVKOVITZ; Zohar	
	341	US-20070093296-A1	04-26-2007	ASHER; Joseph et al.	
	342	US-20070101394-A1	05-03-2007	FU; Sai-Wai et al.	
	343	US-20070105613-A1	05-10-2007	ADAMS; William et al.	
	344	US-20070156520-A1	07-05-2007	SHARMA; Jayesh	
	345	US-20070157227-A1	07-05-2007	CARPENTER; Bradley et al.	
	346	US-20070174624-A1	07-26-2007	WOLOSEWICZ; Jack et al.	
	347	US-20070190494-A1	08-16-2007	ROSENBERG; Louis	
	348	US-20070191090-A1	08-16-2007	O'HALLORAN; Terry et al.	
	349	US-20070204002-A1	08-30-2007	CALDERONE; Michael	
	350	US-20070226053-A1	09-27-2007	CARL; Kevin et al.	
	351	US-20070233675-A1	10-04-2007	KOMAMURA; Noriyuki	
	352	US-20070239532-A1	10-11-2007	BENSON; Scott et al.	
	353	US-20070243928-A1	10-18-2007	IDDINGS; Cara	
	354	US-20070255622-A1	11-01-2007	SWIX; Scott et al.	
	355	US-20070259709-A1	11-08-2007	KELLY; Bryan et al.	
	356	US-20070270224-A1	11-22-2007	ABBOTT; Eric	
	357	US-20070299723-A1	12-27-2007	WILLIS; Daniel et al.	
	358	US-20080005055-A1	01-03-2008	HORVITZ; Eric J.	
	359	US-20080020848-A1	01-24-2008	MUIR; David et al.	
	360	US-20080033640-A1	02-07-2008	AMANO; Kouji	
	361	US-20080046920-A1	02-21-2008	BILL; David S.	
	362	US-20080051171-A1	02-28-2008	LUTNICK; Howard W. et al.	
	363	US-20080058048-A1	03-06-2008	LUTNICK; Howard W. et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 15 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	364	US-20080058049-A1	03-06-2008	LUTNICK; Howard W. et al.	
	365	US-20080065481-A1	03-13-2008	IMMORLICA; Nicole S. et al.	
	366	US-20080070667-A1	03-20-2008	LUTNICK; Howard W. et al.	
	367	US-20080076505-A1	03-27-2008	NGUYEN; Binh et al.	
	368	US-20080076512-A1	03-27-2008	AIDA; Eiji	
	369	US-20080076572-A1	03-27-2008	NGUYEN; Binh T. et al.	
	370	US-20080077492-A1	03-27-2008	HO; Seng-Beng et al.	
	371	US-20080085769-A1	04-10-2008	LUTNICK; Howard W. et al.	
	372	US-20080096628-A1	04-24-2008	CZYZEWSKI; Zbigniew et al.	
	373	US-20080102947-A1	05-01-2008	HAYS; Katherine et al.	
	374	US-20080102956-A1	05-01-2008	BURMAN; Kevin et al.	
	375	US-20080102957-A1	05-01-2008	BURMAN; Kevin et al.	
	376	US-20080113765-A1	05-15-2008	DEWAAL; Daniel	
	377	US-20080139306-A1	06-12-2008	LUTNICK; Howard W. et al.	
	378	US-20080149705-A1	06-26-2008	GIOBBI; John J. et al.	
	379	US-20080154629-A1	06-26-2008	BREED; David S. et al.	
	380	US-20080154673-A1	06-26-2008	CONNOLLY; Michael et al.	
	381	US-20080161101-A1	07-03-2008	LUTNICK; Howard W. et al.	
	382	US-20080167106-A1	07-10-2008	LUTNICK; Howard W. et al.	
	383	US-20080172781-A1	07-24-2008	POPOWICH; Terrance et al.	
	384	US-20080181492-A1	07-31-2008	ABE; Mototsugu et al.	
	385	US-20080191418-A1	08-14-2008	LUTNICK; Howard W. et al.	
	386	US-20080195312-A1	08-14-2008	AARON; Jeffrey et al.	
	387	US-20080195478-A1	08-14-2008	YOON; Kyoung-Ro et al.	
	388	US-20080200251-A1	08-21-2008	ALDERUCCI; Dean P. et al.	
	389	US-20080214166-A1	09-04-2008	RAMER; Jorey et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 16 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	390	US-20080214286-A1	09-04-2008	LUTNICK; Howard W. et al.	
	391	US-20080215415-A1	09-04-2008	WILLMS; Paul	
	392	US-20080221982-A1	09-11-2008	HARKINS; Robin Michel et al.	
	393	US-20080224399-A1	09-18-2008	SCHAMBELAN; Howard Leo	
	394	US-20080228571-A1	09-18-2008	KORAN; Joshua M.	
	395	US-20080235078-A1	09-25-2008	HONG; James et al.	
	396	US-20080248849-A1	10-09-2008	LUTNICK; Howard W. et al.	
	397	US-20080254881-A1	10-16-2008	LUTNICK; Howard W. et al.	
	398	US-20080263583-A1	10-23-2008	HEATH; Taliver Brooks	
	399	US-20080275863-A1	11-06-2008	DOMINOWSKA; Ewa et al.	
	400	US-20080288350-A1	11-20-2008	IRIS; Jeffrey A. et al.	
	401	US-20080300912-A1	12-04-2008	PACKES, Jr.; John N. et al.	
	402	US-20080319850-A1	12-25-2008	SHAUL; Rotem et al.	
	403	US-20090017913-A1	01-15-2009	BELL; Jason S. et al.	
	404	US-20090018918-A1	01-15-2009	MONEYPENNY; Naomi Felina et al.	
	405	US-20090024452-A1	01-22-2009	MARTINEZ; Ronald et al.	
	406	US-20090024469-A1	01-22-2009	BRODER; Andrei Zary et al.	
	407	US-20090061974-A1	03-05-2009	LUTNICK; Howard W. et al.	
	408	US-20090063463-A1	03-05-2009	TURNER; Sean et al.	
	409	US-20090070215-A1	03-12-2009	STRZELETZ; Henryk	
	410	US-20090076902-A1	03-19-2009	GRINSTED; George et al.	
	411	US-20090093300-A1	04-09-2009	LUTNICK; Howard W. et al.	
	412	US-20090098829-A1	04-16-2009	JENSEN; Johnny	
	413	US-20090106085-A1	04-23-2009	RAIMBEAULT; Sean M.	
	414	US-20090131151-A1	05-21-2009	HARRIS; Roger William et al.	
	415	US-20090138460-A1	05-28-2009	GORTI; Sreenivasa et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 17 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	416	US-20090150217-A1	06-11-2009	LUFF; Robert A.	
	417	US-20090157473-A1	06-18-2009	BELZ; Steven et al.	
	418	US-20090171748-A1	07-02-2009	AVEN; Brandy Lee et al.	
	419	US-20090179733-A1	07-16-2009	HATTORI; Yasuyuki et al.	
	420	US-20090182677-A1	07-16-2009	OTTO; Jonathan et al.	
	421	US-20090198573-A1	08-06-2009	FOX; David	
	422	US-20090198579-A1	08-06-2009	LEWIS; Robert C. et al.	
	423	US-20090198580-A1	08-06-2009	BROBERG; Per Fredrik et al.	
	424	US-20090215469-A1	08-27-2009	FISHER; Amit et al.	
	425	US-20090216682-A1	08-27-2009	FOLADARE; Mark J. et al.	
	426	US-20090265105-A1	10-22-2009	DAVIS; Dwayne A. et al.	
	427	US-20090265431-A1	10-22-2009	JANIA; Frank J. et al.	
	428	US-20090291732-A1	11-26-2009	LUTNICK; Howard W. et al.	
	429	US-20090327077-A1	12-31-2009	KIM; Do-Sung	
	430	US-20100005520-A1	01-07-2010	ABBOT; Kelly et al.	
	431	US-20100030643-A1	02-04-2010	SION; Lior Meir	
	432	US-20100030646-A1	02-04-2010	RIISE; Sorren et al.	
	433	US-20100036970-A1	02-11-2010	SIDI; Ariff et al.	
	434	US-20100048302-A1	02-25-2010	LUTNICK; Howard W. et al.	
	435	US-20100070171-A1	03-18-2010	BARBEAU; Sean J. et al.	
	436	US-20100076841-A1	03-25-2010	RAJPURE; Dattatraya Baban et al.	
	437	US-20100106603-A1	04-29-2010	DEY; Anind K. et al.	
	438	US-20100112990-A1	05-06-2010	DINGLER; John R. et al.	
	439	US-20100124960-A1	05-20-2010	LUTNICK; Howard W. et al.	
	440	US-20100124967-A1	05-20-2010	LUTNICK; Howard W. et al.	
	441	US-20100124980-A1	05-20-2010	ACRES; John F.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 18 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	442	US-20100125490-A1	05-20-2010	KICIMAN; Emre Mehmet et al.	
	443	US-20100145808-A1	06-10-2010	HILBERT; David M. et al.	
	444	US-20100148442-A1	06-17-2010	WALKER; Jay S. et al.	
	445	US-20100159942-A1	06-24-2010	LEWIS; John et al.	
	446	US-20100161432-A1	06-24-2010	KUMANOV; Yuriy et al.	
	447	US-20100169153-A1	07-01-2010	HWACINSKI; Jaime et al.	
	448	US-20100211431-A1	08-19-2010	LUTNICK; Howard W. et al.	
	449	US-20100223111-A1	09-02-2010	MAEKAWA; Takuji	
	450	US-20100240455-A1	09-23-2010	GAGNER; Mark B. et al.	
	451	US-20110034228-A1	02-10-2011	LUTNICK; Howard W. et al.	
	452	US-20110065490-A1	03-17-2011	LUTNICK; Howard W.	
	453	US-20110130197-A1	06-02-2011	BYTNAR; Michael R. et al.	
	454	US-20110263310-A1	10-27-2011	LUTNICK; Howard W. et al.	
	455	US-20110275432-A1	11-10-2011	LUTNICK; Howard W. et al.	
	456	US-20110281627-A1	11-17-2011	LUTNICK; Howard W. et al.	
	457	US-20120052939-A1	03-01-2012	LUTNICK; Howard W. et al.	
	458	US-20150012359-A1	01-08-2015	LUTNICK; Howard W. et al.	
	459	US-20180089938-A1	03-29-2018	LUTNICK; Howard W. et al.	
	460	US-20180189839-A1	07-05-2018	LUTNICK; Howard W. et al.	
	461	US-20190318572-A1	10-17-2019	LUTNICK; Howard W. et al.	
	462	US-9940643-B2	04-10-2018	LUTNICK; Howard W. et al.	
	463	US-10825055-B2	11-03-2020	LUTNICK; Howard W. et al.	
	464	US-11341538-B2	05-24-2022	LUTNICK; Howard W. et al.	
	465	US-20220284478-A1	09-08-2022	LUTNICK; Howard W. et al.	
	466	US-20230351448-A1	11-02-2023	LUTNICK; Howard W. et al.	

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 19 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]–Number[4]–Kind Code[5] (if known)	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]
	001	AU-2004202895-A1	01-20-2005	WMS GAMING INC .		☐
	002	CA-2472735-A1	01-02-2005	WMS GAMING INC [US]		☐
	003	CA-2656934-A1	02-28-2008	CFPH LLC [US]		☐
	004	EP-1087312-A2	03-28-2001	NOKIA CORP [FI]		☐
	005	EP-1158821-A1	11-28-2001	HEWLETT PACKARD CO [US]		☐
	006	GB-2403429-A	01-05-2005	WMS GAMING INC [US]		☐
	007	JP-2002109376-A	04-12-2002	KAI MASASHIGE.		☒
	008	JP-2004118258-A	04-15-2004	VERYLOOK COM CORP.		☒
	009	JP-2006172530-A	06-29-2006	YAMAHA CORP.		☒
	010	JP-2017216024-A	12-07-2017	CFPH LLC.		☒
	011	JP-6353146-B2	07-04-2018	JOSEPH M. USHER, et al.		☒
	012	WO-0079467-A2	12-28-2000	KARMARKAR JAYANT S [US]		☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 20 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]–Number[4]–Kind Code[5] (if known)	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]
	013	WO-02060546-A1	08-08-2002	PALTRONICS INC [US], et al.		☐
	014	WO-03027970-A2	04-03-2003	IGT RENO NEV [US]		☐
	015	WO-2004055642-A2	07-01-2004	SALINAS ROBERT [US]		☐
	016	WO-2004064258-A2	07-29-2004	ELDAT COMM LTD [IL], et al.		☐
	017	WO-2004076011-A2	09-10-2004	WALKER DIGITAL LLC [US], et al.		☐
	018	WO-2005081155-A1	09-01-2005	MIURA HIKARU [JP], et al.		☒
	019	WO-2005086969-A2	09-22-2005	MASSIVE INC [US], et al.		☐
	020	WO-2006020413-A1	02-23-2006	IGT RENO NEV [US], et al.		☐
	021	WO-2006031766-A2	03-23-2006	MANZO ANTHONY V [US]		☐
	022	WO-9744105-A1	11-27-1997	SHUFFLE MASTER INC [US]		☐
	023	WO-9948308-A1	09-23-1999	AERIS COMMUNICATIONS INC [US]		☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 21 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	001	Australian Examination Report for Application No. 2007329314, November 23, 2011, 2 pages.	☐
	002	Australian Examination Report for Application No. 2008216057, June. 28, 2010 2 pages.	☐
	003	Australian Examiner's Report for Application No. 2007286884, dated Julu 12, 2010, 3 pages.	☐
	004	Australian Examiner's Report for Application No. 2007286884, dated March 8, 2012, 2 pages.	☐
	005	Australian Examiner's Report for Application No. 2007286884, dated November 7, 2011, 2 pages.	☐
	006	Australian Examiner's Report for Application No. 2007329314, dated July 22, 2010, 3 pages.	☐
	007	Australian Examiner's Report for Application No. 2008201004, dated August. 21, 2009 5 pages.	☐
	008	Australian Examiner's Report for Application No. 2009201701, dated July. 23, 2010 2 pages.	☐
	009	Australian Examiner's Report for Application No. 2009201701, dated March 14, 2012,3 pages.	☐
	010	Australian Examiner's Report for Application No. 2009201701, dated November 17, 2011, 3 pages.	☐
	011	Australian Examiner's Report for Application No. 2009201702, dated December 1, 2011, 4 pages.	☐
	012	Australian Examiner's Report for Application No. 2009201702, dated July. 15, 2010 2 pages.	☐
	013	Australian Examiner's Report for Application No. 2011250845, dated September 13, 2012, 3 pages.	☐
	014	Australian Examiner's Report for Application No. 2012202130, dated November 15, 2012, 4 pages.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 22 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	015	Australian Examiner's Report for Application No. 2012202275, dated June 9, 2015, 3 pages.	☐
	016	Australian Examiner's Report for Application No. 2012202275, dated Oct. 21, 2013 4 p pages.	☐
	017	Australian Examiner's Report for Application No. 2015205849, dated November 1, 2016, 3 pages.	☐
	018	Australian Examiner's Report for Application No. 2017254885, dated December 04, 2018, 4 pages.	☐
	019	Australian Notice of Acceptance for Application No. 2007329314, January 5, 2012, 3 pages.	☐
	020	Australian Notice of Acceptance for Application No. 2008216057, August 5, 2011, 3 pages.	☐
	021	Australian Second Examiner's Report for Application No. 2015205849, dated July 20, 2017, 5 pages.	☐
	022	Australian Third Examiner's Report for Application No. 2015205849, dated September 8, 2017, 5 pages.	☐
	023	"Bill Gates' Goldrush—Rowanlea Report", (http://www.rowanlea.com/report/2/historyofbgates.html), download date: August 28, 2006.	☐
	024	Canadian Examiner's Report for Application No. 2623765, dated October 17, 2011, 7 pages.	☐
	025	Canadian Examiner's Report for Application No. 2653330, dated June 20, 2012, 5 pages.	☐
	026	Canadian Examiner's Report for Application No. 2653330, dated September 27, 2011, 3 pages.	☐
	027	Canadian Examiner's Report for Application No. 2656934, dated October 17, 2011, 3 pages.	☐
	028	Canadian Examiner's Report for Application No. 2672033, dated July 6, 2012, 3 pages.	☐
	029	Canadian Examiner's Report for Application No. 2,672,033, dated March 31, 2014, 3 pages.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 23 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	030	Canadian Examiner's Report for Application No. 2,672,033, dated November 24, 2015, 2 pages.	☐
	031	Canadian Examiner's Report for Application No. 2,672,033, dated November 7, 2016, 4 pages.	☐
	032	Canadian Examiner's Report for Application No. 2,672,033, dated October 10, 2018, 4 pages.	☐
	033	Canadian Examiner's Report for Application No. 2,672,033, dated October 12, 2017, 8 pages.	☐
	034	Canadian Examiner's Report for Application No. 2678362, dated Septemeber 10, 2012, 3 pages.	☐
	035	"Card Counting", (http://www.homepokergames.com/cardcounting.php), download date: September. 7, 2006.	☐
	036	Decision to Refuse for European Application No. 07854996.1, dated February 2, 2016, 5 pages.	☐
	037	"E Ink Corporation—Technology—Electronic Paper Displays," (http://www.eink.com/technology/), download date: December 4, 2007.	☐
	038	EPO Communication and Supplementary European Search Report for Application No. 07854996.1, dated October 7, 2011, 7 pages.	☐
	039	European Communication and Search Report for Application No. 07841094.1, dated September 22, 2011, 8 pages.	☐
	040	European Office Action for Application No. 07854996.1, dated October 18, 2012, 7 pages.	☐
	041	Final Office Action for US Application No. 11/618,426, mailed on February 01, 2011, 10 pages.	☐
	042	Final Office Action for US Application No. 11/621,369, mailed on July 20, 2011, 8 pages.	☐
	043	Final Office Action for US Application No. 11/680,764, mailed on March 24, 2010, 19 pages.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 24 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	044	Final Office Action for US Application No. 11/733,902, mailed on September 07, 2011, 16 pages.	☐
	045	Final Office Action for US Application No. 11/846,696, mailed on August 06, 2012, 8 pages.	☐
	046	Final Office Action for US Application No. 11/846,696, mailed on October 11, 2012, 11 pages.	☐
	047	Final Office Action for US Application No. 12/147,005, mailed on June 21, 2012, 124 pages.	☐
	048	Final Office Action for US Application No. 12/897,954, mailed on October 25, 2012, 12 pages.	☐
	049	Final Office Action for US Application No. 13/611,655, mailed on May 09, 2014, 20 pages.	☐
	050	Final Office Action for US Application No. 13/611,697, mailed on December 27, 2013, 21 pages.	☐
	051	Final Office Action for US Application No.11/468,809, mailed on April 27, 2011, 12 pages.	☐
	052	Final Office Action for US Application No.11/567,322, mailed on March 29, 2010, 14 pages.	☐
	053	Final Office Action for US Application No.11/567,322, mailed on May 31, 2011, 32 pages.	☐
	054	Final Office Action for US Application No.11/675,182, mailed on April 13, 2010, 12 pages.	☐
	055	Fitzgerald, R. 'Follow you, follow me' The Guardian. September 14, 2006.	☐
	056	"Gambling Revolution Held Back by Red Tape," Precision Marketing, London, September 19, 2003, 11 pages.	☐
	057	"Hotel Online Special Report—New Side Bet May Assist Gaming Industry in Search of a Booster Shot for Table Games", September. 21, 1998, (http://hotelonline.com/News/PressReleases1998—3rd/Sept98—Streak.html), download date: August. 28, 2006.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 25 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	058	International Preliminary Report on Patentability for International Application No. PCT/US2007/76298, dated February 24, 2009, 6 pages.	☐
	059	International Preliminary Report on Patentability for International Application No. PCT/US2007/86661, dated June 10, 2009, 9 pages.	☐
	060	International Preliminary Report on Patentability for International Application No. PCT/US2008/54128, August 19, 2009, 6 pages.	☐
	061	International Preliminary Report on Patentability for International Application No. PCT/US2008/55209, dated September 01, 2009, 6 pages.	☐
	062	International Preliminary Report on Patentability for International Application No. PCT/US2008/74220, mailed on March 2, 2010, 10 pages.	☐
	063	IP.com NPL Search Strategy May 7, 2021 (Year: 2021). *.	☐
	064	IP.com Search Strategy dated May 7, 2021 (Year: 2021). *.	☐
	065	Japan Office Action for Application No. 2009-540479, dated November 14, 2012, 6 pages.	☐
	066	Japanese Decision to Refuse for Application No. 2015-200539 dated May 30, 2017, 9 pages w/English Translations.	☐
	067	Japanese Notice of Allowance for Application No. 2017-179648, dated May 8, 2018 3 pages w/out English Translations.	☐
	068	Japanese Office Action for Application No. 2009-540479, dated August 6, 2013, 6 pages.	☐
	069	Japanese Office Action with English translation for Application No. 2013-230320 dated July 29, 2014, 6 pages.	☐
	070	Japanese Office Action with English translation for Application No. 2015-200539 dated October 4, 2016, 6 pages w/English Translations.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 26 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	071	"Ladbrokes Uses Mobile Ads to Push Grand National Betting," (mobile advertising) (brief article), New Media Age, April 3, 2008, 4 pages.	☐
	072	Michael Friedman, Bet on Poker? Bodog takes bets on the 2005 WSOP, dated June 24, 2005, http://www.pokernews.com/news/2005/06/bet-on-poker-bodog-wsop.htm.	☐
	073	"Mobile Lotteries an Odds-On Favourite," Precision Marketing, London, p. 12, January. 9, 2004.	☐
	074	"My Multimonitor Setup: Three Screens for One Computer," (http://daggle.com/060223-231233.html), download date: December. 4, 2007.	☐
	075	Non-Final Office Action for US Application No. 11/468,809, mailed on August 17, 2010, 7 pages.	☐
	076	Non-Final Office Action for US Application No. 11/468,809, mailed on January 27, 2012, 9 pages.	☐
	077	Non-Final Office Action for US Application No. 11/470,250, mailed on December 05, 2008, 05 pages.	☐
	078	Non-Final Office Action for US Application No. 11/618,426, mailed on April 14, 2009, 8 pages.	☐
	079	Non-Final Office Action for US Application No. 11/618,426, mailed on March 02, 2012, 11 pages.	☐
	080	Non-Final Office Action for US Application No. 11/621,369, mailed on September 29, 2009, 11 pages.	☐
	081	Non-Final Office Action for US Application No. 11/674,232, mailed on June 07, 2011, 8 pages.	☐
	082	Non-Final Office Action for US Application No. 11/675,182, mailed on September 04, 2009, 8 pages.	☐
	083	Non-Final Office Action for US Application No. 11/680,764, mailed on August 31, 2009, 10 pages.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 27 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	084	Non-Final Office Action for US Application No. 11/697,024, mailed on January 06, 2012, 12 pages.	☐
	085	Non-Final Office Action for US Application No. 11/697,024, mailed on November 16, 2011, 7 pages.	☐
	086	Non-Final Office Action for US Application No. 11/733,902, mailed on October 06, 2010, 13 pages.	☐
	087	Non-Final Office Action for US Application No. 11/733,902, mailed on October 11, 2012, 14 pages.	☐
	088	Non-Final Office Action for US Application No. 11/846,696, mailed on February 16, 2012, 18 pages.	☐
	089	Non-Final Office Action for US Application No. 12/147,005, mailed on November 17, 2011, 110 pages.	☐
	090	Non-Final Office Action for US Application No. 12/693,668, mailed on January 27, 2012, 9 pages.	☐
	091	Non-Final Office Action for US Application No. 12/897,954, mailed on February 15, 2012, 11 pages.	☐
	092	Non-Final Office Action for US Application No. 12/962,828, mailed on November 15, 2012, 8 pages.	☐
	093	Non-Final Office Action for US Application No. 13/177,901, mailed on August 27, 2012, 8 pages.	☐
	094	Non-Final Office Action for US Application No. 13/611,655, mailed on June 26, 2013, 17 pages.	☐
	095	Non-Final Office Action for US Application No. 13/611,697, mailed on February 14, 2013, 16 pages.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 28 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	096	Non-Final Office Action for US Application No.11/567,322, mailed on August 12, 2010, 13 pages.	☐
	097	Non-Final Office Action for US Application No.11/567,322, mailed on September 16, 2009, 09 pages.	☐
	098	Non-Final Office Action for US Application No.11/618,426, mailed on July 24, 2008, 06 pages.	☐
	099	Non-Final Office Action for US Application No.11/621,369, mailed on April 27, 2010, 06 pages.	☐
	100	Non-Final Office Action for US Application No.11/621,369, mailed on November 10, 2010, 16 pages.	☐
	101	Non-Final Office Action for US Application No.12/512,730, mailed on July 20, 2010, 06 pages.	☐
	102	Notice of Allowance for U.S. Application No. 11/468,809, mailed on September 14, 2012, 9 pages.	☐
	103	Notice of Allowance for U.S. Application. No. 11/470,250, mailed on July 24, 2009, 4 pages.	☐
	104	Notice of Allowance for U.S. Application No. 11/539,518, mailed on July 20, 2012, 9 pages.	☐
	105	Notice of Allowance for U.S. Application No. 11/618,426, mailed on September 17, 2012, 9 pages.	☐
	106	Notice of Allowance for U.S. Application No. 11/621,369, mailed on February 04, 2014, 10 pages.	☐
	107	Notice of Allowance for U.S. Application No. 11/674,232, mailed on February 27, 2012, 11 pages.	☐
	108	Notice of Allowance for U.S. Application No. 11/697,024, mailed on September 17, 2012, 9 pages.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 29 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	109	Notice of Allowance for U.S. Application No. 12/147,005, mailed on January 29, 2013, 42 pages.	☐
	110	Notice of Allowance for U.S. Application No. 12/147,005, mailed on November 26, 2013, 47 pages.	☐
	111	Notice of Allowance for U.S. Application No. 12/194,593, mailed on October 19, 2011, 9 pages.	☐
	112	Notice of Allowance for U.S. Application No. 12/512,730, mailed on April 08, 2011, 6 pages.	☐
	113	Notice of Allowance for U.S. Application No. 12/693,524, mailed on November 19, 2012, 29 pages.	☐
	114	Notice of Allowance for U.S. Application No. 12/693,668, mailed on August 07, 2012, 8 pages.	☐
	115	Notice of Allowance for U.S. Application No. 12/693,668, mailed on November 26, 2012, 10 pages.	☐
	116	Notification Concerning Transmittal of International Preliminary Report on Patentability and Written Opinion for International Application No. PCT/US2007/76298, mailed on March 05, 2009, 7 pages.	☐
	117	Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority for International Application No. PCT/US2007/77021, April 14, 2008, 10 pages.	☐
	118	Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority for International Application No. PCT/US2007/86661, mailed on May 12, 2008, 12 pages.	☐
	119	Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority for International Application No. PCT/US2008/74220, mailed on November 17, 2008, 14 pages.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 30 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	120	Notification of Transmittal or Search Report and Written Opinion of the ISA, or the Declaration for International Application No. PCT/US07/76298, mailed on September 17, 2008, 8 pages.	☐
	121	Notification of Transmittal or Search Report and Written Opinion of the ISA, or the Declaration for International Application No. PCT/US08/55209, mailed on July 31, 2008, 8 pages.	☐
	122	PCT Search Report and Written Opinion for International Application No. PCT/US2008/54128, Septemeber 10, 2008, 12 pages.	☐
	123	Players Rating System, II Dado at: http://web.archive.org/web/20040228122341/ http://www.ildado.com/players—rating—system.html, dated: February 28, 2004, 2 pages.	☐
	124	SMITH, R., "Ironically, Lawsuit Filed Against Some Nevada Casinos for Card Counting; Computerized Card Counting System Boosts the House's Odds of Winning at Blackjack," Hotel Online, October 19, 2004.	☐
	125	STIC EIC 3600 Search Report for application 15909674 dated April 20, 2020 (Year: 2020).	☐
	126	STIC EIC 3600 Search Report for application 15909674 dated December 19, 2019 (Year: 2019).	☐
	127	STIC EiC 3600 Search Report for U.S. Appl. No. 15/909,674 dated April 20, 2020 (Year: 2020).	☐
	128	STIC EiC 3600 Search Report for U.S. Appl. No. 15/909,674 dated December 19, 2019 (Year: 2019).	☐
	129	STIC EIC 3600 Search Report for U.S. Appl. No. 17/085,815 dated May 10, 2021 (Year: 2021). *.	☐
	130	Susan Chaityn Lebovits, "Free-Play Site Draws Card Players After Crackdown," Boston Globe, Boston, MA, p. E1, Nov. 5, 2007.	☐
	131	"The Don't Pass Bet", Craps-Info.Net, (http://www.craps-info.net/the—dont—pass—bet.html), download date: August. 28, 2006.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 31 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	132	"The Vegas Guy—Dodge City Saloon" (http: www.joebobbriggs.com/vegasguy/vg20020910.html), download date: September 7, 2006.	☐
	133	"Top Rated Online Casinos—Find the Best Casinos on the Net—Gambling-Win.com," (http://www.gambling-win.com/most-popular-casinos.html), download date: Decembe 4, 2007.	☐
	134	USPTO Examiner's Answer to Appeal Brief for U.S. Application No. 11/675,182, June 23, 2011, 17 pages.	☐
	135	USPTO Examiner's Answer to Appeal Brief for U.S. ApplicationNo. 11/567322, January 2, 2013, 66 pages.	☐
	136	USPTO Examiner Interview Summary for U.S. Application No. 11/567,322, July 23, 2010, 3 pages.	☐
	137	USPTO Notice of Allowance and Fees Due and Examiner Interview Summary for U.S. Application. No. 11/680,764, July. 25, 2011 12 pages.	☐
	138	USPTO Office Action for U.S. Application No. 11/533,300, August 20, 2010, 7 pages.	☐
	139	USPTO Office Action for U.S. Application No. 11/533,300, July 27, 2012, 9 pages.	☐
	140	USPTO Office Action for U.S. Application. No. 11/533,300, May 10, 2011 5 pages.	☐
	141	USPTO Office Action for U.S. Application No. 11/533,300, October 12, 2012, 10 pages.	☐
	142	USPTO Office Action for U.S. Application No. 11/539,518, August 20, 2010, 8 pages.	☐
	143	USPTO Office Action for U.S. Application No. 11/539,518, December 8, 2011, 2 pages.	☐
	144	USPTO Office Action for U.S. Application No. 11/539,518, May 11, 2011, 5 pages.	☐
	145	USPTO Office Action for U.S. Application No. 11/567,322, April 30, 2009, 7 pages.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 32 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	146	USPTO Office Action for U.S. Application No. 11/674,232, October 28, 2010, 6 pages.	☐
	147	USPTO Office Action for U.S. Application. No. 11/680,764, December. 7, 2010 22 pages.	☐
	148	USPTO Office Action for U.S. Application. No. 11/697,024, April. 11, 2011 6 pages.	☐
	149	USPTO Office Action for U.S. Application No. 11/733,902, May 6, 2010, 6 pages.	☐
	150	USPTO Office Action for U.S. Application No. 11/846,696, August 26, 2011, 6 pages.	☐
	151	USPTO Office Action for U.S. Application No. 11/868,013, December 22, 2011, 7 pages.	☐
	152	USPTO Office Action for U.S. Application No. 12/147,005, dated April 20, 2011, 8 pages.	☐
	153	USPTO Office Action for U.S. Application. No. 12/693,668, July. 14, 2011 6 pages.	☐
	154	USPTO Office Action for U.S. Application No. 12/759,757, August 31, 2012, 3 pages.	☐
	155	USPTO Office Action for U.S. Application. No.11/675,182, May 21, 2009 6 pages.	☐
	156	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/468,809, January 13, 2012, 2 pages.	☐
	157	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/567,322, February 02, 2012, 4 pages.	☐
	158	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/618,426, dated October 3, 2011, 2 pages.	☐
	159	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/675,182, November 10, 2010, 2 pages.	☐
	160	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/680,764, August 5, 2011, 2 pages.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 33 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	161	USPTO Pre-Brief Appeal Conference Decision for U.S. Application. No. 11/680,764, September. 27, 2010 2 pages.	☐
	162	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/733,902, May 23,2012, 2 pages.	☐
	163	Webpage: "Dynamic In-Game Advertising", (http://www.wheii.com/2005—05—01—archive.php), download date: December. 11, 2006.	☐
	164	Webpage: "Meet Steven Spielberg, hardboiled cynic", (http://diLsalon.com/story/entimovies/review12002/06121Iminority—report/index. html), download date: December 11, 2006.	☐
	165	"Who's Holding the Aces Now?", (http://www.wired.com/news/games/0,2101,60049,00.html), September. 7, 2006.	☐
	166	"William Hill Steps Up Mobile Betting for Closer Targeting," Precision Marketing, London, p. 6, December. 19, 2003.	☐

Examiner Signature	/MATTHEW T SITTNER/	Date Considered	08/26/2024

*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] Applicant is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

Substitute for form 1449/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	18/652,765
				Filing Date	May 1, 2024
				First Named Inventor	Howard W. LUTNICK
				Art Unit	To Be Assigned
				Examiner Name	To Be Assigned
Sheet	34	of	34	Attorney Docket Number	5012.0130006

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Richard M. Bemben/	Date (YYYY-MM-DD)	2024-06-18
Name/Print	Richard M. Bemben	Registration Number	68,658

22393109.1

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.T.S/

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
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006

CONFIRMATION NO. 3888

26111
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

PUBLICATION NOTICE

OC000000076863648

Date Mailed: 08/22/2024

Title: Method and Apparatus for Advertising on a mobile Gaming Device

Publication No.US-2024-0281851-A1
Publication Date:08/22/2024

NOTICE OF PUBLICATION OF APPLICATION

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

The publication may be viewed using the USPTO's publicly available Searchable Databases via the Patent Public Search tool at www.uspto.gov. The direct link to access the Patent Public Search tool is currently https://ppubs.uspto.gov/pubwebapp/static/pages/ppubsbasic.html.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Public Records Division. The Public Records Division can be reached by telephone at (571) 272-3150 or (800) 972-6382, by facsimile at (571) 273-3250, by mail addressed to the United States Patent and Trademark Office, Public Records Division, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through Patent Center, the USPTO's electronic patent application filing and management system. The direct link to access this status information is currently https://patentcenter.uspto.gov/. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of Patent Center.

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

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

DK Crown Holdings Inc.
Ex. 1002, Page 418

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**08/19/2024 05:04:34 PM Z ET**	**5012.0130006**

Title of Invention

Method and Apparatus for Advertising on a mobile Gaming Device

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	66841572	FILING DATE	05/01/2024
CUSTOMER #	26111	FIRST NAMED INVENTOR	Howard W. LUTNICK
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Richard Bemben

Documents

TOTAL DOCUMENTS: 2

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
2024-08-19-Cover-Letter-5012-0130006.pdf	1	Transmittal Letter	200 KB
2024-08-19-Reply-Restriction-Election-5012-0130006.pdf	15	Response to Election / Restriction Filed	149 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2024-08-19-Cover-Letter-5012-0130006.pdf	B9C1D23116CEC94C383440B45188F255FB8F13371F85DB8C38AD891C16B5ACE82710D8A86773299012A72311FD310827A89D91958ABD799A3292975E3BA2BB7F

2024-08-19-Reply-Restriction-Election-5012-0130006.pdf

EE1EAFB2E3D843071B2B1DAD6758CE99100BACC1C3C6A24
33B76EF3823F798B41DF4A78339E6187CE95C1A71A468E5619
F1BEB1515758DFE20ED77C6B7E4C3AD

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.

RICHARD M. BEMBEN
DIRECTOR
202-772-8549
RBEMBEN@STERNEKESSLER.COM

August 19, 2024

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Confirmation No. 3888
Art Unit: 3689
Attn: Mail Stop Amendment

Re: U.S. Utility Patent Application
Appl. No. 18/652,765; Filing Date: May 1, 2024
For: **Mobile Device Proximity Tracking for Selective Content Delivery and Formatting (As Amended)**
First Named Inventor: Howard W. LUTNICK
Our Ref: 5012.0130006

Commissioner:

Transmitted herewith for appropriate action is a document entitled **Reply to Restriction Requirement**, which is submitted electronically.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal), or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

RMB/mig
Enclosure

22739992.1

DK Crown Holdings Inc.
Ex. 1002, Page 421

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: CFPH, LLC	Art Unit: 3689
Application No.: 18/652,765	Examiner: SITTNER, Matthew T.
Filing Date: May 1, 2024	Atty. Docket: 5012.0130006

Title: **Mobile Device Proximity Tracking for Selective Content Delivery and Formatting (As Amended)**

Reply to Restriction Requirement

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Commissioner:

In reply to the Office Action dated July 5, 2024, Applicant submits the following Reply to Restriction Requirement.

It is not believed that extensions of time are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal) are hereby authorized to be charged to our Deposit Account No. 19-0036.

Amendments to the Specification

Please amend the Title of the as-filed Specification as follows:

~~Method and Apparatus for Advertising on a~~ Mobile ~~Gaming~~ Device Proximity Tracking for Selective Content Delivery and Formatting

DK Crown Holdings Inc.
Ex. 1002, Page 423

Amendments to the Claims

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

1. (Currently Amended) A mobile phone comprising:

at least one computer processor configured to execute a mobile application that causes the at least one computer processor to:

display a user interface on a touch screen of the mobile phone;

send location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data;

receive a promotion from a computer server system[[;]],

wherein the promotion includes at least one of an image, audio, text, or video data, and

wherein the promotion is based at least on one of a type of the mobile phone or the location data;

identify an area of the user interface, wherein the identified area is configured to display the promotion;

compare a size of the identified area to a size of the promotion;

in response to the comparison, reformat the promotion to fit the identified area, wherein the reformatting comprises at least one of:

converting a format of the promotion,

resizing the promotion,

compressing the promotion,

decompressing the promotion, or

converting a color of the promotion; and

display the promotion at the identified area of the user interface[[.]]; and

send, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface.

DK Crown Holdings Inc.
Ex. 1002, Page 424

2-3. (Canceled)

4. (Currently Amended) The mobile phone of claim [[3]] 1, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the promotion is based on the mobile phone being at the edge of the area where gambling is allowed.

5. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

prevent a user of the mobile phone from playing the mobile gambling application while a player prevention alert is displayed on the touch screen of the mobile phone;

receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

based on the received input, remove the player prevention alert; and

allow the user to play the mobile gambling application .

6. (Original) The mobile phone of claim 5, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined.

7. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

repeatedly send location data to the computer server system;

detect a disruption in a connection to the computer server system; and

in response to the disruption:

prevent a user from playing the mobile gambling application; and

display a second promotion on the touch screen of the mobile phone.

8. (Canceled)

9. (Original) The mobile phone of claim 1, wherein the promotion includes a display time and wherein the at least one computer processor is further configured to:

determine the promotion has been displayed at the identified area of the touch screen for the display time; and

in response to a determination that the promotion has been displayed at the identified area of the touch screen for the display time, display a second promotion at the identified area.

10. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

receive a second promotion;

determine that displaying the second promotion will reduce battery consumption at the mobile phone; and

display the second promotion based on a determination that the second promotion will reduce battery consumption at the mobile phone.

11. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine a battery level at the mobile phone is below a predefined threshold; and

in response to the determination the battery level is below the predefined threshold, alter a manner of operation of the mobile device to conserve the battery level, wherein to alter the mechanism, the at least one computer processor is configured to:

dim a brightness level of the touch screen of the mobile phone;

reduce a volume level of a speaker of the mobile phone; or

shorten a video length of the promotion.

DK Crown Holdings Inc.
Ex. 1002, Page 426

12. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine not to download a second promotion from the computer server system based on a determination that a battery level at the mobile phone is below a predefined threshold.

13. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect, via a light sensor of the mobile phone, that a level of ambient light is above a predefined threshold; and

alter a brightness level of the touch screen of the mobile phone.

14. (Currently Amended) The mobile phone of claim 1, wherein the promotion includes audio and the at least one computer processor is further configured to:

determine that a user is near the mobile phone;

detect, via a microphone of the mobile phone, that a level of ambient noise is above a predefined threshold based on a determination that the user is near the mobile phone; and

increase a volume level of a speaker of the mobile phone;

wherein to determine that the user is near the mobile phone, the at least one computer processor is further configured to:

identify a user voice in audio detected by the microphone of the mobile phone;

identify [[a]] <u>the</u> user in an image captured by a camera at the mobile phone; or

identify a signal from a second mobile phone by an antenna of the mobile phone.

DK Crown Holdings Inc.
Ex. 1002, Page 427

15. (Original) The mobile phone of claim 1, wherein the promotion includes a digital signature from the computer server system and a timestamp, and the at least one computer processor is further configured to:

authenticate the digital signature from the computer server system; and

determine that the timestamp is within a predefined time from a current time.

16. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine the promotion received from the computer server system is approved for display by:

identifying a first border of an image of the mobile gambling application;

identifying a second border of an image in the promotion;

overlaying the image in the promotion on top of the image of the mobile gambling application; and

while the images are overlain, determining the first border and second border are separated by a predetermined number of pixels.

17. (Original) The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect a second mobile phone based on a signal from the second mobile phone, wherein the signal includes Bluetooth data or near field communication (NFC) data;

target the detected second mobile phone via a targeting interface; and

transmit the promotion to the targeted second mobile phone.

18. (Withdrawn)

19. (Withdrawn)

DK Crown Holdings Inc.
Ex. 1002, Page 428

20. (Withdrawn)

21. (Withdrawn)

22. (Withdrawn)

23. (Withdrawn)

24. (Withdrawn)

25. (Currently Amended) A mobile phone, comprising:

means for displaying a user interface of a mobile gambling application on a touch screen of the mobile phone;

means for sending location data to the computer server system, wherein the location data includes GPS location data and Internet Protocol (IP) data;

means for receiving a promotion from a computer server system[[;]],

wherein the promotion includes at least one of an image, audio, text, or video data, and

wherein the promotion is based at least on one of a type of the mobile phone or the location data;

means for identifying an area of the touch screen of the mobile phone, wherein the identified area is configured to display the promotion;

means for comparing a size of the identified area to a size of the promotion;

means for reformatting the promotion to fit the identified area in response to the comparison wherein the means for reformatting comprises at least one of:

means for converting a format of the promotion,

means for resizing the promotion,

means for compressing the promotion,

DK Crown Holdings Inc.
Ex. 1002, Page 429

means for decompressing the promotion, or

means for converting a color of the promotion; and

means for displaying the promotion at the identified area of the user interface[[.]]; and

means for sending, to the computer server system, a signal that the user interacted with the promotion displayed at the identified area of the user interface.

26. (Original) The mobile phone of claim 25, further comprising:

means for repeatedly sending location data to the computer server system;

means for detecting a disruption in a connection to the computer server system;

in response to the disruption:

means for preventing a user from playing the mobile gambling application; and

means for displaying a second promotion at the mobile phone.

27. (Original) The mobile phone of claim 25, further comprising:

means for preventing a user of the mobile phone from playing the mobile gambling application while a player prevention alert is displayed on the touch screen of the mobile phone;

means for receiving input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

means for removing the alert based on the received input; and

means for allowing the user to play the mobile gambling application.

28. (Withdrawn)

29. (Withdrawn)

DK Crown Holdings Inc.
Ex. 1002, Page 430

30. (Withdrawn)

31. (New) The mobile phone of claim 1, wherein to compare the size of the identified area to the size of the promotion, the at least one computer processor is further configured to compare an amount of pixels of the identified area to an amount of pixels of the promotion.

32. (New) The mobile phone of claim 1, wherein the location data further includes cellular phone data.

33. (New) The mobile phone of claim 1, wherein the received promotion is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

34. (New) The mobile phone of claim 1, wherein the promotion includes a priority, and wherein to display the promotion, the at least one processor is further configured to:

compare the priority of the promotion to a second priority of a second promotion, and

determine the priority of the promotion is greater than the second priority of the second promotion.

35. (New) The mobile phone of claim 1, wherein to display the promotion, the at least one processor is further configured to compare a current time to a start time included in the promotion.

36. (New) The mobile phone of claim 1, wherein to display the promotion, the at least one processor is further configured to compare a current date to a start date included in the promotion.

DK Crown Holdings Inc.
Ex. 1002, Page 431

37. (New) The mobile phone of claim 25, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the promotion is based on the mobile phone being at the edge of the area where gambling is allowed.

38. (New) The mobile phone of claim 25, wherein the means for comparing the size of the identified area to the size of the promotion comprises means for comparing an amount of pixels of the identified area to an amount of pixels of the promotion.

39. (New) The mobile phone of claim 25, wherein the location data further includes cellular phone data.

40. (New) The mobile phone of claim 25, wherein the received promotion is further based on at least one of a current balance of money associated with the mobile gaming application, a last outcome of a game in the mobile gaming application played by the user, total winnings of the user, transaction data of the user, an average deposit amount of the user, a bet made by the user, an average bet amount of the user, a bet limit of the user, a loss limit of the user, or a deposit limit of the user.

41. (New) The mobile phone of claim 25, wherein the promotion includes a priority, and wherein the means for displaying the promotion comprises:

means for displaying the priority of the promotion to a second priority of a second promotion, and

means for displaying the priority of the promotion is greater than the second priority of the second promotion.

42. (New) The mobile phone of claim 25, wherein the means for displaying the promotion comprises means for comparing a current time to a start time included in the promotion.

DK Crown Holdings Inc.
Ex. 1002, Page 432

43. (New) The mobile phone of claim 25, wherein the means for displaying the promotion comprises means for comparing a current date to a start date included in the promotion.

DK Crown Holdings Inc.
Ex. 1002, Page 433

Election

In response to the Restriction Requirement listing Groups I and II designated by the Examiner on page 2, Applicant elects without traverse to prosecute Group I, which is drawn to claims 1, 4-7, 9-17 and 25-27 and new claims 31-43.

DK Crown Holdings Inc.
Ex. 1002, Page 434

Remarks

Reconsideration of the Application is respectfully requested.

Claims 1, 4-7, 9-17, 25-27, and 31-43 are pending in the application, with claims 1 and 25 being the independent claims. Claims 1, 4, 14, and 25 and the Title of the Specification are sought to be amended. Claims 2, 3, and 8 are sought to be canceled without prejudice to or disclaimer of the subject matter therein. Claims 18-24 and 28-30 are sought to be withdrawn. New claims 31-43 are sought to be added. These changes are believed to introduce no new matter, and their entry is respectfully requested.

Applicant elects without traverse to prosecute Group I, which is drawn to claims 1, 4-7, 9-17 and 25-27 and new claims 31-43.

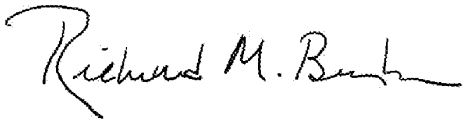
If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Reply is respectfully requested. Applicant respectfully submits that the claims are in condition for allowance and notification to that effect is earnestly requested. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

DK Crown Holdings Inc.
Ex. 1002, Page 435

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

Date: August 19, 2024

1101 K Street, NW, 10th Floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8549

22739846.1

DK Crown Holdings Inc.
Ex. 1002, Page 436

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
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 displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 18/652,765	Filing Date 05/01/2024	☐ To be Mailed

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 $100 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $480 =	
☐ 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	08/19/2024	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	*** 3	= 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".	/PATRICIA F LEWIS/
*** 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.**

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 07/05/2024
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER	
SITTNER, MATTHEW T	

ART UNIT	PAPER NUMBER
3689	

NOTIFICATION DATE	DELIVERY MODE
07/05/2024	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):

eoffice@sternekessler.com

Office Action Summary	**Application No.** 18/652,765	**Applicant(s)** LUTNICK et al.	
	Examiner MATTHEW T SITTNER	**Art Unit** 3689	**AIA (FITF) Status** No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 2 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1)☑ Responsive to communication(s) filed on 05/01/2024.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☐ This action is **FINAL.** 2b) ☐ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☐ Claim(s) _____ is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☐ Claim(s) _____ is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☑ Claim(s) 1-30 are subject to restriction and/or election requirement

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

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

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

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)

2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

DK Crown Holdings Inc.
Ex. 1002, Page 439

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Election/Restrictions

2. Restriction to one of the following inventions is required under 35 U.S.C. 121:

a. Group I (Claims 1-17 and 25-27) drawn to 1. *A mobile phone comprising: ...* (G06Q 30/0267).

b. Group II (Claims 18-24 and 28-30) drawn to *18. A system comprising: ...* (G06Q 50/34).

3. The inventions are each distinct from the other because of the following reasons:

SUBCOMBINATIONS USABLE TOGETHER

4. Inventions I and II are related as subcombinations disclosed as usable together in a single combination. The subcombinations are distinct if they do not overlap in scope and are not obvious variants, and if it is shown that at least one subcombination is separately usable.
In the instant case, subcombination I has separate utility such as Group I (Claim 1) discloses "*A mobile phone comprising: at least one computer processor configured to execute a mobile application that causes the at least one computer processor to: display a user interface on a touch screen of the mobile phone; receive a promotion from a computer server system; identify an area of the user interface, wherein the identified area is configured to display the promotion; compare a size of the identified area to a size of the promotion; in response to the comparison, reformat the promotion to fit the identified area; and display the promotion at the identified area of the user interface*". Subcombination II has separate utility such as Group II (Claim 18) discloses "*A system comprising: one or more server computers associated with a mobile*

gambling application, each of the one or more server computers at least one processor coupled, the one or more server computers being collectively configured to: determine a first location of a mobile phone providing access to the mobile gambling application, the first location based on first information received from the mobile phone, the first information comprising first Global Positioning System (GPS) location data and first cellular phone location data; and identify a promotion based on a determination that the first location of the mobile phone is within a predefined proximity to a promotion location, wherein the promotion includes at least one of an image, audio, text, or a video; convert the promotion into a format supported by the mobile phone; and provide the converted promotion to the mobile phone for display thereby".

5. See MPEP §806.05(d).

6. The examiner has required restriction between subcombinations usable together. Where applicant elects a subcombination and claims thereto are subsequently found allowable, any claim(s) depending from or otherwise requiring all the limitations of the allowable subcombination will be examined for patentability in accordance with 37 CFR 1.104. See MPEP § 821.04(a). Applicant is advised that if any claim presented in a continuation or divisional application is anticipated by, or includes all the limitations of, a claim that is allowable in the present application, such claim may be subject to provisional statutory and/or nonstatutory double patenting rejections over the claims of the instant application.

7. Restriction for examination purposes as indicated is proper because all these inventions listed in this action are independent or distinct for the reasons given above and there would be a serious search and/or examination burden if restriction were not required because one or more of the following reasons apply: there is an examination burden as features in each group are likely to be found in different and separate classes and subclasses.

8. **Applicant is advised that the reply to this requirement to be complete must include (i) an election of an invention to be examined** even though the requirement may be traversed (37 CFR 1.143) **and (ii) identification of the claims encompassing the elected invention**.

9. The election of an invention may be made with or without traverse. To reserve a right to petition, the election must be made with traverse. If the reply does not distinctly and specifically point out supposed errors in the restriction requirement, the election shall be treated as an election without traverse. Traversal must be presented at the time of election in order to be considered timely. Failure to timely traverse the requirement will result in the loss of right to petition under 37 CFR 1.144. If claims are added after the election, applicant must indicate which of these claims are readable upon the elected invention.

10. Should applicant traverse on the ground that the inventions are not patentably distinct, applicant should submit evidence or identify such evidence now of record showing the inventions to be obvious variants or clearly admit on the record that this is the case. In either instance, if the examiner finds one of the inventions unpatentable over the prior art, the evidence or admission may be used in a rejection under 35 U.S.C. 103 or pre-AIA 35 U.S.C. 103(a) of the other invention.

Contact Information

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MATTHEW T. SITTNER whose telephone number is (571) 270-7137 and email: matthew.sittner@uspto.gov. The examiner can normally be reached on Monday-Friday, 8:00am - 5:00pm (Mountain Time Zone).

12. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sarah M. Monfeldt can be reached on (571) 270-1833.

13. 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.

/MATTHEW T SITTNER/
Primary Examiner, Art Unit 3689

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	18/652,765	LUTNICK et al.
	Examiner	**Art Unit**
	MATTHEW T SITTNER	3689

✓	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	07/01/2024								
	1	÷								
	2	÷								
	3	÷								
	4	÷								
	5	÷								
	6	÷								
	7	÷								
	8	÷								
	9	÷								
	10	÷								
	11	÷								
	12	÷								
	13	÷								
	14	÷								
	15	÷								
	16	÷								
	17	÷								
	18	÷								
	19	÷								
	20	÷								
	21	÷								
	22	÷								
	23	÷								
	24	÷								
	25	÷								
	26	÷								
	27	÷								
	28	÷								
	29	÷								
	30	÷								

DK Crown Holdings Inc.
Ex. 1002, Page 444

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: 3888
Applicant: CFPH, LLC	Art Unit: To Be Assigned
Application No.: 18/652,765	Examiner: To Be Assigned
Filing Date: May 1, 2024	Atty. Docket: 5012.0130006

Title: **Method and Apparatus for Advertising on a Mobile Gaming Device**

Information Disclosure Statement

Mail Stop Amendment

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Commissioner:

Listed on accompanying IDS Form PTO/SB/08 or its equivalent are documents that may be considered material to the patentability of this application as defined in 37 C.F.R. §1.56, and in compliance with the duty of disclosure requirements of 37 C.F.R. §§ 1.97 and 1.98.

Applicant has listed publication dates on the attached IDS Forms based on information presently available to the undersigned. However, the listed publication dates should not be construed as an admission that the information was actually published on the date indicated.

Applicant reserves 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.

This statement should not be construed as a representation that a search has been made, or that information more material to the examination of the present patent application does not exist. The Examiner is specifically requested not to rely solely on the material submitted herewith.

Applicant has checked the appropriate boxes below.

☒ 1. Filing under 37 C.F.R. § 1.97(b). This Information Disclosure Statement is being filed within three months of the date of filing of a national application other than a continued prosecution application (CPA), OR within three months of the date of entry of the national stage as set forth in 37 C.F.R. § 1.491 in an international application, OR before the mailing date of a first Office Action on the merits OR before the mailing of a first Office Action after the filing of a request for continued examination under 37 C.F.R. § 1.114. No statement or fee is required.

☐ 2. Filing under 37 C.F.R. § 1.97(c). This Information Disclosure Statement is being filed more than three months after the U.S. filing date AND after the mailing date of the first Office Action on the merits, but before the mailing date of a Final Rejection, or Notice of Allowance, or an action that otherwise closes prosecution in the application.

☐ a. Statement under 37 C.F.R. § 1.97(e)(1). I hereby state that each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. § 1.97(e)(1).

☐ b. Statement under 37 C.F.R. § 1.97(e)(2). I hereby state that no item of information in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual

DK Crown Holdings Inc.
Ex. 1002, Page 446

designated in 37 C.F.R. § 1.56(c) more than three months prior to the filing of the Information Disclosure Statement. 37 C.F.R. § 1.97(e)(2).

☐ c. The required fee is provided through online credit card payment authorization in the amount of $_____ in payment of the fee under 37 C.F.R. § 1.17(p).

☐ 3. Filing under 37 C.F.R. § 1.97(d) This Information Disclosure Statement is being filed more than three months after the U.S. filing date and after the mailing date of a Final Rejection or Notice of Allowance, but on or before payment of the Issue Fee. The required fee is provided through online credit card payment authorization in the amount of $_____ in payment of the fee under 37 C.F.R. § 1.17(p); in addition:

☐ a. Statement under 37 C.F.R. § 1.97(e)(1). I hereby state that each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. § 1.97(e)(1).

☐ b. Statement under 37 C.F.R. § 1.97(e)(2). I hereby state that no item of information in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 C.F.R. § 1.56(c) more than three months prior to the filing of the Information Disclosure Statement. 37 C.F.R. § 1.97(e)(2).

DK Crown Holdings Inc.
Ex. 1002, Page 447

☐ 4. The patent family for one or more foreign language documents submitted herewith includes a United States patent, and other patent, in the English language. Copies of both the particular foreign patent(s) or published foreign patent applications cited in the foreign patent office communication, and that are not already of record in this application, are enclosed. Copies of the related United States or other English language patent or published application from the family list, if not already of record, are listed on the accompanying SB/08A form. For the purposes of a statement under 37 CFR 1.97(e)(1), the United States or other English language patent or published application are to be construed as being cited by the foreign patent office. MPEP 609.04(b)(V).

☐ 5. The document(s) was/were cited in a search report by a foreign patent office in a counterpart foreign application. Submission of an English language version of the search report that indicates the degree of relevance found by the foreign office is provided in satisfaction of the requirement for a concise explanation of relevance. MPEP 609.04(a)(III).

☐ 6. A concise explanation of the relevance of the non-English language document(s) appears below in accordance with 37 C.F.R. § 1.98(a)(3).

☒ 7. In accordance with 37 C.F.R. § 1.98(a)(2)(ii), no copies of U.S. patents and patent application publications cited as documents **US1-US466** on the attached IDS Form are submitted.

☒ 8. Copies of the **FP1-FP23** and **NPL1-NPL166** documents were cited by or submitted to the Office in IDS(s) that comply with 37 C.F.R. § 1.98(a)-(c) in Application Nos. 18/209,541, filed June 14, 2023; 17/750,536, filed May 23, 2022; 17/085,815, filed October 30, 2020;

DK Crown Holdings Inc.
Ex. 1002, Page 448

15/909,674, filed March 1, 2018; 14/231,398, filed March 31, 2014; and/or 12/147,005, filed February 13, 2009, which are relied upon for earlier filing dates under 35 U.S.C. § 120. Thus, copies of these documents are not attached. 37 C.F.R. § 1.98(d).

☒ 9. It is expected that the examiner will review the prosecution and cited art in the parent Application Nos. 18/209,541; 17/750,536; 17/085,815; 15/909,674; 14/231,398; and 12/147,005 in accordance with MPEP 2001.06(b), and indicate in the next communication from the office that the art cited in the earlier prosecution history has been reviewed in connection with the present application.

☐ 10. Applicants submit herewith Office Actions from the co-pending U.S. Patent Application No._____, filed _____, as documents _____ to _____. The identification of these Office Actions is not to be construed as a waiver of secrecy as to those applications now or upon issuance of the present application as a patent. The Examiner is respectfully requested to consider the cited applications and the art cited therein during examination.

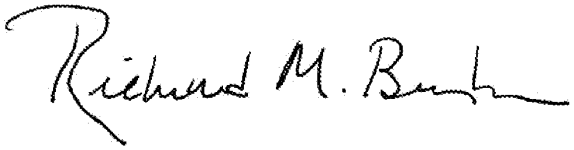
It is respectfully requested that the Examiner initial and return a copy of the enclosed IDS Forms, and indicate in the official file wrapper of this patent application that the documents have been considered.

DK Crown Holdings Inc.
Ex. 1002, Page 449

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

Date: June 18, 2024

1101 K Street, NW
10th Floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8871

DK Crown Holdings Inc.
Ex. 1002, Page 450

RICHARD M. BEMBEN
DIRECTOR
(202) 772-8549
RBEMBEN@STERNEKESSLER.COM

June 18, 2024

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Confirmation No. 3888
Art Unit To Be Assigned
Attn: Mail Stop Amendment

Re: U.S. Utility Patent Application
Application No. 18/652,765; Filing Date: May 1, 2024
For: **Method and Apparatus for Advertising on a Mobile Gaming Device**
Inventors: LUTNICK *et al.*
Our Ref: 5012.0130006

Commissioner:

Transmitted herewith for appropriate action are the following documents:

1. Information Disclosure Statement; and
2. Form PTO/SB/08 (34 sheets) listing 655 documents (**US1-US466**, **FP1-FP23**, and **NPL1-NPL166**).

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

Fee payment is provided through online credit card payment. The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

RMB/SSA/bm
Enclosures

22393111.1

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	001	US-4339798-A	07-13-1982	HEDGES; Richard A. et al.	
	002	US-4446424-A	05-01-1984	CHATANIER; Michel J. et al.	
	003	US-4531187-A	07-23-1985	UHLAND; Joseph C.	
	004	US-4540174-A	09-10-1985	COPPOCK; C. Wallace	
	005	US-4861041-A	08-29-1989	JONES; Daniel A. et al.	
	006	US-5096195-A	03-17-1992	GIMMON; Eliyahu	
	007	US-5098107-A	03-24-1992	BOYLAN; Eugene B. et al.	
	008	US-5119104-A	06-02-1992	HELLER; Alan C.	
	009	US-5259613-A	11-09-1993	MARNELL, II; Anthony A.	
	010	US-5314194-A	05-24-1994	WOLF; Fred	
	011	US-5350175-A	09-27-1994	DiLULLO; Dean et al.	
	012	US-5374061-A	12-20-1994	ALBRECHT; Jim	
	013	US-5390934-A	02-21-1995	GRASSA; Louis J.	
	014	US-5397128-A	03-14-1995	HESSE; Michael A. et al.	
	015	US-5411258-A	05-02-1995	WILSON; Gordon et al.	
	016	US-5438518-A	08-01-1995	BIANCO; Joseph A. et al.	
	017	US-5494296-A	02-27-1996	GRASSA; Louis J.	
	018	US-5615888-A	04-01-1997	LOFINK; Richard et al.	
	019	US-5636843-A	06-10-1997	ROBERTS; Carl	
	020	US-5673917-A	10-07-1997	VANCURA; Olaf	
	021	US-5713793-A	02-03-1998	HOLTE; Keenan O.	
	022	US-5722893-A	03-03-1998	HILL; Otho D. et al.	
	023	US-5728002-A	03-17-1998	HOBERT; Marcus V.	
	024	US-5738583-A	04-14-1998	COMAS; Nelson R. et al.	
	025	US-5762552-A	06-09-1998	VUONG; Son Thanh et al.	
	026	US-5769714-A	06-23-1998	WIENER; Herbert et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	027	US-5772534-A	06-30-1998	DUDLEY; Douglas P.	
	028	US-5785321-A	07-28-1998	VAN PUTTEN; Mauritius Hendrikus Paulus Maria et al.	
	029	US-5788574-A	08-04-1998	ORNSTEIN; Marvin A. et al.	
	030	US-5800268-A	09-01-1998	MOLNICK; Melvin	
	031	US-5806846-A	09-15-1998	LOFINK; Kurt et al.	
	032	US-5810360-A	09-22-1998	SRICHAYAPORN; Songsak	
	033	US-5823879-A	10-20-1998	GOLDBERG; Sheldon F. et al.	
	034	US-5826976-A	10-27-1998	SKRATULIA; John	
	035	US-5830067-A	11-03-1998	GRAVES; Gordon T. et al.	
	036	US-5836586-A	11-17-1998	MARKS; Howard M. et al.	
	037	US-5863041-A	01-26-1999	BOYLAN; Eugene B. et al.	
	038	US-5868392-A	02-09-1999	KRAFT; Lee D.	
	039	US-5999808-A	12-07-1999	LaDUE; Christoph Karl	
	040	US-6024643-A	02-15-2000	BEGIS; Glenn	
	041	US-6045129-A	04-04-2000	COOPER; Dual et al.	
	042	US-6062565-A	05-16-2000	CHADBAND; Paul G. et al.	
	043	US-6068552-A	05-30-2000	WALKER; Jay S. et al.	
	044	US-6070878-A	06-06-2000	JONES; Daniel A. et al.	
	045	US-6104815-A	08-15-2000	ALCORN; Allan E. et al.	
	046	US-6120031-A	09-19-2000	ADAMS; William R.	
	047	US-6126166-A	10-03-2000	LORSON; Raymond K. et al.	
	048	US-6135453-A	10-24-2000	SRICHAYAPORN; Songsak	
	049	US-6146272-A	11-14-2000	WALKER; Jay S. et al.	
	050	US-6158741-A	12-12-2000	KOELLING; David C.	
	051	US-6165069-A	12-26-2000	SINES; Randy D. et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 3 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	052	US-6177905-B1	01-23-2001	WELCH; Bryan J.	
	053	US-6183366-B1	02-06-2001	GOLDBERG; Sheldon F. et al.	
	054	US-6196920-B1	03-06-2001	SPAUR; Charles W. et al.	
	055	US-6206373-B1	03-27-2001	GARROD; Glen E.	
	056	US-6217447-B1	04-17-2001	LOFINK; Kurt et al.	
	057	US-6227969-B1	05-08-2001	YOSELOFF; Mark L.	
	058	US-6270404-B2	08-07-2001	SINES; Randy D. et al.	
	059	US-6285987-B1	09-04-2001	ROTH; David William et al.	
	060	US-6299533-B1	10-09-2001	PARRA; Anthony C. et al.	
	061	US-6325716-B1	12-04-2001	WALKER; Jay S. et al.	
	062	US-6341305-B2	01-22-2002	WOLFE; Mark A.	
	063	US-6341778-B1	01-29-2002	LEE; John S.	
	064	US-6358150-B1	03-19-2002	MIR; Vernon B. et al.	
	065	US-6503145-B1	01-07-2003	WEBB; Derek J.	
	066	US-6508709-B1	01-21-2003	KARMARKAR; Jayant S.	
	067	US-6508710-B1	01-21-2003	PARAVIA; Joseph R. et al.	
	068	US-6517073-B1	02-11-2003	VANCURA; Olaf	
	069	US-6520856-B1	02-18-2003	WALKER; Jay S. et al.	
	070	US-6523829-B1	02-25-2003	WALKER; Jay S. et al.	
	071	US-6530835-B1	03-11-2003	WALKER; Jay S. et al.	
	072	US-6533662-B2	03-18-2003	SOLTYS; Richard et al.	
	073	US-6536767-B1	03-25-2003	KELLER; David	
	074	US-6540230-B1	04-01-2003	WALKER; Jay S. et al.	
	075	US-6540609-B1	04-01-2003	PAIGE; Elena Launzel	
	076	US-6569015-B1	05-27-2003	BAERLOCHER; Anthony J. et al.	
	077	US-6571279-B1	05-27-2003	HERZ; Fredrick et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 4 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	078	US-6575465-B2	06-10-2003	LO; Henry T.	
	079	US-6575834-B1	06-10-2003	LINDO; Herbert	
	080	US-6575843-B2	06-10-2003	McCABE; Terrill R.	
	081	US-6587835-B1	07-01-2003	TREYZ; G. Victor et al.	
	082	US-6616142-B2	09-09-2003	ADAMS; William R.	
	083	US-6625578-B2	09-23-2003	SPAUR; Charles W. et al.	
	084	US-6628939-B2	09-30-2003	PAULSEN; Craig	
	085	US-6648762-B2	11-18-2003	WALKER; Jay S. et al.	
	086	US-6676522-B2	01-13-2004	ROWE; Rick et al.	
	087	US-6679497-B2	01-20-2004	WALKER; Jay S. et al.	
	088	US-6692003-B2	02-17-2004	POTTER; Bruce H. et al.	
	089	US-6692360-B2	02-17-2004	KUSUDA; Kazuhiro et al.	
	090	US-6695700-B2	02-24-2004	WALKER; Jay S. et al.	
	091	US-6702672-B1	03-09-2004	ANGELL; Robert C. et al.	
	092	US-6712702-B2	03-30-2004	GOLDBERG; Sheldon F. et al.	
	093	US-6733387-B2	05-11-2004	WALKER; Jay S. et al.	
	094	US-6735435-B2	05-11-2004	NEWELL; Michael A. et al.	
	095	US-6735487-B1	05-11-2004	MARSHALL; Connie T. et al.	
	096	US-6736727-B1	05-18-2004	DOI; Miwako et al.	
	097	US-6769986-B2	08-03-2004	VANCURA; Olaf	
	098	US-6789800-B2	09-14-2004	WEBB; Derek J.	
	099	US-6790141-B2	09-14-2004	MUIR; David Hugh	
	100	US-6790142-B2	09-14-2004	OKADA; Kazuo et al.	
	101	US-6798358-B2	09-28-2004	JOYCE; Dennis P. et al.	
	102	US-6808173-B2	10-26-2004	SNOW; Roger M.	
	103	US-6811488-B2	11-02-2004	PARAVIA; Joseph R. et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 5 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	104	US-6839560-B1	01-04-2005	BAHL; Paramvir et al.	
	105	US-6845981-B1	01-25-2005	KO; Shenli	
	106	US-6846238-B2	01-25-2005	WELLS; William R.	
	107	US-6857957-B2	02-22-2005	MARKS; Daniel et al.	
	108	US-6863274-B2	03-08-2005	WEBB; Derek J.	
	109	US-6877745-B1	04-12-2005	WALKER; Jay S. et al.	
	110	US-6896618-B2	05-24-2005	BENOY; Greg A. et al.	
	111	US-6902167-B2	06-07-2005	WEBB; Derek J.	
	112	US-6912398-B1	06-28-2005	DOMNITZ; David	
	113	US-6921331-B2	07-26-2005	GATTO; Jean-Marie et al.	
	114	US-6923446-B2	08-02-2005	SNOW; Roger M.	
	115	US-6929264-B2	08-16-2005	HUARD; Marcel et al.	
	116	US-6991544-B2	01-31-2006	SOLTYS; Richard et al.	
	117	US-7000921-B2	02-21-2006	SCHULTZ; David B.	
	118	US-7029009-B2	04-18-2006	GRAUZER; Atila et al.	
	119	US-7055822-B2	06-06-2006	LO; Henry Tien	
	120	US-7066465-B2	06-27-2006	DAINES; Shirley	
	121	US-7094149-B2	08-22-2006	WALKER; Jay S. et al.	
	122	US-7149549-B1	12-12-2006	ORTIZ; Luis M. et al.	
	123	US-7201654-B1	04-10-2007	JARVIS; Eugene et al.	
	124	US-7229354-B2	06-12-2007	McNUTT; Richard E. et al.	
	125	US-7255351-B2	08-14-2007	YOSELOFF; Mark L. et al.	
	126	US-7264546-B2	09-04-2007	MARSHALL; Connie T. et al.	
	127	US-7300348-B2	11-27-2007	KAMINKOW; Joseph E. et al.	
	128	US-7311600-B2	12-25-2007	SUNDSTROM; Stephen J.	
	129	US-7311605-B2	12-25-2007	MOSER; Timothy W.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 6 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	130	US-7316615-B2	01-08-2008	SOLTYS; Richard et al.	
	131	US-7316619-B2	01-08-2008	NELSON; Dwayne	
	132	US-7316916-B2	01-08-2008	TAKENAKA; Yasuhiro et al.	
	133	US-7335106-B2	02-26-2008	JOHNSON; Sam	
	134	US-7344136-B2	03-18-2008	SCHULTZ; David B.	
	135	US-7379886-B1	05-27-2008	ZARING; Jon C. et al.	
	136	US-7394405-B2	07-01-2008	GODDEN; Kurt S.	
	137	US-7427067-B2	09-23-2008	FEOLA; John	
	138	US-7496943-B1	02-24-2009	GOLDBERG; Sheldon F. et al.	
	139	US-7585217-B2	09-08-2009	LUTNICK; Howard W. et al.	
	140	US-7611407-B1	11-03-2009	ITKIS; Yuri et al.	
	141	US-7658673-B2	02-09-2010	BAERLOCHER; Anthony J. et al.	
	142	US-7690989-B2	04-06-2010	WALKER; Jay S. et al.	
	143	US-7811172-B2	10-12-2010	ASHER; Joseph M. et al.	
	144	US-7833101-B2	11-16-2010	LUTNICK; Howard W. et al.	
	145	US-7904333-B1	03-08-2011	PERKOWSKI; Thomas J.	
	146	US-7997973-B2	08-16-2011	LUTNICK; Howard W. et al.	
	147	US-8000503-B2	08-16-2011	KAMATA; Hideo et al.	
	148	US-8070582-B2	12-06-2011	LUTNICK; Howard W. et al.	
	149	US-8142283-B2	03-27-2012	LUTNICK; Howard W. et al.	
	150	US-8175908-B1	05-08-2012	ANDERSON; Russell Wayne	
	151	US-8249918-B1	08-21-2012	BIERE; Devon L. et al.	
	152	US-8447623-B2	05-21-2013	PACKES, Jr.; John M. et al.	
	153	US-8504617-B2	08-06-2013	AMAITIS; Lee M. et al.	
	154	US-8535160-B2	09-17-2013	LUTNICK; Howard W. et al.	
	155	US-8613658-B2	12-24-2013	AMAITIS; Lee M. et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 7 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	156	US-8620757-B2	12-31-2013	KRAMER; Kevin L. et al.	
	157	US-8631158-B1	01-14-2014	MICHAELIS; Paul Roller et al.	
	158	US-8666376-B2	03-04-2014	RAMER; Jorey et al.	
	159	US-8688517-B2	04-01-2014	LUTNICK; Howard W. et al.	
	160	US-8758109-B2	06-24-2014	LUTNICK; Howard W.	
	161	US-9600959-B2	03-21-2017	LUTNICK; Howard W. et al.	
	162	US-9818254-B2	11-14-2017	LUTNICK; Howard W. et al.	
	163	US-10373424-B2	08-06-2019	LUTNICK; Howard W. et al.	
	164	US-20010007828-A1	07-12-2001	WALKER; Jay et al.	
	165	US-20010013009-A1	08-09-2001	GREENING; Daniel R. et al.	
	166	US-20010014619-A1	08-16-2001	KUSUDA; Kazuhiro	
	167	US-20010019965-A1	09-06-2001	OCHI; Yasushi	
	168	US-20010024970-A1	09-27-2001	McKEE; Eileen et al.	
	169	US-20010039210-A1	11-08-2001	ST-DENIS; Danny	
	170	US-20010041609-A1	11-15-2001	ORANGES; Caryl E. et al.	
	171	US-20020010023-A1	01-24-2002	KUSUDA; Kazuhiro et al.	
	172	US-20020013167-A1	01-31-2002	SPAUR; Charles et al.	
	173	US-20020013174-A1	01-31-2002	MURATA; Kiyoshi	
	174	US-20020019253-A1	02-14-2002	REITZEN; Robert et al.	
	175	US-20020022516-A1	02-21-2002	FORDEN; Christopher	
	176	US-20020032049-A1	03-14-2002	WALKER; Jay et al.	
	177	US-20020072993-A1	06-13-2002	SANDUS; James et al.	
	178	US-20020077905-A1	06-20-2002	ARNDT; Craig et al.	
	179	US-20020082983-A1	06-27-2002	OSHIBA; Takashi et al.	
	180	US-20020094869-A1	07-18-2002	HARKHAM; Gabi	
	181	US-20020098829-A1	07-25-2002	TENDLER; Robert	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 8 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	182	US-20020125639-A1	09-12-2002	WELLS; Jeffrey	
	183	US-20020128057-A1	09-12-2002	WALKER; Jay et al.	
	184	US-20020142759-A1	10-03-2002	NEWELL; Michael et al.	
	185	US-20020147042-A1	10-10-2002	VUONG; Binh et al.	
	186	US-20020161651-A1	10-31-2002	GODSEY; Ronald et al.	
	187	US-20020169019-A1	11-14-2002	WALKER; Jay et al.	
	188	US-20020188502-A1	12-12-2002	POWELL; Ken	
	189	US-20020196342-A1	12-26-2002	WALKER; Jay et al.	
	190	US-20020198044-A1	12-26-2002	WALKER; Jay et al.	
	191	US-20020198052-A1	12-26-2002	SOLTYS; Richard et al.	
	192	US-20030003988-A1	01-02-2003	WALKER; Jay et al.	
	193	US-20030006931-A1	01-09-2003	MAGES; Ken	
	194	US-20030008662-A1	01-09-2003	STERN; Edith et al.	
	195	US-20030032471-A1	02-13-2003	DARDER; Richard	
	196	US-20030040922-A1	02-27-2003	BODIN; William	
	197	US-20030040944-A1	02-27-2003	HILEMAN; Ryan	
	198	US-20030046158-A1	03-06-2003	KRATKY; Jan	
	199	US-20030047871-A1	03-13-2003	VANCURA; Olaf	
	200	US-20030050106-A1	03-13-2003	LYFOUNG; Hauvtoj	
	201	US-20030050806-A1	03-13-2003	FRIESEN; Scott et al.	
	202	US-20030055723-A1	03-20-2003	ENGLISH; Paul	
	203	US-20030060276-A1	03-27-2003	WALKER; Jay et al.	
	204	US-20030064807-A1	04-03-2003	WALKER; Jay et al.	
	205	US-20030069054-A1	04-10-2003	D'AURORA; Joseph et al.	
	206	US-20030069058-A1	04-10-2003	BYRNE; Christopher	
	207	US-20030073480-A1	04-17-2003	THOMAS; Alfred et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 9 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	208	US-20030090063-A1	05-15-2003	JARVIS; Eugene et al.	
	209	US-20030114217-A1	06-19-2003	WALKER; Jay et al.	
	210	US-20030119579-A1	06-26-2003	WALKER; Jay et al.	
	211	US-20030144906-A1	07-31-2003	FUJIMOTO; Hiroshi et al.	
	212	US-20030148812-A1	08-07-2003	PAULSEN; Craig et al.	
	213	US-20030157977-A1	08-21-2003	THOMAS; Alfred et al.	
	214	US-20030187736-A1	10-02-2003	TEAGUE; David et al.	
	215	US-20030190941-A1	10-09-2003	BYRNE; Christopher	
	216	US-20030191688-A1	10-09-2003	PRINCE; George et al.	
	217	US-20030216170-A1	11-20-2003	WALKER; Jay et al.	
	218	US-20030224852-A1	12-04-2003	WALKER; Jay et al.	
	219	US-20040002374-A1	01-01-2004	BROWN; Leif et al.	
	220	US-20040005918-A1	01-08-2004	WALKER; Jay et al.	
	221	US-20040015429-A1	01-22-2004	TIGHE; Joseph et al.	
	222	US-20040015608-A1	01-22-2004	ELLIS; Richard et al.	
	223	US-20040043807-A1	03-04-2004	PENNINGTON; Richard	
	224	US-20040044567-A1	03-04-2004	WILLIS; Daniel	
	225	US-20040053664-A1	03-18-2004	BYRNE; Christopher	
	226	US-20040068439-A1	04-08-2004	ELGRABLY; Eric	
	227	US-20040097287-A1	05-20-2004	POSTREL; Richard	
	228	US-20040106454-A1	06-03-2004	WALKER; Jay et al.	
	229	US-20040127277-A1	07-01-2004	WALKER; Jay et al.	
	230	US-20040142745-A1	07-22-2004	HOSAKA; Toshiyuki	
	231	US-20040143496-A1	07-22-2004	SAENZ; Javier	
	232	US-20040147308-A1	07-29-2004	WALKER; Jay et al.	
	233	US-20040148221-A1	07-29-2004	CHU; Viva	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 10 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	234	US-20040162144-A1	08-19-2004	LOOSE; Timothy et al.	
	235	US-20040162760-A1	08-19-2004	SEET; Chern et al.	
	236	US-20040176162-A1	09-09-2004	ROTHSCHILD; Wayne	
	237	US-20040177004-A1	09-09-2004	MUELLER; Raymond et al.	
	238	US-20040204026-A1	10-14-2004	STEER; David et al.	
	239	US-20040204247-A1	10-14-2004	WALKER; Jay et al.	
	240	US-20040210507-A1	10-21-2004	ASHER; Joseph et al.	
	241	US-20040219969-A1	11-04-2004	CASEY; Michael et al.	
	242	US-20040226038-A1	11-11-2004	CHOI; Mi	
	243	US-20040229671-A1	11-18-2004	STRONACH; Andrew et al.	
	244	US-20040242332-A1	12-02-2004	WALKER; Jay et al.	
	245	US-20040243519-A1	12-02-2004	PERTTILA; Marko et al.	
	246	US-20040244029-A1	12-02-2004	GROSS; John	
	247	US-20040248653-A1	12-09-2004	BARROS; Mark et al.	
	248	US-20040259621-A1	12-23-2004	PFEIFFER; Arthur et al.	
	249	US-20040264916-A1	12-30-2004	VAN DE SLUIS; Bartel et al.	
	250	US-20050003878-A1	01-06-2005	UPDIKE; Kim	
	251	US-20050003886-A1	01-06-2005	ENGLMAN; Allon et al.	
	252	US-20050003888-A1	01-06-2005	ASHER; Joseph et al.	
	253	US-20050003893-A1	01-06-2005	HOGWOOD; William et al.	
	254	US-20050004842-A1	01-06-2005	MAMMEN; Neil	
	255	US-20050021393-A1	01-27-2005	BAO; Xiaoming et al.	
	256	US-20050023758-A1	02-03-2005	NOYES; Frederick	
	257	US-20050043072-A1	02-24-2005	NELSON; Dwayne	
	258	US-20050043094-A1	02-24-2005	NGUYEN; Binh et al.	
	259	US-20050064926-A1	03-24-2005	WALKER; Jay et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 11 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	260	US-20050073102-A1	04-07-2005	YOSELOFF; Mark et al.	
	261	US-20050075164-A1	04-07-2005	KRYNICKY; Joseph	
	262	US-20050082756-A1	04-21-2005	DUNCAN; Linda	
	263	US-20050107158-A1	05-19-2005	KANISAWA; Hiroaki et al.	
	264	US-20050113161-A1	05-26-2005	WALKER; Jay et al.	
	265	US-20050144065-A1	06-30-2005	CALABRIA; Hermann et al.	
	266	US-20050151319-A1	07-14-2005	BERMAN; Bradley et al.	
	267	US-20050159212-A1	07-21-2005	ROMNEY; Vincent et al.	
	268	US-20050170876-A1	08-04-2005	MASCI; Joseph et al.	
	269	US-20050173863-A1	08-11-2005	WALKER; Jay et al.	
	270	US-20050194742-A1	09-08-2005	DONALDSON; Frederic	
	271	US-20050233803-A1	10-20-2005	YANG; Arden	
	272	US-20050234768-A1	10-20-2005	WALD; Stephanie et al.	
	273	US-20050253334-A1	11-17-2005	FRIEDMAN; Stacy	
	274	US-20050253338-A1	11-17-2005	DAINES; Franklin	
	275	US-20050255919-A1	11-17-2005	NELSON; Dwayne	
	276	US-20050275166-A1	12-15-2005	WIRTH; John	
	277	US-20050282614-A1	12-22-2005	GAUSELMANN; Michael	
	278	US-20050289583-A1	12-29-2005	CHIU; Andy	
	279	US-20060009234-A1	01-12-2006	FREER; Carl	
	280	US-20060009283-A1	01-12-2006	ENGLMAN; Allon et al.	
	281	US-20060015496-A1	01-19-2006	KEATING; Brett et al.	
	282	US-20060019745-A1	01-26-2006	BENBRAHIM; Jamal	
	283	US-20060025192-A1	02-02-2006	WALKER; Jay et al.	
	284	US-20060025206-A1	02-02-2006	WALKER; Jay et al.	
	285	US-20060025208-A1	02-02-2006	RAMSEY; Kirt	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 12 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	286	US-20060035707-A1	02-16-2006	NGUYEN; Binh et al.	
	287	US-20060035708-A1	02-16-2006	NGUYEN; Binh et al.	
	288	US-20060036449-A1	02-16-2006	ARAKI; Shouichi et al.	
	289	US-20060036495-A1	02-16-2006	AUFRICHT; Michael et al.	
	290	US-20060046816-A1	03-02-2006	WALKER; Jay et al.	
	291	US-20060046853-A1	03-02-2006	BLACK; Gerald	
	292	US-20060052148-A1	03-09-2006	BLAIR; Robert et al.	
	293	US-20060052156-A1	03-09-2006	YATES; Craig et al.	
	294	US-20060052168-A1	03-09-2006	SHACHAM; Noa	
	295	US-20060063580-A1	03-23-2006	NGUYEN; Binh et al.	
	296	US-20060063587-A1	03-23-2006	MANZO; Anthony	
	297	US-20060073882-A1	04-06-2006	ROZKIN; Sergiy et al.	
	298	US-20060079321-A1	04-13-2006	WALKER; Jay et al.	
	299	US-20060105841-A1	05-18-2006	ROM; Hillel et al.	
	300	US-20060111168-A1	05-25-2006	NGUYEN; Binh et al.	
	301	US-20060111175-A1	05-25-2006	WALKER; Jay et al.	
	302	US-20060111178-A1	05-25-2006	GALLAWAY; Ronald et al.	
	303	US-20060131809-A1	06-22-2006	LANCASTER; Eric et al.	
	304	US-20060136297-A1	06-22-2006	WILLIS; Daniel et al.	
	305	US-20060148551-A1	07-06-2006	WALKER; Jay et al.	
	306	US-20060149618-A1	07-06-2006	BALIN; Michael et al.	
	307	US-20060160614-A1	07-20-2006	WALKER; Jay et al.	
	308	US-20060189382-A1	08-24-2006	MUIR; David et al.	
	309	US-20060205510-A1	09-14-2006	LAUPER; Eric et al.	
	310	US-20060211474-A1	09-21-2006	WALKER; Jay et al.	
	311	US-20060247037-A1	11-02-2006	PARK; Kyung	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 13 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	312	US-20060247039-A1	11-02-2006	LERNER; Byron et al.	
	313	US-20060252482-A1	11-09-2006	WALKER; Jay et al.	
	314	US-20060252515-A1	11-09-2006	WALKER; Jay et al.	
	315	US-20060252530-A1	11-09-2006	OBERBERGER; Michael et al.	
	316	US-20060253481-A1	11-09-2006	GUIDO; Matthew et al.	
	317	US-20060265260-A1	11-23-2006	BROWN; Robert et al.	
	318	US-20060276698-A1	12-07-2006	HALLDORSSON; Gisli et al.	
	319	US-20060287054-A1	12-21-2006	WALKER; Jay et al.	
	320	US-20060287075-A1	12-21-2006	WALKER; Jay et al.	
	321	US-20070014252-A1	01-18-2007	CHUNG; Sung-Hyun et al.	
	322	US-20070015571-A1	01-18-2007	WALKER; Jay et al.	
	323	US-20070021181-A1	01-25-2007	NELSON; Dwayne et al.	
	324	US-20070038516-A1	02-15-2007	APPLE; Jeff et al.	
	325	US-20070050243-A1	03-01-2007	KRALIK; Michael	
	326	US-20070054739-A1	03-08-2007	AMAITIS; Lee et al.	
	327	US-20070060099-A1	03-15-2007	RAMER; Jorey et al.	
	328	US-20070060305-A1	03-15-2007	AMAITIS; Lee et al.	
	329	US-20070060306-A1	03-15-2007	AMAITIS; Lee et al.	
	330	US-20070060355-A1	03-15-2007	AMAITIS; Lee et al.	
	331	US-20070060358-A1	03-15-2007	AMAITIS; Lee et al.	
	332	US-20070060374-A1	03-15-2007	YOUM; Eui-Joon et al.	
	333	US-20070073585-A1	03-29-2007	APPLE; Jeff et al.	
	334	US-20070077981-A1	04-05-2007	HUNGATE; Yuliya et al.	
	335	US-20070077993-A1	04-05-2007	MIDGLEY; Timothy et al.	
	336	US-20070078706-A1	04-05-2007	DATTA; Glen et al.	
	337	US-20070087818-A1	04-19-2007	WALKER; Jay et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 14 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	338	US-20070087834-A1	04-19-2007	MOSER; Timothy et al.	
	339	US-20070088851-A1	04-19-2007	LEVKOVITZ; Zohar et al.	
	340	US-20070088852-A1	04-19-2007	LEVKOVITZ; Zohar	
	341	US-20070093296-A1	04-26-2007	ASHER; Joseph et al.	
	342	US-20070101394-A1	05-03-2007	FU; Sai-Wai et al.	
	343	US-20070105613-A1	05-10-2007	ADAMS; William et al.	
	344	US-20070156520-A1	07-05-2007	SHARMA; Jayesh	
	345	US-20070157227-A1	07-05-2007	CARPENTER; Bradley et al.	
	346	US-20070174624-A1	07-26-2007	WOLOSEWICZ; Jack et al.	
	347	US-20070190494-A1	08-16-2007	ROSENBERG; Louis	
	348	US-20070191090-A1	08-16-2007	O'HALLORAN; Terry et al.	
	349	US-20070204002-A1	08-30-2007	CALDERONE; Michael	
	350	US-20070226053-A1	09-27-2007	CARL; Kevin et al.	
	351	US-20070233675-A1	10-04-2007	KOMAMURA; Noriyuki	
	352	US-20070239532-A1	10-11-2007	BENSON; Scott et al.	
	353	US-20070243928-A1	10-18-2007	IDDINGS; Cara	
	354	US-20070255622-A1	11-01-2007	SWIX; Scott et al.	
	355	US-20070259709-A1	11-08-2007	KELLY; Bryan et al.	
	356	US-20070270224-A1	11-22-2007	ABBOTT; Eric	
	357	US-20070299723-A1	12-27-2007	WILLIS; Daniel et al.	
	358	US-20080005055-A1	01-03-2008	HORVITZ; Eric J.	
	359	US-20080020848-A1	01-24-2008	MUIR; David et al.	
	360	US-20080033640-A1	02-07-2008	AMANO; Kouji	
	361	US-20080046920-A1	02-21-2008	BILL; David S.	
	362	US-20080051171-A1	02-28-2008	LUTNICK; Howard W. et al.	
	363	US-20080058048-A1	03-06-2008	LUTNICK; Howard W. et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 15 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	364	US-20080058049-A1	03-06-2008	LUTNICK; Howard W. et al.	
	365	US-20080065481-A1	03-13-2008	IMMORLICA; Nicole S. et al.	
	366	US-20080070667-A1	03-20-2008	LUTNICK; Howard W. et al.	
	367	US-20080076505-A1	03-27-2008	NGUYEN; Binh et al.	
	368	US-20080076512-A1	03-27-2008	AIDA; Eiji	
	369	US-20080076572-A1	03-27-2008	NGUYEN; Binh T. et al.	
	370	US-20080077492-A1	03-27-2008	HO; Seng-Beng et al.	
	371	US-20080085769-A1	04-10-2008	LUTNICK; Howard W. et al.	
	372	US-20080096628-A1	04-24-2008	CZYZEWSKI; Zbigniew et al.	
	373	US-20080102947-A1	05-01-2008	HAYS; Katherine et al.	
	374	US-20080102956-A1	05-01-2008	BURMAN; Kevin et al.	
	375	US-20080102957-A1	05-01-2008	BURMAN; Kevin et al.	
	376	US-20080113765-A1	05-15-2008	DEWAAL; Daniel	
	377	US-20080139306-A1	06-12-2008	LUTNICK; Howard W. et al.	
	378	US-20080149705-A1	06-26-2008	GIOBBI; John J. et al.	
	379	US-20080154629-A1	06-26-2008	BREED; David S. et al.	
	380	US-20080154673-A1	06-26-2008	CONNOLLY; Michael et al.	
	381	US-20080161101-A1	07-03-2008	LUTNICK; Howard W. et al.	
	382	US-20080167106-A1	07-10-2008	LUTNICK; Howard W. et al.	
	383	US-20080172781-A1	07-24-2008	POPOWICH; Terrance et al.	
	384	US-20080181492-A1	07-31-2008	ABE; Mototsugu et al.	
	385	US-20080191418-A1	08-14-2008	LUTNICK; Howard W. et al.	
	386	US-20080195312-A1	08-14-2008	AARON; Jeffrey et al.	
	387	US-20080195478-A1	08-14-2008	YOON; Kyoung-Ro et al.	
	388	US-20080200251-A1	08-21-2008	ALDERUCCI; Dean P. et al.	
	389	US-20080214166-A1	09-04-2008	RAMER; Jorey et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 16 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	390	US-20080214286-A1	09-04-2008	LUTNICK; Howard W. et al.	
	391	US-20080215415-A1	09-04-2008	WILLMS; Paul	
	392	US-20080221982-A1	09-11-2008	HARKINS; Robin Michel et al.	
	393	US-20080224399-A1	09-18-2008	SCHAMBELAN; Howard Leo	
	394	US-20080228571-A1	09-18-2008	KORAN; Joshua M.	
	395	US-20080235078-A1	09-25-2008	HONG; James et al.	
	396	US-20080248849-A1	10-09-2008	LUTNICK; Howard W. et al.	
	397	US-20080254881-A1	10-16-2008	LUTNICK; Howard W. et al.	
	398	US-20080263583-A1	10-23-2008	HEATH; Taliver Brooks	
	399	US-20080275863-A1	11-06-2008	DOMINOWSKA; Ewa et al.	
	400	US-20080288350-A1	11-20-2008	IRIS; Jeffrey A. et al.	
	401	US-20080300912-A1	12-04-2008	PACKES, Jr.; John N. et al.	
	402	US-20080319850-A1	12-25-2008	SHAUL; Rotem et al.	
	403	US-20090017913-A1	01-15-2009	BELL; Jason S. et al.	
	404	US-20090018918-A1	01-15-2009	MONEYPENNY; Naomi Felina et al.	
	405	US-20090024452-A1	01-22-2009	MARTINEZ; Ronald et al.	
	406	US-20090024469-A1	01-22-2009	BRODER; Andrei Zary et al.	
	407	US-20090061974-A1	03-05-2009	LUTNICK; Howard W. et al.	
	408	US-20090063463-A1	03-05-2009	TURNER; Sean et al.	
	409	US-20090070215-A1	03-12-2009	STRZELETZ; Henryk	
	410	US-20090076902-A1	03-19-2009	GRINSTED; George et al.	
	411	US-20090093300-A1	04-09-2009	LUTNICK; Howard W. et al.	
	412	US-20090098829-A1	04-16-2009	JENSEN; Johnny	
	413	US-20090106085-A1	04-23-2009	RAIMBEAULT; Sean M.	
	414	US-20090131151-A1	05-21-2009	HARRIS; Roger William et al.	
	415	US-20090138460-A1	05-28-2009	GORTI; Sreenivasa et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 17 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	416	US-20090150217-A1	06-11-2009	LUFF; Robert A.	
	417	US-20090157473-A1	06-18-2009	BELZ; Steven et al.	
	418	US-20090171748-A1	07-02-2009	AVEN; Brandy Lee et al.	
	419	US-20090179733-A1	07-16-2009	HATTORI; Yasuyuki et al.	
	420	US-20090182677-A1	07-16-2009	OTTO; Jonathan et al.	
	421	US-20090198573-A1	08-06-2009	FOX; David	
	422	US-20090198579-A1	08-06-2009	LEWIS; Robert C. et al.	
	423	US-20090198580-A1	08-06-2009	BROBERG; Per Fredrik et al.	
	424	US-20090215469-A1	08-27-2009	FISHER; Amit et al.	
	425	US-20090216682-A1	08-27-2009	FOLADARE; Mark J. et al.	
	426	US-20090265105-A1	10-22-2009	DAVIS; Dwayne A. et al.	
	427	US-20090265431-A1	10-22-2009	JANIA; Frank J. et al.	
	428	US-20090291732-A1	11-26-2009	LUTNICK; Howard W. et al.	
	429	US-20090327077-A1	12-31-2009	KIM; Do-Sung	
	430	US-20100005520-A1	01-07-2010	ABBOT; Kelly et al.	
	431	US-20100030643-A1	02-04-2010	SION; Lior Meir	
	432	US-20100030646-A1	02-04-2010	RIISE; Sorren et al.	
	433	US-20100036970-A1	02-11-2010	SIDI; Ariff et al.	
	434	US-20100048302-A1	02-25-2010	LUTNICK; Howard W. et al.	
	435	US-20100070171-A1	03-18-2010	BARBEAU; Sean J. et al.	
	436	US-20100076841-A1	03-25-2010	RAJPURE; Dattatraya Baban et al.	
	437	US-20100106603-A1	04-29-2010	DEY; Anind K. et al.	
	438	US-20100112990-A1	05-06-2010	DINGLER; John R. et al.	
	439	US-20100124960-A1	05-20-2010	LUTNICK; Howard W. et al.	
	440	US-20100124967-A1	05-20-2010	LUTNICK; Howard W. et al.	
	441	US-20100124980-A1	05-20-2010	ACRES; John F.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 18 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	442	US-20100125490-A1	05-20-2010	KICIMAN; Emre Mehmet et al.	
	443	US-20100145808-A1	06-10-2010	HILBERT; David M. et al.	
	444	US-20100148442-A1	06-17-2010	WALKER; Jay S. et al.	
	445	US-20100159942-A1	06-24-2010	LEWIS; John et al.	
	446	US-20100161432-A1	06-24-2010	KUMANOV; Yuriy et al.	
	447	US-20100169153-A1	07-01-2010	HWACINSKI; Jaime et al.	
	448	US-20100211431-A1	08-19-2010	LUTNICK; Howard W. et al.	
	449	US-20100223111-A1	09-02-2010	MAEKAWA; Takuji	
	450	US-20100240455-A1	09-23-2010	GAGNER; Mark B. et al.	
	451	US-20110034228-A1	02-10-2011	LUTNICK; Howard W. et al.	
	452	US-20110065490-A1	03-17-2011	LUTNICK; Howard W.	
	453	US-20110130197-A1	06-02-2011	BYTNAR; Michael R. et al.	
	454	US-20110263310-A1	10-27-2011	LUTNICK; Howard W. et al.	
	455	US-20110275432-A1	11-10-2011	LUTNICK; Howard W. et al.	
	456	US-20110281627-A1	11-17-2011	LUTNICK; Howard W. et al.	
	457	US-20120052939-A1	03-01-2012	LUTNICK; Howard W. et al.	
	458	US-20150012359-A1	01-08-2015	LUTNICK; Howard W. et al.	
	459	US-20180089938-A1	03-29-2018	LUTNICK; Howard W. et al.	
	460	US-20180189839-A1	07-05-2018	LUTNICK; Howard W. et al.	
	461	US-20190318572-A1	10-17-2019	LUTNICK; Howard W. et al.	
	462	US-9940643-B2	04-10-2018	LUTNICK; Howard W. et al.	
	463	US-10825055-B2	11-03-2020	LUTNICK; Howard W. et al.	
	464	US-11341538-B2	05-24-2022	LUTNICK; Howard W. et al.	
	465	US-20220284478-A1	09-08-2022	LUTNICK; Howard W. et al.	
	466	US-20230351448-A1	11-02-2023	LUTNICK; Howard W. et al.	

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 19 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]–Number[4]–Kind Code[5] (if known)	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]
	001	AU-2004202895-A1	01-20-2005	WMS GAMING INC .		☐
	002	CA-2472735-A1	01-02-2005	WMS GAMING INC [US]		☐
	003	CA-2656934-A1	02-28-2008	CFPH LLC [US]		☐
	004	EP-1087312-A2	03-28-2001	NOKIA CORP [FI]		☐
	005	EP-1158821-A1	11-28-2001	HEWLETT PACKARD CO [US]		☐
	006	GB-2403429-A	01-05-2005	WMS GAMING INC [US]		☐
	007	JP-2002109376-A	04-12-2002	KAI MASASHIGE.		☒
	008	JP-2004118258-A	04-15-2004	VERYLOOK COM CORP.		☒
	009	JP-2006172530-A	06-29-2006	YAMAHA CORP.		☒
	010	JP-2017216024-A	12-07-2017	CFPH LLC.		☒
	011	JP-6353146-B2	07-04-2018	JOSEPH M. USHER, et al.		☒
	012	WO-0079467-A2	12-28-2000	KARMARKAR JAYANT S [US]		☐

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 20 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]–Number[4]–Kind Code[5] (if known)	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]
	013	WO-02060546-A1	08-08-2002	PALTRONICS INC [US], et al.		☐
	014	WO-03027970-A2	04-03-2003	IGT RENO NEV [US]		☐
	015	WO-2004055642-A2	07-01-2004	SALINAS ROBERT [US]		☐
	016	WO-2004064258-A2	07-29-2004	ELDAT COMM LTD [IL], et al.		☐
	017	WO-2004076011-A2	09-10-2004	WALKER DIGITAL LLC [US], et al.		☐
	018	WO-2005081155-A1	09-01-2005	MIURA HIKARU [JP], et al.		☒
	019	WO-2005086969-A2	09-22-2005	MASSIVE INC [US], et al.		☐
	020	WO-2006020413-A1	02-23-2006	IGT RENO NEV [US], et al.		☐
	021	WO-2006031766-A2	03-23-2006	MANZO ANTHONY V [US]		☐
	022	WO-9744105-A1	11-27-1997	SHUFFLE MASTER INC [US]		☐
	023	WO-9948308-A1	09-23-1999	AERIS COMMUNICATIONS INC [US]		☐

Examiner Signature		Date Considered	

*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.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 21 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	001	Australian Examination Report for Application No. 2007329314, November 23, 2011, 2 pages.	☐
	002	Australian Examination Report for Application No. 2008216057, June. 28, 2010 2 pages.	☐
	003	Australian Examiner's Report for Application No. 2007286884, dated Julu 12, 2010, 3 pages.	☐
	004	Australian Examiner's Report for Application No. 2007286884, dated March 8, 2012, 2 pages.	☐
	005	Australian Examiner's Report for Application No. 2007286884, dated November 7, 2011, 2 pages.	☐
	006	Australian Examiner's Report for Application No. 2007329314, dated July 22, 2010, 3 pages.	☐
	007	Australian Examiner's Report for Application No. 2008201004, dated August. 21, 2009 5 pages.	☐
	008	Australian Examiner's Report for Application No. 2009201701, dated July. 23, 2010 2 pages.	☐
	009	Australian Examiner's Report for Application No. 2009201701, dated March 14, 2012,3 pages.	☐
	010	Australian Examiner's Report for Application No. 2009201701, dated November 17, 2011, 3 pages.	☐
	011	Australian Examiner's Report for Application No. 2009201702, dated December 1, 2011, 4 pages.	☐
	012	Australian Examiner's Report for Application No. 2009201702, dated July. 15, 2010 2 pages.	☐
	013	Australian Examiner's Report for Application No. 2011250845, dated September 13, 2012, 3 pages.	☐
	014	Australian Examiner's Report for Application No. 2012202130, dated November 15, 2012, 4 pages.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 22 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	015	Australian Examiner's Report for Application No. 2012202275, dated June 9, 2015, 3 pages.	☐
	016	Australian Examiner's Report for Application No. 2012202275, dated Oct. 21, 2013 4 p pages.	☐
	017	Australian Examiner's Report for Application No. 2015205849, dated November 1, 2016, 3 pages.	☐
	018	Australian Examiner's Report for Application No. 2017254885, dated December 04, 2018, 4 pages.	☐
	019	Australian Notice of Acceptance for Application No. 2007329314, January 5, 2012, 3 pages.	☐
	020	Australian Notice of Acceptance for Application No. 2008216057, August 5, 2011, 3 pages.	☐
	021	Australian Second Examiner's Report for Application No. 2015205849, dated July 20, 2017, 5 pages.	☐
	022	Australian Third Examiner's Report for Application No. 2015205849, dated September 8, 2017, 5 pages.	☐
	023	"Bill Gates' Goldrush—Rowanlea Report", (http://www.rowanlea.com/report/2/historyofbgates.html), download date: August 28, 2006.	☐
	024	Canadian Examiner's Report for Application No. 2623765, dated October 17, 2011, 7 pages.	☐
	025	Canadian Examiner's Report for Application No. 2653330, dated June 20, 2012, 5 pages.	☐
	026	Canadian Examiner's Report for Application No. 2653330, dated September 27, 2011, 3 pages.	☐
	027	Canadian Examiner's Report for Application No. 2656934, dated October 17, 2011, 3 pages.	☐
	028	Canadian Examiner's Report for Application No. 2672033, dated July 6, 2012, 3 pages.	☐
	029	Canadian Examiner's Report for Application No. 2,672,033, dated March 31, 2014, 3 pages.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 23 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	030	Canadian Examiner's Report for Application No. 2,672,033, dated November 24, 2015, 2 pages.	☐
	031	Canadian Examiner's Report for Application No. 2,672,033, dated November 7, 2016, 4 pages.	☐
	032	Canadian Examiner's Report for Application No. 2,672,033, dated October 10, 2018, 4 pages.	☐
	033	Canadian Examiner's Report for Application No. 2,672,033, dated October 12, 2017, 8 pages.	☐
	034	Canadian Examiner's Report for Application No. 2678362, dated Septemeber 10, 2012, 3 pages.	☐
	035	"Card Counting", (http://www.homepokergames.com/cardcounting.php), download date: September. 7, 2006.	☐
	036	Decision to Refuse for European Application No. 07854996.1, dated February 2, 2016, 5 pages.	☐
	037	"E Ink Corporation—Technology—Electronic Paper Displays," (http://www.eink.com/technology/), download date: December 4, 2007.	☐
	038	EPO Communication and Supplementary European Search Report for Application No. 07854996.1, dated October 7, 2011, 7 pages.	☐
	039	European Communication and Search Report for Application No. 07841094.1, dated September 22, 2011, 8 pages.	☐
	040	European Office Action for Application No. 07854996.1, dated October 18, 2012, 7 pages.	☐
	041	Final Office Action for US Application No. 11/618,426, mailed on February 01, 2011, 10 pages.	☐
	042	Final Office Action for US Application No. 11/621,369, mailed on July 20, 2011, 8 pages.	☐
	043	Final Office Action for US Application No. 11/680,764, mailed on March 24, 2010, 19 pages.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 24 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	044	Final Office Action for US Application No. 11/733,902, mailed on September 07, 2011, 16 pages.	☐
	045	Final Office Action for US Application No. 11/846,696, mailed on August 06, 2012, 8 pages.	☐
	046	Final Office Action for US Application No. 11/846,696, mailed on October 11, 2012, 11 pages.	☐
	047	Final Office Action for US Application No. 12/147,005, mailed on June 21, 2012, 124 pages.	☐
	048	Final Office Action for US Application No. 12/897,954, mailed on October 25, 2012, 12 pages.	☐
	049	Final Office Action for US Application No. 13/611,655, mailed on May 09, 2014, 20 pages.	☐
	050	Final Office Action for US Application No. 13/611,697, mailed on December 27, 2013, 21 pages.	☐
	051	Final Office Action for US Application No.11/468,809, mailed on April 27, 2011, 12 pages.	☐
	052	Final Office Action for US Application No.11/567,322, mailed on March 29, 2010, 14 pages.	☐
	053	Final Office Action for US Application No.11/567,322, mailed on May 31, 2011, 32 pages.	☐
	054	Final Office Action for US Application No.11/675,182, mailed on April 13, 2010, 12 pages.	☐
	055	Fitzgerald, R. 'Follow you, follow me' The Guardian. September 14, 2006.	☐
	056	"Gambling Revolution Held Back by Red Tape," Precision Marketing, London, September 19, 2003, 11 pages.	☐
	057	"Hotel Online Special Report—New Side Bet May Assist Gaming Industry in Search of a Booster Shot for Table Games", September. 21, 1998, (http://hotelonline.com/News/PressReleases1998—3rd/Sept98—Streak.html), download date: August. 28, 2006.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 25 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	058	International Preliminary Report on Patentability for International Application No. PCT/US2007/76298, dated February 24, 2009, 6 pages.	☐
	059	International Preliminary Report on Patentability for International Application No. PCT/US2007/86661, dated June 10, 2009, 9 pages.	☐
	060	International Preliminary Report on Patentability for International Application No. PCT/US2008/54128, August 19, 2009, 6 pages.	☐
	061	International Preliminary Report on Patentability for International Application No. PCT/US2008/55209, dated September 01, 2009, 6 pages.	☐
	062	International Preliminary Report on Patentability for International Application No. PCT/US2008/74220, mailed on March 2, 2010, 10 pages.	☐
	063	IP.com NPL Search Strategy May 7, 2021 (Year: 2021). *.	☐
	064	IP.com Search Strategy dated May 7, 2021 (Year: 2021). *.	☐
	065	Japan Office Action for Application No. 2009-540479, dated November 14, 2012, 6 pages.	☐
	066	Japanese Decision to Refuse for Application No. 2015-200539 dated May 30, 2017, 9 pages w/English Translations.	☐
	067	Japanese Notice of Allowance for Application No. 2017-179648, dated May 8, 2018 3 pages w/out English Translations.	☐
	068	Japanese Office Action for Application No. 2009-540479, dated August 6, 2013, 6 pages.	☐
	069	Japanese Office Action with English translation for Application No. 2013-230320 dated July 29, 2014, 6 pages.	☐
	070	Japanese Office Action with English translation for Application No. 2015-200539 dated October 4, 2016, 6 pages w/English Translations.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 26 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	071	"Ladbrokes Uses Mobile Ads to Push Grand National Betting," (mobile advertising) (brief article), New Media Age, April 3, 2008, 4 pages.	☐
	072	Michael Friedman, Bet on Poker? Bodog takes bets on the 2005 WSOP, dated June 24, 2005, http://www.pokernews.com/news/2005/06/bet-on-poker-bodog-wsop.htm.	☐
	073	"Mobile Lotteries an Odds-On Favourite," Precision Marketing, London, p. 12, January. 9, 2004.	☐
	074	"My Multimonitor Setup: Three Screens for One Computer," (http://daggle.com/060223-231233.html), download date: December. 4, 2007.	☐
	075	Non-Final Office Action for US Application No. 11/468,809, mailed on August 17, 2010, 7 pages.	☐
	076	Non-Final Office Action for US Application No. 11/468,809, mailed on January 27, 2012, 9 pages.	☐
	077	Non-Final Office Action for US Application No. 11/470,250, mailed on December 05, 2008, 05 pages.	☐
	078	Non-Final Office Action for US Application No. 11/618,426, mailed on April 14, 2009, 8 pages.	☐
	079	Non-Final Office Action for US Application No. 11/618,426, mailed on March 02, 2012, 11 pages.	☐
	080	Non-Final Office Action for US Application No. 11/621,369, mailed on September 29, 2009, 11 pages.	☐
	081	Non-Final Office Action for US Application No. 11/674,232, mailed on June 07, 2011, 8 pages.	☐
	082	Non-Final Office Action for US Application No. 11/675,182, mailed on September 04, 2009, 8 pages.	☐
	083	Non-Final Office Action for US Application No. 11/680,764, mailed on August 31, 2009, 10 pages.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 27 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	084	Non-Final Office Action for US Application No. 11/697,024, mailed on January 06, 2012, 12 pages.	☐
	085	Non-Final Office Action for US Application No. 11/697,024, mailed on November 16, 2011, 7 pages.	☐
	086	Non-Final Office Action for US Application No. 11/733,902, mailed on October 06, 2010, 13 pages.	☐
	087	Non-Final Office Action for US Application No. 11/733,902, mailed on October 11, 2012, 14 pages.	☐
	088	Non-Final Office Action for US Application No. 11/846,696, mailed on February 16, 2012, 18 pages.	☐
	089	Non-Final Office Action for US Application No. 12/147,005, mailed on November 17, 2011, 110 pages.	☐
	090	Non-Final Office Action for US Application No. 12/693,668, mailed on January 27, 2012, 9 pages.	☐
	091	Non-Final Office Action for US Application No. 12/897,954, mailed on February 15, 2012, 11 pages.	☐
	092	Non-Final Office Action for US Application No. 12/962,828, mailed on November 15, 2012, 8 pages.	☐
	093	Non-Final Office Action for US Application No. 13/177,901, mailed on August 27, 2012, 8 pages.	☐
	094	Non-Final Office Action for US Application No. 13/611,655, mailed on June 26, 2013, 17 pages.	☐
	095	Non-Final Office Action for US Application No. 13/611,697, mailed on February 14, 2013, 16 pages.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 28 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	096	Non-Final Office Action for US Application No.11/567,322, mailed on August 12, 2010, 13 pages.	☐
	097	Non-Final Office Action for US Application No.11/567,322, mailed on September 16, 2009, 09 pages.	☐
	098	Non-Final Office Action for US Application No.11/618,426, mailed on July 24, 2008, 06 pages.	☐
	099	Non-Final Office Action for US Application No.11/621,369, mailed on April 27, 2010, 06 pages.	☐
	100	Non-Final Office Action for US Application No.11/621,369, mailed on November 10, 2010, 16 pages.	☐
	101	Non-Final Office Action for US Application No.12/512,730, mailed on July 20, 2010, 06 pages.	☐
	102	Notice of Allowance for U.S. Application No. 11/468,809, mailed on September 14, 2012, 9 pages.	☐
	103	Notice of Allowance for U.S. Application. No. 11/470,250, mailed on July 24, 2009, 4 pages.	☐
	104	Notice of Allowance for U.S. Application No. 11/539,518, mailed on July 20, 2012, 9 pages.	☐
	105	Notice of Allowance for U.S. Application No. 11/618,426, mailed on September 17, 2012, 9 pages.	☐
	106	Notice of Allowance for U.S. Application No. 11/621,369, mailed on February 04, 2014, 10 pages.	☐
	107	Notice of Allowance for U.S. Application No. 11/674,232, mailed on February 27, 2012, 11 pages.	☐
	108	Notice of Allowance for U.S. Application No. 11/697,024, mailed on September 17, 2012, 9 pages.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 29 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	109	Notice of Allowance for U.S. Application No. 12/147,005, mailed on January 29, 2013, 42 pages.	☐
	110	Notice of Allowance for U.S. Application No. 12/147,005, mailed on November 26, 2013, 47 pages.	☐
	111	Notice of Allowance for U.S. Application No. 12/194,593, mailed on October 19, 2011, 9 pages.	☐
	112	Notice of Allowance for U.S. Application No. 12/512,730, mailed on April 08, 2011, 6 pages.	☐
	113	Notice of Allowance for U.S. Application No. 12/693,524, mailed on November 19, 2012, 29 pages.	☐
	114	Notice of Allowance for U.S. Application No. 12/693,668, mailed on August 07, 2012, 8 pages.	☐
	115	Notice of Allowance for U.S. Application No. 12/693,668, mailed on November 26, 2012, 10 pages.	☐
	116	Notification Concerning Transmittal of International Preliminary Report on Patentability and Written Opinion for International Application No. PCT/US2007/76298, mailed on March 05, 2009, 7 pages.	☐
	117	Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority for International Application No. PCT/US2007/77021, April 14, 2008, 10 pages.	☐
	118	Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority for International Application No. PCT/US2007/86661, mailed on May 12, 2008, 12 pages.	☐
	119	Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority for International Application No. PCT/US2008/74220, mailed on November 17, 2008, 14 pages.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 30 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	120	Notification of Transmittal or Search Report and Written Opinion of the ISA, or the Declaration for International Application No. PCT/US07/76298, mailed on September 17, 2008, 8 pages.	☐
	121	Notification of Transmittal or Search Report and Written Opinion of the ISA, or the Declaration for International Application No. PCT/US08/55209, mailed on July 31, 2008, 8 pages.	☐
	122	PCT Search Report and Written Opinion for International Application No. PCT/US2008/54128, Septemeber 10, 2008, 12 pages.	☐
	123	Players Rating System, II Dado at: http://web.archive.org/web/20040228122341/ http://www.ildado.com/players—rating—system.html, dated: February 28, 2004, 2 pages.	☐
	124	SMITH, R., "Ironically, Lawsuit Filed Against Some Nevada Casinos for Card Counting; Computerized Card Counting System Boosts the House's Odds of Winning at Blackjack," Hotel Online, October 19, 2004.	☐
	125	STIC EIC 3600 Search Report for application 15909674 dated April 20, 2020 (Year: 2020).	☐
	126	STIC EIC 3600 Search Report for application 15909674 dated December 19, 2019 (Year: 2019).	☐
	127	STIC EiC 3600 Search Report for U.S. Appl. No. 15/909,674 dated April 20, 2020 (Year: 2020).	☐
	128	STIC EiC 3600 Search Report for U.S. Appl. No. 15/909,674 dated December 19, 2019 (Year: 2019).	☐
	129	STIC EIC 3600 Search Report for U.S. Appl. No. 17/085,815 dated May 10, 2021 (Year: 2021). *.	☐
	130	Susan Chaityn Lebovits, "Free-Play Site Draws Card Players After Crackdown," Boston Globe, Boston, MA, p. E1, Nov. 5, 2007.	☐
	131	"The Don't Pass Bet", Craps-Info.Net, (http://www.craps-info.net/the—dont—pass—bet.html), download date: August. 28, 2006.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 31 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	132	"The Vegas Guy—Dodge City Saloon" (http: www.joebobbriggs.com/vegasguy/vg20020910.html), download date: September 7, 2006.	☐
	133	"Top Rated Online Casinos—Find the Best Casinos on the Net—Gambling-Win.com," (http://www.gambling-win.com/most-popular-casinos.html), download date: Decembe 4, 2007.	☐
	134	USPTO Examiner's Answer to Appeal Brief for U.S. Application No. 11/675,182, June 23, 2011, 17 pages.	☐
	135	USPTO Examiner's Answer to Appeal Brief for U.S. ApplicationNo. 11/567322, January 2, 2013, 66 pages.	☐
	136	USPTO Examiner Interview Summary for U.S. Application No. 11/567,322, July 23, 2010, 3 pages.	☐
	137	USPTO Notice of Allowance and Fees Due and Examiner Interview Summary for U.S. Application. No. 11/680,764, July. 25, 2011 12 pages.	☐
	138	USPTO Office Action for U.S. Application No. 11/533,300, August 20, 2010, 7 pages.	☐
	139	USPTO Office Action for U.S. Application No. 11/533,300, July 27, 2012, 9 pages.	☐
	140	USPTO Office Action for U.S. Application. No. 11/533,300, May 10, 2011 5 pages.	☐
	141	USPTO Office Action for U.S. Application No. 11/533,300, October 12, 2012, 10 pages.	☐
	142	USPTO Office Action for U.S. Application No. 11/539,518, August 20, 2010, 8 pages.	☐
	143	USPTO Office Action for U.S. Application No. 11/539,518, December 8, 2011, 2 pages.	☐
	144	USPTO Office Action for U.S. Application No. 11/539,518, May 11, 2011, 5 pages.	☐
	145	USPTO Office Action for U.S. Application No. 11/567,322, April 30, 2009, 7 pages.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 32 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	146	USPTO Office Action for U.S. Application No. 11/674,232, October 28, 2010, 6 pages.	☐
	147	USPTO Office Action for U.S. Application. No. 11/680,764, December. 7, 2010 22 pages.	☐
	148	USPTO Office Action for U.S. Application. No. 11/697,024, April. 11, 2011 6 pages.	☐
	149	USPTO Office Action for U.S. Application No. 11/733,902, May 6, 2010, 6 pages.	☐
	150	USPTO Office Action for U.S. Application No. 11/846,696, August 26, 2011, 6 pages.	☐
	151	USPTO Office Action for U.S. Application No. 11/868,013, December 22, 2011, 7 pages.	☐
	152	USPTO Office Action for U.S. Application No. 12/147,005, dated April 20, 2011, 8 pages.	☐
	153	USPTO Office Action for U.S. Application. No. 12/693,668, July. 14, 2011 6 pages.	☐
	154	USPTO Office Action for U.S. Application No. 12/759,757, August 31, 2012, 3 pages.	☐
	155	USPTO Office Action for U.S. Application. No.11/675,182, May 21, 2009 6 pages.	☐
	156	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/468,809, January 13, 2012, 2 pages.	☐
	157	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/567,322, February 02, 2012, 4 pages.	☐
	158	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/618,426, dated October 3, 2011, 2 pages.	☐
	159	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/675,182, November 10, 2010, 2 pages.	☐
	160	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/680,764, August 5, 2011, 2 pages.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 33 of 34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

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]
	161	USPTO Pre-Brief Appeal Conference Decision for U.S. Application. No. 11/680,764, September. 27, 2010 2 pages.	☐
	162	USPTO Pre-Brief Appeal Conference Decision for U.S. Application No. 11/733,902, May 23,2012, 2 pages.	☐
	163	Webpage: "Dynamic In-Game Advertising", (http://www.wheii.com/2005—05—01—archive.php), download date: December. 11, 2006.	☐
	164	Webpage: "Meet Steven Spielberg, hardboiled cynic", (http://diLsalon.com/story/entimovies/review12002/06121Iminority—report/index. html), download date: December 11, 2006.	☐
	165	"Who's Holding the Aces Now?", (http://www.wired.com/news/games/0,2101,60049,00.html), September. 7, 2006.	☐
	166	"William Hill Steps Up Mobile Betting for Closer Targeting," Precision Marketing, London, p. 6, December. 19, 2003.	☐

Examiner Signature		Date Considered	

*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] Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	34	of	34

Complete if Known	
Application Number	18/652,765
Filing Date	May 1, 2024
First Named Inventor	Howard W. LUTNICK
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Richard M. Bemben/	Date (YYYY-MM-DD)	2024-06-18
Name/Print	Richard M. Bemben	Registration Number	68,658

22393109.1

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**06/18/2024 12:48:06 PM Z ET**	**5012.0130006**

Title of Invention

Method and Apparatus for Advertising on a mobile Gaming Device

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	66011777	FILING DATE	05/01/2024
CUSTOMER #	26111	FIRST NAMED INVENTOR	Howard W. LUTNICK
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Richard Bemben

Documents

TOTAL DOCUMENTS: 3

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
2024-06-18-IDS-Cover-Letter-5012-0130006.pdf	1	Transmittal Letter	267 KB
2024-06-18-IDS-Pleading-5012-0130006.pdf	6	Letter specifying the conditions for filing under 37 CFR 1.97	122 KB
2024-06-18-IDS-SB08-5012-0130006.pdf	34	Information Disclosure Statement (IDS) Form (SB08)	394 KB

Warning: This is not a USPTO supplied IDS fillable form. Data in the form cannot be automatically loaded to other USPTO systems.

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2024-06-18-IDS-Cover-Letter-5012-0130006.pdf	488F4A5EB6DC5C9171DE654000D5D9503074BA19005F689D7CAF23D4909042758D3DF30EAABF5B351DD226FCE300FFCAC5FAC3CA3839BD4EA631F649DB3FE9F1
2024-06-18-IDS-Pleading-5012-0130006.pdf	753EF7D165F26725223CE79712B2A51F59D68E3C537900F60F27E135E5CAF12D9DE5143A006A7E4A2FD9EBE9728D4F8EB7D1B7797625022505FBBBFB1A83D50C
2024-06-18-IDS-SB08-5012-0130006.pdf	4AF3967A58CACA925DE8E0536905A4A09BBB6764D43E66634E6F30841E323CC7F503186D6DB01E26ED23CA135AD359B47F146CD4C093D3C13EAF09589F228D1F

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.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006	3888

26111 7590 06/13/2024

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

EXAMINER
CENTRAL, DOCKET

ART UNIT	PAPER NUMBER
3689	

NOTIFICATION DATE	DELIVERY MODE
06/13/2024	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):

eoffice@sternekessler.com

DK Crown Holdings Inc.
Ex. 1002, Page 488

Decision Granting Request for Prioritized Examination (Track I)	**Application No.** 18/652,765	**Applicant(s)** LUTNICK et al.	
	Examiner CHERYL P GIBSON BAYLOR	**Art Unit** OPET	**AIA (FITF) Status** No

1. THE REQUEST FILED 01 May 2024 IS **GRANTED** .

The above-identified application has met the requirements for prioritized examination

A. ☑ for an original nonprovisional application (Track I).
B. ☐ for an application undergoing continued examination (RCE).

2. **The above-identified application will undergo prioritized examination**. The application will be accorded special status throughout its entire course of prosecution until one of the following occurs:

A. filing a **petition for extension of time** to extend the time period for filing a reply;

B. filing an **amendment to amend the application to contain more than four independent claims, more than thirty total claims** , or a multiple dependent claim;

C. filing a **request for continued examination** ;

D. filing a notice of appeal;

E. filing a request for suspension of action;

F. mailing of a notice of allowance;

G. mailing of a final Office action;

H. completion of examination as defined in 37 CFR 41.102; or

I. abandonment of the application.

Telephone inquiries with regard to this decision should be directed to CHERYL GIBSON BAYLOR at (571)272-3213. In his/her absence, calls may be directed to Petition Help Desk at (571) 272-3282.

/CHERYL GIBSON BAYLOR/ Paralegal Specialist, OPET	

DK Crown Holdings Inc.
Ex. 1002, Page 489

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
18/652,765	05/01/2024	Howard W. LUTNICK	5012.0130006

CONFIRMATION NO. 3888

26111
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

POA ACCEPTANCE LETTER

OC000000073790442

Date Mailed: 06/12/2024

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 06/03/2024.

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**.

/cnguyen/

DK Crown Holdings Inc.
Ex. 1002, Page 490

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
18/652,765	05/01/2024	3689	4120	5012.0130006	30	4

CONFIRMATION NO. 3888

REPLACEMENT FILING RECEIPT

26111
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005

OC000000073790520

Date Mailed: 06/12/2024

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)

Howard W. LUTNICK, New York, NY;
Kevin BURMAN, Hunters Hill, AUSTRALIA;
Dean P. ALDERUCCI, Westport, CT;
Geoffrey M. GELMAN, Brooklyn, NY;
Antonio PAPAGEORGIOU, Bronx, NY;
Mark MILLER, Chicago, IL;

Applicant(s)

CFPH, LLC, New York, NY;

Assignment For Published Patent Application

CFPH, LLC, New York, NY

Power of Attorney: The patent practitioners associated with Customer Number 26111

Domestic Priority data as claimed by applicant

This application is a CON of 18/209,541 06/14/2023
which is a CON of 17/750,536 05/23/2022 ABN
which is a CON of 17/085,815 10/30/2020 PAT 11,341,538
which is a CON of 15/909,674 03/01/2018 PAT 10,825,055
which is a CON of 14/231,398 03/31/2014 PAT 9,940,643
which is a CON of 12/147,005 02/13/2009 PAT 8,688,517

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.

DK Crown Holdings Inc.
Ex. 1002, Page 491

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: 05/15/2024

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 18/652,765**

Projected Publication Date: 08/22/2024

Non-Publication Request: No

Early Publication Request: No

Title

Method and Apparatus for Advertising on a mobile Gaming Device

Preliminary Class

705

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

DK Crown Holdings Inc.
Ex. 1002, Page 492

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 AssetsControl, 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).

DK Crown Holdings Inc.
Ex. 1002, Page 493

SelectUSA

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

DK Crown Holdings Inc.
Ex. 1002, Page 494

Doc Code: PA..
Document Description: Power of Attorney

PTO/AIA/82A (07-13)
Approved for use through 09/30/2025. OMB 0651-0035
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 displays a valid OMB control number.

TRANSMITTAL FOR POWER OF ATTORNEY TO ONE OR MORE REGISTERED PRACTITIONERS

NOTE: This form is to be submitted with the Power of Attorney by Applicant form (PTO/AIA/82B) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5, unless the application number and filing date are identified in the Power of Attorney by Applicant form. If neither form PTO/AIA/82A nor form PTO/AIA82B identifies the application to which the Power of Attorney is directed, the Power of Attorney will not be recognized in the application.

Application Number	18/652,765
Filing Date	05/01/2024
First Named Inventor	Howard W. LUTNICK
Title	Method and Apparatus for Advertising on a Mobile Gaming Device
Art Unit	3689
Examiner Name	To Be Assigned
Attorney Docket Number	5012.0130006

SIGNATURE of Applicant or Patent Practitioner

Signature	/Richard M. Bemben/	Date (Optional)	2024-06-03
Name	Richard M. Bemben	Registration Number	68,658
Title (if Applicant is a juristic entity)	Attorney for Applicant		
Applicant Name (if Applicant is a juristic entity)	CFPH, LLC		

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. If more than one applicant, use multiple forms.

☑ *Total of 1 (one) forms are submitted.

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0651-0035. Public burden for this form is estimated to average 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email InformationCollection@uspto.gov. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS.** If filing this completed form by mail, 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.

DocuSign Envelope ID: 2D8C0C70-92C4-44A6-A484-38EAA4E54239

Document Description: Power of Attorney

PTO/AIA/82B (07-13)
Approved for use through 09/30/2025. OMB 0651-0035
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 displays a valid OMB control number

POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

Application Number	Filing Date

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)

☑ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above: 26111

OR

☐ I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

Please recognize or change the correspondence address for the application identified in the attached transmittal letter or the boxes above to:

☑ The address associated with the above-mentioned Customer Number

OR

☐ The address associated with Customer Number:

OR

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

I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

CFPH, LLC

☐ Inventor or Joint Inventor (title not required below)

☐ Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)

☑ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)

☐ 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 concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

The undersigned (whose title is supplied below) is authorized to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

Signature	/ DocuSigned by: Egorova 171B6F6EC5D3945... /	Date (Optional)	05/28/2024 | 8:53 AM PDT
Name	Olga Egorova		
Title	Chief Technology and IP Counsel		

NOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.

☐ Total of forms are submitted.

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0651-0035. Public burden for this form is estimated to average 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email InformationCollection@uspto.gov. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS.** If filing this completed form by mail, 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.

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**06/03/2024 12:20:14 PM Z ET**	**5012.0130006**

Title of Invention

Method and Apparatus for Advertising on a mobile Gaming Device

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Marta Guzman
PATENT CENTER #	65771009	FILING DATE	05/01/2024
CUSTOMER #	26111	FIRST NAMED INVENTOR	Howard W. LUTNICK
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Richard Bemben

Documents

TOTAL DOCUMENTS: 4

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
2024-06-03-Cover-Letter-5012-0130006.pdf	1	Transmittal Letter	209 KB
2024-06-03-Corrected-ADS-5012-0130006.pdf	10	Application Data Sheet	616 KB

Warning: This is not a USPTO supplied ADS fillable form. Data in the form cannot be automatically loaded to other USPTO systems.

2024-06-03-POA-82A-5012-0130006.pdf	1	Power of Attorney	225 KB
2024-06-03-POA-82B-5012-0130006.pdf	1	Power of Attorney	219 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
2024-06-03-Cover-Letter-5012-0130006.pdf	EFFA3683A826232B8746A7D68461509B5558BFC9F09B0FF183663B38ED0CC62DDD78AF24AD3E652C89B3BFE5BAE994A0949777427301B05BA888DB232AB41072
2024-06-03-Corrected-ADS-5012-0130006.pdf	57FEEE26AD00768BCA5C85C12A48BC419F9F005CA6CEC8DB1FEC8023452DDA3936A950BD5F2240876C851AAC8609BD7D16D43256579F506792F21FDA7F33925E
2024-06-03-POA-82A-5012-0130006.pdf	BF3B0500698A8CF3F781DA88EB562B260A6F3F59530AC50E906BC2653849DA063A4035F5E1A813AC1A10EA2DD1B6BB758A8393CD9FD71CB0357DFE7149985561
2024-06-03-POA-82B-5012-0130006.pdf	A2531ADDAABBB49E745472C571671A7B126296D4BE104B85C50D0E8970C0B4C00BFA0C0FC0CFFA725FBD90FC9E5B4AF71F904BB408C33FA1D08A42241135765A

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.

RICHARD M. BEMBEN
DIRECTOR
202-772-8549
RBEMBEN@STERNEKESSLER.COM

June 3, 2024

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Confirmation No. 3888
Art Unit: 3689
Attn: Mail Stop Amendment

Re: U.S. Utility Patent Application
Appl. No. 18/652,765; Filing Date: May 1, 2024
For: **Method and Apparatus for Advertising on a Mobile Gaming Device**
First Named Inventor: Howard W. LUTNICK
Our Ref: 5012.0130006

Commissioner:

Transmitted herewith for appropriate action are the following documents:

1. Corrected Application Data Sheet (37 C.F.R. § 1.76); and
2. An executed Power of Attorney by Applicant (PTO/AIA/82B) and the Transmittal for Power of Attorney form (PTO/AIA/82A)

The above-listed documents are filed electronically.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, and any additional fees required to continue prosecution or appeal of this application (including issue fee, fees for net addition of claims, or forwarding to appeal), or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Richard M. Bemben
Attorney for Applicant
Registration No. 68,658

RMB/mig
Enclosures

22465396.1

DK Crown Holdings Inc.
Ex. 1002, Page 499

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2:

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

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Howard	W.	LUTNICK	

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	110 East 59th Street		
Address 2			
City	New York	State/Province	NY
Postal Code	10022	Country	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Kevin		BURMAN	

Residence Information (Select One) ○ US Residency ◉ Non US Residency ○ Active US Military Service

City	Hunters Hill	Country of Residence	AU

Mailing Address of Inventor:

Address 1	3 Centenary Avenue		
Address 2			
City	Hunters Hill	State/Province	
Postal Code	2110	Country	AU

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Dean	P.	ALDERUCCI	

DK Crown Holdings Inc.
Ex. 1002, Page 500

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

Residence Information (Select One) (•) US Residency ( ) Non US Residency ( ) Active US Military Service

City	Westport	State/Province	CT	Country of Residence	US

Mailing Address of Inventor:

Address 1	8 Marion Road		
Address 2			
City	Westport	State/Province	CT
Postal Code	06880	Country	US

Remove

Inventor 4

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Geoffrey	M.	GELMAN	

Residence Information (Select One) (•) US Residency ( ) Non US Residency ( ) Active US Military Service

City	Brooklyn	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	14 Berkeley Place		
Address 2			
City	Brooklyn	State/Province	NY
Postal Code	11217	Country	US

Remove

Inventor 5

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Antonio		Papageorgiou	

Residence Information (Select One) (•) US Residency ( ) Non US Residency ( ) Active US Military Service

City	Bronx	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	3050 Fairfield Avenue		
Address 2			
City	Bronx	State/Province	NY
Postal Code	10463	Country	US

Remove

Inventor 6

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Mark		Miller	

Residence Information (Select One) (•) US Residency ( ) Non US Residency ( ) Active US Military Service

DK Crown Holdings Inc.
Ex. 1002, Page 501

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

City	Chicago	State/Province	IL	Country of Residence	US

Mailing Address of Inventor:

Address 1	110 East 59th Street		
Address 2			
City	New York	State/Province	NY
Postal Code	10022	Country	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

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

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

Customer Number	26111		
Email Address		Add Email	Remove Email

Application Information:

Title of the Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE		
Attorney Docket Number	5012.0130006	Small Entity Status Claimed	☐
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	6	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.

DK Crown Holdings Inc.
Ex. 1002, Page 502

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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	26111		

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)
	Continuation of	18/209541	2023-06-14
Prior Application Status	Abandoned		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
18/209541	Continuation of	17/750536	2022-05-23
Prior Application Status	Patented		Remove

Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
17/750536	Continuation of	17/085815	2020-10-30	11341538	2022-05-24
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
17/085815	Continuation of	15/909674	2018-03-01	10825055	2020-11-03
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
15/909674	Continuation of	14/231398	2014-03-31	9940643	2018-04-10

DK Crown Holdings Inc.
Ex. 1002, Page 503

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

Prior Application Status	Patented			Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
14/231398	Continuation of	~~12/148005~~ 12/147005	2009-02-13	8688517	2014-04-01
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button.					

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. 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.			

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.

DK Crown Holdings Inc.
Ex. 1002, Page 504

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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.

DK Crown Holdings Inc.
Ex. 1002, Page 505

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

◉ Assignee	○ Legal Representative under 35 U.S.C. 117	○ Joint Inventor
○ Person to whom the inventor is obligated to assign.	○ Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	CFPH, LLC

Mailing Address Information For Applicant:

Address 1	110 East 59th Street		
Address 2			
City	New York	**State/Province**	NY
Country US		Postal Code	10022
Phone Number		Fax Number	
Email Address			

Additional Applicant Data may be generated within this form by selecting the Add button.

Assignee Information including Non-Applicant Assignee Information:

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

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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. ☒

Organization Name	CFPH, LLC

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1	110 East 59th Street		
Address 2			
City	New York	**State/Province**	NY
Country i	US	Postal Code	10022
Phone Number		Fax Number	
Email Address			

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

Signature:

NOTE: This 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	Richard M. Bemben			Date (YYYY-MM-DD)	2024-06-03
First Name	Richard	Last Name	Bemben	Registration Number	68,658

Additional Signature may be generated within this form by selecting the Add button.

DK Crown Holdings Inc.
Ex. 1002, Page 507

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	18/652,765
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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.**

DK Crown Holdings Inc.
Ex. 1002, Page 508

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 CooperationTreaty.

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.

DK Crown Holdings Inc.
Ex. 1002, Page 509

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
18/652,765	05/01/2024		4120	5012.0130006	30	4

CONFIRMATION NO. 3888

FILING RECEIPT

26111
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1101 K Street, NW
10th Floor
WASHINGTON, DC 20005



Date Mailed: 05/17/2024

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)

Howard W. LUTNICK, New York, NY;
Kevin BURMAN, Hunters Hill, AUSTRALIA;
Dean P. ALDERUCCI, Westport, CT;
Geoffrey M. GELMAN, Brooklyn, NY;
Antonio PAPAGEORGIOU, Bronx, NY;
Mark MILLER, Chicago, IL;

Applicant(s)

CFPH, LLC, New York, NY;

Assignment For Published Patent Application

CFPH, LLC, New York, NY

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CON of 18/209,541 06/14/2023
which is a CON of 17/750,536 05/23/2022 ABN
which is a CON of 17/085,815 10/30/2020 PAT 11,341,538
which is a CON of 15/909,674 03/01/2018 PAT 10,825,055
which is a CON of 14/231,398 03/31/2014 PAT 9,940,643
which is a CON of 12/147,005 02/13/2009 PAT 8,688,517

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.

DK Crown Holdings Inc.
Ex. 1002, Page 510

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: 05/15/2024

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 18/652,765**

Projected Publication Date: 08/22/2024

Non-Publication Request: No

Early Publication Request: No

Title

Method and Apparatus for Advertising on a mobile Gaming Device

Preliminary Class

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

DK Crown Holdings Inc.
Ex. 1002, Page 511

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 AssetsControl, 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).

DK Crown Holdings Inc.
Ex. 1002, Page 512

SelectUSA

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

DK Crown Holdings Inc.
Ex. 1002, Page 513

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 18/652,765

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	320
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	700
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	800
TOTAL CLAIMS (37 CFR 1.16(i))	30 minus 20 =	* 10			OR	x 100 =	1000
INDEPENDENT CLAIMS (37 CFR 1.16(h))	4 minus 3 =	* 1				x 480 =	480
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).						420
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	3720

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	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))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE($)	ADDITIONAL FEE($)		RATE($)	ADDITIONAL FEE($)
AMENDMENT B	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))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.

United States Patent and Trademark Office

Under Secretary of Commerce for Intellectual Property and
Director of the United States Patent and Trademark Office

WELCOME TO THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

*Congratulations on taking the first step to protect your invention. You can now advertise or mark any products covered by this application for your invention as **"Patent Pending"** for as long as this application is pending!*

We are here to help you on the rest of your journey.

New to the process? The Patent Basics page will take you from "What is a patent?" to assistance with the application process.

- **www.uspto.gov/PatentBasics**

Consider cost savings. You might qualify for small entity or micro entity status, which means a discount on most USPTO patent fees.

- **www.uspto.gov/EntityStatus**

Become a registered electronic filer (eFiler). You'll gain access to the full capabilities of Patent Center. As a registered eFiler, you can electronically view your submission, track the progress of your application, and respond to USPTO correspondence.

- **www.uspto.gov/NewPatentFilers**

Learn how to identify which of your creative ideas might be intellectual property assets and how to protect them by using the USPTO Intellectual Property (IP) Identifier.

- **ipidentifier.uspto.gov**

We also provide Pro Se Assistance, support specifically geared for **independent inventors without an attorney or agent.** Follow the link below, call us at 866-767-3848, or email **proseassistancecenter@uspto.gov**.

- **www.uspto.gov/ProSePatents**

Need help near you? We have regional offices across the country, as well as Patent and Trademark Resource Centers in libraries in nearly every state, with specialists standing by to help you at no cost.

- **www.uspto.gov/locations**
- **www.uspto.gov/ptrc**

Contact us:

- **General information:** USPTO Contact Center
  - **www.uspto.gov/help**
- **Patent Center:**
  Patent Electronic Business Center
  - **www.uspto.gov/EBC**
- **Pre or post-examination:** Application Assistance Unit
  - **www.uspto.gov/PatentAssistance**

Want to learn more?

- **Access our free services** all in one spot. Find all of our contact centers, nationwide services, events, education, and training.
  - **www.uspto.gov/FreeServices**
- **Connect with us** on Instagram, LinkedIn, Twitter, Facebook, and YouTube.
- **Hear about resources for startups, inventors, and entrepreneurs,** as well as our initiatives engaging women, the military community, and others. These programs offer helpful tips and tricks on identifying and managing your IP, finding options for funding, and expanding your network to support your business.
  - **www.uspto.gov/startups**
  - **www.uspto.gov/inventors**
  - **www.uspto.gov/initiatives**
- We hope you connect with us by subscribing to receive important notifications by email.
  - **www.uspto.gov/subscribe**

Kathi Vidal

Kathi Vidal
Under Secretary of Commerce for Intellectual Property and
Director of the United States Patent and Trademark Office

Derrick Brent
Deputy Under Secretary of Commerce for Intellectual Property and
Deputy Director of the United States Patent and Trademark Office

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC PAYMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	05/01/2024 09:31:39 PM Z ET	5012.0130006

Title of Invention

Method and Apparatus for Advertising on a mobile Gaming Device

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Kim Perry
PATENT CENTER #	65343154	AUTHORIZED BY	Syed Ahmed
CUSTOMER #	26111	FILING DATE	-
CORRESPONDENCE ADDRESS	-	FIRST NAMED INVENTOR	Howard W. LUTNICK

Payment Information

PAYMENT METHOD	PAYMENT TRANSACTION ID	PAYMENT AUTHORIZED BY
CARD / 1007	E202451L33335000	Kim Perry

FEE CODE	DESCRIPTION	ITEM PRICE($)	QUANTITY	ITEM TOTAL($)
1830	PROCESSING FEE, EXCEPT IN PROVISIONAL APPLICATIONS	140.00	1	140.00
1817	REQUEST FOR PRIORITIZED EXAMINATION	4200.00	1	4200.00
1111	UTILITY PATENT APPL. SEARCH FEE	700.00	1	700.00
1011	BASIC FILING FEE - UTILITY (PAPER FILING ALSO REQUIRES NON-ELECTRONIC FILING FEE UNDER 1.16(T))	320.00	1	320.00
1311	PATENT APPL. EXAMINATION FEE	800.00	1	800.00

1054	Non-DOC-X Filing Surcharge	400.00	1	400.00
1081	UTILITY APPL. SIZE FEE > THAN 100 PAGES (FEE X PAGES >= 101 IN 50 PAGE INCREMENTS)	420.00	1	420.00
1202	EACH CLAIM IN EXCESS OF 20	100.00	10	1000.00
1201	EACH INDEPENDENT CLAIM IN EXCESS OF THREE	480.00	1	480.00
			TOTAL AMOUNT:	**$8,460.00**

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.

DK Crown Holdings Inc.
Ex. 1002, Page 517

Doc Code: TRACK1.REQ
Document Description: TrackOne Request

PTO/AIA/424 (11-23)

CERTIFICATION AND REQUEST FOR PRIORITIZED EXAMINATION UNDER 37 CFR 1.102(e) (Page 1 of 1)

First Named Inventor:	Howard W. LUTNICK	Nonprovisional Application Number (if known):	To Be Assigned
Title of Invention:	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE		

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS PRIORITIZED EXAMINATION FOR THE ABOVE-IDENTIFIED APPLICATION.

1. The processing fee set forth in 37 CFR 1.17(i)(1) and the prioritized examination fee set forth in 37 CFR 1.17(c) have been filed with the request. The publication fee requirement is met because that fee, set forth in 37 CFR 1.18(d), is currently $0. The basic filing fee, search fee, and examination fee are filed with the request or have been already been paid. I understand that any required excess claims fees or application size fee must be paid for the application.

2. I understand that the application may not contain, or be amended to contain, more than four independent claims, more than thirty total claims, or any multiple dependent claims, and that any request for an extension of time will cause an outstanding Track I request to be dismissed.

3. The applicable box is checked below:

I. ☑ Original Application (Track One) - Prioritized Examination under § 1.102(e)(1)

i. (a) The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a). This certification and request is being filed with the utility application via USPTO patent electronic filing system.

---OR---

(b) The application is an original nonprovisional plant application filed under 35 U.S.C. 111(a). This certification and request is being filed with the plant application in paper.

ii. An executed inventor's oath or declaration under 37 CFR 1.63 or 37 CFR 1.64 for each inventor, **or** the application data sheet meeting the conditions specified in 37 CFR 1.53(f)(3)(i) is filed with the application.

II. ☐ Request for Continued Examination - Prioritized Examination under § 1.102(e)(2)

i. A request for continued examination has been filed with, or prior to, this form.
ii. If the application is a utility application, this certification and request is being filed via USPTO patent electronic filing system.
iii. The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a), or is a national stage entry under 35 U.S.C. 371.
iv. This certification and request is being filed prior to the mailing of a first Office action responsive to the request for continued examination.
v. No prior request for continued examination has been granted prioritized examination status under 37 CFR 1.102(e)(2).

Signature /Richard M. Bemben/	Date 2024-05-01
Name (Print/Typed) Richard M. Bemben	Practitioner Registration Number 68,658

Note: *This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required.**

☑ *Total of 1 (one) forms are submitted.

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
18/652,765	**05/01/2024 09:31:39 PM Z ET**	**5012.0130006**

Title of Invention

Method and Apparatus for Advertising on a mobile Gaming Device

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	3888	FILED BY	Kim Perry
PATENT CENTER #	65343154	FILING DATE	-
CUSTOMER #	26111	FIRST NAMED INVENTOR	Howard W. LUTNICK
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Syed Ahmed

Documents

TOTAL DOCUMENTS: 11

DOCUMENT		PAGES	DESCRIPTION	SIZE (KB)
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006.pdf		174	-	15562 KB
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-LET..pdf	(1-2)	2	Miscellaneous Incoming Letter	239 KB
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-TRACK1.REQ.pdf	(3-3)	1	Track One Request	199 KB
2024-05-01-Track-One-Application-Filing-Bundle-	(4-4)	1	Transmittal of New Application	237 KB

5012-0130006-TRNA.pdf				
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-136A.pdf	(5-5)	1	Authorization for Extension of Time all replies	132 KB
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-ADS.pdf	(6-15)	10	Application Data Sheet	125 KB
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-OATH.pdf	(16-21)	6	Oath or Declaration filed	586 KB
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-SPEC.pdf	(22-159)	138	Specification	14086 KB
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-CLM.pdf	(160-167)	8	Claims	808 KB
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-ABST.pdf	(168-168)	1	Abstract	696 KB
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-DRW.NONBW.pdf	(169-174)	6	Drawings-other than black and white line drawings	165 KB
2024-05-01-Track-One-Form-5012-0130006.pdf		1	Track One Request	177 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)

2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006.pdf	4BB31CAA203324B146FD5ECBF15B399C97CDCCEB91F23FD95694660B5B6FADC0095E56EF5251AC54DE15B96BCCA736D850DB09853317B338B559AC26D6302695
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-LET..pdf	E05C9FA717BBE97362B6DD045D7D018E7DFFB918D28E244E7EC50B3C73B724D6AF9EAEBD2FB49E0E76D8D964EC05450405002E14B5AAE54CB2EC078E73E9897B
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-TRACK1.REQ.pdf	1314114924CDB04E39590DBDE880808BEF55B9907F69A8C07EE0768FA421AA29CF36909609D3224669DCAB0CF8C06B7503E6DC6279E042A730298964 7D634E30
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-TRNA.pdf	017DB1ADD645CD52E168818285AFD8CA0A2F9C527EFE6D5008B24B291810F1BBBF23C48C86EA4AE6A5C8882FC718E9B3B1DCDA53ACB3886755B14FA5E5F2C75F
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-136A.pdf	DE57DF9B1ADEAC97A81102802309B278E7AD3EFC1744ED8B737CEBFE80D408E91E3DFBBC0BDF88158649A567BD1BDF43F56BEC44D569C102180E935BD645E393
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-ADS.pdf	30F4400D1DAA4E4B2F0B22A9AA52016F0BFE94471C3B5E01DB1D1599819E6372DC35DD69656A5D0AB0BAA799CADA1C826A4381A3FAB4322B95A7DE94B92623FA
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-OATH.pdf	6A4273A7F12BE5724F5666BE99B35966A392CD156AEA22277EA966AC93BFEE222524668EA4E4B064D77DB49B1B1579928C8DC54C4E6FF17117061E450FE2D50F
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-SPEC.pdf	CB68BB350D28F88A7EEADB161FEF4B0F2D485C6E7CE706E8BADD0EF83791DA759A4405073C90FA1686CF9B699BD1DE9D6ED98C78CCB846BCFF3927E3BC258995
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-CLM.pdf	6991130E228F812E95C9FB30BDC1F1B2487235FF7E29318944DA8B3787C27CD630ECADA97942511FC27D3DBE3D2F167C159313D54831977606EF5B0D83E8F664
2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-ABST.pdf	F8294D48AB3F3395F1712B5D369E1824C5CCAAFF59D818BD4992703D32582082E57E8EEDDAEF972DFD059B218D7C38390083849B568FE5987DE097537D6E78A1

DK Crown Holdings Inc.
Ex. 1002, Page 522

2024-05-01-Track-One-Application-Filing-Bundle-5012-0130006-DRW.NONBW.pdf	37F7E51A3925E45C01F0399C36FE2CB92FD8D1D76A89233B626EBE6781096AD6F98B7703049B82E0E03483737748093E8C2BA3AD1C3ABC2009B9BC529B8D2B60
2024-05-01-Track-One-Form-5012-0130006.pdf	C83356F38F519BFBFD7ACAB02715E3AB696D8C441C981C0F4696A140A2BD64B7A465B384BBDC269B0221816CBEAC3119698745458C28D558B61CCBDD467BA2A9

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.

RICHARD M. BEMBEN
DIRECTOR
202-772-8549
RBEMBEN@STERNEKESSLER.COM

May 1, 2024

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Re: U.S. Non-Provisional Patent Application under 37 C.F.R. § 1.53(b)
(*Continuation of Appl. No. 18/209,541; Filed: June 14, 2023*)
Appl. No. *To Be Assigned*; Filed: *Herewith*
For: **METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE**
First Named Inventor: Howard W. LUTNICK
Our Ref: 5012.0130006

Commissioner:

The following documents are transmitted herewith under 37 C.F.R. § 1.53(b) for appropriate action by the U.S. Patent and Trademark Office:

1. Payment made electronically for $8,880.00 to cover:

   $4,200.00 - Request for prioritized examination fee;
   $1,820.00 - Patent Application fee (including basic filing, search, and examination fees);
   $840.00 - Application Size Fee (53 pages in excess of 100)
   $480.00 - Excess claim fee (1 independent claim in excess of 3);
   $1,000.00 - Excess claims fee (10 dependent claims in excess of 20);
   $400.00 - Non-DOCX filing surcharge; and
   $140.00 - Processing fee.

2. Certification and Request for Prioritized Examination Under 37 C.F.R. § 1.102(e);

3. Utility Patent Application Transmittal Form (PTO/AIA/15);

4. Authorization to Treat a Reply As Incorporating An Extension of Time Under 37 C.F.R. § 1.136(a)(3);

5. U.S. Utility Patent Application entitled:

   METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE

DK Crown Holdings Inc.
Ex. 1002, Page 523

and naming as Inventors: Howard W. LUTNICK; Kevin BURMAN; Dean P. ALDERUCCI; Geoffrey M. GELMAN; Antonio PAPGEORGIOU; Mark MILLER

the application consisting of:

a. An Application Data Sheet (37 C.F.R. § 1.76);

b. Copies of the signed Inventors' Declarations, as originally filed in prior U.S. Appl. No. *18/209,541*;

c. A specification containing 147 total pages:

i. 138 pages of description prior to any claims;

ii. 8 pages (30 claims);

iii. a one page abstract; and

d. 6 sheets of drawings: (Figures 1-6).

The above-listed documents are filed electronically.

Correspondence should be sent to Customer Number 26111.

Fee payment is provided through online credit card payment. The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Richard M. Bemben
Attorney Acting in a Representative Capacity Under 37 C.F.R. § 1.34
Registration No. 68,658

RMB/mig
Enclosures

22291116.1

DK Crown Holdings Inc.
Ex. 1002, Page 524

Doc Code: TRACK1.REQ
Document Description: TrackOne Request

PTO/AIA/424 (11-23)

CERTIFICATION AND REQUEST FOR PRIORITIZED EXAMINATION UNDER 37 CFR 1.102(e) (Page 1 of 1)

First Named Inventor:	Howard W. LUTNICK	Nonprovisional Application Number (if known):	To Be Assigned
Title of Invention:	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE		

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS PRIORITIZED EXAMINATION FOR THE ABOVE-IDENTIFIED APPLICATION.

1. The processing fee set forth in 37 CFR 1.17(i)(1) and the prioritized examination fee set forth in 37 CFR 1.17(c) have been filed with the request. The publication fee requirement is met because that fee, set forth in 37 CFR 1.18(d), is currently $0. The basic filing fee, search fee, and examination fee are filed with the request or have been already been paid. I understand that any required excess claims fees or application size fee must be paid for the application.

2. I understand that the application may not contain, or be amended to contain, more than four independent claims, more than thirty total claims, or any multiple dependent claims, and that any request for an extension of time will cause an outstanding Track I request to be dismissed.

3. The applicable box is checked below:

I. ☑ **Original Application (Track One) - Prioritized Examination under § 1.102(e)(1)**

i. (a) The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a). This certification and request is being filed with the utility application via USPTO patent electronic filing system.

---OR---

(b) The application is an original nonprovisional plant application filed under 35 U.S.C. 111(a). This certification and request is being filed with the plant application in paper.

ii. An executed inventor's oath or declaration under 37 CFR 1.63 or 37 CFR 1.64 for each inventor, or the application data sheet meeting the conditions specified in 37 CFR 1.53(f)(3)(i) is filed with the application.

II. ☐ **Request for Continued Examination - Prioritized Examination under § 1.102(e)(2)**

i. A request for continued examination has been filed with, or prior to, this form.
ii. If the application is a utility application, this certification and request is being filed via USPTO patent electronic filing system.
iii. The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a), or is a national stage entry under 35 U.S.C. 371.
iv. This certification and request is being filed prior to the mailing of a first Office action responsive to the request for continued examination.
v. No prior request for continued examination has been granted prioritized examination status under 37 CFR 1.102(e)(2).

Signature /Richard M. Bemben/	Date 2024-05-01
Name (Print/Typed) Richard M. Bemben	Practitioner Registration Number 68,658

Note: *This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required.**

☑ *Total of 1 (one) forms are submitted.

PTO/AIA/15 (10-17)
Approved for use through 05/31/2024. OMB 0651-0032
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 displays a valid OMB control number.

UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	5012.0130006
First Named Inventor	Howard W. LUTNICK
Title	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE
Priority Mail Express® Label No.	

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☐ **Fee Transmittal Form** (PTO/SB/17 or equivalent)
2. ☐ **Applicant asserts small entity status.** See 37 CFR 1.27
3. ☐ **Applicant certifies micro entity status.** See 37 CFR 1.29. Applicant must attach form PTO/SB/15A or B or equivalent.
4. ☑ **Specification** [*Total Pages* 147] Both the claims and abstract must start on a new page. *(See MPEP § 608.01(a) for information on the preferred arrangement)*
5. ☑ **Drawing(s)** (35 U.S.C. 113) [*Total Sheets* 6]
6. **Inventor's Oath or Declaration** [*Total Pages* 6] *(including substitute statements under 37 CFR 1.64 and assignments serving as an oath or declaration under 37 CFR 1.63(e))*
   a. ☐ Newly executed (original or copy)
   b. ☑ A copy from a prior application (37 CFR 1.63(d))
7. ☑ **Application Data Sheet** ** See note below.* See 37 CFR 1.76 (PTO/AIA/14 or equivalent)
8. **CD-ROM or CD-R** in duplicate, large table, or Computer Program (*Appendix*)
   ☐ Landscape Table on CD
9. **Nucleotide and/or Amino Acid Sequence Submission** (*if applicable, items a. – c. are required*)
   a. ☐ Computer Readable Form (CRF)
   b. ☐ Specification Sequence Listing on:
      i. ☐ CD-ROM or CD-R (2 copies); or
      ii. ☐ Paper
   c. ☐ Statements verifying identity of above copies

ADDRESS TO:

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

ACCOMPANYING APPLICATION PAPERS

10. ☐ **Assignment Papers** (cover sheet & document(s))
    Name of Assignee CFPH, LLC
11. ☐ **37 CFR 3.73(c) Statement** (*when there is an assignee*) ☐ **Power of Attorney**
12. ☐ **English Translation Document** (*if applicable*)
13. ☐ **Information Disclosure Statement** (PTO/SB/08 or PTO-1449)
    ☐ Copies of citations attached
14. ☐ **Preliminary Amendment**
15. ☐ **Return Receipt Postcard** (*MPEP § 503*) (*Should be specifically itemized*)
16. ☐ **Certified Copy of Priority Document(s)** (*if foreign priority is claimed*)
17. ☐ **Nonpublication Request** Under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent.
18. ☑ **Other:** Request for Prioritized Examination Under 37 C.F.R. § 1.102(e) and Authorization to Treat a Reply as Incorporating an Extension of Time Under 37 C.F.R. § 1.136(a)(3)

***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: 26111 **OR** ☐ Correspondence address below

Name					
Address					
City		State		Zip Code	
Country		Telephone		Email	

Signature	/Richard M. Bemben/	Date	2024-05-01
Name (Print/Type)	Richard M. Bemben	Registration No. (Attorney/Agent)	68,658

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0651-0032. Public burden for this form is estimated to average 12 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email InformationCollection@uspto.gov. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **If filing this completed form by mail, 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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Howard W. LUTNICK	Confirmation No.: *To Be Assigned*
Applicant: CFPH, LLC	Art Unit: *To Be Assigned*
Application No.: *To Be Assigned*	Examiner: *To Be Assigned*
Filed: *Herewith*	Atty. Docket: 5012.0130006
(Continuation of Appl. No. 18/209,541; Filed June 14, 2023)	

Title: **METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE**

Authorization to Treat a Reply as Incorporating an Extension of Time Under 37 C.F.R. § 1.136(a)(3)

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Commissioner:

The U.S. Patent and Trademark Office is hereby authorized to treat any concurrent or future reply that requires a petition for an extension of time under this paragraph for its timely submission, as incorporating a petition for extension of time for the appropriate length of time. The U.S. Patent and Trademark Office is hereby authorized to charge all required extension of time fees to our Deposit Account No. 19-0036, if such fees are not otherwise provided for in such reply.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Richard M. Bemben
Attorney Acting in a Representative Capacity Under
37 C.F.R. § 1.34
Registration No. 68,658

Date: May 1, 2024

1101 K Street, NW
10th Floor
Washington, D.C. 20005
Main: 202-371-2600
Direct: 202-772-8955
22291003.1

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2:

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

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Howard	W.	LUTNICK	

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	110 East 59th Street		
Address 2			
City	New York	State/Province	NY
Postal Code	10022	Country	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Kevin		BURMAN	

Residence Information (Select One) ○ US Residency ◉ Non US Residency ○ Active US Military Service

City	Hunters Hill	Country of Residence	AU

Mailing Address of Inventor:

Address 1	3 Centenary Avenue		
Address 2			
City	Hunters Hill	State/Province	
Postal Code	2110	Country	AU

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Dean	P.	ALDERUCCI	

DK Crown Holdings Inc.
Ex. 1002, Page 528

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

Residence Information (Select One)	(•) US Residency	( ) Non US Residency	( ) Active US Military Service		
City	Westport	State/Province	CT	Country of Residence	US

Mailing Address of Inventor:

Address 1	8 Marion Road		
Address 2			
City	Westport	State/Province	CT
Postal Code	06880	Country	US

Inventor 4 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Geoffrey	M.	GELMAN	

Residence Information (Select One)	(•) US Residency	( ) Non US Residency	( ) Active US Military Service		
City	Brooklyn	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	14 Berkeley Place		
Address 2			
City	Brooklyn	State/Province	NY
Postal Code	11217	Country	US

Inventor 5 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Antonio		Papageorgiou	

Residence Information (Select One)	(•) US Residency	( ) Non US Residency	( ) Active US Military Service		
City	Bronx	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	3050 Fairfield Avenue		
Address 2			
City	Bronx	State/Province	NY
Postal Code	10463	Country	US

Inventor 6 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Mark		Miller	

Residence Information (Select One)	(•) US Residency	( ) Non US Residency	( ) Active US Military Service

DK Crown Holdings Inc.
Ex. 1002, Page 529

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

City	Chicago	State/Province	IL	Country of Residence	US

Mailing Address of Inventor:

Address 1	110 East 59th Street		
Address 2			
City	New York	State/Province	NY
Postal Code	10022	Country	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

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

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

Customer Number	26111		
Email Address		Add Email	Remove Email

Application Information:

Title of the Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE		
Attorney Docket Number	5012.0130006	Small Entity Status Claimed	☐
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	6	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.

DK Crown Holdings Inc.
Ex. 1002, Page 530

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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	26111		

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)
	Continuation of	18/209541	2023-06-14

Prior Application Status	Abandoned		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
18/209541	Continuation of	17/750536	2022-05-23

Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
17/750536	Continuation of	17/085815	2020-10-30	11341538	2022-05-24

Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
17/085815	Continuation of	15/909674	2018-03-01	10825055	2020-11-03

Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
15/909674	Continuation of	14/231398	2014-03-31	9940643	2018-04-10

DK Crown Holdings Inc.
Ex. 1002, Page 531

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

Prior Application Status	Patented			Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
14/231398	Continuation of	12/148005	2009-02-13	8688517	2014-04-01

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button.

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. 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.

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.

DK Crown Holdings Inc.
Ex. 1002, Page 532

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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.

DK Crown Holdings Inc.
Ex. 1002, Page 533

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

◉ Assignee	○ Legal Representative under 35 U.S.C. 117	○ Joint Inventor
○ Person to whom the inventor is obligated to assign.	○ Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	CFPH, LLC

Mailing Address Information For Applicant:

Address 1	110 East 59th Street		
Address 2			
City	New York	**State/Province**	NY
Country US		Postal Code	10022
Phone Number		Fax Number	
Email Address			

Additional Applicant Data may be generated within this form by selecting the Add button.

Assignee Information including Non-Applicant Assignee Information:

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

DK Crown Holdings Inc.
Ex. 1002, Page 534

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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. ☒

Organization Name	CFPH, LLC

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1	110 East 59th Street		
Address 2			
City	New York	**State/Province**	NY
Country i	US	Postal Code	10022
Phone Number		Fax Number	
Email Address			

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

Signature:

NOTE: This 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	/Richard M. Bemben/			Date (YYYY-MM-DD)	2024-05-01
First Name	Richard	Last Name	Bemben	Registration Number	68,658

Additional Signature may be generated within this form by selecting the Add button.

DK Crown Holdings Inc.
Ex. 1002, Page 535

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	5012.0130006
	Application Number	
Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE	

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.**

DK Crown Holdings Inc.
Ex. 1002, Page 536

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 CooperationTreaty.

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.

DK Crown Holdings Inc.
Ex. 1002, Page 537

PTO/AIA/01 (06-12)
Approved for use through 01/31/2014. OMB 0651-0032
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 displays a valid OMB control number.

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

Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:

☐ The attached application, or

☒ United States application or PCT international application number 14/231,398 filed on March 31, 2014

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Howard W. Lutnick Date (Optional): _____

Signature: _____

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

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

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

PTO/AIA/01 (06-12)
Approved for use through 01/31/2014. OMB 0651-0032
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 displays a valid OMB control number.

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

Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:

☐ The attached application, or

☒ United States application or PCT international application number 14/231,398 filed on March 31, 2014.

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Kevin Burman  Date (Optional): 1 November 2017

Signature: _____

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

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

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

PTO/AIA/01 (06-12)
Approved for use through 01/31/2014. OMB 0651-0032
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 displays a valid OMB control number.

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

Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:

- ☐ The attached application, or
- ■ United States application or PCT international application number 14/231,398 filed on March 31, 2014

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Dean P. Alderucci Date (Optional) Dec. 4, 2017

Signature: [signature]

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

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

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

PTO/AIA/01 (06-12)
Approved for use through 01/31/2014. OMB 0651-0032
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 displays a valid OMB control number.

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

Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:

- ☐ The attached application, or
- ■ United States application or PCT international application number 14/231,398 filed on March 31, 2014

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Geoffrey M. Gelman Date (Optional): 11/2/17

Signature:

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

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

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

PTO/AIA/01 (06-12)
Approved for use through 11/30/2020. OMB 0651-0032
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 displays a valid OMB control number.

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

Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE

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 15/909,674 filed on March 1, 2018.

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Antonio Papageorgiou Date (Optional) :

Signature: /Antonio Papageorgiou/

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

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

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

PTO/AIA/01 (06-12)
Approved for use through 01/31/2014. OMB 0651-0032
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 displays a valid OMB control number.

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

Title of Invention	METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:

- ☐ The attached application, or
- ■ United States application or PCT international application number 14/231,398 filed on March 31, 2014.

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

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

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

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Mark Miller Date (Optional): 1/29/2018

Signature: _____

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

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

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

METHOD AND APPARATUS FOR ADVERTISING ON A MOBILE GAMING DEVICE

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This patent application is a continuation of U.S. Patent Application No. 18/209,541 filed June 14, 2023, which is a continuation of U.S. Patent Application No. 17/750,536 filed May 23, 2022 (now abandoned), which is a continuation of U.S. Patent Application No. 17/085,815 filed October 30, 2020 (now U.S. Patent No. 11,341,538 issued May 24, 2022), which is a continuation of U.S. Patent Application No. 15/909,674 filed March 1, 2018 (now U.S. Patent No. 10,825,055 issued November 3, 2020), which is a continuation of 14/231,398 filed March 31, 2014 (now U.S. Patent No. 9,940,643 issued April 10, 2018), which is a continuation of 12/147,005 filed February 13, 2009 (now U.S. Patent No. 8,688,517 issued April 1, 2014), each of which is incorporated by reference herein in its entirety.

BRIEF DESCRIPTION OF THE FIGURES

[0002] FIG. 1 shows a system according to some embodiments.

[0003] FIG. 2 shows a mobile gaming device according to some embodiments.

[0004] FIG. 3 shows a gaming device according to some embodiments.

[0005] FIG. 4 shows a casino server according to some embodiments.

[0006] FIG. 5 shows a point-of-sale terminal according to some embodiments.

[0007] FIG. 6 shows a mobile gaming device according to some embodiments.

DETAILED DESCRIPTION

Guidelines for Interpreting the Present Application

[0008] The following sections I - X provide a guide to interpreting the present application.

I. Terms

[0009] The term "product" means any machine, manufacture and/ or composition of matter, unless expressly specified otherwise.

[0010] The term "process" means any process, algorithm, method, or the like, unless expressly specified otherwise.

[0011] Each process (whether called a method, algorithm or otherwise) inherently includes

DK Crown Holdings Inc.
Ex. 1002, Page 544

one or more steps, and therefore all references to a "step" or "steps" of a process have an inherent antecedent basis in the mere recitation of the term 'process' or a like

DK Crown Holdings Inc.
Ex. 1002, Page 545

term. Accordingly, any reference in a claim to a 'step' or 'steps' of a process has sufficient antecedent basis.

[0012] The term "invention" and the like mean "the one or more inventions disclosed in this application," unless expressly specified otherwise.

[0013] The terms "an embodiment," "embodiment," "embodiments," "the embodiment," "the embodiments," "one or more embodiments," "some embodiments," "certain embodiments", "one embodiment," "another embodiment" and the like mean "one or more (but not all) embodiments of the disclosed invention(s)," unless expressly specified otherwise.

[0014] The term "variation" of an invention means an embodiment of the invention, unless expressly specified otherwise.

[0015] A reference to "another embodiment" in describing an embodiment does not imply that the referenced embodiment is mutually exclusive with another embodiment (e.g., an embodiment described before the referenced embodiment), unless expressly specified otherwise.

[0016] The terms "including", "comprising" and variations thereof mean "including but not limited to", unless expressly specified otherwise.

[0017] The terms "a", "an" and "the" mean "one or more", unless expressly specified otherwise.

[0018] The term "plurality" means "two or more", unless expressly specified otherwise.

[0019] The term "herein" means "in the present application, including anything which may be incorporated by reference", unless expressly specified otherwise.

[0020] The phrase "at least one of", when such phrase modifies a plurality of things (such as an enumerated list of things) means any combination of one or more of those things, unless expressly specified otherwise. For example, the phrase "at least one of a widget, a car and a wheel" means either (i) a widget, (ii) a car, (iii) a wheel, (iv) a widget and a car, (v) a widget and a wheel, (vi) a car and a wheel, or (vii) a widget, a car, and a wheel. The phrase "at least one of", when such phrase modifies a plurality of things does not mean "one of each of" the plurality of things.

[0021] Numerical terms such as "one", "two", etc. when used as cardinal numbers to indicate quantity of something (e.g., one widget, two widgets), mean the quantity indicated by that numerical term, but do not mean at least the quantity indicated by that numerical

DK Crown Holdings Inc.
Ex. 1002, Page 546

term. For example, the phrase "one widget" does not mean "at least one widget", and therefore the phrase "one widget" does not cover, e.g., two widgets.

[0022] The phrase "based on" does not mean "based only on", unless expressly specified otherwise. In other words, the phrase "based on" describes both "based only on" and "based at least on". The phrase "based at least on" is equivalent to the phrase "based at least in part on."

[0023] The term "represent" and like terms are not exclusive, unless expressly specified otherwise. For example, the term "represents" do not mean "represents only", unless expressly specified otherwise. In other words, the phrase "the data represents a credit card number" describes both "the data represents only a credit card number" and "the data represents a credit card number, and the data also represents something else".

[0024] The term "whereby" is used herein only to precede a clause or other set of words that express only the intended result, objective, or consequence of something that is previously and explicitly recited. Thus, when the term "whereby" is used in a claim, the clause, or other words that the term "whereby" modifies do not establish specific further limitations of the claim or otherwise restricts the meaning or scope of the claim.

[0025] The term "e.g." and like terms mean "for example," and thus does not limit the term or phrase it explains. For example, in the sentence "the computer sends data (e.g., instructions, a data structure) over the Internet," the term "e.g." explains that "instructions" are an example of "data" that the computer may send over the Internet, and also explains that "a data structure" is an example of "data" that the computer may send over the Internet. However, both "instructions" and "a data structure" are merely examples of "data," and other things besides "instructions" and "a data structure" can be "data."

[0026] The term "respective" and like terms mean "taken individually." Thus if two or more things have "respective" characteristics, then each such thing has its own characteristic, and these characteristics can be different from each other but need not be. For example, the phrase "each of two machines has a respective function" means that the first such machine has a function and the second such machine has a function as well. The function of the first machine may or may not be the same as the function of the second machine.

[0027] The term "i.e." and like terms mean "that is," and thus limits the term or phrase it explains. For example, in the sentence "the computer sends data (i.e., instructions) over

DK Crown Holdings Inc.
Ex. 1002, Page 547

the Internet," the term "i.e." explains that "instructions" are the "data" that the computer sends over the Internet.

[0028] Any given numerical range shall include whole and fractions of numbers within the range. For example, the range "1 to 10" shall be interpreted to specifically include whole numbers between 1 and 10 (e.g., 1, 2, 3, 4, ... 9) and non-whole numbers (e.g.,, 1.1, 1.2, ... 1.9).

[0029] Where two or more terms or phrases are synonymous (e.g., because of an explicit statement that the terms or phrases are synonymous), instances of one such term / phrase does not mean instances of another such term / phrase must have a different meaning. For example, where a statement renders the meaning of "including" to be synonymous with "including but not limited to", the mere usage of the phrase "including but not limited to" does not mean that the term "including" means something other than "including but not limited to".

[0030] As used herein, the term "conducting" may be used in the context of a game, such as in the phrase "conducting a game." Conducting a game may include receiving a bet, storing a record of the amount of the bet, determining or generating an outcome of a game (e.g., such as by the execution of an algorithm for generating random outcome), determining an amount to be paid out as a payout based on the outcome and the bet (e.g., determining a multiple of the bet to be paid out in the event of a winning outcome), paying or directing that the payout be paid, and performing any other aspect of a game. In various embodiments, a game may be conducted by a remote entity. For example, though a player may interact with a mobile gaming device, the casino server may generate the outcomes that occur in games of the player. In various embodiments, a game may be conducted by a proximate entity, such as a mobile gaming device with which a player interacts. In various embodiments, a game may be conducted jointly by a proximate and remote entity. For example, a mobile gaming device and the casino server may jointly conduct a game.

[0031] As used herein, the term "stationary device" may include a stationary game gaming device, a terminal used for gaming, and a table game as well as any device not used for gaming. For example, a stationary device may include a slot machine, a video poker machine, a terminal at which players may place bets, a blackjack table, and a poker table, as well as a display screen, a kiosk, an ATM, etc.

DK Crown Holdings Inc.
Ex. 1002, Page 548

II. Determining

[0032] The term "determining" and grammatical variants thereof (e.g., to determine a price, determining a value, determine an object which meets a certain criterion) is used in an extremely broad sense. The term "determining" encompasses a wide variety of actions and therefore "determining" can include calculating, computing, processing, deriving, investigating, looking up (e.g., looking up in a table, a database, or another data structure), ascertaining and the like. Also, "determining" can include receiving (e.g., receiving information), accessing (e.g., accessing data in a memory) and the like. Also, "determining" can include resolving, selecting, choosing, establishing, and the like.

[0033] The term "determining" does not imply certainty or absolute precision, and therefore "determining" can include estimating, extrapolating, predicting, guessing and the like.

[0034] The term "determining" does not imply that mathematical processing must be performed and does not imply that numerical methods must be used and does not imply that an algorithm or process is used.

[0035] The term "determining" does not imply that any particular device must be used. For example, a computer need not necessarily perform the determining.

III. Forms of Sentences

[0036] Where a limitation of a first claim would cover one of a feature as well as more than one of a feature (e.g., a limitation such as "at least one widget" covers one widget as well as more than one widget), and where in a second claim that depends on the first claim, the second claim uses a definite article "the" to refer to the limitation (e.g., "the widget"), this does not imply that the first claim covers only one of the feature, and this does not imply that the second claim covers only one of the feature (e.g., "the widget" can cover both one widget and more than one widget).

[0037] When an ordinal number (such as "first", "second", "third" and so on) is used as an adjective before a term, that ordinal number is used (unless expressly specified otherwise) merely to indicate a particular feature, such as to distinguish that particular feature from another feature that is described by the same term or by a similar term. For example, a "first widget" may be so named merely to distinguish it from, e.g., a "second widget". Thus, the mere usage of the ordinal numbers "first" and "second" before the term "widget" does not indicate any other relationship between the two widgets, and likewise does not

DK Crown Holdings Inc.
Ex. 1002, Page 549

indicate any other characteristics of either or both widgets. For example, the mere usage of the ordinal numbers "first" and "second" before the term "widget" (1) does not indicate that either widget comes before or after any other in order or location; (2) does not indicate that either widget occurs or acts before or after any other in time; and (3) does not indicate that either widget ranks above or below any other, as in importance or quality. In addition, the mere usage of ordinal numbers does not define a numerical limit to the features identified with the ordinal numbers. For example, the mere usage of the ordinal numbers "first" and "second" before the term "widget" does not indicate that there must be no more than two widgets.

[0038] When a single device, article or other product is described herein, more than one device / article (whether or not they cooperate) may alternatively be used in place of the single device / article that is described. Accordingly, the functionality that is described as being possessed by a device may alternatively be possessed by more than one device / article (whether or not they cooperate).

[0039] Similarly, where more than one device, article or other product is described herein (whether or not they cooperate), a single device / article may alternatively be used in place of the more than one device or article that is described. For example, a plurality of computer-based devices may be substituted with a single computer-based device. Accordingly, the various functionality that is described as being possessed by more than one device or article may alternatively be possessed by a single device / article.

[0040] The functionality and / or the features of a single device that is described may be alternatively embodied by one or more other devices which are described but are not explicitly described as having such functionality / features. Thus, other embodiments need not include the described device itself, but rather can include the one or more other devices which would, in those other embodiments, have such functionality / features.

IV. Disclosed Examples and Terminology Are Not Limiting

[0041] Neither the Title (set forth at the beginning of the first page of the present application) nor the Abstract (set forth at the end of the present application) is to be taken as limiting in any way as the scope of the disclosed invention(s). An Abstract has been included in this application merely because an Abstract of not more than 150 words is required under 37 C.F.R. § 1.72(b).

DK Crown Holdings Inc.
Ex. 1002, Page 550

[0042] The title of the present application and headings of sections provided in the present application are for convenience only and are not to be taken as limiting the disclosure in any way.

[0043] Numerous embodiments are described in the present application and are presented for illustrative purposes only. The described embodiments are not, and are not intended to be, limiting in any sense. The presently disclosed invention(s) are widely applicable to numerous embodiments, as is readily apparent from the disclosure. One of ordinary skill in the art will recognize that the disclosed invention(s) may be practiced with various modifications and alterations, such as structural, logical, software, and electrical modifications. Although particular features of the disclosed invention(s) may be described with reference to one or more particular embodiments and / or drawings, it should be understood that such features are not limited to usage in the one or more particular embodiments or drawings with reference to which they are described, unless expressly specified otherwise.

[0044] No embodiment of method steps or product elements described in the present application constitutes the invention claimed herein, or is essential to the invention claimed herein, or is coextensive with the invention claimed herein, except where it is either expressly stated to be so in this specification or expressly recited in a claim.

[0045] All words in every claim have the broadest scope of meaning they would have been given by a person of ordinary skill in the art as of the priority date. No term used in any claim is specially defined or limited by this application except where expressly so stated either in this specification or in a claim.

[0046] The preambles of the claims that follow recite purposes, benefits, and possible uses of the claimed invention only and do not limit the claimed invention.

[0047] The present disclosure is not a literal description of all embodiments of the invention(s). Also, the present disclosure is not a listing of features of the invention(s) which must be present in all embodiments.

[0048] Devices that are described as in communication with each other need not be in continuous communication with each other, unless expressly specified otherwise. On the contrary, such devices need only transmit to each other as necessary or desirable and may actually refrain from exchanging data most of the time. For example, a machine in communication with another machine via the Internet may not transmit data to the other machine for long period of time (e.g. weeks at a time). In addition, devices that are in

DK Crown Holdings Inc.
Ex. 1002, Page 551

communication with each other may communicate directly or indirectly through one or more intermediaries.

[0049] A description of an embodiment with several components or features does not imply that all or even any of such components / features are required. On the contrary, a variety of optional components are described to illustrate the wide variety of possible embodiments of the present invention(s). Unless otherwise specified explicitly, no component / feature is essential or required.

[0050] Although process steps, algorithms or the like may be described or claimed in a particular sequential order, such processes may be configured to work in different orders. In other words, any sequence or order of steps that may be explicitly described or claimed does not necessarily indicate a requirement that the steps be performed in that order. The steps of processes described herein may be performed in any order possible.

[0051] Further, some steps may be performed simultaneously despite being described or implied as occurring non-simultaneously (e.g., because one step is described after the other step). Moreover, the illustration of a process by its depiction in a drawing does not imply that the illustrated process is exclusive of other variations and modifications thereto, does not imply that the illustrated process or any of its steps are necessary to the invention(s), and does not imply that the illustrated process is preferred.

[0052] Although a process may be described as including a plurality of steps, that does not imply that all or any of the steps are preferred, essential or required. Various other embodiments within the scope of the described invention(s) include other processes that omit some or all of the described steps. Unless otherwise specified explicitly, no step is essential or required.

[0053] Although a process may be described singly or without reference to other products or methods, in an embodiment the process may interact with other products or methods. For example, such interaction may include linking one business model to another business model. Such interaction may be provided to enhance the flexibility or desirability of the process.

[0054] Although a product may be described as including a plurality of components, aspects, qualities, characteristics and / or features, that does not indicate that any or all of the plurality are preferred, essential or required. Various other embodiments within the scope of the described invention(s) include other products that omit some or all of the described plurality.

DK Crown Holdings Inc.
Ex. 1002, Page 552

[0055] An enumerated list of items (which may or may not be numbered) does not imply that any or all of the items are mutually exclusive, unless expressly specified otherwise. Likewise, an enumerated list of items (which may or may not be numbered) does not imply that any or all of the items are comprehensive of any category, unless expressly specified otherwise. For example, the enumerated list "a computer, a laptop, a PDA" does not imply that any or all of the three items of that list are mutually exclusive and does not imply that any or all of the three items of that list are comprehensive of any category.

[0056] An enumerated list of items (which may or may not be numbered) does not imply that any or all of the items are equivalent to each other or readily substituted for each other.

[0057] All embodiments are illustrative, and do not imply that the invention or any embodiments were made or performed, as the case may be.

V. Computing

[0058] It will be readily apparent to one of ordinary skill in the art that the various processes described herein may be implemented by, e.g., appropriately programmed general purpose computers, special purpose computers and computing devices. Typically a processor (e.g., one or more microprocessors, one or more microcontrollers, one or more digital signal processors) will receive instructions (e.g., from a memory or like device), and execute those instructions, thereby performing one or more processes defined by those instructions. Instructions may be embodied in, e.g., one or more computer programs, one or more scripts.

[0059] A "processor" means one or more microprocessors, central processing units (CPUs), computing devices, microcontrollers, digital signal processors, or like devices or any combination thereof, regardless of the architecture (e.g., chip-level multiprocessing / multi-core, RISC, CISC, Microprocessor without Interlocked Pipeline Stages, pipelining configuration, simultaneous multithreading).

[0060] Thus a description of a process is likewise a description of an apparatus for performing the process. The apparatus that performs the process can include, e.g., a processor and those input devices and output devices that are appropriate to perform the process.

[0061] Further, programs that implement such methods (as well as other types of data) may be stored and transmitted using a variety of media (e.g., computer readable media) in

DK Crown Holdings Inc.
Ex. 1002, Page 553

a number of manners. In some embodiments, hard-wired circuitry or custom hardware may be used in place of, or in combination with, some or all of the software instructions that can implement the processes of various embodiments. Thus, various combinations of hardware and software may be used instead of software only.

[0062] The term "computer-readable medium" refers to any medium, a plurality of the same, or a combination of different media, that participate in providing data (e.g., instructions, data structures) which may be read by a computer, a processor or a like device. Such a medium may take many forms, including but not limited to, non-volatile media, volatile media, and transmission media. Non-volatile media include, for example, optical or magnetic disks and other persistent memory. Volatile media include dynamic random access memory (DRAM), which typically constitutes the main memory.

[0063] Transmission media include coaxial cables, copper wire and fiber optics, including the wires that comprise a system bus coupled to the processor. Transmission media may include or convey acoustic waves, light waves, and electromagnetic emissions, such as those generated during radio frequency (RF) and infrared (IR) data communications. Common forms of computer-readable media include, for example, a floppy disk, a flexible disk, hard disk, magnetic tape, any other magnetic medium, a CD-ROM, DVD, any other optical medium, punch cards, paper tape, any other physical medium with patterns of holes, a RAM, a PROM, an EPROM, a FLASH-EEPROM, any other memory chip or cartridge, a carrier wave as described hereinafter, or any other medium from which a computer can read.

[0064] Various forms of computer readable media may be involved in carrying data (e.g. sequences of instructions) to a processor. For example, data may be (i) delivered from RAM to a processor; (ii) carried over a wireless transmission medium; (iii) formatted and / or transmitted according to numerous formats, standards or protocols, such as Ethernet (or IEEE 802.3), SAP, ATP, Bluetooth□, and TCP/IP, TDMA, CDMA, and 3G; and / or (iv) encrypted to ensure privacy or prevent fraud in any of a variety of ways well known in the art.

[0065] Thus a description of a process is likewise a description of a computer-readable medium storing a program for performing the process. The computer-readable medium can store (in any appropriate format) those program elements which are appropriate to perform the method.

DK Crown Holdings Inc.
Ex. 1002, Page 554

[0066] Just as the description of various steps in a process does not indicate that all the described steps are required, embodiments of an apparatus include a computer / computing device operable to perform some (but not necessarily all) of the described process.

[0067] Likewise, just as the description of various steps in a process does not indicate that all the described steps are required, embodiments of a computer-readable medium storing a program or data structure include a computer-readable medium storing a program that, when executed, can cause a processor to perform some (but not necessarily all) of the described process.

[0068] Where databases are described, it will be understood by one of ordinary skill in the art that (i) alternative database structures to those described may be readily employed, and (ii) other memory structures besides databases may be readily employed. Any illustrations or descriptions of any sample databases presented herein are illustrative arrangements for stored representations of information. Any number of other arrangements may be employed besides those suggested by, e.g., tables illustrated in drawings or elsewhere. Similarly, any illustrated entries of the databases represent exemplary information only; one of ordinary skill in the art will understand that the number and content of the entries can be different from those described herein. Further, despite any depiction of the databases as tables, other formats (including relational databases, object-based models and / or distributed databases) could be used to store and manipulate the data types described herein. Likewise, object methods or behaviors of a database can be used to implement various processes, such as the described herein. In addition, the databases may, in a known manner, be stored locally or remotely from a device which accesses data in such a database.

[0069] Various embodiments can be configured to work in a network environment including a computer that is in communication (e.g., via a communications network) with one or more devices. The computer may communicate with the devices directly or indirectly, via any wired or wireless medium (e.g. the Internet, LAN, WAN or Ethernet, Token Ring, a telephone line, a cable line, a radio channel, an optical communications line, commercial on-line service providers, bulletin board systems, a satellite communications link, a combination of any of the above). Each of the devices may themselves comprise computers or other computing devices, such as those based on the Intel® Pentium® or Centrino™ processor, that are adapted to communicate with the computer. Any number and type of devices may be in communication with the computer.

DK Crown Holdings Inc.
Ex. 1002, Page 555

[0070] In an embodiment, a server computer or centralized authority may not be necessary or desirable. For example, the present invention may, in an embodiment, be practiced on one or more devices without a central authority. In such an embodiment, any functions described herein as performed by the server computer or data described as stored on the server computer may instead be performed by or stored on one or more such devices.
[0071] Where a process is described, in an embodiment the process may operate without any user intervention. In another embodiment, the process includes some human intervention (e.g., a step is performed by or with the assistance of a human).

VI. Continuing Applications

[0072] The present disclosure provides, to one of ordinary skill in the art, an enabling description of several embodiments and / or inventions. Some of these embodiments and / or inventions may not be claimed in the present application but may nevertheless be claimed in one or more continuing applications that claim the benefit of priority of the present application.
[0073] Applicants intend to file additional applications to pursue patents for subject matter that has been disclosed and enabled but not claimed in the present application.

VII. 35 U.S.C. § 112, paragraph 6

[0074] In a claim, a limitation of the claim which includes the phrase "means for" or the phrase "step for" means that 35 U.S.C. § 112, paragraph 6, applies to that limitation.
[0075] In a claim, a limitation of the claim which does not include the phrase "means for" or the phrase "step for" means that 35 U.S.C. § 112, paragraph 6 does not apply to that limitation, regardless of whether that limitation recites a function without recitation of structure, material or acts for performing that function. For example, in a claim, the mere use of the phrase "step of" or the phrase "steps of" in referring to one or more steps of the claim or of another claim does not mean that 35 U.S.C. § 112, paragraph 6, applies to that step(s).
[0076] With respect to a means or a step for performing a specified function in accordance with 35 U.S.C. § 112, paragraph 6, the corresponding structure, material, or acts described in the specification, and equivalents thereof, may perform additional functions as well as the specified function.

DK Crown Holdings Inc.
Ex. 1002, Page 556

[0077] Computers, processors, computing devices and like products are structures that can perform a wide variety of functions. Such products can be operable to perform a specified function by executing one or more programs, such as a program stored in a memory device of that product or in a memory device which that product accesses. Unless expressly specified otherwise, such a program need not be based on any particular algorithm, such as any particular algorithm that might be disclosed in the present application. It is well known to one of ordinary skill in the art that a specified function may be implemented via different algorithms, and any of a number of different algorithms would be a mere design choice for carrying out the specified function.

[0078] Therefore, with respect to a means or a step for performing a specified function in accordance with 35 U.S.C. § 112, paragraph 6, structure corresponding to a specified function includes any product programmed to perform the specified function. Such structure includes programmed products which perform the function, regardless of whether such product is programmed with (i) a disclosed algorithm for performing the function, (ii) an algorithm that is similar to a disclosed algorithm, or (iii) a different algorithm for performing the function. Where there is recited a means for performing a function hat is a method, one structure for performing this method includes a computing device (e.g., a general-purpose computer) that is programmed and / or configured with appropriate hardware to perform that function.

[0079] Also includes a computing device (e.g., a general-purpose computer) that is programmed and / or configured with appropriate hardware to perform that function via other algorithms as would be understood by one of ordinary skill in the art.

VIII. Disclaimer

[0080] Numerous references to a particular embodiment does not indicate a disclaimer or disavowal of additional, different embodiments, and similarly references to the description of embodiments which all include a particular feature does not indicate a disclaimer or disavowal of embodiments which do not include that particular feature. A clear disclaimer or disavowal in the present application shall be prefaced by the phrase "does not include" or by the phrase "cannot perform".

DK Crown Holdings Inc.
Ex. 1002, Page 557

IX. Incorporation By Reference

[0081] Any patent, patent application or other document referred to herein is incorporated by reference into this patent application as part of the present disclosure, but only for purposes of written description in accordance with 35 U.S.C. § 112, paragraph 1 and enablement in accordance with 35 U.S.C. § 112, paragraph 1, and should in no way be used to limit, define, or otherwise construe any term of the present application where the present application, without such incorporation by reference, would not have failed to provide an ascertainable meaning, but rather would have allowed an ascertainable meaning for such term to be provided. Thus, the person of ordinary skill in the art need not have been in any way limited by any embodiments provided in the reference.

[0082] Any incorporation by reference does not, in and of itself, imply any endorsement of, ratification of, or acquiescence in any statements, opinions, arguments or characterizations contained in any incorporated patent, patent application or other document, unless explicitly specified otherwise in this patent application.

X. Prosecution History

[0083] In interpreting the present application (which includes the claims), one of ordinary skill in the art shall refer to the prosecution history of the present application, but not to the prosecution history of any other patent or patent application, regardless of whether there are other patent applications that are considered related to the present application, and regardless of whether there are other patent applications that share a claim of priority with the present application.

Demographic

[0084] As used herein, the term demographic may refer to an age, age range, race, gender, income level, range of income levels, marital status, level of education, presence or absence of children, number of children, net worth, language spoken, religion, political orientation, or to any other characteristic which may be used to classify a person into some segment of the population.

House edge, house advantage

[0085] As used herein, the terms "house edge" and "house advantage" may refer to an amount that the house is expected to retain, on average, per unit bet by the player. The

DK Crown Holdings Inc.
Ex. 1002, Page 558

house edge may be expressed in percentage terms. For example, a house edge of 5% may indicate that the house can expect to retain 5 cents on average per dollar bet by a player. It should be noted that a statement of a house edge does not imply that the house will necessarily retain the stated amount of a player's bet on each game. The house edge, rather, refers to an expectation or average. For example, suppose a player bets $1 on a game in which he has a 45% chance of winning $2, and a 55% chance of winning nothing. The house edge may be calculated as (0.55*($1 - $0) + 0.45*($1 - $2))/$1 = 10%. Thus, the house may expect to win 10 cents per dollar wagered by the player.

Outcome

[0086] As used herein, the term "outcome" may refer a set of symbols or indicia which may be obtained (e.g., randomly generated; e.g., selected by a player) in a game (e.g., in a game played with a wager), and which may determine a course or direction in the game and/or which may determine a payment or prize to be awarded from the game. The term "outcome" may, in various embodiments, refer both to symbols and indicia and to the payment or prize awarded in a game. The term "outcome" may, in various embodiments, refer to the prize or payment awarded in a game. In various embodiments, multiple outcomes may occur during a game. For example, in a slot machine game, each activated pay-line may feature a different outcome. Further, in various embodiments, a game may include a succession of outcomes. For example, in a game of video poker, an initial set of five cards dealt to a player may constitute a first outcome. The final hand of cards obtained by the player after discarding cards from the initial set of five cards may constitute a second outcome. In various embodiments, the aggregate effect of several outcomes in a game may itself constitute an outcome. For example, in a slot machine game, a player may activate three pay-lines and may thereby receive three outcomes. Payouts associated with the three outcomes may be 2 coins, 5 coins, and 3 coins. Thus, the aggregate outcome of the game may be that the player receives a payout of 10 coins. Examples of outcomes include: (a) a set of symbols achieved across the pay-line of a reel slot machine; (b) a set of cards dealt in a game of poker; (c) a set of cards dealt in a game of blackjack; (d) a player hand in a game of blackjack; (e) a player hand in combination with a dealer hand in blackjack (i.e., an outcome in a game of blackjack may include cards received by a player and cards received by a dealer); (f) a number rolled in a game of craps; (g) a series of numbers rolled in a game of craps (e.g., in a game of craps, an

DK Crown Holdings Inc.
Ex. 1002, Page 559

outcome may include the entire series of numbers rolled between the time a player made a bet and the time the player was paid for his bet or lost his bet); (g) a set of numbers generated in a game of keno; (h) a prize amount revealed in a bonus round; and so on.

Product

[0087] As used herein, the term "product" may include a good. As used herein, the term "product" may include a service.

Gaming

[0088] As used herein, the term "gaming" may refer to placing a first value at risk on one or more events whose outcomes cannot be predicted with certainty, with the possibility of winning a second value should a particular outcome of the event(s) actually occur. Gaming may include: (a) betting money on the outcome of a roll of dice; (b) betting money on the deal of one or more cards; (c) betting money on the spinning of a wheel; (d) betting money on the spinning of slot machine reels; (e) betting money on the outcome of a sporting contest; (f) betting money on the outcome of an election; (g) betting money on the occurrence of a natural event, such as a hurricane; and betting money on any other event which cannot be predicted with certainty. Gaming may include: (a) playing a game of poker with money at risk; (b) playing a game of craps with money at risk; (c) playing a game of roulette with money at risk; (d) betting money on the outcome of a football game; or betting money on any other game or contest. The "value" placed at risk in gaming may include anything that may be of benefit to a person or other entity, whether or not the benefit may be experienced by the person engaging in gaming. Value may be tangible or intangible. Value may include: (a) cash; (b) credits; (c) tokens; (d) rights (e.g., the right to bypass a line for a buffet; e.g., the right to a free spin at a slot machine); (e) products; (f) services; (g) comp points; (h) coupons; (i) vouchers; (j) movie tickets; (k) the right to receive a loan; (l) frequent flyer miles; and any other item of value. The value that may be won from gaming need not be of the same type as that placed at risk. For example, a person may put at risk cash in order to win movie tickets. The events which are the subject of gaming may be predictable in principle, but may not be predictable given applicable rules, standards, or capabilities. For example, a person may be able to predict which cards will be dealt by rigging a deck of cards. However, rigging the deck of cards would be contrary to the rules of the game. Placing an item of value at risk may include

DK Crown Holdings Inc.
Ex. 1002, Page 560

allowing the possibility that some or all of the item of value will be lost. Gaming may include placing value at risk even if such value is not in the possession of the gamer. For example, a business owner may bet half of his future business profits for the forthcoming calendar year. Gaming may include investing, such as investing in the stock or bond market. Gaming may further include taking a derivative position, such as buying puts or calls on stocks.

Detection of one device by another

[0089] Various embodiments described herein may refer to the interaction between a first device and a "nearby" second device. In various embodiments, the first device may take action if the second device is nearby. In various embodiments, the second device may take action if the first device is nearby. When terms such as "nearby", "near", "close", "proximate", "presence", or the like are used, it will be understood that the first device may recognize the presence of the second device in various ways, that the second device may recognize the presence of the first device in various ways, that the first device may react to the presence of the second device in various ways, and that the second device may react to the first device in various ways. It may be noted that the first device may react to the presence of the second device without recognizing the presence of the second device if, for example, the first device is instructed to take an action by a third device which recognizes that the second device is near to the first device. In various embodiments, the first device and/or the second device may be in motion. For example, the first device may be moving (e.g., the first device may be carried by a walking person) while the second device may be stationary.

[0090] Various technologies may allow a first device to recognize and/or to react to the presence of a second device. Various technologies may allow a second device to recognize and/or to react to the presence of a first device. As used herein, the term "beacon" includes a device which generates a signal which may be used as a reference signal by another device or person, e.g., so that the other device may determine its own location or position. A beacon may emit a continuous, periodic, sporadic, or other type of signal. A beacon may emit a directed signal (e.g., a signal which is most easily detected by devices at a certain incident angle to the beacon) or the beacon may emit a signal of equal strength in all directions. A beacon may emit a signal when triggered by the presence of another device or may emit a signal independently of other events. A beacon

DK Crown Holdings Inc.
Ex. 1002, Page 561

may have, as its sole function, the broadcast of a reference signal. A beacon may serve as a beacon only incidentally. For example, a light bulb may incidentally serve as a beacon even though its primary purpose may be to light a room. A beacon may be natural (e.g., the sun) or man-made. A beacon may emit light, sound, radio waves, microwaves, odors, or any other form of signals.

[0091] Radio Frequency Identification (RFID) tags or transponders are devices, generally small, that can transmit signals and/or redirect signals, and use such signals as a means for providing identification. The transmitted or redirected signals are generally radio waves. Signals which are transmitted or redirected may contain a unique signature or pattern, which may serve to uniquely identify the RFID tag. If the tag is associated with a device (e.g., by attachment or by incorporation into the device), then the unique identification of the tag can, by association, serve to uniquely identify the device.

[0092] Near field communication (NFC) is a technology that allows for secure wireless communication over short distances, typically in the range of inches. An exemplary application has been tested by Motorola and Mastercard, in which cellular phones are outfitted with NFC to allow for credit card payments using cellular phones.

[0093] Infrared data transmission can be used as a means of communication between two nearby devices. For example, an infrared light-emitting diode (LED) can be used to generate signals. The signal pattern can be created by switching the LED on and off. A receiver may include a silicon photodiode, which may convert incident infrared light into electrical signals. Infrared signals may also be transmitted with lasers.

[0094] A device may be recognized by means of a captured picture or image of the device. For example, a first device may take a picture of a second device. The first device may use image processing algorithms to detect salient features of the second device. For example, if the second device has a pattern of black and white stripes, then the first device may search for such a pattern within captured images.

[0095] One or more devices may use positioning technologies to determine their own location. Once the locations of two devices are known, simple algorithms may be used to determine whether the devices are close to one another or not. For example, the distances between two devices with known x and y coordinates can be at least approximated using the Pythagorean Theorem. Various positioning technologies may be used. For example, a device may receive a signal from a beacon or other signal generator of a known location. Particularly if the beacon has a short range, the device's position may be assumed to

DK Crown Holdings Inc.
Ex. 1002, Page 562

approximate the position of the beacon. In various embodiments, a device may receive signals from multiple beacons or signal generators. The signal generators may coordinate to transmit the signals simultaneously. However, depending on the device's location, the device will not necessarily receive the signals from all the beacons at the same time. For example, if the device is closer to beacon 1 than to beacon 2, the device will receive the signal from beacon 1 prior to receiving the signal from beacon 2. Based on the arrival times of signals from the various beacons, the device's location may be deduced. For example, geometric or trigonometric algorithms may be used to determine the location of the device based on the known locations of the beacons and based on the arrival times of simultaneously transmitted signals from the beacons. In an analogous fashion to systems involving beacons, positioning systems may make use of receivers at known locations (e.g., fixed receivers). The fixed receivers each receive a signal from the device about which a location is desired. The same signal from the device might arrive at the different receivers at different times, or from different angles. Based on the arrival times or angles of arrival of the signal at the various receivers, algorithms may be used to determine the location of the device. Exemplary positioning systems are as follows:

[0096] The Global Positioning System (GPS) is based on a constellation of satellites which transmit reference signals to locations on earth. GPS receivers can pick up reference signals from multiple satellites and use the signals to determine a position and/or an altitude.

[0097] Long Range Navigation (LORAN) is a navigation based on earth-based radio transmitters. The location of a device can be estimated based on differences in arrival times at the device of signals from three or more transmitters.

[0098] Radiolocation using the cellular telephone network is a system whereby cellular base stations serve as fixed receivers. The signal from a cellular phone may be received at multiple base stations. The location of the cellular phone may be determined based on when a signal from the cellular phone was received at each of the base stations, based on the angle with which a signal from the cell phone was received at each of the base stations, and/or based on characteristic distortions in the cell phone signal that would indicate a particular location of origin of the signal.

[0099] A first device may emit an audio signal. The audio signal may consist of a distinct series of notes or pulses. A second device may pick up the audio signal using a microphone, for example. The second device may recognize the distinctive pattern of the

DK Crown Holdings Inc.
Ex. 1002, Page 563

audio signal and may thereby deduce the presence of the first device. In a similar fashion, the second device may emit an audio signal which may allow the first device to identify the second device.

[0100] A first device may recognize the presence of a second device from physical or electronic contact. For example, a first device may have a port where a second device can be docked. When docked, the second device may come into electrical contact with the first device. The first device may thereby recognize the presence of the second device and/or the second device may thereby recognize the presence of the first device.

[0101] There are various ways in which one or more devices may detect the presence of one or more other devices. There are various ways in the proximity of two devices may be determined.

[0102] A first device may detect a signal from a second device. The first device may thereby detect the presence of the second device.

[0103] A first device may determine its own location. For example, the first device may use a positioning system to determine its own location. The first device may already know the location of the second device. For example, the second device may be at a well-known, fixed location. The first device may have stored in memory the location of the second device. Once the first device knows its own location and that of the second device, the first device may deduce (e.g., using geometric algorithms) when the first device is near to the second device.

[0104] A third device may detect the position of a first device, e.g., using a positioning system. The third device may know the position of a second device. The third device can then inform the first, second, or both devices of the positions of either or both of the first and second devices. The first device may thereby determine whether it is proximate to the second device. The second device may thereby determine whether it is proximate to the first device. In some embodiments, the third device may inform the first device that the first device is near the second device. In some embodiments, the third device may inform the second device that it is near the first device. In some embodiments, the third device may instruct the first device to take some action based on the fact that the first device is near to the second device, without necessarily informing the first device that the first device is near the second device. In some embodiments, the third device may instruct the second device to take some action based on the fact that the second device is near to the

DK Crown Holdings Inc.
Ex. 1002, Page 564

first device, without necessarily informing the second device that the second device is near the first device.

[0105] A third device may detect the positions of both a first device and a second device. The third device can then inform the first, second, or both devices as above. That is, the third device may inform the first and/or second devices of the first and/or second devices' positions or of the fact that the first and second devices are near to each other. The third device may also provide instructions to the first and/or to the second device based on the fact that the two devices are near to each other.

[0106] A third device may detect the position of a first device. A fourth device may detect the position of a second device. The third and fourth devices may then inform the first device of both positions. The third and fourth devices may inform the second device of both positions. The third and fourth devices may inform the first device that the first device is near the second device. The third and fourth devices may inform the second device that the first device is near the second device. The third and/or fourth devices may instruct the first device to take some action based on the fact that the first device is near the second device. The third and/or fourth devices may instruct the second device to take some action based on the fact that the first device is near the second device. The fourth device may inform the third device of the position of the second device. The third device may inform the first device of the positions of the first device and the second device. The third device may inform the first device that the first device is near the second device. The third device may inform the first device to take some action based on the fact that the first device is near the second device. The third device may inform the second device of the positions of the first device and the second device. The third device may inform the second device that the first device is near the second device. The third device may inform the second device to take some action based on the fact that the first device is near the second device.

[0107] A third device may detect the position of a first device. A fourth device may detect the position of a second device. The third and fourth devices may inform a fifth device of both positions. The fifth device may inform the first and/or second devices of both positions. The fifth device may inform the first device that it is near to the second device. The fifth device may inform the second device that it is near to the first device.

DK Crown Holdings Inc.
Ex. 1002, Page 565

[0108] The fifth device may instruct the first device to take some action based on the fact that the first device is near the second device. The fifth device may instruct the second device to take some action based on the fact that the second device is near the first device.

Transmission and Communication

[0109] Various embodiments described herein describe the "transmission" or "communication" of a digital or electronic composition, such as a digital image, a text file, a computer program, an audio file, a video file, or any other object or entity. Transmission or communication of a digital or electronic composition may include transmission of data such that the data alone is sufficient to entirely reconstruct the composition. For example, the transmission of a digital image may include the transmission of one million bytes of data, each byte characterizing one of the pixels in the digital image, such that the digital image may be completely reconstructed from the data alone. Transmission or communication of a digital or electronic composition may include transmission of a data such that the transmitted data may be used in combination with other data to reconstruct the composition. For example, a digital image may be transmitted in a compressed format. The data that is transmitted may be used in combination with data describing a decompression algorithm in order to reconstruct the digital image. Transmission or communication of a digital or electronic composition may include transmission of a data which indicates or characterizes the composition such that the composition can be retrieved or acquired elsewhere. For example, data describing the title of an image may be communicated from a first device to a second device. The second device may have various images already stored on the second device and indexed by title. The second device may reconstruct the image that was communicated from the first device by using the title to retrieve a complete description of the second image from storage on the second device.

[0110] In various embodiments, transmission or communication of a promotion may include transmission or communication of a digital or electronic composition.

Encode

[0111] As used herein, a signal that "encodes" a digital or electronic composition may include sufficient data to reconstruct the composition from the data alone. For example, a

DK Crown Holdings Inc.
Ex. 1002, Page 566

signal that encodes an advertisement consisting of an image may include data which is sufficient, on its own, to reconstruct the image.

[0112] As used herein, a signal that "identifies" a digital or electronic composition may include data that provides information indicating where or how the composition may be retrieved. A signal that identifies a digital or electronic composition may include data that provides a name, title, or other identifier for the composition such that the composition can be retrieved from a database or other storage medium using the name, title, or other identifier.

Encryption

[0113] As used herein, the term "encryption" may refer to a process for obscuring or hiding information so that the information is not readily understandable without special knowledge. The process of encryption may transform raw information, called plaintext, into encrypted information. The encrypted information may be called ciphertext, and the algorithm for transforming the plaintext into ciphertext may be referred to as a cipher. A cipher may also be used for performing the reverse operation of converting the ciphertext back into plaintext. Examples of ciphers include substitution ciphers, transposition ciphers, and ciphers implemented using rotor machines.

[0114] In various encryption methods, ciphers may require a supplementary piece of information called a key. A key may consist, for example, of a string of bits. A key may be used in conjunction with a cipher to encrypt plaintext. A key may also be used in conjunction with a cipher to decrypt ciphertext. In a category of ciphers called symmetric key algorithms (e.g., private-key cryptography), the same key is used for both encryption and decryption. The sanctity of the encrypted information may thus depend on the key being kept secret. Examples of symmetric key algorithms are DES and AES. In a category of ciphers called asymmetric key algorithms (e.g., public-key cryptography), different keys are used for encryption and decryption. With an asymmetric key algorithm, any member of the public may use a first key (e.g., a public key) to encrypt plaintext into ciphertext. However, only the holder of a second key (e.g., the private key) will be able to decrypt the ciphertext back into plaintext. An example of an asymmetric key algorithm is the RSA algorithm.

DK Crown Holdings Inc.
Ex. 1002, Page 567

[0115] It will be appreciated that other methods besides encryption may be used to hide or obscure information, such as encoding or steganography. Such methods may also be used in conjunction with cryptography.

[0116] Encryption may be used to:

[0117] Send a message only specific recipients can read. For example, Alice and Bob may both be in possession of the same secret key. Alice may encrypt a plaintext message with the secret key. She may transmit the resultant ciphertext to Bob. Bob may then decrypt the cyphertext using the secret key so as to view the plaintext version of the message.

[0118] Allow messages to be encrypted by many and decrypted only one (e.g., PGP). For example, Alice may possess a public and a private key. Bob may wish to send Alice a message that only Alice will be able to read. Bob may create a message in plaintext and encrypt it using Alice's public key. Bob may send the resultant ciphertext to Alice. Alice may then decrypt the ciphertext using her private key and may thereby view the plaintext message. Should Cindy intercept the ciphertext message on its way from Bob to Alice, Cindy would not be able to decrypt the message since Cindy would not have access to Alice's private key. Alice's public key, although available to Cindy, would not be sufficient to decrypt the ciphertext message in a practicable amount of time.

[0119] Authenticate the sender of a message. This use of encryption may include having the sender create a digital signature. For example, Alice would like to send a message to Bob in such a way that Bob can be confident that the message has come from her. Alice may construct a plaintext message and encrypt the plaintext into ciphertext using her private key. Alice may then send the ciphertext message to Bob. Bob may then use Alice's public key to decrypt the ciphertext back into plaintext. Since Alice's public key only works to decrypt a ciphertext message created using Alice's private key, and since presumably only Alice has access to her own private key, Bob can be confident that the message originated from Alice.

[0120] Allow for non-repudiation. If a sender has applied a digital signature to a message, or portion of a message, then the sender will not later be able to claim he did not send the message.

[0121] Guarantee a time/ data sent. See hashing below.

[0122] Guarantee receipt by recipient. See hashing below.

DK Crown Holdings Inc.
Ex. 1002, Page 568

[0123] Verify that a message has not been altered after being sent by the sender. See hashing below.

[0124] Hashing is a process whereby input data, typically of arbitrary length, is transformed into output data, typically of shorter length and / or of fixed length. A hash function is a function that performs the transformation. Often, useful hash functions will be one-way functions. That is, for a given input, the output can be computed readily. However, for a given output, the input which produced the output will be difficult to calculate. Also, useful hash functions will often have the property that two differing inputs rarely produce the same output. Hashing can be used for the following purposes:

[0125] To perform data redundancy checks. For example, a database may contain a large number of names. The names may be of arbitrary length. To check for redundant names, hash values for the names may be created. The hash values may be of smaller size than the names and may all be of the same length. Thus, it may be easier to compare the hash values of the names that it will be to compare the names themselves.

[0126] To verify that a message has not been altered. For example, Alice can send a plaintext message to Bob along with a hash value of the message. Alice can apply a digital signature to the hash value so as to assure Bob that the hash value has been sent by Alice. When Bob receives the plaintext message from Alice, Bob can compute the hash value of the message. If the hash value that Bob computes is the same as the hash value that Alice has sent to Bob, then Bob can be fairly confident that the message has not been altered enroute from Alice to Bob.

[0127] To prove possession of a message without having to reveal the message. For example, Alice can send a message to Bob. Bob can take the hash of the message and send it back to Alice. Alice may thus be assured that Bob has the message without the risk of the message being intercepted enroute from Bob to Alice.

[0128] To prove possession of a message at a certain time without having to reveal the message. For example, Alice might have a great idea and wish to prove she came up with it at a certain time without having to reveal the idea. Thus, Alice might write out the idea in the form of text and take a hash value of the text. Alice can then publish the hash of the text in a newspaper. It will then be readily apparent that Alice had possession of the idea at least on the date of the newspaper's publication.

[0129] To timestamp a document. For example, a document may be sent to a time-stamping service. The service may then determine the hash value of the document.

DK Crown Holdings Inc.
Ex. 1002, Page 569

The service may append the then current date and time to the hash value of the document and apply a digital signature to the result. The digitally signed hash value plus date and time may then be published. So long as the time-stamping service can be trusted to provide accurate dates and times (e.g., not to use old dates and times) then the published timestamp may serve as proof that the document was in existence as of the date and time provided by the time-stamping service. Further precautions may ensure that it becomes very difficult for even the time-stamping service to provide fake times and dates. For example, the time-stamping service may add a sequence number, (e.g., 1, 2, 3, etc.) to each document it timestamps. If the service wishes to provide an old date, the service would have to find an older sequence number. The older sequence number would have to fit between two sequence numbers used immediately before and immediately after the desired fake date. However, no such sequence number would be available if, e.g., no numbers had been skipped in the first place.

[0130] FIG. 1 shows a system 100 according to some embodiments. In various embodiments, the system may function within the confines of a casino. In various embodiments, the system may function within the confines of a casino and associated areas, such as retail shops, exercise rooms, restaurants, swimming areas, showrooms, conference halls, and so on. In various embodiments, the system may function beyond the confines of a casino. A casino server 105 may be in communication with one or more mobile gaming devices, such as devices, 110, 115, and 120. The casino server may be in communication with one or more marketer devices, such as marketer device 125. Marketer devices may transmit information to the casino server include information describing promotions to run (e.g., graphics and audio associated with promotions), when to run the promotions, what players should view promotions, what price will be paid for running promotions, what media to use for running promotions (e.g., symbols; e.g., background areas of a displays screen) and so on. The casino server 105 may be in communication with one or more display devices, such as display device 130. Display devices may include billboards, electronic signs, signs, television monitors, projectors, or other display devices. The casino server may instruct a display device to display graphics associated with a promotion, in various embodiments. The casino server may be in communication with one or more receivers, such as receiver 135. Receivers may include antenna, RFID tag readers, bar code readers, and so on. Receivers may detect signals emitted from mobile gaming devices. Receivers may use such signals to determine the

DK Crown Holdings Inc.
Ex. 1002, Page 570

location of the mobile gaming devices. Receivers may also receive data from mobile gaming devices. Such data may be relayed to the casino server. The casino server 105 may be in communication with one or more beacons, such as beacon 140. Beacons may form part of a positioning system which may be used by mobile gaming devices to determine their positions. For example, beacons may emit signals within a casino. A mobile gaming device, by receiving signals from several beacons, may be able to triangulate its own position within the casino. The casino server 105 may be in communication with one or more gaming devices, such as gaming device 145. Gaming devices may include slot machines, video poker machines, video blackjack machines, video keno machines, and so on. The casino server may be in communication with one or more point of sale (POS) terminals, such as POS terminal 150. POS terminals may include any terminals associated with retail establishments, or any other terminals that can handle sales transactions. In various embodiments, a POS terminal may determine an appropriate promotion to be displayed on a nearby mobile gaming device. The POS terminal may transmit the promotion to the casino server. The casino server may, in turn, transmit the promotion to the mobile gaming device.

[0131] FIG. 2 shows a mobile gaming device 110 according to some embodiments. As used herein, the term "mobile gaming device" may refer to any device that is readily movable or portable and which allows for players to gamble on one or more of at least the following: (a) a game of chance; (b) a sporting contest; (c) a game of mixed chance and skill (e.g., blackjack); (d) a game of skill; (e) a slot machine game (e.g., a game of video slots); (f) a lottery game; (g) a game of cards (e.g., a game of poker); (h) a pull-tab game; (i) a game of bingo; (j) a natural event (e.g., the occurrence of a hurricane); (k) a political event (e.g., the winner of an election); (l) an event of popular culture (e.g., the date of a wedding between two celebrities); and so on. A mobile gaming device may be a device such as a Blackberry®, iPod®, personal digital assistant, mobile phone, laptop computer, camera, personal computer, television, electronic book (eBook), or any other suitable device. A mobile gaming device may be movable or portable in the sense that the average human would be able to transport the device without significant exertion and without the aid of heavy machinery. A mobile gaming device may be movable or portable in the sense that it is not, by design, locked, bolted, or tied down to the same location for extended periods of time (e.g., months). It is, however, contemplated that a mobile gaming device may be temporarily fixed into place (e.g., with locks or bolts) so that a human might

DK Crown Holdings Inc.
Ex. 1002, Page 571

physically interact with the device without risk that the device will be accidentally pushed, moved, toppled, etc. A mobile gaming device may include a processor for executing various programs, including programs for operating games, programs for communicating with other devices, programs for presenting advertisements, programs for presenting entertainment, and any other programs. A mobile gaming device may include memory for storing program data, for storing image data, for storing data about a player, for storing information about outcomes of games played on the mobile gaming device, for storing accounting data, and so on. A mobile gaming device may include various output devices. Such output devices may include a display screen, such as a liquid crystal display. The display screen may display images, videos, cartoons, animations, text, or any other feasible output. Output devices may include a speaker. The speaker may generate audio outputs. For example, the speaker may generate voice outputs, the sound of bells, the sound of engines, or any other sound. The speaker may generate vibrations. A mobile gaming device may include one or more input devices. The input devices may allow a player to interact with the mobile gaming device. The mobile gaming device may include buttons, keypads, roller balls, scrolling wheels, and so on. The mobile gaming device may include a touch screen which, e.g., can sense contact from a human's touch and/or from a stylus. The mobile gaming device may include a microphone for receiving audio inputs. The microphone may be used for receiving voice inputs. A mobile gaming device may include a card reader for receiving inputs from a magnetically striped card (e.g., from a credit card or player tracking card). A mobile gaming device may also include a smart card reader. A mobile gaming device may include a camera for capturing images or video. A mobile gaming device may include a biometric reader, such as a thumb-print reader or retinal scanner. A mobile gaming device may include a communications port. The communications port may include an antenna for broadcasting and/or for receiving electromagnetic signals, such as wireless signals. The communications port may include an optical communication mechanism, such as a laser or diode. The communications port may include an electric contact, which may interface to a wire, to a cable, or to the electronic contact of another device so as to create an electronic connection. The electronic connection may be used for purposes of communication and/or for the purposes of drawing power. A mobile gaming device may include a portion which is geometrically configured to fit into a docking area of another device. The other device may include a portion with a complementary geometrical configuration. When the mobile gaming

DK Crown Holdings Inc.
Ex. 1002, Page 572

device is docked into the other device, the mobile gaming device may communicate with such device and/or draw power from the device. For example, the mobile gaming device may upload game software from the other device or download information about player gambling activities to the other device. A mobile gaming device may include a power source, such as a battery or fuel cell. The mobile gaming device may further include a sensor for determining when power is low. The sensor may trigger an indicator, which may indicate an amount of power remaining. The mobile gaming device may include a radio frequency identification (RFID) tag.

[0132] The tag may include a unique signature and may allow other devices to recognize the presence of the mobile gaming device. For example, a sensor embedded in a door frame may detect a signal from an RFID tag embedded within a mobile gaming device and thereby recognize the presence of the mobile gaming device. In an example of its general operation, a mobile gaming device may receive an indication of a player identifier, such as from the swipe of a player tracking card through a magnetic card reader associated with the mobile gaming device. The mobile gaming device may wirelessly transmit the player identifier to a casino server. The casino server may transmit a confirmation signal back to the mobile gaming device, confirming that the player has adequate credits on account to engage in gambling activities. The mobile gaming device may receive a game initiation signal from a player, e.g., via one the buttons on the mobile gaming device. The mobile gaming device may then execute a game program to generate a random outcome and present the random outcome to the player. For example, on its displays screen, the mobile gaming device may simulate the spinning of slot machine reels, which may be shown to stop with a particular outcome displayed centrally. The mobile gaming device may inform the casino server of the outcome of the game. The casino server may, accordingly, add or subtract credits from the player's account. It will be appreciated that there are many other ways in which a mobile gaming device may operate. A mobile gaming device may include a more general-purpose device which is configured to allow gaming activity, e.g., through downloads of gaming related software to the device. A mobile gaming device may also include a special purpose device dedicated to gaming. A mobile gaming device may include a device as set forth in Nevada bill AB471.

[0133] FIG. 3 shows a gaming device 145 according to some embodiments. As used herein, the term "gaming device" may refer to any machine, article, or device which allows a player to participate in a game, contest, or other endeavor, and which allows a

DK Crown Holdings Inc.
Ex. 1002, Page 573

player to put money or other consideration at risk. A gaming device may include a Class II gaming device, a Class III gaming device, a video bingo machine, an instant bingo machine, a video poker machine (e.g., Action Gaming's Triple Play™ Draw Poker), a video slot machine (e.g., WMS's Jackpot Party Classic machines), a mechanical slot machine (e.g., IGT's Cleopatra® Slots), an electromechanical slot machine, a video blackjack machine, a video keno machine, and a multi-game machine. Gaming devices may include devices with non-gaming related uses which can also be used or adapted for gaming. For example, a personal computer may constitute a gaming device since the computer may run software for conducting a game and may receive, e.g., a credit card number from a player for the purposes of collecting from and paying money to a player. A gaming device may include a mobile gaming device (e.g., a mobile device as defined by Nevada bill AB 471) or any mobile device that can be used for gaming. A gaming device may include a personal digital assistant, a cell phone, a laptop computer, a Blackberry®, and so on.

[0134] FIG. 4 shows a casino server 105 according to some embodiments. Antenna 405 may allow the casino server to communicate wirelessly with various devices, such as mobile gaming devices. Output device 410 may include displays, such as liquid crystal display monitors, speakers, or any other device that may communicate information. The output device may present information in a way suitable for human perception. For example, the output device may present text for a human to read. Input device 415 may include buttons, keypads, mice, roller balls, microphones, styli, touch screens, and so on. The input device may allow humans to communicate information to the casino server. Communications port 420 may include an antenna, serial port, parallel port, FireWire, Ethernet, Universal Serial Bus (USB), or any other interface for communications. Storage device 430 may include a hard disk, flash memory, random access memory (RAM), read only memory (ROM), a compact disc, a digital versatile disc, an optical disc, a magnetic storage device, a semiconductor memory, a magneto-optical storage device, and so on. Storage device 430 may store program data 435 as well as various databases, including a promotion database 440, marketer database 445, player database 450, and point of sale (POS) terminal database 455. The program data may include instructions which may direct the processor 425 to operate in accordance with various embodiments.

[0135] Promotion database 440 may store data associated with promotions. Such data may include: (a) image data (e.g., images of products being promoted); (b) video data

DK Crown Holdings Inc.
Ex. 1002, Page 574

(e.g., video advertisements); (c) audio data (e.g., jingles associated with product promotions); (d) text data (e.g., text for display in a promotion); (e) data descriptive of a promotion (e.g., a promotion may have a tag indicating what product is being promoted); (f) data descriptive of the size of a promotion (e.g., data describing the number of pixels in each dimension of an image; (g) data describing the running time of a promotion (e.g., 30 seconds); (h) data describing the place or medium where a promotion should be featured (e.g., a promotion should appear as a symbol in a simulated slot machine game); (i) data describing the number of times a promotion should be run (e.g., the promotion should be run 100 time); (j) data describing the audience to which a promotion should be presented (e.g., a promotion should be presented to women between the ages of 40 and 60); (k) data describing the times during which a promotion should be presented (e.g., a promotion should be presented between 11:00am and 1:00pm); (l) data describing the priority of a promotion (e.g., promotion with higher priorities may be presented before or in place of promotions with lower priorities); (m) data describing the sponsor or marketer behind a promotion (e.g., Procter & Gamble is the sponsor of a promotion); (n) data describing a price to be paid by a sponsor or marketer for a promotion's presentation (e.g., a marketer will pay two cents per viewer per presentation; e.g., a marketer will pay $100 to have a product featured in a game for an entire day); (o) data describing the number of times a promotion has already been presented; (p) data describing a number of times remaining that a promotion must be presented; (q) data describing the number of people who have viewed a promotion; (r) data describing the demographics of people who have viewed a promotion; (s) data describing events after which the promotion should be presented (e.g., after a person wins X dollars, when a group of friends moves together after spending time separated, etc.), and any other data pertinent to a promotion.

[0136] Marketer database 445 may store data associated with sponsors or marketers. Marketer database may store data including: (a) marketer names; (b) marketer advertising budgets; (c) promotions associated with marketers; (d) amounts owed the casino by the marketers; (e) preferred audiences of the marketer; (f) billing information for the marketer (e.g., a credit card identifier associated with the marketer; e.g., an address for the marketer); (g) a medium which is of primary interest to a marketer (e.g., symbols; e.g., bonus rounds); and so on.

[0137] Player database 450 may store data associated with players. Player database 450 may store data including: (a) a player's name; (b) a player's tracking card number; (c) a

DK Crown Holdings Inc.
Ex. 1002, Page 575

player's age; (d) a player's demographic; (e) a player's preferred product category; (f) a player's preferred category of promotion; (g) a player's length of stay at a casino; (h) a player's historical purchasing behavior (e.g., the player has made 3 purchases in response to promotions in the past); (i) a player's game results or outcomes (e.g., the player has won $120 today; e.g., the player has lost on his last 5 outcomes); (j) a player's friends, relatives, associates, or other group members; and so on.

[0138] Point of sale (POS) terminal database 455 may include data describing various POS terminals. In various embodiments, such terminals may be associated with the casino. For example, such POS terminals may manage transactions for various retail establishments within a casino. In various embodiments, such terminals may include terminals outside of the casino. POS terminal database 455 may include: (a) data describing the location of POS terminals; (b) data describing the retail establishments served by POS terminals; (c) data describing presentation capabilities of POS terminals (e.g., a POS terminal may include a display screen and/or speaker which may be used to present images and/or sounds associated with a promotion); and so on.

[0139] FIG. 5 shows a POS terminal 150 according to some embodiments. The inventory database 545 may include data describing products within the store. The inventory database may include data describing: (a) the number of a product remaining; (b) the expected shelf life of a product; (c) the expected remaining shelf life of a product; (d) the expected time of arrival of new inventory; (e) the characteristics of a product (e.g., the product color; e.g., the product size); and so on. The pricing database 550 may include data related to products' prices, including: (a) a product's price; (b) a discount available on the product (e.g., there is a 25% discount in effect for the next two days; (c) a wholesale price for the product; (d) a cost of acquiring the product (e.g., the cost to the retailer of purchasing the product from a wholesaler or manufacturer); (e) a liquidation price for a product; and so on.

[0140] FIG. 6 shows a mobile gaming device 600 according to some embodiments. The mobile gaming device 600 features a slot machine game. The slot machine game includes three reels. Among the symbols depicted on the reels are three symbols representing promotions. These symbols, 605, 610, and 615, depict a corporate logo for Coca-Cola. By lining up three such symbols, a player may win a prize. The prize may be related to the product or corporation depicted by the symbols. For example, the prize may be a year's supply of Coca-Cola drinks.

DK Crown Holdings Inc.
Ex. 1002, Page 576

XI. Embodiments

[0141] *1. Types of promotion.* In various embodiments, promotions may be presented using mobile gaming devices. A promotion may include: (a) an advertisement (e.g., for a product or service); (b) an announcement (e.g., an announcement as to when a new show is starting at a casino; e.g., an announcement that a certain car was rated number one in the country); (c) a warning (e.g., a warning about the approach of inclement weather); (d) a statement of information (e.g., candidate Jones has just won the election); (e) an offer of a benefit (e.g., an offer of a discount; e.g., an offer of a coupon; e.g., an offer of a gift certificate); (f) an offer of a benefit in exchange for some action on the part of the recipient of the offer (e.g., an offer of a gift certificate in exchange for the recipient of the offer answering survey questions); (g) a request (e.g., a request to answer survey questions); (h) a benefit given unconditionally (e.g., cash given unconditionally; e.g., a gift certificate given unconditionally); (i) an entry into a sweepstakes or other chance event (e.g., an entry into a drawing for a particular merchant's car); (j) a personalized advertisement (e.g., an advertisement that includes a name or other information about a target), and so on. Promotions may be presented in various forms and in various situations. Promotions may be presented in audio form, video form, or text form, for example. Promotions may be presented at various points in time relative to other events. For example, promotions may be presented in between games played on a mobile device.

[0142] *1.1. Audio.* Promotions may be presented in audio form. A promotion may include a spoken voice. For example, an announcer or narrator may describe the features of a product that is being advertised. A promotion may include a song. A promotion may include a musical tune. A promotion may include a soundtrack, such as the revving of a motorcycle engine. A promotion may include a jingle, such as a jingle commonly associated with a product. Some promotions may be broadly directed at an area (e.g., an area of a casino in which a number of people targeted by the advertisement are located) and audio may accordingly be broadly directed at that area (e.g., through speakers in a casino). Other promotions may be narrowly directed at a target (e.g., at a single person or a small group of people) and audio accordingly may be narrowly focused (e.g., using hypersonic sound, using a mobile device speaker, using a speaker from a nearby gaming device).

DK Crown Holdings Inc.
Ex. 1002, Page 577

[0143] *1.2. Text.* A promotion may include text. Text may include information, slogans, personal information, or subtitles, for example.

[0144] *1.3. Still image.* A promotion may include still images. The image may take up all or part of a display screen, such as the display screen on the mobile gaming device. The image may represent an actual photograph, an image created by an artist, or an image created by a computer, for example.

[0145] *1.4. Video.* A promotion may include video. The video may be comprised of a sequence of still images, for example. The video may occupy an entire display screen or part of a display screen, for example. A video may be the product of a camera, or maybe an animation, for example.

[0146] *1.5. Vibration.* A promotion may include vibration, or any induced motion of the mobile gaming device. For example, the mobile gaming device may vibrate in conjunction with a promotion for a car race, where the vibrations may help the player of the mobile gaming device to imagine the cars rumbling by.

[0147] *1.6. Flashing lights.* A promotion may include flashing or blinking lights. For example, light emitting diodes (LEDs) on the mobile gaming device may flash in order to convey excitement associated with a promotion.

[0148] *1.7. Smells.* A promotion may include smells. For example, a mobile gaming device may release small quantities of chemicals to create aromas in conjunction with a food advertisement.

[0149] *1.8. Trigger nearby signs or slot machines to display advertisements.* In some embodiments, a promotion may include a signal to other displays or devices, the signal instructing such displays or devices to participate in the promotion. For example, as part of a promotion, a mobile gaming device may send a signal to a nearby slot machine (e.g., to a slot machine located within hearing range; e.g., to a slot machine located within a line of sight of the mobile gaming device) instructing the slot machine to perform one or more actions related to the promotion. In some embodiments, a mobile gaming device may instruct a slot machine to generate an audio output. For example, the mobile gaming device may instruct that the slot machine blast the sounds of bells ringing through a speaker that is part of the slot machine. In some embodiments, a mobile gaming device may a slot machine to generate a video output. For example, the mobile gaming device may instruct a slot machine to show a particular video or animated clip. In some embodiments, a mobile gaming device may instruct a slot machine to show an image. For

DK Crown Holdings Inc.
Ex. 1002, Page 578

example, a mobile gaming device may instruct a slot machine to show an image of a product being promoted by the mobile gaming device. It should be recognized that in other embodiments, the mobile device may not be the initiator of promotions, but rather a centralized system may determine where and when to display promotions (e.g., on the mobile device and on other devices or displays).

[0150] *1.8.1. Distances.* In various embodiments, a slot machine, another gaming device, a display screen, or any other device may participate in presenting a promotion so as to enhance the effect of a promotion. For example, a promotion may be more effective if five slot machines surrounding a player all show the same sounds and images than if only the display screen on the mobile gaming device is involved. A promotion may be particularly effective, in some embodiments, if participating slot machines or other devices can influence the player of the mobile gaming device. Thus, particularly effective devices may include devices that are visible or audible to the player. In various embodiments, a device is instructed to participate in a promotion if the device is within a certain range of a mobile gaming device. For example, a mobile gaming device may instruct a slot machine to participate in a promotion if the slot machine is within ten feet of the mobile gaming device. In various embodiments, a mobile gaming device may instruct a device to participate in a promotion if: (a) the device is within a predetermined distance of the mobile gaming device; (b) if the device is within a direct line of sight of the mobile gaming device (e.g., if there are no other devices or fixtures between the mobile gaming device and the device); (c) the device is in the same room as the mobile gaming device; (d) the device is on the same floor of a building as is the mobile gaming device; (e) the device is facing at least somewhat towards the mobile gaming device (e.g., the mobile gaming device may only request that a slot machine participate in a promotion if the screen of the slot machine is facing in the direction of the mobile gaming device); (f) the mobile gaming device can detect a signal from the device (e.g., a gaming device may emit a short range signal that is detectable by the mobile gaming device only if the mobile gaming device is within proximity to the gaming device; (g) the device can detect a signal from the mobile gaming device; (h) the mobile gaming device receives a signal from the device at a certain minimum threshold power (e.g., if the signal power is strong in the detected signal, the device may be assumed to be near to the mobile gaming device); (i) the device receives a signal from the mobile gaming device at a certain minimum threshold power level; (j) if the device has video display capability; (k) if the device has audio output capability; (l) if

DK Crown Holdings Inc.
Ex. 1002, Page 579

the device has speakers of a certain minimum output capability; and so on. In various embodiments, a mobile gaming device may determine whether or not another device is available for participation in a promotion. Another device may be available if such device: (a) is currently not participating in a different promotion (e.g., if the device is not displaying graphics as part of a promotion to a different player); (b) is currently not being used for gaming purposes (e.g., a slot machine may be available if it is not currently being played by another player); (c) is currently not being used for other purposes (e.g., a plasma display monitor may be available if it is not currently not broadcasting programming to passing people); (d) is functioning (e.g., if the device is not experiencing mechanical or electrical problems); (e) is not scheduled or intended for immediate use; (f) is not restricted from participating in promotions of the type in which the device would be asked to participate in (e.g., a device made by a first manufacturer may be restricted from promoting products from a competing manufacturer); and so on. In various embodiments, a device that may be instructed to participate in a promotion may include a slot machine, video poker machine, another gaming device, a display monitor (e.g., a plasma display screen; e.g., a cathode ray tube (CRT) monitor), a billboard, a projection display, a speaker, a public address system output, a light bulb, a light fixture, and so on.

[0151] In various embodiments, a device may be proximate to several players with mobile gaming devices. For example, a slot machine may be within 10 feet of each of three players of mobile gaming devices. Such players may coincidentally happen to be in the same area, for example. The three mobile gaming devices (those belonging to each of the three players) may cooperate to schedule the same promotion at the same time so that the device which is proximate to all three players may show a promotion which influences all the three players at once. For example, each of the three mobile gaming devices may schedule an advertisement for cruise vacations to occur at the same time. As the mobile gaming devices broadcast audio to the three players, the slot machine which is near to all three players may show a video of a cruise ship sailing through blue waters and stopping at tropical islands.

[0152] In various embodiments, a plurality of mobile gaming devices may coordinate to schedule the same or similar promotions at the same time. A device which can influence the players of the mobile gaming devices may be commanded or requested to participate in the promotion. The device may be a slot machine, TV monitor, billboard, or any other device. The device may, accordingly, broadcast sounds images, or other information in

DK Crown Holdings Inc.
Ex. 1002, Page 580

support of the promotion. The device may be selected or chosen because it is within a certain distance of all of the mobile gaming device players, because it is within line-of-site of all of the mobile gaming device players, because it is within hearing range of all the mobile gaming device players, and/or for any other reason. In various embodiments, a device (e.g., a slot machine) may be selected to participate in a promotion that is being presented to a plurality of players even though the device may be unable to influence one of the plurality of players. For example, a slot machine may be chosen to participate in a promotion being presented to several players even if one of the players cannot see the screen of the slot machine.

[0153] In various embodiments, a device may have the potential to participate in two or more promotions at a given time. For example, a first player of a mobile gaming device and a second player of a mobile gaming device may each be in proximity to the device. Various criteria may be used to determine whether the device will participate in a promotion presented to the first player or the second player. The device may participate in the promotion presented to the first player if: (a) the first player is in closer proximity to the device than is the second player; (b) the first player has a better view of the device than does the second player (e.g., a display screen of the device is facing towards the first player but away from the second player); (c) the first player is deemed more likely to be influenced by the promotion than is the second player; (d) the first player is a better customer of the casino than is the second player (e.g., the first player has bet more money at the casino in the past than has the second player); (e) the second player is a better customer of the casino than is the first player; (f) the first player is deemed more likely to pay attention to the device participating in the promotion; (g) the first player has shown more interest in the product scheduled to be promoted to the first player than has the second player shown in the product scheduled to be promoted to the second player; (h) the second player is in proximity to another device which might participate in the promotion scheduled to be presented to the second player; and/or if other criteria are satisfied. It will be appreciated that similar criteria may be used to choose which promotion a device (e.g., a slot machine) will participate in given that three or more players of mobile devices are in the vicinity. In some embodiments, a device (e.g., a slot machine) may participate in a promotion if such promotion will be presented to the majority (or the plurality) of the players of mobile gaming devices which are in the vicinity of the device.

DK Crown Holdings Inc.
Ex. 1002, Page 581

[0154] 1.8.2. *Sending the signals.* The determination of whether or not it would be appropriate for a device (e.g., a slot machine) to participate in a promotion of a mobile gaming device may be determined in various ways. In some embodiments, the mobile gaming device may detect the presence of the device (e.g., the slot machine). The mobile gaming device may detect the presence of the device by detecting a signal emitted from the device. The signal may be caused by radio frequency identification (RFID) tag associated with the device. The signal may be an infrared signal or any other signal. In some embodiments, the device (e.g., the slot machine) may detect the presence of the mobile gaming device. The device may detect a signal from the mobile gaming device, such as a signature of an RFID tag associated with the mobile gaming device, such as an infrared signal from the mobile gaming device, or any other signal. In various embodiments, the device (e.g., the slot machine) may detect the presence of the mobile gaming device using optical means. For example, the device may include a camera and may employ image processing algorithms to recognize when a player in the vicinity of the gaming device is carrying a mobile gaming device. In various embodiments, the mobile gaming device may contain a positioning system, such as a global positioning system (GPS). The mobile gaming device may determine based on its position whether it is currently proximate to a device (e.g., a slot machine). For example, the mobile gaming device may access an internally stored map describing the positions of one or more devices. In various embodiments, the mobile gaming device and / or the device (e.g., the slot machine) may relay any received signals to a central server. For example, the device (e.g., the slot machine) may relay signals from the mobile gamine device to the central server. The central server may recognize that the signals were generated by the mobile gaming device. Therefore, the central server may recognize that the mobile gaming device is likely in proximity to the device (e.g., the slot machine). Similarly, the mobile gaming device may relay signals from the device (e.g., the slot machine) to the central server. The central server may recognize such signals as originating from the device (e.g., the slot machine) and may thereby recognize that the mobile device is in proximity to the device (e.g., the slot machine). In various embodiments, one or more sensors may detect the presence of the mobile gaming device via signals emitted or transmitted from the mobile gaming device. The sensors may not be associated with a device (e.g., with a slot machine). The sensors may be in communication with the central server. Thus, using signals detected from sensors, and possibly using triangulation or other location

DK Crown Holdings Inc.
Ex. 1002, Page 582

algorithms, the central server may detect the presence of the mobile gaming device. The central server may be informed or otherwise detect the position of other devices (e.g., slot machines, displays, etc.) and may use such information along with the detected position of the mobile gaming device to control where to display promotions.

[0155] In various embodiments, once the central server recognizes that a mobile gaming device is in proximity to a device (e.g., a slot machine), the central server may arrange for the device to participate in a promotion to be presented by the mobile gaming device. For example, the central server may instruct both the mobile gaming device and the device (e.g., the slot machine) to present a promotion at the same time. For example, the mobile gaming device may present an audio and a video portion of a promotion while the nearby device (e.g., the slot machine) may present a video sequence as part of the promotion. In various embodiments, when the central server recognizes that a mobile gaming device and a device (e.g., a slot machine) are in proximity, the central server may determine whether it is appropriate that the device (e.g., the slot machine) participate in a promotion to be presented by the mobile gaming device. For example, the central server may determine whether sound to be broadcast by the device would be audible to the player of the mobile gaming device given the ambient noise levels in the casino. As another example, the central server may determine whether or not the device is currently occupied and therefore whether the device should be used at all in presenting the promotion. In some embodiments, an effective direction of a device may be determined for one or more devices. The effective direction may include a viewing direction (e.g., a direction that a display is facing) and a listening direction (e.g., a direction that a speaker is facing). Such an effective direction may be determined, for example, through analysis of a photograph of a device, by a person entering information about a device, by a direction sensor of a device, and so on. Such information may be used to determine when to place a promotion on a device (e.g., so that promotions are placed on devices with effective directions that face desired targets).

[0156] In various embodiments, a device (e.g., a slot machine) may be the sole presenter of a promotion. The mobile gaming device may not be involved in presenting a promotion to a player. However, the mobile gaming device may signal the device (e.g., the slot machine) to make the presentation. For example, a player with a mobile gaming device may walk by a slot machine. The mobile gaming device may transmit a signal to the slot machine to present a promotion. Accordingly, the slot machine may present video, audio,

DK Crown Holdings Inc.
Ex. 1002, Page 583

or other information associated with the promotion. In the meantime, the mobile gaming device may continue to allow the player to play a game without the mobile gaming device becoming involved in the promotion. In various embodiments, two or more devices may be involved in presenting a promotion to a player. The mobile device may not be involved in the presentation. However, the mobile device may signal to the devices to present material in accordance with the promotion.

[0157] 1.9. *Message about where to go to get something. For example, the mobile device knows where you are and can tell you if you're near the jewelry store and what you can get there.* In various embodiments, a promotion may include a message indicating where a product or service may be bought, used, or experienced. For example, a mobile gaming device may present a text message to a player indicating that there is a jewelry store to the right of the player. For example, a mobile gaming device may present an audio message to a player indicating that there is a show playing around the corner. In various embodiments, when a player with a mobile gaming device, walks near a retail store or other locality of interest, a promotion may be triggered. The promotion may relate to that locality.

[0158] 2. *Mediums. Places where promotions may be placed.* Images or videos associated with promotions may be presented in various places. Images and videos associated with promotions may be presented on a display screen of a mobile gaming device. Images and videos may be presented on the display screen in different places, and under different circumstances. For example, an image may be presented in the foreground or background, during a game or between games. Other outputs associated with promotions may also be presented in various ways.

[0159] 2.1. *Symbols.* In various embodiments, images or video associated with a promotion may be put on a symbol. In various embodiments, images or video associated with a promotion may make up the whole of a symbol. For example, an image of a soda drink may make up a symbol. Symbols with such images or videos may function in a game just as any other symbol. For example, in a slot machine game, the alignment of three like symbols may allow a player to win a prize. Images or video associated with a promotion may be put on cards; game tokens (e.g., a game token that moves around a board in a game of Monopoly® may take the form of an image of a luxury car brand); game characters (e.g., a bidder in an auction game may take the form of an animated

DK Crown Holdings Inc.
Ex. 1002, Page 584

Clorox™ box); tokens of value (e.g., when a player of a game opens a treasure chest, three sparkling Rolex® watches may be revealed); and so on.

[0160] 2.2. *The background, e.g., background graphics.* Images or video associated with a promotion may appear as background graphics on the display screen of a mobile gaming device. For example, the parts of the screen that are not occupied by graphics related to a game may be occupied by images or video related to a promotion.

[0161] 2.3. *Signs.* Images or video associated with a promotion may appear on signs or other landmarks in a virtual world associated with a game. For example, a game played on a mobile gaming device may feature a virtual world with racing cars. The cars may pass billboards in the virtual world. The billboards may include images promoting products or services.

[0162] 2.4. *Chip faces, such as the faces on gaming chips.* In various embodiments, images or video associated with a promotion may appear on gaming chips. Such gaming chips may be actual, physical gaming chips, such as those used in table games at casinos. Such gaming chips may also include chips used in a game played on a computing device, such as on a mobile gaming device. For example, a player may engage in a game of poker using his mobile gaming device. Gaming chips which are graphically depicted in the game may include images associated with a promotion, such as images of products or services.

[0163] 2.5. *Cards.* In various embodiments, images or video associated with a promotion may appear on cards. Such gaming cards may be actual, physical cards, such as those used in table games of poker or blackjack. Such cards may also include cards used in a game played on a computing device, such as on a mobile gaming device. For example, a player may engage in a game of poker using his mobile gaming device. Cards which are graphically depicted in the game may include images associated with a promotion, such as images of products or services.

[0164] 2.6. *Audio.* In various embodiments, the audio outputs of a mobile gaming device may be used as part of a promotion. The audio outputs may broadcast songs, jingles, voice, tunes, narrative, sounds of products (e.g., the sounds of a horse stamping in an advertisement for horse-back riding).

[0165] 2.7. *Promotions appear in a bonus round. The whole theme of the bonus round could be based on the promotions.* In various embodiments images or video associated with a promotion may appear in the bonus round of a game. The bonus round may include

DK Crown Holdings Inc.
Ex. 1002, Page 585

any game sequence that is not part of the normal flow of the game, and in which a player has the opportunity to win unusual amounts of credits. For example, in a Wheel of Fortune® game, a bonus round may include a spin of a simulated wheel in which a player is given the opportunity to win large prizes posted on the wheel. Promotional images may be displayed in the background of a bonus round scene. Promotional images may also function as characters or game tokens in a bonus round. For example, a cereal box may be the main character in bonus round, with the cereal box moving around a game board and landing on squares which win money for the player. In various embodiments the theme of a bonus round may center around a particular promotion. For example, a bonus round set in a chocolate factory may be designed to promote the Mars company. In various embodiments, audio associated with a promotion may be broadcast during a bonus round. For example, the hissing sound of a soft drink bottle opening may be broadcast whenever the player has won more money in the bonus round.

[0166] 2.8. *Pop-up ads.* In various embodiments, pop-up boxes or windows may be used to display videos or images associated with promotions. Pop-up boxes or windows may include separate windows that appear on a display (e.g., on the display screen of the mobile gaming device) without prompting from a player. Images or video associated with the promotion may be displayed within the pop-up boxes or windows.

[0167] 2.9. *Housing.* In various embodiments, promotions may be placed on a casing, housing, or other hardware components of a mobile gaming device. For example, the housing of a mobile gaming device may be decorated in the coloring of a Coca-Cola can. In various embodiments, promotions may be put on accessories of a mobile gaming device, such as on a leather case of an iPod, such as on the holster of a Blackberry™, such as on a dock of an iPod, or on any other accessory.

[0168] 2.10. *Constraints. Symbols have inherent constraints. For example, they consist of graphics. Symbols might be only certain pixel dimensions, such as 20 x 20 pixels.* In various embodiments, a particular medium or slot for the display of images or video may have inherent constraints. Accordingly, a marketer who wishes to use such a medium or slot for the presentation of a promotion may have to devise images or video which satisfy the constraints presented by the medium. For example, an image associated with a promotion may take the place of (or may serve as) a symbol in a reeled slot game. As the symbol may occupy only a small portion of the area of the display screen, the image or video associated with the promotion may likewise be constrained to occupy only that

DK Crown Holdings Inc.
Ex. 1002, Page 586

small area of the display screen. The symbol may have a stated constraint in terms of size. For example, the symbol may occupy an area of 0.36 square inches, or an area of 20 by 20 pixels. Any image or video that is to serve as a symbol must thus be confined to the stated area limits. In various embodiments an image or video associated with a promotion is constrained to occupy a certain area. The area may be measured in terms of square inches, dimensions, square millimeters, or in terms of any other units. In various embodiments, the central server or other party selling promotional opportunities to marketers may publish or otherwise inform potential marketers of the constraints placed on various types of promotions. For example, the central server may list available places to display images or video and may list corresponding size constraints. For example, the following may be a partial list of mediums and constraints: (a) symbol, 20 x 20 pixels; (b) billboard in bonus round, 30 x 50 pixels; (c) background left side of screen, 70 x 20 pixels; (d) background top of screen, 20 x 80 pixels; and so on. In various embodiments, the cost to a marketer of displaying an image or video may be based, at least in part, on the display area of the image or video. For example, the cost to the advertiser may be proportional to the display area of the image or video. In various embodiments, the cost to the marketer for a promotion may depend on other factors as well, such as the duration for which a promotion is presented, the point in a game at which a promotion is presented, the number of times a promotion is presented (e.g., the cost per presentation may go down if there are multiple presentations), and so on.

[0169] In various embodiments, there may be time constraints placed on a promotion. For example, a promotion must last no more than 3 seconds. Thus, any video associated with the promotion may be constrained to lasting no more than 3 seconds. Also, any audio associated with the promotion may be constrained to lasting no more than 3 seconds. In various embodiments, the cost to a marketer for having a promotion presented may depend, at least in part, on the duration of the promotion.

[0170] In various embodiments, an image may be constrained to be at least a certain size, or to occupy at least a certain area. For example, an image may be constrained to be at least 20 by 20 pixels. In this way, the casino server can ensure that empty space is kept to a minimum on a display screen. Similarly a video may be constrained to take up at least a certain amount of area. In various embodiments, an image or video may be constrained to be exactly a particular size. In various embodiments, an audio clip associated with a

DK Crown Holdings Inc.
Ex. 1002, Page 587

promotion may be constrained to be exactly a particular duration. In this way, the casino server may ensure that there is no undesired quiet time.

[0171] 2.11. *Additional Non-Game Objects.* In various embodiments, an object that is not typically part of a game or gaming interface may be added to a game or gaming interface as part of a promotion. For example, representation of a can of Coke or any other product being advertised may be added to an interface that displays a card table. The can or other object may simulate the placement of a can or other subject on a physical table. In some implementations, the object may be stationary. In other implementations, the object may move about the interface (e.g., the object may include a mascot that moves, dances, etc.).

[0172] 3. *Player indicates his preferences in advertising.* In various embodiments, a player may influence the promotions that are presented to him. When the player has an input into which promotions are presented to him, the player may be more likely to respond positively to the promotions.

[0173] 3.1. *In a game with advertising on various game elements, the player selects the category, genre, brand, or other rubric from which ads are selected. This information on player ad preferences may itself be valuable since the player has just answered a survey question. For example, when the game is about to start, the opening screen can display three options (e.g., three large boxes with descriptive text and graphics) to be picked using the touch screen.* In various embodiments, a player may indicate a type, category, or other limitation on a promotion. Promotions may then be presented to the player based on the indicated type or category. Such a type or category may represent a preference of the player. For example, the player may prefer to see vacation related commercials, car related commercials, or food related commercials. In indicating a category of promotion, player may indicate: (a) a type of product; (b) a type of service; (c) a price range for a product or service; (d) a brand; (e) a manufacturer; (f) a format of the promotion (e.g., the promotion is a movie trailer; e.g., the promotion should last only five seconds; e.g., the promotion may be an infomercial; e.g., the promotion should be video; e.g., the promotion should be audio); (g) a particular product (e.g., the player may wish to see a promotion about a Mercedes of a particular model and year); (h) a particular cause (e.g., the player may wish to see promotions for products or charities that benefit a particular cause, such as the environment); (i) a particular attribute of a product (e.g., the player may indicate that he/she wishes to see only red clothes); (j) a retailer (e.g., the player may indicate the

DK Crown Holdings Inc.
Ex. 1002, Page 588

he/she wishes to see products from Macy's); (k) whether a promotion will promote a particular product or service or just be informational; and so on.

[0174] In various embodiments, a player may indicate a category of promotion in various ways. When first receiving a mobile gaming device, a player may indicate a category of promotion. The player may indicate a category by informing a casino representative. The casino representative may then program a setting onto the mobile gaming device such that the mobile gaming device only presents promotions of the category indicated by the player. The player may also make an indication using the mobile gaming device. For example, the player may select a category of promotion from a menu, from a series of check boxes, or from a text box. Using a text box, a player may key in a category of promotion, or any description of a promotion the player so desires. For example, the player may key in, "show me things to do in Kansas during August." In various embodiments, the player may go through two or more rounds of specifying a promotion. For example, the player may first specify a broad category such as automobiles. The player may then specify a narrower category, such as "cars" or "trucks."

[0175] In various embodiments, a player may indicate category of promotion via the Internet. For example, prior to a casino visit, a player may visit the Internet. The player may navigate a series of menus, checkboxes, text boxes, or other input mediums in order to specify a category of promotion. The indicated category of promotions may be stored by the casino server. The casino server may then ensure that, while playing, the player is only presented with promotions falling under the given category. In various embodiments, the mobile gaming device may filter out promotions so that only those of a category indicated by a player are presented to the player. In various embodiments, promotions of a category related to that selected by the player may be presented to the player.

[0176] In various embodiments, a player may indicate a new category of promotions sometime during the course of a playing session. For example, a player may indicate that she is no longer interested in seeing promotions related to jewelry, and instead would like to see promotions related to purses. A mobile gaming device may include a menu or icon that is accessible during a playing session. The player may access such a menu or icon to indicate a change to the category of promotion.

[0177] In various embodiments, a player may first see one or more promotions. The player may then indicate whether he would like to see additional, similar promotions, or whether he would like to see promotions of a different type. Based on his response, new

DK Crown Holdings Inc.
Ex. 1002, Page 589

promotions may be presented to the player. The player may once again be asked whether he would like to see similar promotions or promotions of a different type. In this way, the casino server may iteratively arrive at a category of promotion that is of interest to the player.

[0178] In various embodiments, a player may indicate a category of promotion. The promotions presented to the player may or may not then all conform to the indicated category. For example, the casino server may not necessarily have an inventory of promotions to present to the player of the category indicated by the player. In various embodiments, the casino server may determine promotions that are deemed to most closely fall within the category indicated by a player, even if such promotions do not directly fall within the category indicated by the player. For example, the player may indicate a desire to see promotions related to vacationing in the Bahamas. The casino may not have any promotions directly on topic. However, the casino may have promotions related to vacationing in the Virgin Islands. Thus, the casino may present such promotions to the player. The casino may employ algorithms for associating related concepts. The algorithms may learn from the preferences indicated by players. For example, if a given player indicates that he wishes to be presented with promotions related to concept A and concept B, then the algorithms may associate concept A with concept B. In the future, if another player indicates he wished to be presented with promotions related to concept A, the casino server may present to the player promotions related to concept B. As will be appreciated, many algorithms could be used for deriving associations between concepts. Any such algorithm might be used for choosing promotions to present to a player, in various embodiments.

[0179] In various embodiments, a player may indicate a category of promotion. By indicating such a category, the player may reveal himself to be a potential customer of a merchant who would create a promotion falling within the indicated category. For example, a player may indicate that he wishes to view promotions for luxury cars. By providing such an indication, the player may reveal himself to be a potential buyer of luxury cars. The knowledge that the player is a potential buyer of luxury cars may be of value to a dealer or manufacturer of luxury cars. Thus, in various embodiments, if a merchant deals in a category of goods or services and a player has indicated a preference to view promotions related to that category, then the casino may provide the merchant with the player's contact information. The merchant may then be able to send further

DK Crown Holdings Inc.
Ex. 1002, Page 590

promotions to the player. For example, the merchant may be able to send promotions to the home of the player. In some embodiments, a merchant may pay the casino to provide the contact information of a player who has indicated interest in seeing promotions in a category in which the merchant's products fall.

[0180] In some embodiments, a merchant may not be given direct contact information for a player who has shown interest in promotions falling within the merchant's area of business. Rather, the casino may forward promotions from the merchant to the player, even after the player has left the confines of the casino. For example, the merchant may send a promotional email to the casino, and the casino may forward the promotional email to the player. In this way, the player's contact information may be kept from the merchant, and the player's privacy may be maintained.

[0181] In various embodiments, a player may indicate a particular category of promotion. The casino may then find marketers who might be expected to run promotions falling under that category. For example, a player may indicate he wishes to see promotions related to car insurance. The casino may then find various car insurance companies. The casino may invite the marketers to promote to the player. In various embodiments, the casino may provide a general description of the player to a marketer. For example, the casino may provide the marketer with an age, income level, and / or another demographic characteristic of the player. The information about the player that is provided to the marketer may aid the marketer in deciding whether or not to promote to the player. Based on information about the player, marketers may determine whether or not they wish to promote to the player. For example, a marketer may decide based on the age of a player whether or not the player would be likely to purchase the marketer's product. The marketer may make a decision as to whether or not to promote to a player simply based on the fact that the player has shown interest in a particular category of promotion. In various embodiments, the casino may quote a price to the marketer to promote to a particular player. The marketer may accept or reject the offer to promote. In various embodiments, the casino may quote a range of prices, each price corresponding to different limitations on the promotions. For example, a first price may be quoted for placing a symbol on a reel, a second price may be quoted for filling the whole screen with a 30-second video, and so on.

[0182] In various embodiments, the casino may solicit bids from marketers to present promotions to a particular player. The marketers that place the highest bids for a given medium or slot may be given the opportunity to present a promotion to the player. In

DK Crown Holdings Inc.
Ex. 1002, Page 591

various embodiments, more than one marketer who bids may be given the opportunity to promote to a player. The marketers with the higher bids may be given preferential slots. For example, the marketer with the highest bid may be given the largest screen area in which to promote. For example, the marketer with the highest bid may be given the longest time slot in which to have a promotion presented.

[0183] In various embodiments, the casino server may contain an inventory of promotions that are available to present to a player. The casino server may store rules (e.g., rules provided by the sponsor of the promotion) which describe the criteria for presenting the promotions. A promotion may be stored as one or more computer files, including image files, audio files, video files, and so on. In various embodiments, the casino may request promotions from marketers. For example, upon receiving an indication of a category of promotion from a player, the casino may solicit promotions from marketers who might wish to present promotions falling within the indicated category.

[0184] 3.2. *Sponsors or marketers may inform a player as to what sponsored outcomes he can get. "Pick Pepsi and get free spins".* In various embodiments, a player may be informed of a benefit he can receive in exchange for agreeing to view a promotion. In various embodiments, a player may be informed of a benefit he can receive in exchange for agreeing to view a category of promotion. In various embodiments, a marketer may be willing to compensate a player for viewing or listening to a promotion. The compensation may take a number of forms. Compensation may include: (a) money; (b) gaming chips or gaming credits; (c) increased odds of winning; (d) higher payouts (e.g., a jackpot may be increased); (e) reduced costs of wagering (e.g., a player may be given the opportunity to make a wager for $5 that would normally have been $10); (f) a free game (e.g., a free spin at a slot machine; e.g., a free game of video poker); (g) a free opportunity to enter the bonus round; (h) hints given in a game (e.g., in a game of video poker, a player may receive hints);(i) a free or discounted music download; (j) a free or discounted software download; (k) a free or discounted ring-tone download; (l) a download of a video, cartoon, movie trailer, animation, television pilot episode, news clip, or other sequence; (l) a cashless gaming ticket; (m) a ticket to a show; (n) a ticket to a movie; (o) complementary (comp) points; (p) a voucher; (q) a gift certificate; (r) a voucher for a free meal; (s) a free or discounted stay in a hotel room; and any other benefits. A marketer may provide any benefit either directly or indirectly to a player. In various embodiments, a marketer may directly provide cash to a player in exchange for the player agreeing to view a promotion

DK Crown Holdings Inc.
Ex. 1002, Page 592

of the marketer. In various embodiments, a marketer may provide compensation to the casino, and the casino may in turn provide a benefit to the player, such as increased odds of winning. The compensation provided to the casino may be equal to the expected cost to the casino of providing the benefit to the player.

[0185] In various embodiments, two or more marketers may contribute to a benefit which will be provided to a player. For example, each of two automobile manufacturers may contribute a portion of the benefit that will be provided to a player for viewing automobile related promotions.

[0186] In various embodiments, a player may receive a fixed benefit from the casino for agreeing to be presented with promotions. The casino may then sell to marketers' opportunities to present promotions to the player. The casino may attempt to sell such opportunities for as much money as it can get. The casino may profit from the difference in value between the benefit provided to the player and the amounts received from the marketers.

[0187] In various embodiments, a player may be presented with a table or other listing of benefits he might receive, together with criteria for receiving the benefits. For example, a table may include a first column listing different categories of promotion. A second column in the table may list benefits the player would receive in exchange for being presented with such promotions. For example, a line in the table might list, "Watch Pepsi Ads" as the category of promotions, and "Get 10 Free Spins" as the benefit.

[0188] 4. *Triggers for promotions.* Promotions may be presented at various times and under various circumstances. In one situation, a player may be engaged in playing a game on the mobile gaming device. A promotion may be presented to the player on the screen while the game is occurring (e.g., the promotion is presented as a symbol; e.g., the promotion is presented on screen space to the side of the screen space displaying the game), on the screen between games, on the screen while a resolution of a game is pending, as an audio broadcast during the game, and so on. In one situation, a player may not be engaged in playing a game and promotions may be presented to on the mobile gaming device. Promotions may be presented continuously, periodically, sporadically, when the mobile gaming device comes to a particular location, and so on.

[0189] 4.1. *Broadcasting of advertising content to others physically near a player. If a player is near others, the volume on your device can go up so that others hear the advertising on your device. "You have just won a FREE COKE."* In various

DK Crown Holdings Inc.
Ex. 1002, Page 593

embodiments, a promotion may be triggered by the presence of a nearby human being. The nearby human being may be someone other than the player of the mobile gaming device which is presenting the promotion. For example, if the mobile gaming device detects the presence of a human being other than the player, the mobile gaming device may broadcast a promotion. In various embodiments, the mobile gaming device may broadcast a promotion in response to the presence of any human being, including the player of the mobile gaming device. A mobile gaming device may detect the presence of another human being in various ways. The mobile gaming device may include a microphone. The microphone may pick up ambient audio signals. The mobile gaming device may analyze ambient audio signals for tell-tell human sounds, such as the sound of a voice, the sound of breathing, the sound of steps, and so on. For example, the mobile gaming device may use special software which is tuned to recognize voice signals. The mobile gaming device may recognize the presence of humans by other means. For example, the mobile gaming device may include a heat or infrared sensor. The mobile gaming device may use such a sensor to pick up the heat signatures of humans. In various embodiments, the mobile gaming device may include a camera. The camera may periodically snap pictures of its surroundings. The mobile gaming device may include image processing software for analyzing the pictures. The image processing software may have the capability to recognize images associated with humans. In various embodiments, the mobile gaming device may recognize the presence of humans via devices associated with the humans. For example, the mobile gaming device may recognize the signal from a nearby cell phone, e.g., by receiving the signal at an antenna associated with the mobile gaming device. Presumably, the cell phone is being carried by a human. Thus, by recognizing the presence of a cell phone, the mobile gaming device may be indirectly recognizing the presence of a human. In various embodiments, the mobile gaming device may recognize the presence of another mobile gaming device. Presumably, the other mobile gaming device is being held or carried by another human. Thus, by recognizing another mobile gaming device, the first mobile gaming device may indirectly recognize the presence of another human.

[0190] In various embodiments, upon recognizing the presence of another human, the mobile gaming device may present a promotion. The promotion may thereby have the chance of being perceived not only by the player of the mobile gaming device, but also by

DK Crown Holdings Inc.
Ex. 1002, Page 594

the other human who is in proximity to the mobile gaming device. The effect of the promotion may thereby be amplified.

[0191] In various embodiments, upon recognizing the presence of another human, the mobile gaming device may increase the volume with which a promotion is presented. The increased volume may make it more likely that the other human will perceive the promotion.

[0192] In various embodiments, upon recognizing the presence of another human, the mobile gaming device may increase the brightness of a display. Increasing the brightness of its display may make it more likely that the other human may perceive the graphics on the display. Such graphics may include graphics associated with promotions.

[0193] 4.2. *Broadcasting with more light in a brightly lit environment (e.g., in the pool).* In various embodiments, a mobile gaming device may increase the brightness of its display based on the strength of ambient light. For example, the mobile gaming device may increase the brightness of its display as the brightness of ambient light increases. For example, the mobile gaming device may make its display bright if the mobile gaming device is outside in the sunlight, while the mobile gaming device may make its display dimmer when the mobile gaming device is within a casino. In various embodiments, a mobile gaming device may include a light sensor. The sensor may detect ambient light conditions. Based on readings from the sensor, the mobile gaming device may either increase or decrease the brightness of its display. In various embodiments, increasing the brightness of a display may make it easier for a player of the mobile gaming device to perceive promotions and/or other graphics while in the presence of bright light. In various embodiments, decreasing the brightness of its display may allow the mobile gaming device to increase battery life. Thus, in various embodiments, the mobile gaming device may decrease the brightness of its display in areas where a bright display is not needed, such as indoors.

[0194] 4.3. *Somebody near you wins. For example, someone on slot machine nearby wins. Your mobile device says, "You can have that too, if you'll just..."* In various embodiments, a promotion may be presented to a first player of a mobile gaming device based on the game results of a nearby player. The nearby player may be a player of a slot machine, video poker machine, mobile gaming device, or any other gaming device. The nearby player may have just: (a) won a game; (b) won a large payout (e.g., a payout of 40 or more coins); (c) won a jackpot; (d) entered into a bonus round; (e) had a near miss; (f)

DK Crown Holdings Inc.
Ex. 1002, Page 595

lost a game; (g) run out of money; (h) cashed out; or may have been involved in any other game event or outcome. Based on the game event, result, or outcome of the nearby player, promotion may be presented to the first player.

[0195] In various embodiments, if the nearby player has had a favorable outcome, then a promotion may be presented to the first player. The promotion may offer the first player the opportunity to experience a similar outcome as has the nearby player, if the first player will only engage in some activity. The activity may include viewing ad advertisement or presentation, test driving an automobile, answering a survey question, testing, or sampling a product or service, providing some information about him or herself (e.g., demographic information), providing contact information about himself, providing contact information about another person (e.g., a friend; e.g., a family member), and so on. Thus, for example, the first player may have the opportunity to experience an outcome similar to the outcome that the nearby player has just experienced if the first player would only view a ten-minute promotion on his mobile gaming device and answer two survey questions related to the promotion.

[0196] In various embodiments, a mobile gaming device may determine the results or outcomes of a nearby player in various ways. The mobile gaming device may transmit to the casino server its location. The casino server may determine a gaming device that is proximate to the location of the mobile gaming device. The casino server may determine an outcome that has just occurred at the gaming device. The casino server may transmit to the mobile gaming device an indication of the outcome.

[0197] If the first player accepts the offer of his mobile gaming device, then the mobile gaming device may allow the first player to engage in the activity. For example, the mobile gaming device may present a ten-minute promotion and then present survey questions about the promotion for the first player to answer. Once the first player has successfully engaged in the activity, the mobile gaming device may provide the first player with the same outcome as had been achieved by the nearby player. For example, if the nearby player had won a payout of 50 credits, the first player may be given 50 credits.

[0198] For example, if the nearby player had won entry into a bonus round, then the first player may be given entry into the bonus round.

[0199] *4.4. You win an outcome.* In various embodiments, a promotion may be presented to a player if the player has achieved a winning outcome. A promotion may be presented to a player if the player has: (a) received a positive payout; (b) received a payout that is

DK Crown Holdings Inc.
Ex. 1002, Page 596

greater than the amount wagered; (c) received a payout that exceeds a certain threshold (e.g., 10 coins); (d) achieved entry into a bonus round; and so on. The time when a player achieves a winning outcome may be an opportune time to present a promotion to the player, because the player may be in a good mood. The player may thereby be more receptive to the message of the promotion. The player may also transfer the positive feelings associated with the winning outcome to the subject of the promotion. For example, if a particular brand of potato chips is presented to a player right after the player has achieved a winning outcome, then the player may associate those potato chips with the positive feeling of winnings.

[0200] In various embodiments, a marketer may pay more to have its promotion presented if the promotion is presented following a winning outcome. This may occur because the player may be more likely to have positive feelings associated with the promotion following a winning outcome than following a non-winning outcome. Thus, in various embodiments, a marketer may pay a first amount to have a presentation promoted at a first time not following a winning outcome and may pay a second amount which is greater than the first amount to have the promotion presented at a second time following a winning outcome.

[0201] *4.5. You win a big payout.* In various embodiments, a promotion may be presented to a player if the player has won a large payout. A large payout may be defined as a payout exceeding X credits, where X may be e.g., 50, 100, 1000, or any threshold number of credits. In various embodiments, a large payout may be defined as a payout whose quantity is greater than X multiple of the amount wagered, where the multiple may be e.g., 50, 100, 1000, or any threshold multiple.

[0202] *4.6. You win a certain amount.* In various embodiments, a promotion may be presented to a player if the player has won a certain aggregate amount. The aggregate amount may represent total payouts over a certain period less amounts wagered. The aggregate amount may represent total payouts regardless of amounts wagered. For example, a promotion may be presented to a player if the player has won 100 coins net of amounts wagered over the past hour.

[0203] *4.7. You have a near miss.* In various embodiments, a promotion may be presented to a player if the player has had a near miss. For example, if the player has achieved four cards to a royal flush, if a person has achieved four out of five required jackpot symbols, or if a person has landed one spot away on a spinning wheel from the jackpot space, the

DK Crown Holdings Inc.
Ex. 1002, Page 597

player may be presented with a promotion. The promotion may read, "Oh, so close – well, at least you can rent a car for only $20 per day at Jim's car rental." In some embodiments, a promotion may offer the player the chance to achieve the missed outcome if the player will perform some activity. For example, if the player agrees to spend a day in a cabin in a retirement community, the player may receive a payout as if he had achieved the nearly missed outcome.

[0204] *Location.* In various embodiments, a promotion may be triggered by the location of a player. In various embodiments, a promotion may be presented to a player if the player is in a first location, but not if the player is in a second location. In various embodiments, a first promotion may be presented to a player if the player is in a first location, and a second promotion may be presented to the player if the player is in a second location. In various embodiments, a promotion may be presented to a player if the mobile gaming device of the player is in a particular location. The player may be assumed to be in the same location as the player.

[0205] 4.7.1. *Walk by a store.* In various embodiments, a promotion may be triggered as a mobile gaming device comes into the proximity of a store. The promotion may show images or video depicting products in the store. The promotion may present text descriptions of store items. The promotion may describe available discounts within the store. In various embodiments, a promotion may be triggered as a mobile gaming device comes into proximity of any retailer, such as a store, a restaurant, a roadside stand, a gas station, a car repair shop, and so on. Proximity may be defined, in various embodiments, as being within 100 feet, as being on the same block, as being within sight, as being within walking distance, as being within a mile, as being directly in front of, or as any other appropriate distance range.

[0206] In various embodiments, a promotion may include an offer of a benefit if the player of the mobile gaming device walks into the retailer, buys a product at the retailer, tests a product at the retailer, or otherwise interacts with the retailer. The benefit offered may include: (a) money; (b) gaming chips or gaming credits; (c) increased odds of winning; (d) higher payouts (e.g., a jackpot may be increased); (e) reduced costs of wagering (e.g., a player may be given the opportunity to make a wager for $5 that would normally have been $10); (f) a free game (e.g., a free spin at a slot machine; e.g., a free game of video poker); (g) a free opportunity to enter the bonus round; (h) hints given in a game (e.g., in a game of video poker, a player may receive hints); and so on. Thus, for

DK Crown Holdings Inc.
Ex. 1002, Page 598

example, a player of a mobile gaming device may receive an offer of 10 free spins in a game of slots if he walks into a retailer.

[0207] In various embodiments, a representative of a retailer, such as a store owner or manager, may be informed as a mobile gaming device approaches the store. The representative of the retailer may have the opportunity to decide on an offer for the player in substantially real time. For example, the representative may determine whether any items in the store are currently overstocked. The representative may accordingly offer the player a special discount on such items. The representative may also be given information about the player. For example, the representative may receive information about the player's age, race, marital status, gender, and so on. The representative may also receive information about recent outcomes achieved by the player. The representative may use such information in tailoring a promotion for the player. For example, if the player is a man, the store owner may offer him a discount on a tie. If the player is a woman, the store owner may offer her a discount on a blouse. The mobile gaming device may transmit information about the player to nearby stores, thus allowing store representatives to learn information about the player. In various embodiments, the mobile gaming device may transmit to a nearby retailer a player identifier, such as a player name. The retailer may transmit to the casino server the player identifier. The retailer may thereupon receive from the casino server further information about the player. Information received about a player may include: (a) the last outcome achieved by the player; (b) the last large outcome received by the player; (c) total winnings for the player in the past X period of time (e.g., total winnings for the player in the last 10 minutes, the last day, the last hour, the last two days, etc.); (d) net or gross winnings for a player in the last X period of time; and so on.

[0208] In various embodiments, a retailer may include a retail computer or retail server. The computer or server may execute algorithms for determining a promotion for a passing player. The promotion may be determined based on conditions within the store. The promotion may also be determined based on information received about the player. For example, the promotion may be determined based on whether the player has recently won a significant amount of money while gambling. For example, if a player has won a large amount of money recently, the store may promote to the player a relatively expensive product. The idea behind the promotion may be that the player is in a good spending mood in light of his recent good fortune. The retail server may receive signals from the mobile gaming device and/or from the casino server, with such signals describing

DK Crown Holdings Inc.
Ex. 1002, Page 599

information about the player. The retail server may use such information to automatically determine a promotion for the player. The promotion may be automatically transmitted to the mobile gaming device of the player. The promotion may then appear on the screen of the mobile gaming device. The promotion may be broadcast using speakers of the mobile gaming device. In various embodiments, the retail server may determine a promotion for the player. The retail server may display an indication of the promotion to a representative of the retailer. The representative may then communicate the promotion to the player. For example, the representative may walk out in front of the retail establishment, greet the player, and present the promotion to the player (e.g., offer the player a discount on a product within the store).

[0209] In various embodiments, a retailer and/or the casino server may track purchase data from players. For example, the retailer and/or the casino server may maintain a database. The database may include information about a player coupled with data describing an amount a player spent (e.g., on products or services), a type of product purchased by the player (e.g., clothes; e.g., shoes; e.g., jewelry); whether or not a player tested a product or service, whether or not a player walked into a store, whether or not a player indicated interest in an item, and so on. Data about a player may include data describing player demographics, including age, race, gender, income, marital status, and so on. Data about the player may also include data about gambling results of the player, possibly including recent outcomes achieved, recent amounts won, amounts won in the last X period of time, total payouts less total amounts wagered in the last X period of time, amounts wagered, amounts wagered per game, and so on. The database may thus include demographic information about a player, information about the gambling results of the player, and purchasing results of the player. The database may contain such information about a large number of players. For example, the database may contain one record for each player. Each record may include information about a player's demographics, purchasing information, and information about gambling results achieved.

[0210] In various embodiments, an algorithm may be used to derive correlations between two types of information such as purchasing decisions and gaming outcomes achieved prior to the purchasing decision. For example, algorithms may be used to determine correlations between amounts won while gaming during a given period of time, and amounts spent at a retailer following the period of time. The output of the algorithm might indicate, for example, that the more a player wins during the hour prior to visiting a retail

DK Crown Holdings Inc.
Ex. 1002, Page 600

store, the more the player is likely to spend at the retail store. The output may indicate that after play of a certain type of game for a certain period of time, a player of a certain age and gender is likely to be affected by a certain type of promotions.

[0211] In general, given historical information about players' gaming outcomes and purchasing decisions, and given information about a particular player's recent gaming performance (or gaming performance over more than just the recent past), algorithms may be used to predict the particular player's likely purchasing decisions. Such algorithms may be used to predict a player's likely response to promotions. For example, a representative of a retail establishment may receive information about an approaching player. The information may indicate that the player has won a jackpot in the last hour. The retailer may key that information into a predictive algorithm. The algorithm may tell the retailer that the player is more likely than a typical person to want to purchase an expensive item. The algorithm may further recommend an item to offer to the player. The algorithm may have access to a database or other listing of store items. The algorithm may have access to a database or other listing of prices, costs, or other measures of value of store items. Based on predictions of the player's spending and based on the descriptions of items and their values, the algorithm may determine which item to offer to the player. The algorithm may output a test description of such item to the store representative. The representative may approach the player and inform the player that this item is available and even that the player may receive a special discount on the item. In some embodiments, the algorithm may transmit a promotion directly to the mobile gaming device of the approaching player. For example, the algorithm may transmit a promotion indicating that a fine coat is available only to that player for $700.

[0212] In various embodiments, data recorded about a player may include data describing promotions presented to the player. Data recorded and/or stored may further include data describing a player's reaction to the promotions presented to him. Algorithms may be used to correlate information about the players' recent gaming outcomes to players' reactions to promotions. For example, an algorithm may find that a player is more likely to respond to humor-based promotions when the player has just won money, and that a player is more likely to respond to value-based promotions when the player has just lost money. Thus, algorithms may be used to predict which promotion or type of promotion would be most effective given a player's recent gaming outcomes.

DK Crown Holdings Inc.
Ex. 1002, Page 601

[0213] In various embodiments, information about a player's gaming outcomes may be received at a retail computer from the player's mobile gaming device. In various embodiments, information about a player's gaming outcomes may be received at a retail computer from the casino server. In various embodiments, algorithms used to predict which products a player might like to purchase may be executed by the casino server. In various embodiments, algorithms used to predict which products a player might like to purchase may be executed by a retail server. Such algorithms may, in various embodiments, be executed by the player's mobile gaming device. In various embodiments, one or more human representatives may work in conjunction with predictive algorithms in order to determine a particular promotion for a player. For example, a predictive algorithm may determine a price range of a product that should be offered to a player. Based on that price range, a representative may determine a particular product to offer to the player, given the representative's knowledge of different product pricing. As another example, a predictive algorithm may determine a type of promotion (e.g., video; e.g., audio; e.g., still image; e.g., 30-second; e.g., 5-second; e.g., offer of a discount; etc.). A human, such as a representative of a retailer, may determine the exact promotion to send to the player. In various embodiments, a human may make a live presentation of a promotion. For example, a representative of a retailer may call a player on his mobile gaming device. The mobile gaming device may, for example, function as a cellular telephone. The human may make a sales pitch to the player. A human may also present a promotion via text. In various embodiments, the determination and presentation of a promotion may be done automatically, without any human intervention. For example, a player with a mobile gaming device may approach a retail store while walking in the hallways of a mall. The mobile gaming device may detect its own coordinates using an internal positioning system. The mobile gaming device may transmit its coordinates to a casino server. The casino server, based on the coordinates, may determine that the mobile gaming device is near to a particular retail store. The casino server may have previously received information about gaming outcomes of the player via signal from the mobile gaming device. The casino server may thereupon use information about the player's recent gaming outcomes, together with information about the products at the retail store, to derive a promotion for the player. The casino server may transmit such a promotion to the player. In some embodiments, the casino server may transmit the promotion to the retail store. The retail store may then relay the promotion to the mobile gaming device of the

DK Crown Holdings Inc.
Ex. 1002, Page 602

player. As will be appreciated, information about a player, such as information about outcomes achieved by the player, may be received at various locations, such as at a retail store or at a casino server. Similarly, as will be appreciated, a promotion can be determined at several places, including at a casino server, mobile gaming device, or at a retail store. The promotion may be transmitted to the mobile gaming device of the player from several places, such as from the retail store or from the casino server. In various embodiments, the mobile gaming device may store information internally about a retail store. For example, the mobile gaming device may store possible promotions that might be available from a retail store. The mobile gaming device, based on gaming results of the player of the mobile gaming device, may determine which of the internally stored promotions to actually present to a player. The mobile gaming device may employ predictive algorithms in making the presentation.

[0214] In various embodiments, information about purchasing habits of players may be shared among retail establishments. For example, a large database may be assembled from data gathered at several retail establishments. The database may include records for various players, some of whom have made purchases at a first retail establishment, and some of whom have made purchases at a second retail establishment. The larger sample size of such a database, as opposed to a database with customers of just a single retail establishment, may make it possible to come up with better predictive algorithms for a player's purchasing decisions.

[0215] *Perspectives for the determination of offers for retail establishments.* In various embodiments, a casino server may determine one or more outcomes for a player of a mobile gaming device. The casino server may transmit such outcomes to the mobile gaming device. The mobile gaming device may present such outcomes to the player.

[0216] The casino server may track the location of the mobile gaming device. The casino server may determine when the mobile gaming device is proximate to a retail establishment.

[0217] The casino server may receive data from the retail establishment. For example, the POS terminal of the retail establishment may indicate inventory levels of various products and communicate the inventory levels to the casino server. The retail establishment may communicate other data, such as data about product values, product wholesale costs, expected delivery dates of new products, historical demand for products, customer traffic at the retail shop, and any other pertinent data.

DK Crown Holdings Inc.
Ex. 1002, Page 603

[0218] The casino server may use the data received from the retailer to determine promotions on behalf of the retail establishment. For example, if the retailer has an excess of a certain product, the casino server may determine a promotion which offers the product at a discount.

[0219] Based on an outcome generated for a player of a mobile gaming device, the casino server may determine a promotion for the player of the mobile gaming device. The casino server may determine a first promotion if a first outcome is generated, and a second promotion if a second outcome is generated. For example, if the outcome generated is a winning outcome, the casino server may determine a promotion which advertises an expensive product. If the outcome generated is a losing outcome, the casino server may determine a promotion that offers a discount to the player.

[0220] The casino server may determine a promotion to present to a player of a mobile gaming device based on the fact that a player is within a certain distance of the retail establishment or based on the fact that the player is within a certain geographic region, area, or locality. For example, the casino server may transmit a promotion to the mobile gaming device of a player for presentation only if the player is within 50 feet of the retail establishment that is being promoted.

[0221] Thus, a casino server may determine an outcome which has been generated for a player of a mobile gaming device. The casino server may receive data from a retail establishment. The casino server may determine a distance between the mobile gaming device and the retail establishment. Based on these factors, the casino server may determine a promotion which promotes the retail establishment to the player. The casinos server may cause the promotion to be presented to the player via the mobile gaming device of the player. For example, the casino server may transmit data to the mobile gaming device, where such data describes or encodes the promotion. The mobile gaming device may then present the promotion to the player.

[0222] In various embodiments, a retail establishment may receive an indication that a mobile gaming device is in proximity to the retail establishment. The indication may be received via direct communication from the mobile gaming device, or via communication from the casino server (e.g., the casino server may determine that the mobile gaming device is in proximity to the retail establishment and may communicate such information to the retail establishment). The retail establishment may determine a promotion for the player of the mobile gaming device. The retail establishment may determine such

DK Crown Holdings Inc.
Ex. 1002, Page 604

promotion based on various data, such as inventory levels, future delivery dates for new products, wholesale costs, ability to return unsold items, and so on. The retail establishment may also receive an indication of an outcome achieved by the player of the mobile gaming device. The retail establishment may receive any information about a player's results, including an indication of recent winnings, an indication of a gross amount won, an indication of a net amount won, and so on. The retail establishment may determine a promotion for presentation to the player based on an outcome received by the player. The retail establishment may determine a promotion for presentation to the player based on any historical results of the player. The retail establishment may determine a promotion based both on the historical results of the player and based on the fact that the player is proximate to the retailer. For example, if the player is proximate to the retail establishment and the player has just won a large payout, then the retail establishment may determine a promotion which highlights a luxury product of the retail establishment. The retail establishment may transmit the promotion to the mobile gaming device. The retail establishment may transmit the promotion to the casino server. The casino server may then transmit the promotion to the mobile gaming device.

[0223] In various embodiments, the mobile gaming device may receive information from a retail establishment. The information may include information about inventory levels, current customer traffic levels, historical customer traffic levels, or any other pertinent information. The mobile gaming device may determine whether or not it is near to the retail establishment. If the mobile gaming device is near to the retail establishment, then the mobile gaming device may determine a promotion to present to the player, the promotion serving to promote products or services of the retail establishment. The promotion may be determined based on information provided by the retail establishment. The information provided by the retail establishment may be transmitted directly from the retail establishment to the mobile gaming device. The information provided by the retail establishment may be transmitted first to the casino server and then to the mobile gaming device. In various embodiments, the retail establishment may determine whether or not the mobile gaming device is near to the retail establishment. The retail establishment may then inform the mobile gaming device, either directly or through the casino server. In various embodiments, the casino server may determine whether the mobile gaming device is near to the retail establishment. The casino server may inform the mobile gaming device if it is near the retail establishment.

DK Crown Holdings Inc.
Ex. 1002, Page 605

[0224] 4.7.1.1. *Use the mobile gaming device as an automatic, custom-tailored coupon. An individualized coupon.* In various embodiments, a mobile gaming device may store coupons, gift certificates, or other tokens which confer value or discounts. Coupons may be transmitted to a mobile gaming device at various times. In various embodiments, a player may win coupons, gift certificates, or other benefits while playing a game. For example, if a player lines up three "Macy's" symbols on a slot machine, the player may win a $100 gift certificate to Macy's. In various embodiments, the coupons, gift certificates, or other tokens of value may be stored in electronic form on a mobile gaming device. In order to use the coupons, gift certificates, etc., at a retail establishment, the player may bring his mobile gaming device to a retail establishment. The mobile gaming device may communicate information about the coupon, gift certificate, or other token to a computer of the retail establishment. The communication may occur in various ways. For example, the mobile gaming device may communicate to the computer of the retail establishment a sequence of bits that uniquely identifies a particular certificate, coupon, etc. In various embodiments, a mobile gaming device may display on its display screen a bar code which identifies a coupon, gift certificate or other token of value. The bar code displayed on the display screen of the mobile gaming device may be scanned by the retail establishment, e.g., using a typical bar code scanner. In this way, the player may carry around coupons, or gift certificates on his mobile gaming device. The player may redeem them at retail establishments from his mobile gaming device.

[0225] *Proximity to another mobile device.* In various embodiments, proximity to a second mobile gaming device may trigger the presentation of a promotion in a first mobile gaming device. When the second mobile gaming device is near, the promotion at the first mobile gaming device may be seen or heard by the player of the second mobile gaming device.

[0226] *4.7.2. Referral tracking through mobile devices, mobile device tag.* In various embodiments, a player may share a promotion with one or more other players by specifically targeting their mobile devices for a promotion (e.g., through a targeting interface, by moving close to the other players, by lining up the mobile devices, etc.). In some embodiments, the targeted players may agree to receive the promotion or reject the promotion. In some embodiments, a player may receive increased rewards by targeting more players with a promotion. To receive the rewards, the targeted players may have to accept the promotion, act on the promotion, further target the promotion for transmission

DK Crown Holdings Inc.
Ex. 1002, Page 606

to another player, and/or take any other action. A player may decrease rewards for targeting players that reject a promotion so that the player does not randomly target all players, but rather puts effort into discussing the promotion with players. In some embodiments, a player may tag other players' devices with a promotion (e.g., by touching the device with his or her device, by pressing a target button, and so on). A tagged device may display a promotion for some length of time, until a tag is removed (e.g., by the tagger, by the player of the mobile device, etc.), etc. In some embodiments, a special promotion or other reward may become active if a player tags a threshold number of other devices. In some embodiments, a tagged player or targeted player may tag or target further players.

[0227] *4.8. Time.* In various embodiments, time may serve as a trigger for a promotion. For example, a promotion may be triggered at a certain time of day, at a certain date, or at a certain year. As another example, a time since an event may serve as a trigger. For example, a promotion may be triggered 5 minutes after the last promotion has been presented.

[0228] *4.8.1. A certain amount of time has elapsed since the last promotion.* In various embodiments, a promotion may be triggered once a certain amount of time has elapsed from a prior promotion. The prior promotion may be any promotion. For example, a current promotion may be triggered to be presented once one minute has elapsed since the last promotion on a mobile gaming device was presented. The prior promotion may be a promotion of the same type or category. For example, a promotion for toothpaste might be triggered when it has been 30 minutes since the last promotion for toothpaste. The same promotion may be triggered, however, when only 1 minute has lapsed since the last unrelated promotion. By creating a greater time spacing between promotions of the same type, player boredom may be alleviated. In various embodiments, when a certain minimum time gap is kept between the presentation of any promotion, player annoyance may be alleviated. In various embodiments, when a certain maximum time gap is allowed between the presentation of promotions, player exposure to promotions may be increased and thus revenues for the casino and for the marketers may be increased.

[0229] *4.8.2. It is a certain time of day. For example, advertise food during lunchtime.* In various embodiments, the presentation of a promotion may be triggered by the time of day. Products which are typically purchased during a particular time of day may be promoted during that time of day. A promotion for breakfast may be triggered early in the

DK Crown Holdings Inc.
Ex. 1002, Page 607

day, such as at 7:00am. A promotion for lunch may be triggered at 11:45am. A promotion for an evening show may be triggered at 6:00pm. A promotion may be triggered based on a merchant's business hours. For example, a promotion for a merchant's products may be triggered for presentation at the time the merchant opens for business.

[0230] *4.8.3. Ambient conditions (e.g., temperature).* In various embodiments, a promotion may be triggered based on ambient conditions. A promotion may be triggered based on the air temperature. If the air temperature is over 90 degrees Fahrenheit, for example, a promotion for a soft drink may be triggered. A mobile gaming device may contain a temperature sensor. Readings from the temperature sensor may be used to trigger promotions. In various embodiments, a mobile gaming device may contain other sensors for sensing or determining ambient conditions. A mobile gaming device may contain humidity sensors for detecting ambient humidity or rain conditions. A mobile gaming device may contain light sensors for detecting ambient brightness, cloudiness, and so on. A mobile gaming device may contain microphones for detecting ambient noise conditions. In various embodiments, promotions of a certain form may be presented depending on ambient conditions. For example, if ambient noise levels are high, then a primarily visually based promotion may be triggered for presentation. If ambient noise levels are low, then a promotion which includes audio components may be presented. Thus, in various embodiments, a mobile gaming device, a casino server, or another entity may determine ambient noise levels in the vicinity of a mobile gaming device. Based on the ambient noise levels, a promotion may be selected for presentation. The selection process may consider whether the promotion has audio components to it. In various embodiments, ambient brightness levels may be used to determine what types of promotions will be presented. If ambient brightness levels are high, promotions with a greater audio component may be presented. For example, in a bright, sunlit environment, a mobile gaming device may be more likely to present promotions with a higher audio component. In a dim environment, a mobile gaming device may be more likely to present promotions with more of a visual component.

[0231] In various embodiments, rules, customs, regulations, and other conditions may determine which promotions may be used. For example, a mobile gaming device may be inside a theater where a show is in progress. In such an environment, a promotion with an audio component may be distracting to surrounding patrons of the theater. Thus, the

DK Crown Holdings Inc.
Ex. 1002, Page 608

mobile gaming device may determine promotions that have little or no audio components. It should be understood that selecting a promotion with no audio component may include selecting a promotion with an audio component and suppressing the audio component. For example, if the mobile gaming device determines that it should present a promotion with no audio component, the mobile gaming device may select a promotion that previously had an audio component and mute the audio component. Further, it should be understood that selecting a promotion that does not have a visual component may include selecting a promotion with a visual component and suppressing the visual component.

[0232] In various embodiments, the mobile gaming device may receive signals from a casino server describing rules, customs, regulations, and so on in the vicinity of the mobile gaming device. Based on such signals, the mobile gaming device may determine whether a particular promotion is suitable for presentation. In various embodiments, based on the location of a mobile gaming device, a casino server may instruct the mobile gaming device directly as to whether or not certain promotions may be presented. For example, the casino server may transmit to a mobile gaming device, instructions explicitly forbidding the presentation of a particular promotion, or explicitly instructing the mobile gaming device to present a particular promotion.

[0233] In various embodiments, a casino server may send to a mobile gaming device, promotions that are appropriate for presentation based on the conditions in the vicinity of the mobile gaming device. For example, the casino server may receive position information from the mobile gaming device. The casino server may then determine what an appropriate promotion is based on the location of the mobile gaming device. For example, if the mobile gaming device is located in a conference room during the time of a conference, the casino server may determine that an audio promotion is inappropriate. Accordingly, the casino server may only transmit to the mobile gaming device a promotion with a video component.

[0234] In various embodiments, if ambient conditions include rain, then a promotion for umbrellas may be shown. If ambient conditions include rain, then promotions for indoor activities (e.g., for shows) may be triggered. In various embodiments promotions may be suppressed based on ambient conditions. For example, if ambient conditions include rain, then promotions for outdoor tours may be suppressed.

[0235] In various embodiments, ambient conditions surrounding a mobile gaming device may be detected by the mobile gaming device. In various embodiments, ambient

DK Crown Holdings Inc.
Ex. 1002, Page 609

conditions may be detected by some other entity, such as by a weather service. The mobile gaming device may receive signals about ambient conditions from other entities, such as from a weather service or such as from a casino server. The mobile gaming device may then use such information in determining which promotions to present. In various embodiments, a mobile gaming device may simply be instructed as to what promotions to present. The determination as to which promotions to present may be made by some other entity, such as by a casino server. The casino server may, in turn, use information about ambient conditions in determining which promotions should be presented.

[0236] 4.8.4. *Based on the player's own stated interests.* In various embodiments, the interests of a player of a mobile gaming device may serve to trigger which promotions are presented at the mobile gaming device. For example, if a player is interested in cars, promotions relating to cars may be presented. For example, if a player is interested in sports, promotions for sports tickets, fantasy sports leagues, or sports memorabilia may be presented. In various embodiments, a player's interests may be deduced in various ways. A player may be asked about his interests. A player may be asked about his interests when he first checks out a mobile gaming device, when he first starts playing games at a mobile gaming device, during the course of a gaming session, or at any other time. A player's interests may be deduced from the actions of a player. For example, suppose a promotion is shown to the player. If the player responds to the promotion, e.g., by touching the display screen in an area labeled "touch here to get more information about this product," then the player may be assumed to be interested in products related to the product which is the subject of the promotion. Player interests may also be deduced through other means. For example, the player may make purchases at a retailer. The retailer may forward the name of the player to the casino server, possibly including with the player's name an indication of the products the player has purchased. The casino server may then assume that the player has interest in products similar to those purchased at the retailer.

[0237] 4.8.5. *You are in between games.* In various embodiments, the trigger for a promotion may be that a game on a mobile gaming device has finished. For example, a particular promotion may be best suited only to occur between games. For example, the promotion may require the full area of the display screen of the mobile gaming device. For example, the promotion may require the full attention of the player. In various embodiments, a promotion may be presented if a game has finished, and new game has not

DK Crown Holdings Inc.
Ex. 1002, Page 610

been started within a predetermined period of time. For example, if a player has completed a game and not started the next game in five seconds, then a mobile gaming device may trigger the presentation of a new promotion. A player may be more receptive to a promotion if the player is not currently involved in a game.

[0238] 4.9. *Poor connectivity. For example, if you can't be connected to the server at the moment, then show an advertisement.* In various embodiments, a promotion may be presented if there is any disruption in communication or connectivity between the mobile gaming device and the casino server. In various embodiments, the mobile gaming device may be required to maintain communication with the casino server while allowing a player to engage in gaming activities. For example, the casino server may be required to continuously verify that the mobile gaming device is on the premises of the casino in order for a player of the mobile gaming device to be allowed to engage in gaming activities. Thus, if there is a disruption in the communication, the mobile gaming device may be prevented from allowing the player to game. A disruption in communication might then present a good opportunity for the presentation of promotions, since the player may not be able to play games.

[0239] 4.10. *Amount of battery life left.* In various embodiments, the amount of battery life left in a mobile gaming device might influence whether or not a promotion is presented. In various embodiments, the amount of battery life left in a mobile gaming device may influence which promotion is presented. In various embodiments the amount of battery life left in a mobile gaming device might influence the manner in which a promotion is presented. Presenting a promotion may require battery power. For example, audio associated with a promotion may require that a speaker of a mobile gaming device be powered in order to generate the audio output. As another example, presenting a promotion between games may require power for illuminating the display screen. As another example, in various embodiments, presenting a promotion may first require downloading the promotion from a casino server. For instance, the casino server may transmit to the mobile gaming device image and audio files to be played as part of the promotion. The downloading process may require wireless communication, which may use up battery power of the mobile gaming device. In situations where remaining battery power is low, the conservation of such battery power might allow a player to play extra games at the mobile gaming device before the battery runs out. This may result in extra revenue for the casino, as well as reduced frustration for the player. Therefore, in various

DK Crown Holdings Inc.
Ex. 1002, Page 611

embodiments, when the power left in a battery goes below a certain threshold, a promotion may be suppressed. In various embodiments, when the power left in a battery goes below a certain threshold, a promotion which requires less battery power to present may be favored for presentation over a promotion that requires more battery power to present. Given two promotions of equal priority, the mobile gaming device may be less likely to present the one which requires more power the less battery life there is remaining. In various embodiments, based on the battery power remaining in the battery of a mobile gaming device, the mobile gaming device may vary the manner in which a promotion is presented. In various embodiments, if the battery power is low, images associated with the promotion may be dimmed. In various embodiments, if battery power is low, audio associated with the promotion may be played at a low volume or may not be played at all. In various embodiments, if battery power is low, a promotion may be truncated, or otherwise compressed. For example, a five-second version of a video advertisement may be played rather than the full-length 15-second version. In various embodiments, battery life remaining, battery power remaining, energy remaining, and other metrics may all be used in determining whether or not a promotion should be presented, which of two or more promotions should be presented, and the manner in which a promotion will be presented. In various embodiments, if battery life is below a certain threshold, promotions that are stored locally on the mobile gaming device may be favored over promotions that must be newly downloaded from the casino server or from some other device. In this fashion, the power costs associated with downloading a promotion may be saved.

[0240] 4.11. *Amount of money left.* In various embodiments, the amount of money a player has remaining may influence what promotion is presented. The amount of money a player has remaining may also influence whether or not a promotion is presented. In various embodiments, if a player has a relatively small amount of money left, promotions may be presented to the player which offer the player monetary benefits or discounted gambling opportunities. For example, if a player has less than $5 left, a promotion may be presented to the player, offering the player 5 free spins if he'll agree to be mailed an information packet about a new retirement savings vehicle. In various embodiments, if a player has a relatively large amount of money left (e.g., more than $500), then the player may be presented with promotions which advertise relatively expensive products or services, such as cars or jewelry.

DK Crown Holdings Inc.
Ex. 1002, Page 612

[0241] 4.12. *Alerts and Messaging.* In various embodiments, an alert or message may be sent to player of a mobile gaming device. In various embodiments, the same alert or message may be sent to multiple different players of mobile gaming devices. If there are many players using mobile gaming device, then the mobile gaming devices may serve as an effective mass communication medium for messages, such as messages to be communicated to casino patrons. Various circumstances may trigger alerts or messages. If an alert is accompanied by sounds, then the when the alert is sent to multiple mobile gaming devices in a casino, the sounds of simultaneous mobile gaming devices around the casino making sounds may add emphasis and excitement to the occasion of the alert (e.g., to the occasion where some player has won a large jackpot).

[0242] 4.12.1. *When someone wins the progressive, every player's mobile device can vibrate and / or beep. A message can also be displayed on the mobile device.* In various embodiments, a first player of a mobile gaming device may be alerted when a second player wins a significant payout. A significant payout may include a jackpot, a top prize, a prize of more than X amount (e.g., of more than $1000), and so on. In various embodiments, an alert may take the form of beeping, vibrations of the mobile gaming device, flashing lights, and so on. An alert may indicate the name of the second player, the amount won by the second player, the game the second player was playing when he won, the home state of the second player, or any other information. The alert or message may take the form of a text message, an audio message, or any other kind of message.

[0243] 4.12.2. *The alert can also happen in response to other events, like a daily bonus, someone winning more than $100 on a slot machine, or any other significant event, or any other event.* In various embodiments, an alert may inform one or more players when a drawing for a prize is about to occur. For example, an alert may inform one or more players when a keno drawing will occur. In various embodiments, an alert may inform one or more players when a drawing is in the process of occurring. The alert may inform a player of partial outcomes. For example, an alert may be sent from the casino server to a mobile gaming device. The alert may detail one or more numbers which have been drawn in a game of keno. The alert may include less than all the numbers that are to be drawn for the game of keno. This may allow a player who is viewing the alert to follow the game of keno as it is in progress. In various embodiments, an alert may inform one or more players that a drawing, chance event, contest, or other event is about to occur, is in the process of occurring, or has occurred. For example, a casino may run a general promotion

DK Crown Holdings Inc.
Ex. 1002, Page 613

where three players per day who visit the casino can win a car in a daily drawing. The drawing may occur every day at a particular time, such as at 4:00pm. Accordingly, the casino may send an alert to one or more players prior to the time of the drawing. The alert may get the player(s) in an anticipatory mood for the drawing and help the drawing to have its intended effect of promoting the casino. The casino may send an alert as the drawing is occurring. The casino may send an alert after the drawing has occurred. The alert may include winning names drawn, for example. The alert may include images, and descriptions of people who won. In various embodiments, any alerts regarding winners of prizes, drawings, contests, or other events may include information about the winners, such as pictures, hometowns, and so on.

[0244] 4.12.3. *The setting (what events trigger the alert) can be configurable by the user.* In various embodiments, a player may indicate circumstances under which he would like to receive an alert. In various embodiments, a player might indicate triggers for an alert. A player may provide such indications at various times. For example, when a player first checks out a mobile device, the player may provide indications of what types of alerts he would like to receive. A player may provide indications when playing. For example, a player may access a menu on the display screen of his mobile gaming device. The menu may allow the player to configure what alerts he would like to receive. The menu may list categories of alerts. For example, one category of alert may be an alert that is sent when someone a jackpot is won. Another category of alert may be an alert that is sent when a jackpot reaches a certain level. Another category of alerts may be alerts that are sent when a drawing or other event is set to occur. A player may select a category of alert, e.g., by checking a box or selecting a menu item. A player may also be able to configure a numerical level for a prize before an alert will be sent. For example, a player may specify that he would only like to receive alerts when a payout of more than $1000 has been won in the casino. In various embodiments, a player may configure alerts over the internet. For example, a player may visit a web page of the casino server. On the web page, the player may decide what types of alerts he would like to receive. The player may navigate menus, check boxes, enter text, or otherwise indicate the types of alerts he is interested in receiving. Once a player has checked out a mobile gaming device or otherwise obtained a mobile gaming device, the player's alert selections may be communicated to the mobile gaming device. The mobile gaming device may thereupon only display alerts for which the player has indicated interest.

DK Crown Holdings Inc.
Ex. 1002, Page 614

[0245] In various embodiments, a player may receive an alert. The player may then indicate whether he would like to continue receiving alerts of the same type or category. For example, an alert may be presented to a player in a pop-up window. The player may check a box in the pop-up window indicating that he would no longer like to receive alerts of the type just received.

[0246] 4.12.4. *A player may be unable to deactivate alerts following certain events (e.g., a player cannot change the fact that the progressive win gives him an alert).* In various embodiments, a player has the option of suppressing certain alerts. For example, a player may indicate that he would not like to see alerts about upcoming keno drawings. Accordingly, the mobile gaming device of the player may cease presenting to the player alerts about keno drawings. In various embodiments, a player does not have the option of suppressing alerts. For example, alerts may be presented by the mobile gaming device of a player even if the player does not wish to receive such alerts, and even if the player has indicated that he does not wish to receive such alerts. In various embodiments, a player is prevented from ignoring alerts or other promotions by having to react in some way to the promotions. For example, when a promotion is presented to a player, the player may be required to press a button, touch an area of the screen, answer a question about the promotion, or otherwise respond to the promotion. If the player does not respond, the player may be prevented from playing further games on his mobile gaming device. For example, an image associated with a promotion may occupy the entire screen area of a mobile gaming device until the player reacts to the promotion. Only then may the promotion disappear and allow the player to view graphics associated with a game.

[0247] 4.12.5. *Alerts when friends or family or group members get a good result.* In various embodiments, a player may receive alerts or messages when one of a group of people achieves a particular outcome. The group of people may include people with some relation to the player. For example, the group of people may consist of friends, family, work colleagues, members of the same club, members of the same religious institution, classmates, fraternity brothers, and so on. A player may indicate to the casino server who is in his group. For example, when first checking out a mobile gaming device from the casino, a player may provide the names of his fellow group members. In various embodiments, when one member of a group indicates the names or identifiers of other members of the group, the two or more members of the group (e.g., all members of the group) may receive messages or alerts relating to other members of the group. For

DK Crown Holdings Inc.
Ex. 1002, Page 615

example, when one member of the group receives a high-paying outcome, all other members of the group may receive alerts. In various embodiments, alerts may be sent to a player when a member of his group who is not using a mobile gaming device achieves a significant or noteworthy outcome. For example, if a fellow group member at a stationary slot machine wins a $1000 payout, then a player may receive an alert saying, "Your friend just won $1000!!".

[0248] 4.12.5.1. *Sharing promotions with friends or family or group members after a good result.* Friends may know each other's interests best. Accordingly, if one player is shown a promotion that he believes another friend would like, he may share the promotion with the friend (e.g., by selecting the friend from a list of friends through an interface on the device). In some implementations, such sharing may be encouraged after the friend wins a large/progressive outcome. The sharing may allow for example a friend to share a promotion for an item with a winning friend if the first friend either wants the item or believes the winning friend would want the item.

[0249] 4.12.6. *Reserving poker tables. Getting alerts for poker tables. Reserve a place in a buffet line. Reserve a taxi.*

[0250] *4.12.6.1. Tables.* In various embodiments, a player may use a mobile gaming device to reserve a spot at a gaming table. Gaming tables may include poker tables, blackjack tables, or other tables. To reserve a spot at a table, a player may communicate with the casino server. For example, the player may use his mobile gaming device to access a scheduling system of the casino server. The scheduling system may include a Web page interface, or other type of interface. The scheduling system may list gaming tables within the casino. For example, the scheduling system may list a set of poker tables, each poker table described by the game and the betting limits at the table. The scheduling system may further list names, initials, or other identifiers for players waiting to play at such tables. When visiting the scheduling system, a player may add his name to one or more lists of players waiting to play at tables. For example, a player may add his name to a list of players waiting to play a game of Texas Hold'em with betting limits of $2 and $4 (e.g., 2-4 Texas Hold'em). Once a player's name is added to a list of players waiting for a game, the player may be eligible to sit for the game once all players ahead of him in the list have either been seated or declined to participate in the game. For example, as seats in a game (e.g., a game of Blackjack; e.g., a game of poker) open up, the player at the top of a list of players waiting to play in that game may be offered a seat at the game.

DK Crown Holdings Inc.
Ex. 1002, Page 616

The player at the top of the list may then be removed from the list, leaving the previously second player now at the top of the list.

[0251] In various embodiments, a player may use a mobile gaming device to access a scheduling system for a game. The scheduling system may allow a player to secure a place in line for a table game, for a slot machine game, or for any other game. The scheduling system may allow a player to reserve a spot in line for any other event or activity for which space or availability may be limited.

[0252] In various embodiments, a player may use a mobile gaming device to view available games or tables in a casino. For example, a map of a casino may visually indicate gaming tables, including which tables have openings for players. If there is currently an opening, a player may use his mobile gaming device to reserve the opening for himself. For example, a player may touch an area on a diagram of a casino floor. The area may be a representation of a poker table. Having touched the area, the mobile gaming device may ask the player whether he would like to reserve a spot at the table. The player may indicate affirmation by touching a button on the screen of his mobile gaming device, such as by touching a button labeled "yes." The mobile gaming device may inform the player of any time limits associated with claiming the spot. For example, the mobile gaming device may inform the player that the player has 10 minutes in which to claim the spot before the spot will be given to someone else. In various embodiments, when a player reserves a spot at a gaming table, the player may indicate the amount for which he would like to buy in at the gaming table. The player may indicate that amount of cash he would initially like to convert into gaming chips prior to starting play at the gaming table. The player may indicate the amount of gaming chips with which he would like to begin play at the gaming table. After the player has indicated a number of chips with which he would like to begin, a casino representative may arrange to have the chips placed at the gaming table pending the arrival of the player. Thus, when the player arrives at the gaming table, chips may have been counted out for the player already.

[0253] In various embodiments, a player may wish to reserve a seat at a gaming table. However, the gaming table may currently be in full use. The player may accordingly interact with a scheduling system in order to place himself in line for a seat at the table. In various embodiments, the casino (e.g., the casino server) may indicate to the player an estimate of the amount of time it will take before a seat opens up for the player at the gaming table. For example, the casino server may transmit to the player's mobile gaming

DK Crown Holdings Inc.
Ex. 1002, Page 617

device an estimate that the wait will be one hour. The waiting time may then be displayed for the player on the screen of the player's mobile gaming device. The casino server may use various algorithms to estimate a waiting time. The casino server may have historical data indicating the rate at which spots open up at a particular type of game, at particular betting limits, at particular times of day, and so on. Using such data and using data about the number of people ahead of a player for a table, the casino server may estimate how long it will take for a player to get a seat at a table. For example, the estimated time before a player will be seated at a table may be equal to the average time it takes a seat to vacate multiplied by one plus the number of people who are ahead of the player in line for a seat.

[0254] In various embodiments, the casino may inform the player of any future gaming tables that will open up. For example, the casino may inform the player that a new poker table will be opening up in half an hour. The player may, accordingly, place himself on a wait list for the new table.

[0255] In various embodiments, a player may play a game on a mobile gaming device. The mobile gaming device, or another device, may subsequently offer the player an opportunity to play the same game at a stationary gaming device and/or at a physical gaming table. For example, it may be assumed that if a player has played a game for a period of time on a mobile gaming device, the player might also be interested in playing the same game at a stationary device and/or at a gaming table. In various embodiments, a player may play a game of poker on a mobile gaming device. For example, the player may play a game of Texas Hold'em. The mobile gaming device may then display a message asking the player whether or not the player would like to sit down at a poker table to play a game of poker with a live dealer, with physical cards, and with live opponents. The player may indicate that he is interested. The player's indication of interest may be transmitted to the casino server. The casino server may then send instructions, e.g., to a casino representative, to have a spot at the table reserved for the player. In various embodiments, a player may be engaged in a slot machine game on his mobile gaming device, e.g., the player may play a game with simulated slot machine reels on the display of the mobile gaming device. An offer may then be presented to the player to play the same game on a stationary slot machine. The player may accept the offer. The slot machine may be subsequently reserved for the player. In various embodiments, when a player plays a particular type of game on a mobile gaming device, and when a spot or

DK Crown Holdings Inc.
Ex. 1002, Page 618

space opens up for a similar game at a stationary gaming device or at a gaming table, the spot or space may be offered to the player of the mobile gaming device.

[0256] 4.12.7. *Win a spot at a poker table or blackjack table while playing.* In various embodiments, a player who is waiting for a spot at a gaming table, at a game, or in some other activity must play continuously in order to maintain his spot in line. Continuous play may, in various embodiments, be defined differently. For example, continuous play may mean that a player must play one game at least every thirty seconds. As another example, continuous play may mean that a player must make at least $3 in wagers every minute. In various embodiments, a player who does not maintain continuous play may fall back in a line. For example, for every two-minute gap in the play of a player, the player may fall back one place in line. If the player was fifth in line for a spot at a gaming table, the player may fall back to sixth in line for a spot at the gaming table.

[0257] In various embodiments, a player may win a place in line while playing a game. For example, a player may play a game on a mobile gaming device. The player may win an outcome which advances him one place in line for a spot at a gaming table. A player may also fall back in line based on certain outcomes. For example, a player waiting for a spot at a gaming table may achieve a "fall back" outcome when playing another game on his mobile gaming device. The player's place in line may accordingly fall back. In some embodiments, players may compete for a spot when the spot opens up. For example, five players may be waiting for a spot at a poker table. When a spot at the table opens up, each of the waiting players may play a game on his or her respective mobile gaming device. The player with the best performance in the game may get the open spot at the gaming table. For example, the player who wins the most money in the game may get the spot at the gaming table.

[0258] 4.12.8. *The act of playing as an entry into any contest or lottery.* In various embodiments, play of a game may make a player eligible for entry into a contest or lottery. For example, for each game played on a mobile gaming device, a player may receive an entry into a raffle drawing for a new car. The car may be raffled off to a player who has played a mobile gaming device within a sponsoring casino. In various embodiments, a player must meet a minimum threshold of play before receiving entry into a contest or lottery. For example, a player must play at least one hundred games to receive entry. For example, a player must wager at least $250 in order to receive entry. In various embodiments, a player may receive a number of entries to a contest or lottery which is

DK Crown Holdings Inc.
Ex. 1002, Page 619

proportional to an amount the player has wagered. For example, a player may receive entries into a drawing for show tickets, where the number of entries is proportional to an amount wagered by the player. In various embodiments, play of a mobile gaming device may confer to a player entry into a state lottery, inter-state lottery, national lottery, and so on. In various embodiments, play of a mobile gaming device may confer to a player entry into a contest or lottery which is in addition to the game played on the mobile gaming device. In various embodiments, play of a mobile gaming device may confer to a player entry into a contest or lottery which is independent from the game played on the mobile gaming device.

[0259] 4.12.9. *Play poker against other people waiting for an actual spot at the tables.* In various embodiments, a player may use a mobile gaming device to simulate play of a table game. In various embodiments, a player with a mobile gaming device may simulate play of a table game with or against other players who have mobile gaming devices. For example, several players with mobile gaming devices may compete against one another in a game of poker. As another example, several players with mobile gaming devices may participate in a game of blackjack using a common dealer and a common deck of cards, e.g., just as the players would if they were at a physical blackjack table. In various embodiments, a player may ask to be seated at a table or at a game. For example, a player may ask to be seated for a poker game. The player may be informed that there are no seats available for the poker game. However, the player may be offered the opportunity to play a game using a mobile gaming device. The player may be offered the opportunity to play the same version of poker as the one for which he had asked to be seated. The player may, accordingly, receive the mobile gaming device and begin play of the game of poker. When a seat becomes available at the physical game of poker, the mobile gaming device of the player may alert the player that the seat has become available. For example, a casino representative may key a message for the player into a terminal. The message may be forwarded (e.g., via the casino server) to the mobile gaming device of the player. The player may thereby be informed that a spot for him at the physical poker table is now available. In various embodiments, a player who is waiting for a seat at a physical gaming table may compete with a mobile gaming device against other players with mobile gaming devices. Players waiting for the same table may compete against one another. For example, five players waiting for seats at a poker table with limits of $4 and $8 may compete in a poker game on their respective mobile gaming devices. The players may

DK Crown Holdings Inc.
Ex. 1002, Page 620

compete on their mobile gaming devices in a game with limits of $4 and $8. Thus, in various embodiments, players waiting to play at a physical gaming table which features a particular game may use mobile gaming device to play the same or a similar game. In various embodiments, a player who is waiting for a spot at a table may use a mobile gaming device to play a game with or against other players who are physically seated at the table. Thus, a player with a mobile gaming device may play an electronic version of a game that is being played with real cards, dice, or other playing tokens at a physical gaming table.

[0260] 5. *Indications that there is a promotion.* Various signals may be used to get a player's attention so as to inform the player that there is a promotion for him to peruse. In various embodiments, such signals may be generated if it is unclear whether a player would be currently looking at his mobile gaming device. For example, if the player has been engaged in a game in the past five seconds, it may be assumed that the player is currently viewing his mobile gaming device. Thus, a signal of a promotion may not be sent. However, if the player has not been engaged in a game in the last five seconds, a signal may be generated to indicate that a promotion is being presented.

[0261] 5.1. *Vibration.* In various embodiments, a mobile gaming device may vibrate to indicate that there is a promotion for the player. The vibrations may be effective if the mobile gaming device is, for example, in physical contact with the player, such as being in the player's pocket. In various embodiments, vibrations associated with a promotion may be distinct from vibrations associated with a phone call, or an email. For example, the mobile gaming device may vibrate at one frequency to signal an incoming call, and at another frequency to signal that a promotion is being presented.

[0262] 5.2. *Beeping.* In various embodiments, a mobile gaming device may beep to signal that a promotion is or is about to be presented. In various embodiments, a beep that signals the presentation of a promotion may be distinct from a beep that signals some other event, such as an email.

[0263] 5.3. *Ringing.* In various embodiments, a mobile gaming device may ring to signal the presentation of a promotion. The ring associated with a promotion may be distinct from rings signaling other events, such as a phone call.

[0264] 6. *Player responds to an advertisement, e.g., the player shows interest.* In various embodiments, a player may respond to a promotion. The player may respond in such a way as to indicate interest in the product, service, event, etc. being promoted. The player

DK Crown Holdings Inc.
Ex. 1002, Page 621

may express interest in buying the product or service or in finding out more information about the product or service, for example. The player may respond in a number of ways. During, or following a promotion, the player may have the opportunity to press or click on a button labeled "learn more" "get more information" or the like. Pressing such a button, e.g., on his mobile gaming device, may send a signal to the casino server. The casino server may then forward more information about the product, service, event, etc. to the player. For example, the casino may transmit to the player a text message describing further details about a product. As another example, the casino may transmit to the player more images of the product or service in which the player has expressed interest. The casino server may have further information related to a promotion stored at the casino server. For example, information about the subject of a promotion may be stored in a casino database in associated with the promotion itself. The casino server may receive further information relating to a promotion when a marketer submits a promotion. When submitting a promotion, a marketer may provide additional information. Additional information may include: (a) further description of the product, service, event, or other subject of the promotion; (b) information about where to buy the product or service being promoted; (c) information about the company or marketer making the promotion; (d) safety information; (e) information about related products or services; (f) information about other products being sold by the same company; (g) information about other products made by the same manufacturer; (h) pricing information for the product or service; (i) shipping information for the product (e.g., to what states does the product ship; e.g., how much does shipping cost); (j) information about availability of the product; (k) information about where the product can be purchased; (l) information about when the product or service may be purchased; (m) reviews for the product or service; and any other information pertaining to the promotion or to the product, service, event, etc. being promoted.

[0265] 6.1. *More information about the product mailed or emailed to the player.* When a player expresses interest in the subject of a promotion, further information about the subject of the promotion may be sent to the player. The information may be sent via electronic mail. If the information is sent via electronic mail, the player may have a chance to look at the information later when he is not in the midst of a gaming session. The casino server may have the player's email address on file. For example, the casino may have collected the player's email address (and other contact information and other

DK Crown Holdings Inc.
Ex. 1002, Page 622

information about the player) when the player signed up for a player tracking card, when the player checked out his mobile gaming device, when the player registered at the casino hotel, etc. If the casino does not have contact information for the player, the player may enter such information at the time he expresses interest in a promotion. In various embodiments, additional information pertaining to promotion may be mailed to a player at a postal address. The postal address may be on file with the casino or may be provided by the player when requesting additional information on a promotion.

[0266] 6.2. *More information shown to the player on the mobile device.* In various embodiments, if a player expresses interest in the subject of a promotion, more information about the promotion may be presented to the player on his mobile gaming device. More information may be shown to the player in the form of text, audio, video, still images, cartoons, or in any other presentation format. The additional information may have been previously received by the casino from the marketer and stored with the casino. In various embodiments, when a player expresses interest in the subject of a promotion, the casino may transmit to the marketer an indication that the player has expressed interest. The marketer may then send information to the player. The marketer may send information directly to e.g., an email address or postal address of the player. In various embodiments, the marketer may transmit information about the subject of a presentation to the casino. The casino may then transmit the information to the mobile gaming device of the player. Using his mobile gaming device, a player may repeatedly ask for further information about the subject of a promotion. As the player asks for more information, more information may be transmitted to the player's mobile gaming device and presented to the player from the mobile gaming device.

[0267] In various embodiments, a player may request more information about the subject of a promotion. However, in order to provide additional information, a marketer may have to pay the casino. The marketer may have to pay the casino in order to compensate the casino for space taken up on the mobile gaming device of the casino with the additional information and/or for potentially diverting the attention of the player away from the player's gaming session. Thus, in various embodiments, when the player requests more information, a marketer must first confirm that it wishes to provide the additional information and must confirm that it is willing to pay to provide such additional information.

DK Crown Holdings Inc.
Ex. 1002, Page 623

[0268] In various embodiments, when a player expresses interest in the subject of a promotion, additional information may be presented for the player using the same slots that are used for original promotions. For example, a promotion may be an advertisement for a car. The promotion may consist of a still image of the car which replaces a symbol on the reels of a slot machine. A player may express interest in the car. Thus, subsequently, additional images of the car may appear as replacement symbols. These additional images may show the car from other angles, may show the interior of the car, may show the car in different colors and styles, and may show any other depiction of the car. In various embodiments, further information provided about a promotion may take the form of follow-on or add-on promotions.

[0269] 6.3. *More information shown to the player on a nearby slot machine.* In various embodiments, additional information related to a promotion may be presented to a player using a nearby gaming device. The nearby gaming device may provide a large screen area on which to display promotions. Further the gaming device may not be in use. Therefore, the entire screen area may be available to display promotions. Further, the nearby gaming device may be able to display promotions for a player even while the player continues to play at his mobile gaming device.

[0270] In various embodiments, additional information shown to a player may be shown on a stationary gaming device. However, the player may be on the move while additional information is being shown. For example, the player may be walking. Therefore, in various embodiments, information shown to the player may move so as to follow the player. For example, a player may walk alongside a row of slot machines. When the player is in front of a first slot machine, the first slot machine may display a promotional message. As the player walks, he may become nearer to a second slot machine and less near to the first slot machine. Accordingly, the second slot machine may now display the same promotional message. The message may disappear from the first slot machine. Accordingly, the message may follow the player. Information shown to the player may be shown on the nearest available stationary gaming device to the player at any given time. An available gaming device may include a gaming device that is not in use, a gaming device that has capabilities to display information of the type necessary, and so on. In various embodiments, information shown to the player may be displayed on the nearest available stationary gaming device to the player that is also facing in the direction of the player. In various embodiments, a display of information may transfer from one gaming

DK Crown Holdings Inc.
Ex. 1002, Page 624

device to another according to which gaming devices are adjacent to one another. For example, a player may walk with two gaming devices to his left. As he walks, a display may move from a first of the gaming devices to a second of the gaming devices. In the meantime, the player may walk near to a gaming device that is on his right. However, the display of information may be maintained on the gaming devices to the player's left so as to provide a more continuous viewing experience and so as to avoid making the player turn his head from left to right. The location of the player may be tracked in various ways so that information about promotions may be displayed near to the player. For example, the mobile gaming device of the player may communicate its location to the casino server. The casino server may thereby deduce the location of the player, assuming the player is currently holding the mobile gaming device.

[0271] In various embodiments, more information related to a promotion may be shown to a player on a stationary gaming device only if the player plays at the gaming device. For example, additional information may be shown to the player only if the player makes bets in at least three games every minute.

[0272] In various embodiments, a player may be presented with additional information related to a promotion, the additional information presented at a stationary gaming device. After the additional information has been presented to the player, the player may be encouraged to begin play at the stationary gaming device. For example, the stationary gaming device may display a message for the player saying, "Hey, while you're here, how would you like to play a few games." The stationary gaming device may even offer the player an incentive to play at the stationary gaming device. For example, the stationary gaming device may present a message to the player saying that if the player makes 8 spins at the stationary gaming device, then the last two spins will be free.

[0273] In various embodiments, additional information related to a promotion may be presented, on a stationary gaming device to a first player with a mobile gaming device. The stationary gaming device may be chosen from among several stationary gaming devices, e.g., from stationary gaming devices that are all within a predetermined distance of the first player. Additionally, the stationary gaming device may choose to be near to a second player. The second player may be a player who is at an adjacent stationary gaming device to the one being used to present the additional information about the promotion.

[0274] 6.4. *Casino attendant brings more information to show the player.* In various embodiments, a casino attendant may bring to a player of a mobile gaming device

DK Crown Holdings Inc.
Ex. 1002, Page 625

additional information about the promotion. For example, the player may use his mobile gaming device to request additional information. The casino server may then send a page or email notification to a casino representative to go find the player. The casino server may indicate to the casino representative the location of the player. For example, the casino server may indicate that the player is near to a stationary gaming device number 924, or that the player is near to the east entrance. The casino representative may, in any event, find the player. The casino representative may bring additional information related to the promotion. The additional information may include brochures, coupons, paper advertisements, gift certificates, or any other information. The additional information may include storage media, such as universal serial bus drives, CDs, DVDs, and so on. In various embodiments, the casino attendant may bring to the player a sample of the product. For example, if the promotion is for a new lipstick, the casino representative may bring to the player a sample of the lipstick.

[0275] 6.5. *Player information sent to the marketer.* In various embodiments, player information may be sent to a marketer. The player information may be sent to the marketer who originated the promotion sent to the player. The player's contact information may be forwarded to the marketer so that the marketer may later contact the player to provide the player with more information about the product.

[0276] 6.6. *More information delivered to the player where he is (e.g., by a casino representative).* A person may deliver information (e.g., a pamphlet, etc.) to a user directly using a location or the mobile gaming device to find the user. In addition to or as an alternative to delivering a physical embodiment of the information, the person may discuss the information verbally with the user. In some implementations, the person may take the user to see a product (e.g., take a test drive of a car, see a piece of jewelry, etc.).

[0277] 6.7. *More information left for the player in his casino hotel room.* Information may be sent to a hotel room of a player. For example, upon a next cleaning, information may be left in the room, information may be placed under a door, etc.

[0278] 6.8. *More information for the player when he checks out of the hotel (e.g., a departure package).* When a player checks out, information may be given to the player at a front desk.

[0279] 7. *Reformatting an advertisement that was meant for a big slot machine screen for a mobile device screen.* Some embodiments may allow an advertiser to use a single advertisement for multiple displays. For example, an advertiser may submit an

DK Crown Holdings Inc.
Ex. 1002, Page 626

advertisement that for use on a large monitor, a physical slot machine, and so on. The advertisement (e.g., image, video, sound, etc.) may be converted for use on one or more other devices, such as a mobile gaming device. Conversion may include converting formats, converting size of images, converting amount of storage size needed (e.g., compressing, lowering fidelity, lowering resolution, etc.), converting colors, and so on. By so converting, an advertiser may have an easier time interfacing with the devices because the advertiser would not need to submit an advertisement formatted for each possible device.

[0280] 8. *Showing marketers available marketing opportunities (e.g., who is playing now).* In various embodiments, the casino server may show to potential marketers a current audience that is available for viewing promotions. The current audience may include players currently gaming on mobile gaming device, players in possession of mobile gaming devices, players with money remaining with which to play on mobile gaming devices, people within viewing range of mobile gaming devices (e.g., people who might be able to see a promotion shown on a mobile gaming device, people within hearing range of an mobile gaming device, and so on. A potential audience may include people within a limited geographic region. For example, a marketer with retail stores in Nevada might only be interested in sending promotions to people currently in Nevada. A potential audience may include only people within a certain age range. For example, a casino server may show to a marketer only people between the ages of 18 and 35, as such people may be the marketer's main target audience. In various embodiments, a potential audience may include only people with certain demographic characteristics, such as only married people, such as only French speakers, such as only people with incomes over $150,000, and so on. A potential audience may be presented to a marketer in the form of one or more aggregate statistics. For example, a marketer may be told that there are currently 3500 people playing mobile gaming device who are between 18 and 25 years old.

[0281] In various embodiments, a potential marketer may be shown available advertising mediums. For example, a marketer may be told that there are currently 1258 places where their product logo can be used as a symbol on reel. As another example, a marketer may be told that there are currently 100 slots open where promotions will be inserted between games played on mobile gaming devices. As will be appreciated, any statistic describing available slots or media for promotions may be presented to a marketer.

DK Crown Holdings Inc.
Ex. 1002, Page 627

[0282] In various embodiments, a marketer may be shown available slots for promotions for a particular target audience. For example, a marketer may be told that there 200 mobile gaming devices in which the marketer's promotion may be used in background graphics and where the mobile gaming devices are being played by players of the marketer's target audience.

[0283] 8.1. *The number of active handhelds nationwide is tracked.* In various embodiments, the casino server may track the number of mobile gaming device that are currently in use across a particular location or geographic region. The casino server, for example, may track the number of mobile gaming device active within a room, within a casino, within a neighborhood (e.g., the Las Vegas strip), within casinos of the same management, within a state, or within an entire country. Thus, in various embodiments, a casino server may track the number of mobile gaming devices in use nationwide. A statistic describing the number of active mobile gaming devices may be presented to a marketer.

[0284] 8.1.1. *How many handhelds of a particular demographic.* In various embodiments, the casino server may track the number of mobile gaming devices that are being used by players of a particular demographic. For example, the casino server may count 584 people that are using mobile gaming device and who are between the ages of 60 and 65. As another example, the casino server may count 2690 people that are using mobile gaming devices and who are also gun owners.

[0285] 8.1.2. *How many handhelds playing a particular denomination.* In various embodiments, a casino server may track the number of mobile gaming devices on which players are playing games of a certain denomination. For example, the casino server may track the number of mobile gaming devices on which players are playing games with required wagers of $1.

[0286] In various embodiments, the casino server may track the number of mobile gaming devices on which a particular type of game is being played. For example, the casino server may track the number of mobile gaming devices on which Triple Play Video Poker is being played. In various embodiments, the casino server may track the number of mobile gaming devices on which games by a certain game developer are being played.

[0287] In various embodiments, any group that is tracked may have its playing characteristics represented by one or more statistics. Such statistics may be presented to a

DK Crown Holdings Inc.
Ex. 1002, Page 628

marketer. Based on such statistics, a marketer may decide whether or not to promote to the group.

[0288] 8.2. *Space is made instantly available.* In various embodiments, slots, space, or media for promotions may be made available to marketers in a rapid, instant, or real-time basis. For example, a marketer might make a decision to have a promotion presented one minute before it is actually presented. The central server may, for example, list available slots for promotions into the future. A marketer may browse such available slots. The marketer might select one or more slots, even if such slots are to occur within minutes or less. The promotion may then occur on schedule. If a marketer's promotion is not already stored with the casino server (e.g., if image and audio data is not already stored with the casino server), the marketer may be required to upload a promotion to the casino server before it can be presented. Once uploaded, a promotion may be transmitted from a casino server to one or more mobile gaming devices for presentation.

[0289] 8.3. *We allow advertisers to immediately distribute ads on the fly to all, or to all that meet certain criteria. Immediate means display this and now.* In various embodiments, a marketer may specify one or more criteria. The criteria may include criteria defining a target audience, such as demographic criteria. The criteria may also define games being played, outcomes achieved, and so on. The criteria may also define current locations of the target audience. For example, the criteria defined by a marketer may specify that the target audience includes only people within the state of Mississippi. Once a marketer has specified a target audience, or criteria that a member of the target audience must meet, promotions from the marketer may be presented to the target audience. Promotions may be presented to all of the target audience, or to some fraction of the target audience. For example, 1000 people may currently satisfy criteria defined by the marketer. The promotion of the marketer may, accordingly, be presented to all 1000 people meeting the criteria. In some embodiments, however, the marketer may not wish to pay to reach the entire target audience. Instead, for example, the marketer may decide to pay to reach only a fraction of the target audience, such as one third of the target audience. Once a marketer has defined a target audience for a promotion, the promotion may be presented to members of the target audience substantially immediately. Alternatively, the promotion may be presented to members of the target audience at a later time, such as at a time desired by the marketer.

DK Crown Holdings Inc.
Ex. 1002, Page 629

[0290] 8.4. *Advertisers get to see a list of who is located near to the product, e.g., to a coke store.* In various embodiments, a marketer may view data indicative of how many players of mobile gaming devices are near to the product of the marketer. For example, a marketer may wish to see a count of the number of players of mobile gaming devices who are near to a fast-food restaurant which the marketer represents. The marketer may then decide whether to have a promotion presented to some or all of such players.

[0291] 8.5. *Mechanism to allow advertisers to find out what's available and to insert bids. The advertiser has a mechanism to acquire an advertising block. An advertiser has a mechanism to place an ad in the black.* In various embodiments, a marketer may view a list or other description of available slots or media in which promotions may be inserted. The list may include a list of slots by time of day, by game, by game denomination, by demographic of the player, and so on. For example, a listing of a slot may indicate that there is a 5-second slot open for 500 gamers between the ages of 50 and 55. The marketer may have the opportunity to purchase that slot and to have his promotion presented during that slot. Thus, the marketer may have his promotion presented to 500 gamers. The marketer may be able to place a bid for that slot. A marketer who places the highest bid may have the opportunity to have a promotion placed in a slot. In various embodiments, a marketer may be able to have a promotion presented to a first number of gamers. The marketer may submit the high bid to have a promotion presented to a second number of gamers, where the second number of gamers is less than the first number of gamers. For example, 500 gamers may be currently playing mobile gaming devices. A marketer may bid to have his promotion presented to 200 of the gamers. If the marketer has submitted the high bid, the marketer may succeed in having his promotion presented to the 200 gamers. The marketer who has submitted the next highest bid may have the opportunity to have his promotion presented to gamers from among the remaining group of gamers. Thus, in various embodiments, a marketer may submit a bid where the bid includes not only a time of day, a game, a length of a promotion, a size of a promotion, etc., but also a number of players to which the promotion will be presented.

[0292] In various embodiments, a marketer may purchase a slot for a promotion or submit bids to have a promotion placed using a Web site of the casino server. The casino server Web site may list available slots, highest bids, any restrictions on which types of promotions may be shown, and so on. The marketer may use the Web site to submit bids, to make purchases, to make payment (e.g., by submitting a credit card number), to submit

DK Crown Holdings Inc.
Ex. 1002, Page 630

the actual promotion (e.g., image data; e.g., video data; e.g., audio data), and so on. A marketer may submit bids and other information in many other ways, as will be appreciated. For example, a marketer may submit bids via phone, fax, email, postal mail, and so on.

[0293] Bidding may take place over time. In some implementations, the bidding for a slot may continue until the time for that slot occurs. As the time for the slot nears, more information about the slot may be known (e.g., information about what players are in the area, information about how much those players have won, and so on). Accordingly, bidding on slots may accelerate as the time of the slot draws near. Real time bidding may be used so that bidders may quickly submit bids at any time up to the time of the slot and the slot may automatically be filled at the time of the slot by the highest bidder who may be automatically charged. Bidders may be authorized up to a maximum bid amount before a bid begins. In some embodiments, automatic betting, reverse auction methods, automatic buyout levels, and/or any other auction methods may be used. For example, in one implementation, bidders may submit their highest levels up to the end of the auction time and the bidder with the highest level may win the auction at the price of the bidder with the second highest level.

[0294] In some embodiments, one or more derivative markets regarding slots may be formed. For example, a futures market for slots may be created. The futures market may allow trading of futures use of a slot. For example, a purchaser of a futures contract may be purchasing the right to use the slot at the time of the slot. If the price of the slot increases above the price paid for the future, the seller of the futures contract may lose the difference and be required to purchase the slot for the use of the purchaser of the futures contract. If the price of the slot does not increase to above the price paid for the future, the seller of the futures contract may make the difference between and be required to purchase the slot for use of the purchaser of the futures contract. Accordingly, who believe they have knowledge of the prices of slots may buy and sell futures based on that knowledge. In some embodiments, a same entity that sells the slots may also sell the futures.

[0295] *The advertisers may be able to specify the parameters of displaying their ads - for how much money, to whom, in what games, when, & in what context.* In some embodiments, advertisers may create advertising campaigns. Advertising campaigns may set parameters for when a promotion should be displayed (e.g., after X, Y, Z events, to people in A, B, C demographic groups, etc.), in certain games, on certain devices, and so

DK Crown Holdings Inc.
Ex. 1002, Page 631

on. A duration of the campaign may be specified. An amount of money to be spent on a campaign may be specified. The advertiser may be charged for each display of the promotion up to the amount of money or the end of the duration and the campaign may then be ended. In certain embodiments, more directed ads (e.g., ads with more restriction on who and when they should be viewed) may cost more per running. In some embodiments, ads related to popular demographic groups and or events may cost more. In some embodiments, a maximum and/or minimum cost per display of an ad may be a parameter of a campaign.

[0296] *9. Pricing schemes for advertisers.* In various embodiments, the casino may charge marketers a variable price for presenting the marketers' promotions. The price charged may depend on a number of factors.

[0297] *9.1. By real-estate space.* The price of a promotion may depend on the amount of physical space taken up by the promotion. The physical space taken up may include space taken up on a display screen. For example, a first promotion that takes up 1 square inch may cost 5 cents per viewer, while a second promotion that takes up 4 square inches may cost 15 cents per viewer. Physical space may be measured in a number of ways. Physical space may be measured in square inches, square centimeters, in pixels, and in portions or percentages of total screen space (e.g., a promotion may take up 25% of the space of a display screen; e.g., a promotion may take up 2 quadrants of a display screen). Physical space may be measured in terms of other items. For example, physical space may be measured in terms of symbols. Thus, for example, a promotion may take up the space of two symbols. In various embodiments, the price of a promotion increases monotonically with the amount of space taken up by the promotion, all else being equal. A promotion may take up space in the sense that images associated with the promotion take up space. For example, the space taken up by a promotion may be the space taken up by images or videos associated with the promotion.

[0298] *9.2. By time shown.* In various embodiments, the price of a promotion may depend on the amount of time taken up by the promotion. For example, a promotion may be presented for 1 second, five seconds, or for thirty seconds. For example, an image associated with a promotion may be displayed for 1 second, five seconds, or for thirty seconds. A promotion which is presented for a longer period of time may cost more money for a marketer.

DK Crown Holdings Inc.
Ex. 1002, Page 632

[0299] *9.3. By which customers got to see the ad.* In various embodiments, the price of a promotion may depend on the target audience for the promotion. The price of a promotion may increase as the income level of the target audience increases. The price of a promotion may increase as the average bet amount of the target audience increases. The price of a promotion may increase as the skill level of the target audience increases. The price of a promotion may increase as the age of the target audience decreases. The price of a promotion may be higher for a target audience of city dwellers versus suburban dwellers. In various embodiments, a target audience may include a set of players who have achieved similar results. For example, a target audience may include all players who have won money in the last hour. In various embodiments, the price of a promotion may be higher for a target audience of players who have won money in the last hour than for a target audience of players who have not won money in the last hour. In various embodiments, a marketer may pay more to reach people who have had better luck (e.g., in the form of winning outcomes) than to reach people who have had worse luck (e.g., in the form of losing outcomes). In various embodiments, the price of a promotion to jackpot winners may be higher than the price of a promotion to people who have not won jackpots, or to people who have not just won jackpots.

[0300] *9.4. Advertisers are charged more for customers with more money.* In various embodiments, the price of a promotion may depend on the amount of money that the viewing audience has. A promotion that is shown to a player with a credit balance of $900 may cost the marketer more than a promotion that is shown to a player with a credit balance of $40. A promotion that is shown to a player with income of $200,000 may cost the marketer more than does a promotion that is shown to a player with an income of $50,000. A promotion that is shown to a player with a hotel room costing $300 per night may cost the marketer more than does a promotion that is shown to a player with a hotel room costing $50 per night.

[0301] *9.5. Advertisers are charged more for customers with particular demographics.* In various embodiments, the price of a promotion may depend on one or more demographics of the target audience. For example, a marketer may have to pay more to show a promotion to a player with one child than to a player with two children.

[0302] *9.6. There can be a straight price.* In various embodiments, the price of a promotion with certain characteristics (e.g., to be presented to a particular target audience, for a particular period of time, etc.) may be fixed. That is, the price may be posted and

DK Crown Holdings Inc.
Ex. 1002, Page 633

may not be subject to change or negotiation. The price may be quoted in various ways. For example, the price of a promotion may be quoted on a per-player basis (e.g., the price of a promotion is 5 cents per player to which it is shown). The price of a promotion may be quoted on the basis of a block of players who are to view the promotion. For example, the price of a promotion may be quoted as the price to show a promotion to 500 people.

[0303] *9.7. There can be a bidding process. If a marketer is the winning bidder, the marketer gets the ad space.* In various embodiments, marketers may bid against one another for the opportunity to present a promotion. An opportunity to present a promotion may include an opportunity to present a promotion under a particular set of circumstances. The circumstances for presenting a promotion may include one or more of the following: (a) a time of day during which the promotion will be presented; (b) a player to whom the promotion will be presented; (c) a set of players to whom the promotion will be presented; (d) a game with which a promotion will be presented (e.g., a promotion will be presented on the face of a card in a game of video poker); (e) an amount of time for which the promotion may be presented; (f) an amount of space that will be taken up by a promotion; (g) a type or model of mobile gaming device on which the promotion will be presented (e.g., the promotion may be presented on a model of mobile gaming device with a particular large and bright screen); (h) a location in which a promotion will be presented (e.g., a promotion may be presented only to players who are in a particular restaurant; e.g., a promotion may be presented only to players who are within 20 feet of a particular jewelry store; e.g., a promotion may be presented only to players who are by the pool); and any. As will be appreciated, the circumstances surrounding the presentation of a promotion may influence the desirability of presenting the promotion and may thus influence the amount that a marketer might be willing to pay to present the promotion.

[0304] In various embodiments, marketers may bid for the opportunity to present a promotion under a particular set of circumstances. For example, the casino may post a set of circumstances. The posting may allow a marketer to present a 30-second promotion on 4 square inches of screen space, sometime between 2:30pm and 2:35pm on Sunday, to 300 female players aged 35-55. In other words, the winning marketer's promotion would be shown to 300 different players as described, with each promotion shown to a player on her respective mobile gaming device.

[0305] When the opportunity is posted, marketers may have the opportunity to bid so as to present a promotion under the posted circumstances. Marketers may become aware of the

DK Crown Holdings Inc.
Ex. 1002, Page 634

posting by checking a web page of the casino server. For example, marketers may register with the casino server and may thereby receive access to a Web site where opportunities to present promotions are presented. In various embodiments, marketers may become aware of the opportunity through an email or other alert sent by the casino. For example, anytime the casino posts an opportunity for presenting promotions, the casino may alert marketers on its mailing list of the opportunity.

[0306] A marketer may enter, in various ways, a bid for an opportunity to present a promotion. In various embodiments, a marketer may key in a price he would be willing to pay. The marketer may key his bid into a Web page run by the casino server. In various embodiments, a marketer may phone a casino representative to convey his bid.

[0307] In various embodiments, a marketer may submit a bidding strategy to the casino. For example, the bidding strategy may dictate that the marketer will always place a bid that is $10 higher than any competing bid, until the bidding level reaches $300. Accordingly, the casino may enter bids for the marketer automatically in keeping with the marketer's bidding strategy.

[0308] In various embodiments, a marketer may bid for only a portion of the promotional opportunities being offered. For example, the casino may post an opportunity to display a still image to 300 people from the Midwest between 3:00pm and 3:05pm. A marketer may wish to have a promotion presented to Midwesterners between 3:00pm and 3:05pm. However, the marketer may wish to promote to only 100 people. Accordingly, the marketer may bid for the opportunity to present a promotion to 100 of the 300 people from the Midwest. Another marketer may wish to present to only 200 people from the Midwest between 3:00pm and 3:05pm. Therefore, it is possible that both the first marketer and the second marketer get their wishes. In various embodiments, all winning bidders pay the same price per person. For example, a marketer who successfully bids to have a promotion presented to 200 of 300 people available may pay the same price per person as does a marketer who successfully bids to have a promotion presented to 100 of 300 people available. The amount paid per person by both marketers may be based on the lower bid. The amount paid per person by both marketers may be based on the higher bid. The amount paid per person by both marketers may be an average or weighted average (e.g., where weightings are proportional to the number of people who will view the each of the marketers' respective promotions) of both bids.

DK Crown Holdings Inc.
Ex. 1002, Page 635

[0309] 9.8. *An advertiser has an exclusive to a particular "slot" (a medium like a card). The advertiser may pay extra for this.* In various embodiments, a marketer may gain exclusive use of a slot, medium, or other advertising venue or opportunity. A marketer may gain exclusive rights to: (a) a particular mobile gaming device (e.g., a marketer may have exclusive rights to present promotions on the particular mobile gaming device for some period of time); (b) a particular symbol (e.g., a marketer may have exclusive rights to present promotions on the jack of spades; e.g., a marketer may have exclusive rights to present promotions at the third symbol position of the second reel of a gaming device); (c) a particular area of a screen (e.g., a marketer may have exclusive rights to present promotions in the upper right corner of a display screen of a mobile gaming device; e.g., a marketer may have exclusive rights to present promotions below the playing area on a display screen of a mobile gaming device); (d) a particular display monitor (e.g., a marketer may have exclusive rights to present promotions on a display monitor located above a heavily trafficked corridor in a casino); (e) a particular gaming device (e.g., a marketer may have exclusive rights to present promotions on a particular gaming device; (f) a particular location (e.g., a marketer may have exclusive rights to present promotions to players when the players are at a certain location); (g) a particular time of day (e.g., a marketer may have exclusive rights to present promotions during a particular time of day); (h) a particular group of people (e.g., a marketer may have exclusive rights to present promotions to a particular demographic of people in a casino; e.g., a marketer may have exclusive rights to present promotions to a defined set of people, such as the Jones family; e.g., a marketer may have exclusive rights to present promotions to any person who has won more than $500 in the last hour); or to any other category of promotional opportunity.

[0310] In various embodiments, when a marketer gains exclusive use of a slot, medium, or other advertising venue or opportunity, other marketers may be excluded from presenting promotions in the venue while the period of exclusivity persists. In various embodiments, the marketer with exclusive rights may allow other marketers to present promotions at his discretion. The marketer who allows other marketers to present promotions may receive fees from the other marketers.

[0311] In various embodiments, a marketer may pay extra for the exclusive right to use a particular slot, medium, venue, etc. For example, suppose the cost per square inch per minute of promotional space on a mobile gaming device is ordinarily 10 cents. If a

DK Crown Holdings Inc.
Ex. 1002, Page 636

marketer desires to purchase every square inch of screen space on a mobile gaming device for an hour, the marketer may pay 12 cents per square inch per minute.

[0312] In various embodiments, a marketer may gain exclusive rights to a particular slot, medium, venue, etc., with respect to a group of marketers. The group of marketers may be a group of competing marketers, for example. For example, a marketer may gain the exclusive right to present promotions related to airlines on a particular mobile gaming device. As another example, a marketer may gain the exclusive right to present promotions related to food during the hour of 12:00pm to 1:00pm on all mobile gaming devices within a casino. In various embodiments, a marketer may pay extra for exclusive rights to present a particular type of promotion, or for rights to exclude a particular group of other marketers from presenting promotions.

[0313] 9.9. *Where several advertisers want a slot, every time the slot appears in a game one of the ads is selected at random. An advertiser can pay more to have a greater probabilistic weighting applied to his ad. For example, if four advertisers pay 2, 5, 6 and 10 respectively, then their respective weights can be 2 / 23, 5 / 23, 6 / 23, and 10 / 23.* In various embodiments, a marketer may pay for a chance or probability of having his promotion presented. For example, a marketer may pay 5 cents and thereby have a 50% chance of having his promotion presented in a particular slot. In various embodiments, various marketers may pay to have a promotion presented in the same slot. For each marketer, a chance that the promotion will be presented in that slot may be determined. For example, the chance that marketer 1's promotion will be presented may be determined to be 40%, the chance that marketer 2's promotion will be presented may be determined to be 20%, and the chance that marketer 32's promotion will be presented may be determined to be 20%. The chance that each marketer's promotion will be presented may be based on the amounts paid by each marketer. In various embodiments, the chance that a marketer's promotion will be presented is set in proportion to the amount paid by the marketer. Thus, if marketer 1 pays twice as does marketer 2 to have his promotion presented in a particular slot, then the chance that marketer 1's promotion will be presented may be set twice as high as that of marketer 2.

[0314] In various embodiments, a slot may include a number of presentation opportunities. For example, a slot may include an opportunity to present a promotion to 100 people during a particular five-minute time window. If multiple marketers pay to have a promotion presented during the same slot, the presentation opportunities may be

DK Crown Holdings Inc.
Ex. 1002, Page 637

divided among the marketers. For example, one marketer may present his promotion to 60 of the 100 people, while another marketer may present his promotion to 40 of the 100 people. In various embodiments, the number of presentation opportunities given each marketer may be proportional to the amount paid by the marketer. For example, if marketer 1 pays $7, and marketer 2 pays $3, then marketer 1 may have his promotion presented to 70 people while marketer 2 may have his promotion presented to 30 people.

[0315] In various embodiments, a slot may include an opportunity to present a promotion on (or in place of) a particular symbol when the symbol arises in a game. As will be appreciated, the symbol may arise multiple times over the course of multiple games. If multiple marketers pay to have a promotion presented in that slot, then one of the marketers' promotions may be chosen at random each time there is an opportunity arises (e.g., each time the symbol arises in a game). The probability that a marketer's promotion will be presented each time an opportunity arises may be proportional to the amount paid by the marketer. In various embodiments, the promotions presented may alternate among all marketers who have paid to have promotions presented in a particular slot. Marketers who have paid more may have their promotions presented more frequently. For example, suppose a first marketer has paid twice as much as a second marketer to present promotions in a particular slot. Then, for every three opportunities to present promotions in that slot, the first marketer may be given the first and third opportunities, while the second marketer may be given the second opportunity.

[0316] 9.10. *There can also be a secondary market for ad space. The ad space can be transferred, for example, with the central service getting a small cut.* In various embodiments, a marketer may purchase slots, venues, etc. directly from the casino. In various embodiments, a first marketer may purchase slots, venues, etc. from another marketer or from any other third party. In various embodiments, slots, venues, and other promotional opportunities may be purchased and resold. A secondary market may exist for promotional opportunities.

[0317] In various embodiments, the casino may run an exchange for promotional opportunities. In various embodiments, the exchange may be run by a third party. In various embodiments, the exchange may have no individual governing authority. The exchange may allow a marketer to post offers to sell promotional opportunities. The exchange may allow a marketer to post offers to buy promotional opportunities. Offers to buy may include quantities and prices. For example, an offer to buy may specify a

DK Crown Holdings Inc.
Ex. 1002, Page 638

number of people to which a promotion will be presented as well as a price that will be paid for the promotional opportunity. Likewise, an offer to buy may specify a price and quantity as well.

[0318] In various embodiments, offers to buy and offers to sell may include descriptions of the opportunity being bought or sold. A description may include: (a) a number of people to which a promotion will be presented; (b) a time of day during which the promotion will be presented; (c) a number of mobile gaming devices on which the promotion will be presented; (d) the demographic of the people to whom the promotion will be presented; (e) the amount of time that the promotion will occupy (e.g., the promotion must be a 30-second spot) (f) the form of the promotion (e.g., still image; e.g., video; e.g., audio); (g) the amount of screen or display space the promotion may occupy; (i) the game that the promotion will accompany (e.g., the promotion will be made while players play video poker; (j) the symbol that a promotion will represent or replace (e.g., the promotion will represent a jackpot symbol); and any other descriptors of promotions or the circumstances under which promotions will be presented.

[0319] The description of the opportunity being bought or sold may be provided by the casino. The casino may, in fact, be the originator of the opportunity and so may possess a description of the opportunity which it has come up with. In various embodiments, each opportunity may receive a unique identifier. For example, the opportunity to promote to 100 people between the ages of 55 and 65, each with incomes over $100,000, between 11:00am and 11:05am in a 30-second video spot taking up half of a screen may have a unique identifier of 1112223453. In various embodiments, identical or fungible opportunities may receive the same identifier. For example, the opportunity to present to a first person from Tennessee at 9:00pm may be indistinguishable from the opportunity to present to a second person from Tennessee at 9:00pm. Thus the two opportunities may have identical identifiers. However, any opportunity which is different in some way may receive a different identifier. Associated with each identifier may be a description of the opportunity. A marketer who is interested in purchasing a particular opportunity, for example, may use the identifier associated with the opportunity to access a description of the opportunity. For example, the casino may store a database containing descriptions of opportunities in association with identifiers. If a marketer submits an identifier to the database, the casino may retrieve the description and present the description to the

DK Crown Holdings Inc.
Ex. 1002, Page 639

marketer. The description may be presented to a marketer, e.g., on a Web interface to the exchange.

[0320] In various embodiments, a quantity specified by a marketer may refer to a number of a particular opportunity that is associated with an identifier. For example, a marketer may wish to purchase 100 of the opportunity with identifier 1112223999. This may correspond to the opportunity to present a still image to 100 people who are in a particular restaurant at a casino between the hours of 12:00pm and 2:00pm on Sunday.

[0321] In various embodiments, an opportunity may include the opportunity to present a 10-second video clip to a particular individual sometime between 6:00pm and 9:00pm. There may be 100 such opportunities available, meaning that the same individual will have 100 10-second video clips presented on his mobile gaming device between 6:00pm and 9:00pm. However, as the particular times that the video clips are presented may be chosen at random, each individual opportunity from among the 100 may be a priori indistinguishable from each other opportunity. Therefore each of the 100 opportunities may have the same identifier. Thus, for example, a marketer may bid on 10 such opportunities to present to the player. If the marketer should find a seller to give him the 10 opportunities, the marketer would have the ability to present 10 10-second video clips to the person sometime between 6:00pm and 9:00pm.

[0322] In various embodiments, one purpose of the exchange may be to match buyers and sellers of the same opportunity. If a buyer bids a certain price for a certain quantity of a particular opportunity, and a seller offers the same price for the same quantity of the same particular opportunity, the buyer and seller may be matched. A sale may take place. The buyer may thus acquire the opportunities to present promotions, and the seller may give up such opportunities. In exchange, the seller may receive payment from the buyer based on the bid and offer amounts. The casino, or other authority in charge of the exchange may receive a transaction fee for matching the buyer and seller. For example, the casino may receive a transaction fee from either the buyer, seller, or both. The fee may come from the last of the buyer or seller to match the price of the other. The fee may come from the first of the buyer and seller to post the price at which the transaction took place. The fee may take the form of a percentage of the sale price and may be deducted from the amount that the seller collects from the buyer.

[0323] In various embodiments, a potential buyer may pay a fee just for posting a bid. In various embodiments, a potential seller may pay a fee just for posting an offer. In various

DK Crown Holdings Inc.
Ex. 1002, Page 640

embodiments, participants in the exchange may pay a fixed fee, a fixed fee per period of time, or a fixed fee per transactions completed, in order to participate on the exchange.

[0324] When an opportunity has come into the hands of a buyer, the buyer's name or other identifying information may be stored in association with the opportunity. Thus, the casino may maintain a record of which marketers own which opportunities for presenting promotions. When it comes time for presenting promotions, the casino may allow the owners of the promotional opportunities to present their promotions during those times.

[0325] In various embodiments, an owner of a promotional opportunity must submit a promotion to the casino within a predetermined time of coming into possession of the opportunity. For example, within 1 hour after buying a promotional opportunity, a buyer may be required to submit an advertisement to the casino. The casino may subsequently approve the advertisement before it can be shown. In various embodiments, an owner of a promotional opportunity must submit a promotion to the casino within a predetermined period of time of the promotion's showing, or first potential showing. For example, suppose a promotion has a 10% chance of being shown as early as 8:00pm. Then the owner of the promotional opportunity may be required to submit the promotion by 7:00pm. If the promotion is not submitted on time, the owner of the promotional opportunity may lose the opportunity and may be unable to have his promotion shown. In various embodiments, if an owner of an opportunity does not submit his promotion in time, the opportunity may return to the market, for potential acquisition by a new owner.

[0326] In various embodiments, contingency opportunities for presenting promotions may be sold. A contingency opportunity may include ability of a second marketer to present a promotion if a first marketer with priority over the second marketer decides not to present a promotion. For example, a first marketer may purchase the opportunity to present a promotion to a particular person at a particular time. A second marketer may purchase the opportunity to present to the same person at the same time if the first marketer does not.

[0327] In various embodiments, an identifier for an opportunity may include a ticker symbol. The ticker symbol may be a compact way of representing or identifying the opportunity. For example, the ticker symbol may consist of four letters.

[0328] *Futures.* [Do futures make sense in this context? There is no cost of carry. So a future is the same as the underlying in value at least?]

[0329] 9.11. *By the presentation means (audio versus video).* In various embodiments, the price of a promotional opportunity may depend on the type of signal used to broadcast

DK Crown Holdings Inc.
Ex. 1002, Page 641

the promotion. For example, promotions that employ visual or light-based presentations may be priced differently than promotions that employ audio or sound-based presentations. A promotion that uses video and audio may be priced differently than is a promotion which uses only video. A promotion that uses video and audio may be priced differently than is a promotion which uses only audio. A promotion which uses vibrations or other touch stimuli may be priced differently from a promotion that does not use touch stimuli. A promotion that uses smell may be priced differently from a promotion that does not use smell.

[0330] 10. *Criteria. The advertiser has certain types of criteria for what type of ad space they want. Do they want a picture, a video? Do they want high resolution or low resolution? Check on the available content. Does the available content match the criteria for an ad? So there is a process of discerning what type of ad space an advertiser wants and matching the ad space to the available content.* Advertisers may prefer video, still image, audio, and/or any other specific format for a promotion. Accordingly, advertisers may filter out slot purchases and/or ad campaign purchases by the type of device through which the promotion will be run so that only devices that are suited for the type of promotion are used. For example, if an audio only promotion is desired, an advertiser may not want to purchase a campaign that includes a slot on a video monitor. Accordingly, campaigns may be paired only with devices that match the promotion media and/or advertisers may select devices by filtering out those that are designed for certain media but no other media.

[0331] 10.1. *Feedback / review process. The advertiser gets to see what his ad will look like when actually shown.* In some embodiments, when an advertiser submits information about a promotion, the advertiser may be given the opportunity to see an example of how the promotion will look and/or sound. The example may include a simulation of an image and or video displayed through a mobile gaming device, on a monitor, on a ticker, on a kiosk, and so on. The simulation may be presented through a computer interface (e.g., a web interface, a flash interface, and so on). The simulation may include elements form a simulated casino with the promotion in effect (e.g., slot machines, tables and so on). In some embodiments, audio may be played to simulate the promotion. In some embodiments, advertisers may be able to move through a simulated 3d environment to see and hear how a promotion may be perceived at different locations within an environment.

DK Crown Holdings Inc.
Ex. 1002, Page 642

[0332] 10.2. *A debugger for an active dynamic campaign.* In some embodiments, an advertising campaign may include a plurality of different triggers for display of a promotion, rules for determining what types of devices to display a promotion on, and a casino or other public space may be filled with a plurality of people engaging in a plurality of activities, so that the execution of a promotion over the activities may result in a complex number of rules being triggered and displays and sounds be made that change nearly continuously. It may be beneficial to an advertiser or administrator of an advertising system to be able to simulate an advertising campaign being executed in a public space with a simulated set of people moving interacting in the simulated space in order to debug or otherwise appreciate how the campaign might be executed. A simulation may include a plurality of simulated people in a simulated public space. The simulated people may have simulated demographics, engage in simulated activities, engage in simulated games, and so on. The simulation may include simulated devices that correspond to real devices on which a promotion may be made (e.g., simulated mobile gaming devices held by simulated people, simulated monitors positioned where a real device might be positioned in a real environment, simulated slot machines, and so on). The simulation may display what devices are being used for what portion of a promotion and why in some implementations. The simulation may display rules or triggers being fired (e.g., a person wins and is shown an ad) and/or other characteristics being used to determine how the promotion would be made if the simulated people were real people.

[0333] 11. *Data about players that is available for reference.* In various embodiments, a casino may store various data related to a player. Data may be received in various ways. A player may provide data about himself to the casino. For example, a player may provide data when making a reservation or when signing up for a player tracking card. The casino may receive data about a player when performing a check on the player, such as when performing a check on a player prior to granting credit to the player. The casino may receive data about a player by tracking its interaction with a player. For example, through the player's interaction with the casino, the casino may gather data about a player's wins and losses, recent outcomes, and so on.

[0334] In various embodiments, data about a player may be used by marketers to select a target audience for their promotions. For example, a marketer may decide that he wishes to advertise only to players with high skill levels at video poker. In various embodiments, a marketer may select a target audience by navigating through a series of menus. One

DK Crown Holdings Inc.
Ex. 1002, Page 643

menu may relate to age. Using the menu, a marketer may select an age range for his target audience. Another menu may relate to income. Using the menu, the marketer may select an income range for his target audience.

[0335] In various embodiments, having selected a target audience, a marketer may indicate that he wishes his promotions to go to the target audience. In various embodiments, having indicated a target audience, the marketer may first view statistics describing how many of his target audience are currently available for viewing promotions. For example, the marketer may view statistics describing how many of his target audience are currently using mobile gaming devices. If the marketer is satisfied with the number of his target audience that are available, then the marketer may indicate he wishes his promotion(s) shown to the target audience.

[0336] In various embodiments, one or more of the following types of data may be available with respect to a player: (a) name; (b) address; (c) gender; (d) date of birth; (e) data derived from games the player has played; (f) a skill level of the player at a game; (g) a skill level of the player at Blackjack; (h) a skill level of the player at video poker; (i) transaction data for the player; (j) an average deposit size for the player; (k) a bet amount made by the player; (l) an average bet amount made by the player; (m) a bet limit for the player (e.g., a maximum amount that a player is allowed to bet per game; e.g., a maximum total that a player is allowed to bet over a plurality of games, such as over a session of games); (n) a bet limit for the player that has been self-imposed by the player (e.g., a maximum amount that a player is allowed to bet per game by request of the player); (o) a loss limit for the player (e.g., a maximum amount that a player is allowed to lose over some period of time, beyond which the player will be prevented from further gaming); (p) a deposit limit for the player (e.g., a maximum amount that a player is allowed to deposit in a gaming machine; e.g., a maximum amount of chips that a player is allowed to buy at a gaming table).

[0337] In various embodiments, one or more of the following types of data may be available with respect to a player: (a) residential address; (b) residential address city; (c) residential address country; (d) residential address preferred; (e) residential address street; (f) residential address suburb; (g) residential address zip; (h) postal address; (i) postal address city; (j) postal address country; (k) postal address preferred; (l) postal address street; (m) postal address suburb; (n) postal address zip; (o) contact details; (p) email; (q) secondary email; (r) fax number; (s) mobile (e.g., the phone number for the player's

DK Crown Holdings Inc.
Ex. 1002, Page 644

mobile device); (t) pager (e.g., the contact number for the players' pager); (u) preferred contact method; (v) business number (e.g., the phone number for the player's business); (w) home number (e.g., the phone number for the player's home); (x) credit cards details; (y) personal details; (z) agent code; (aa) date of birth; (bb) first name; (cc) last name; (dd) middle name; (ee) national id; (ff) nationality (e.g., the player's country of origin; e.g., the country in which the player has citizenship); (gg) promotional code; (hh) sex; (ii) title; (jj) authentication question and answers (e.g., questions about the player's mother's maiden name and answers to such questions); (kk) bank account details; (ll) bank name; (mm) bank_account_id; (nn) branch_address; (oo) branch_code; (pp) branch_country; (qq) account_name; and (rr) account_no.

[0338] 12. *Screening. Make sure there are no inappropriate promotions, promotions which violate copyrights, etc.* In some embodiments, advertisers may submit promotions through a portal or otherwise. Before those promotions are shown or otherwise transmitted to users of a mobile gaming device, a process of verifying that the promotions adhere to a set of standards may be performed. The process, for example, may search for vulgar, pornographic, indecent, copyright infringing, or otherwise unwanted material. The process may include human actions, computerized actions and/or other actions. For example, a computer algorithm may search for certain offensive words in a promotion, search for a color hue that corresponds to human flesh colors, and so on. If such offensive material is found, the promotion may be rejected, the promotion may be sent for review by a human, and so on.

[0339] 12.1. *All promotions inspected by casino employees.* In some implementations, all promotion may be inspected for offensive material by a casino employee or other person before the promotions are run. If offensive material is found, the promotion may be rejected, the advertiser may be notified to correct the promotion, the employee may work with the advertiser to remove the material, the material may be censored and the promotion may run without the material, and so on.

[0340] 12.2. *Advertisers sign term sheets detailing the limitations of promotions.* In some embodiments, an advertiser may be asked to sign a release or terms of service agreement before a promotion is run. The agreement may include limitations about materials that may be included in the promotion. Such limitations may vary from location to location within a casino (e.g., bars areas may allow some material that is not allowed in

DK Crown Holdings Inc.
Ex. 1002, Page 645

restaurants), from time to time for when the promotion is to run (e.g., some material may be allowed later in the night that is not allowed during the day), and so on.

[0341] *12.2.1. Penalties for violation.* In some embodiments, if an advertiser violates the agreement, a penalty may be assessed. The penalty may include removal of the promotion, a fine, censorship of the material, banishment from the advertising service, decreased priority for running promotions, increased fees in the future, removal from certain devices, and any so on.

[0342] *12.3. Wait period between when promotions are submitted and when they are approved.* In some embodiments, after an advertiser submits material for a promotion, there may be a waiting period before that material may be used. The waiting period may be used to verify that no offensive material is included in the promotion. Accordingly, in a bidding process for a slot, advertisers may submit material for approval before the end point of the bidding process if the end point is near the time of the slot so that there is little, or no delay and the slot may be utilized for the promotion. The wait period may be any amount of time that may be used to verify a promotion (e.g., one day, one hour, one minute). The waiting period may be a minimum time, an actual time needed, a standard time, a random time, and so on.

[0343] *13. Allocation. Who do we present the advertisements to? How do we allocate ads to the people viewing the ads?* In some embodiments, promotions may be presented to users of mobile gaming devices. Promotions may also be presented to users of stationary gaming devices that carry mobile gaming devices, or other mobile devices that allow tracking (e.g., cell phones, PDAs, etc.) with them.

[0344] *13.1. The ads can be based on the player.* Promotions shown on a mobile gaming device or on another device may be based on information about a single player or on information about a plurality of players. For example, a promotion for Coke may be shown to a player that has a known affinity to caffeinated sugary beverages. Such a promotion may be shown on a mobile gaming device directly to the player. As another example, if a group of people with the same affinity are in an area, the promotion for Coke may be shown to all of them through another device, such as a monitor facing the group of people.

[0345] *13.1.1. The ads can be based on the demographic of the player.* In some embodiments, the promotions shown to the player or players may be based on demographic information about the player or players. For example, some promotions may

DK Crown Holdings Inc.
Ex. 1002, Page 646

be targeted to specific genders, ages, incomes, etc. Those promotions may be shown to players that match some or all of those criteria.

[0346] *13.2. The ads can be selective to certain locations in the world. In other words, the ads can be put only in certain locations without trying to figure out necessarily who goes there or not.* In some embodiments, promotions may be placed in a specific area of a world (e.g., a casino floor or a virtual gaming world). The promotion may be placed there so that any person passing may view the promotion.

[0347] *13.3. The ads are based on how a game proceeds. An ad might come up only on a winning hand. The ad can come up if the game is simply likely to turn out a certain way (e.g., if the game is likely to be a winning game) even if the game hasn't finished yet.* In some embodiments, the progress of a game being played on a mobile gaming device may be monitored and that information may be used to direct promotions. In some embodiments, the progress of a live game may be monitored (e.g., by cameras, casino personnel, etc.) and that information may be used to direct promotions. Events related to a game may be used to influence what promotions are shown to a player or players. For example, a win in a game, a loss in a game, a win of a threshold amount over one or more games, a loss of a threshold amount over one or more games, a jackpot win, a particular hand in a card game (e.g., black jack, royal flush, etc.), a chance of winning above a threshold (e.g., a player is 70% likely to win the ongoing game of blackjack), a particular card or symbol is played, and any other events may trigger a promotion being shown to a player or group of players. In some implementations, for example, good events or wins may trigger promotions for spending money or celebration, bad events or losses may trigger events for saving money or free play.

[0348] *13.4. A factor determining whether or which ad is played could be a player's balance. If the balance increases over some period of time, an ad can be shown.* In some embodiments, a player's balance of money may be a used to determine which promotions to show the player. For example, if a player wins over time, opportunities to spend the winnings may be shown. If a player loses over time, opportunities to save money may be shown. Some promotions may be shown only to players with balance over a threshold amount. Such balance limitation may prevent promotions for expensive luxury items from being shown to players that could not afford those items.

[0349] *13.5. Ads shown could correlate with the size of a progressive jackpot.* In some embodiments, a size of a progressive jackpot may influence the promotions shown to

DK Crown Holdings Inc.
Ex. 1002, Page 647

players. The size may influence, for example, promotions shown to people playing a game related to the progressive jackpot, to players near a game device that is related to the progressive jackpot, to players that are choosing which game to play, and so on. As a jackpot increases, promotions for more expensive and luxurious things may be shown. Such promotions may have the effect of both incentivizing players to play the game and to buy the item if they win the jackpot.

[0350] *13.6. A factor determining which ads are shown on the mobile device is the location of the mobile device.* In some embodiments, promotions may be shown based on a location of a mobile gaming device and/or player. For example, some promotions may be shown in a particular casino or based on a player's location within a casino. Each casino may have its own ad server from which promotions are transmitted to devices. Ads may be distributed from the central service to the ad servers at the casino based e.g., on which casino the promotion is targeted to.

[0351] *14. Downloading advertisements to the mobile device.* It should be recognized that material related to a promotion may be stored on a mobile device and/or transmitted to a mobile device in any way.

[0352] *14.1. Downloading ads when the mobile device is docked (e.g., for charging, e.g., for playing on the large screen).* In some embodiments, material (e.g., images, sound, video, etc.) related to one or more promotions may be transferred to and/or stored on a mobile gaming device when the mobile gaming device is docked for charging. In some implementations, the mobile gaming device may dock to a power and data transfer station that allows recharging and transferring of data to and/or from the mobile gaming device. A set of information about promotions that may be used to display promotions for a period of time may be stored on the mobile gaming device (e.g., transferred from a central server) when the mobile gaming device docks. Accordingly, when promotions are to be displayed, the data may already be stored on the mobile gaming device. The docking may be performed, for example, by a casino employee between uses by a customer, by a customer between gaming sessions (e.g., at a docking station in a hotel room), and so on.

[0353] *14.2. Downloading on the fly (e.g., downloading wirelessly).* In some embodiments, material (e.g., images, sound, video, etc.) related to one or more promotions may be transferred to and/or stored on a mobile gaming device when the promotion is to be displayed (e.g., streaming) or when it is determined that the promotion is to be

DK Crown Holdings Inc.
Ex. 1002, Page 648

displayed soon. Such transferring of material may take place wirelessly over a communication network connecting the mobile gaming device to a content server.

[0354] *14.3. Having a casino rep deliver a memory stick with more advertisements on it.* In some embodiments, material (e.g., images, sound, video, etc.) related to one or more promotions may be transferred to and/or stored on a mobile gaming device by a physical connection to a memory device (e.g., card, stick, etc.). The memory device may be connected and/or delivered to the device by a casino employee.

[0355] *15. Report to advertisers after their ad has been shown.* In some embodiments, a report regarding promotions shown to players may be given to advertisers. The report may identify which promotions were shown to which players, why the promotions were shown, an effectiveness of the promotions, a charge for the promotions, and any other information to information the advertisers about the promotion. The report may provide advertisers with detailed information regarding promotions, for how much money, to whom, in which games, when, & in what context (possibly storing screen shots or data that permits the screen image to be recreated). In some implementations this information may be captured by a central server that feeds promotion material to devices. In other implementations, the mobile device may be operating independently of the central server at times. The mobile device may record what promotions have been shown and later report those to the central server.

[0356] In various embodiments, a mobile gaming device may inform the casino server when a promotion has been presented. For example, the mobile gaming device may inform the casino server of date and time when a promotion was presented. The mobile gaming device may further provide an identifier for the promotion. The casino server may then bill the marketer who sent the promotion for the presentation of the promotion. In various embodiments, a mobile gaming device may transmit one or more of the following pieces of information to the casino server: (a) the date of a promotion's presentation; (b) the time of a promotion's presentation; (c) an indication of which promotion was presented (e.g., an identifier for a promotion; e.g., "The Ford Promotion"); (d) a format in which a promotion was presented (e.g., a promotion was presented only as a still image; e.g., a promotion was presented in its abbreviated 3 second form; e.g., a promotion was presented in its full 20 second form; e.g., a promotion was presented as audio only); (e) a sponsor of a promotion; (f) a length of a promotion; (g) a game during which a promotion was presented; (h) a location on a display screen where a promotion was presented; (i) one

DK Crown Holdings Inc.
Ex. 1002, Page 649

or more outcomes which occurred on the player's mobile gaming device preceding the promotion (e.g., a promotion may cost a marketer more if the promotion was made following a string of winning outcomes for the player); (j) a player's reaction to a promotion (e.g., the player wished to find out more information; e.g., the player was bored with the promotion); (k) and any other pertinent information.

[0357] In various embodiments, the casino server may include accounting software. The software may track when promotions have been presented, how much is owed to the casino based on such presentations, how many remaining presentations of a promotion must be made, how much has already been paid by a marketer, who a promotion has been presented to, and any other information related to a promotion, amounts.

[0358] In various embodiments, a mobile gaming device may verify with the casino server that a promotion should be presented before actually presenting the promotion. For example, the mobile gaming device may send an identifier associated with the promotion to the casino server. The casino server may check a record of promotions that had been transmitted to the mobile gaming device. If the record does not contain the identifier transmitted to the casino server by the mobile gaming device, then the casino server may instruct the mobile gaming device not to present the promotion that the mobile gaming device had indicated.

[0359] 16. *What rewards can advertisers give?* In some embodiments, advertisers may provide players with rewards for viewing promotions, and/or taking some action related to the promotions. For example, an advertiser may provide a reward for viewing a sales pitch related to a product, for purchasing a product, for clicking on a sponsored link, and so on. The rewards may include rewards that change game play, sponsored game play, physical objects, and so on.

[0360] 16.1. *Free symbols, such as wild cards.* In some embodiments, an advertiser may reward a player by changing a game to include a new symbol (e.g., a new card, a new slot symbol, and so on). The new symbol may have beneficial properties that increase payouts or increase winning odds, for example. In some implementations, the new symbols may include wild cards or wild symbols.

[0361] 16.2. *Extra pay-lines.* In some embodiments, an advertiser may reward a player by sponsoring or otherwise adding pay-lines to a slot machine or hands to a card game. The added pay-lines may act similar to normal pay-lines and/or have different rules or payouts.

DK Crown Holdings Inc.
Ex. 1002, Page 650

[0362] 16.3. *Moving your bet to a higher category (e.g., a 50-cent bet becomes a 75-cent bet).* In some embodiments, an advertiser may reward a player by increasing a bet made by the player and/or increasing a bet to a higher category of bets that might not be available for an amount bet normally. For example, a 50-cent bet may qualify for a first set of odds, and a 75-cent bet may qualify for second set of odds. The advertiser may reward a player by increasing the odds of a 50-cent bet to those of a 75-cent bet and/or by providing a supplemental 25 cents for such a bet.

[0363] 16.4. *Free moves of a game piece.* In some embodiments an advertiser may reward a player by allowing the player to make a move in a game that would not normally be allowed. For example, a free move of a game piece that would normally require a payment or a waiting period may be provided.

[0364] 16.5. *Give a better pay table (e.g., double jackpot payout, higher payout percentage on slot machine).* In some embodiments, an advertiser may reward a player by improving terms of a game. For example, the advertiser may increase odds or increase payouts of a game.

[0365] 16.6. *Give a do over / mulligan (e.g., replace the last card drawn with a new draw).* In some embodiments, an advertiser may reward a player by allowing a player to replay a game or a portion of a game. The replay may include replaying with new game elements (e.g., new cards in a deck) or replaying with the same game elements. For example, a player may be able to replay an action in a blackjack game that caused the player to bust. The player may, for example, be offered the option to receive a new card and/or may be offered the option to take back the hit and choose to stand.

[0366] 16.7. *Give advice on game play (e.g., "you should stand now").* In some embodiments, an advertiser may reward a player by offering the player advice on a game. The advice may include advising the player how to play according to a desirable strategy (e.g., basic strategy). The advice may be based on knowledge that players do not have (e.g., knowledge of odds, knowledge of upcoming cards in a deck, and so on).

[0367] 16.8. *Rewards particular to a mobile device.* In some embodiments, a reward may include customization or other addons to a mobile device such as a cell phone or mobile gaming device. The customization or addons may relate to the promotion (e.g., games branded with the promotion, etc.). In some embodiments, a reward may include a free ring tone, software (e.g., games, applications), free cell phone minutes, free music downloads, free video downloads, and so on.

DK Crown Holdings Inc.
Ex. 1002, Page 651

[0368] 17. *Public Service Games / Announcements.* In some embodiments, a device may offer a public service-related game and/or display public service announcements similar to the display of promotions. Rather than advertisers, public organizations, such as police, the FBI, and so on may submit material to be used for such announcements.

[0369] 17.1. *An "America's Most Wanted Slot Machine."* Real and current criminals may be used in a slot machine game or card game. Missing children or other people can be put on the reels of slot machines or card games in other implementations. If a player recognizes one, the player can contact the FBI (perhaps through the slot machine, or perhaps through a separate channel). The slot machine thereby provides a public service. The criminals can be tailored to the locality. For example, people who are wanted criminals in Tennessee can be put on the reels of slot machines located in Tennessee. A player may be given a reward or bonus if the player helps to capture a criminal or find a missing person.

[0370] 17.2. *The gaming network could disseminate useful information.* Information from civilian broadcasts (e.g., about disaster alert, etc., weather, news items, casino images from a web cam, and any other information may be distributed similar to promotions discussed above.

[0371] *18. Regulatory approval of advertisements.* Game modifications typically require approval by the regulators. In some embodiments, each promotion may be separately approved by regulators for inclusion in a game. In other embodiments, games may be designed so that some or all promotions are run separately from the running of a game (e.g., by a separate processor, by a separate processing thread, and so on). Accordingly, regulatory approval of each new promotion added may not need regulatory approval. In some embodiments, promotional material may be preapproved for inclusion in certain spots in a game or certain spots in a game may be approved for use in promotions that meet certain criteria.

[0372] In various embodiments, a casino may seek regulatory approval to feature or insert a promotion into a game. In various embodiments, a casino may seek regulatory approval to feature or insert a graphic associated with a promotion into a game. In various embodiments, a casino may seek regulatory approval to feature or insert any graphic into a game. The game may be a game of chance played for money, such as a slot machine game or video poker game. In various embodiments, a casino may receive blanket approval to insert any one of several graphics, at the casino's discretion, into a game. For

DK Crown Holdings Inc.
Ex. 1002, Page 652

example, the casino may desire regulatory approval to insert any one of 50 different graphics into a game. For example, the casino may desire regulatory approval to insert any one of 50 graphics as a symbol into a game. The graphics, or any data related to a promotion, may be shown in advance to regulators. The regulators may approve all the graphics, or other data, and may then allow the casino to insert any one of such graphics, at its discretion, into the game.

[0373] Terms of regulatory approval for inserting a graphic into a game may include any one or more of the following: (a) the presence of a graphic has no effect on the game when compared to how the game would be played if the graphic were not present; (b) the presence of a graphic has no effect on the payout of the game when compared to what the payout of the game would be if the graphic were not present; (c) the graphic in no way indicates or represents something that is not true (e.g., a graphic cannot say "winner" if the graphic does not form part of a winning outcome); (d) the graphic in no way indicates or represents anything about the game itself (e.g., the graphic does not suggest an amount of a payout, a winning or losing outcome, an entry into a bonus round, etc. The graphic may simply convey a message that is independent of the game play); (e) the graphic is not offensive; (f) the graphic cannot be confused for another graphic that is already part of the game; (g) the graphic cannot be confused for a graphic that is part of any game (e.g., a graphic of a clown might be forbidden because it might be confused with a joker symbol); (h) the graphic may not appeal to children or minors (e.g., the graphic may not show toys or brands which appeal to children); and so on. It will be appreciated that the foregoing terms may apply to video, cartoons, animation, audio, or any other information which may be featured in a promotion.

[0374] Obtaining regulatory approval on the foregoing may allow a casino to solicit promotions which may be obtained from marketers and then which may be incorporated into games. A new promotion may be received and then incorporated without the necessity of obtaining regulatory approval between the time the promotion is received and the time the promotion is incorporated. This may allow for marketers to enjoy a rapid turnaround time between when promotions are submitted and when the promotions are incorporated.

[0375] 19. *Ads appear on the mobile gaming device (or music player) and disable all other functionality.* In some embodiments gaming or menu components may disappear or be disabled when a promotion is displayed. The user may be forced to click on the

DK Crown Holdings Inc.
Ex. 1002, Page 653

promotion in order to continue doing what he had been doing or wants to do. For example, the user must click on the promotion to play games or to access a menu where he can select music to listen to. The user may thereby have his games sponsored by the advertiser. In turn, the advertiser pays according to the number of clicks. For example, the advertiser pays a fixed rate for 100 clicks, showing that the ad has been viewed 100 times.

[0376] 20. *Choosing among multiple promotions to show.* In some embodiments, if multiple promotions may be shown, the one that shows a particular product may be favored if that product's sponsor has paid more for the privilege. In some implementations, the proportion of times a promotion is shown may be related to the amount paid for the promotion related to the amount other advertisers paid for their promotions. For example, a slot machine may determine that a player should win 10 coins. There may be two promotions that one could show the player. One would include two "Ford" symbols. Another would include two generic symbols, such as two "cherry" symbols. The more Ford has paid, the more the former outcome might be shown. In other words, the company that has paid more may have their symbols shown more often.

[0377] 21. *Only display ads in the slot machine when there is a win.* In some embodiments, promotions may only be shown in a game after a win. Limiting such promotions to a win may provide goodwill to the advertisers associated with the promotions similar to a sponsorship of the win.

[0378] 22. *Non-competition among promotions.* In some embodiments, when one advertiser has a sponsored outcome in a game (e.g., a Ford slot symbol) that wins X for a player, the company may require, or a central server may ensure that no competitor has another outcome that wins more than X for the player. For example, Toyota in the above example may not be allowed to have a higher winning outcome because that may make the Ford look bad. In some embodiments, a determination of whether two advertisers are competitors may be made. The determination may be made based on information submitted by the advertisers (e.g., indications of competitors). In some embodiments, if two advertisers are competitors only one promotion may be shown, but if they are not competitors both promotions may be shown.

[0379] 23. *Incentives based on where you are in the casino, particularly in relation to where you are in relation to the gaming zone.* In some embodiments, promotions may be based on location of a mobile gaming device within a casino. The location may include

DK Crown Holdings Inc.
Ex. 1002, Page 654

proximity to a vendor, as discussed above. The location may also include location with respect to the gaming area. The promotions may be targeted to keep a player within a gaming area.

[0380] 23.1. *Types of incentives.* Promotions may include incentives to play more games, such as sponsored play, new game types, rewards from advertisers, as discussed above, and so on. Promotions may include incentives to stay in an area(e.g., to talk to a representative for a product you should stay where you are) to walk through an area (e.g., go talk to a representative in the middle of the gaming area or on the other side of the gaming area, go to a store on the other side of the gaming area or away from the cage, etc.).

[0381] 23.2. *Critical areas of the casino.* Promotions may be directed to move players away from certain area or keep players in certain areas of a casino.

[0382] 23.2.1 The *cage.* Players visit the cage to exchange chips or other winnings for cash. As a player moves towards the cage, promotions may be presented that incentive the player to move away from the cage and/or continue gaming.

[0383] 23.2.2. *Edge of gaming zone.* To leave a gaming area, players must cross over an edge of the gaming area. As a player moves to the edge of a gaming area, promotions that incentivize the player to stay within the gaming area, move away from the edge of the gaming area, and/or continue gaming may be shown to the player.

[0384] 24. *Tracking the player's path.* In some embodiments, a player's players path may be tracked and or estimated. Promotions may be presented based on a path (e.g., along a path, in order to alter a path).

[0385] 24.1. *Obtaining the path data.* Path data may be determined from a change of a location of a mobile gaming device within a casino. Path data may be estimated by extrapolating a past path in a continuous direction, by analyzing historic path data of people that have taken a current path of a player, and so on.

[0386] 24.2. *Correlating path data with other data.* Path data may correlate with other actions or preferences of a player. For example, a player that moves towards a bar may likely desire a drink, a player that moves towards a casino cage may want to stop gambling, and so on. Such information may be used to direct promotions to the player.

[0387] 24.2.1. *Put path data together with gaming data. E.g., has person stopped gaming for the last five minutes, and now is up and walking?* In some embodiments, gaming activity and or any other activity may be combined with path data to determine what

DK Crown Holdings Inc.
Ex. 1002, Page 655

promotions to direct to a player. If a player stops gambling after a period of gambling, for example, and walks towards an edge of a gaming area, promotions to keep the player in the gaming area and continue gaming may be presented to the player. If a player wins a big win and heads towards a shopping area, promotions for large luxury items may be presented to the player.

[0388] *24.3. Correlation in paths of separate people. Conclude they are together.* In some embodiments, a correlation in behavior among multiple players may be determined (e.g., players walk together, players arrive together, players sit at a table together, players play a same game, they are at a plurality of same locations, and so on). If player behavior correlates to a threshold extent (e.g., they stay together for 10 minutes at a bar, they play more than one game together, they walk around a casino together, etc.) the players may be deemed to be part of a party. Promotions maybe directed to correlated players in a coordinated fashion (e.g., similar promotions may be shown, complimentary promotions may be shown, preferences of one player may be attributed to another player, and so on).In some embodiments a promotion related to a first player may be shown to a second player if the two players are determined to be related.

[0389] *24.3.1. Build Relationship profiles based on correlations and other information.* In some embodiments, the amount and type of correlation between activities and paths of people may be used to develop profiles about the relationships of those people. For example, if genders are known, we may be able to estimate if two people are friends hanging out for a night or a couple out for a date, etc. If two people are staying in a hotel room, we may know the type of room and number of rooms (e.g., one bed or two, one room or two) and may use that to determine a relationship type (e.g., one bed indicates a romantic relationship, two rooms indicate friends). Also, a social network may be developed. For example, if A and B correlate, then B and C correlate. We may determine that there is some link between A and C. Such a link and information may be developed over multiple visits by multiple people and may be used at any date to direct promotions. So, for example, person A and B may enjoy one type of entertainment and gaming one night, so that when person A and C arrive together, similar preferences may be attributed to person C.

[0390] *24.3.2. Relative movement as trigger for promotions.* In some embodiments, if two players are determined to be related in some way, a relative movement of the two players may be used to trigger promotions. For example, if two players move closer together

DK Crown Holdings Inc.
Ex. 1002, Page 656

(e.g., based on the location of mobile gaming device used by the players) a promotion related to a group activity may be shown. As another example, if two players move farther apart, a promotion related to individual activities may be shown.

[0391] *24.4. Feedback to player based on his path.* In some embodiments, feedback may be provided to a player to put a player on a path associated with a promotion. For example, directions to get to an area related to a promotion may be provided, audio feedback may be provided telling a player if they are moving in the right direction, visual data displaying arrows or other images indicating a direction may be provided, and so on.

[0392] *24.5. Estimating a path.* In some embodiments, a location of a mobile device may be determined. A change in the location may be determined. In some embodiments, a path along which a player using the mobile device is likely to travel along may be determined based on the location and the change in location. The path may be an estimate of a path along which the player is likely to travel in a predetermined period of time (e.g., within the next minute, etc.). The path may be determined based on data collected about the player's prior movements and/or data collected about other players' prior movements. Historically collected data may be used, for example, to determine that players starting in a first location that make a move in a first direction typically travel along the path. In some implementations, demographic information may be used to more accurately predict the path by limiting the sample of historic paths to paths taken by players similar to the player.

[0393] *24.5.1. Activating promotions along an estimated path.* In some embodiments, promotions may be shown along an estimated path (e.g., on one or more devices along the path). In some embodiments, devices may be selected for showing a promotion based on a direction the device faces. For example, a device may be selected if the device faces along the path in the direct of the player.

[0394] *24.6. Putting physical ads, people, or other items along an anticipated or well-traveled path.* In some embodiments, collected information about paths taken by players may be used to determine typical paths taken by different players at different times. Promotions may be placed along those paths in anticipation of similar paths being used by similar people in the future. For example, a path around a card game area may be determined to be travelled by people between the age of 25 and 40 between 5 and 9 frequently, so promotions targeted at that demographic group may be placed along the path.

DK Crown Holdings Inc.
Ex. 1002, Page 657

[0395] *24.6.1. Block off a path that typically means a player will stop playing.* In some embodiments, a correlation may be determined between a path travelled and a player not gambling anymore. In some implementations, such information may be used to adjust paths so that the particular path is blocked off or adjusted to direct players to a different path (e.g., one not correlated with an end of gaming).

[0396] *25. The player chooses a type of ad at the time when he checks out a mobile device.* In various embodiments, a player may make one or more designations at the time when he receives a mobile device. Such designations may influence the promotions and advertisements shown to the player. For example, such designations may influence the types of companies that advertise to the player or the types of products that are advertised to the player.

[0397] A player may receive a mobile device in a number of ways. In various embodiments, a player may receive a mobile device at a cage at a casino, at a vending machine, or at a front desk at a casino hotel. In various embodiments, a player may receive a mobile device from a casino representative. For example, a player may be situated at a slot machine and wish to move around the casino while continuing to engage in gaming. Accordingly, the player may request that a casino representative provide the player with mobile device for gaming. A player may also be in possession of a mobile device of his own (e.g., the player may be in possession of a personal cell phone). A player already in possession of a mobile device may make one or more designations pertaining to advertisements at the time he configures or enables his mobile device for the purposes of gaming.

[0398] When receiving or configuring a mobile device, a player may make a number of designations. The player may indicate: (a) a product (e.g., Coke); (b) a category of products (e.g., soft drinks; e.g., leisure cruises); (c) a brand; (d) a company; (e) a manufacturer; (f) a purpose for a product (e.g., as a wedding present; e.g., something to clean a bathroom); (g) a price range (e.g., a price range for a product that the player may be willing to buy; (h) a budget range (e.g., an amount the player may have available to spend); (i) a desired sales representative or type of sales representative that the player may be interested in communicating with (e.g., a life insurance agent). Such designations by the player may allow a marketer to determine the desirability of sending advertisements or promotions to a player. For example, if a player has designated the product category of a particular marketer, then the marketer may be more willing to pay to have the player view

DK Crown Holdings Inc.
Ex. 1002, Page 658

an advertisement for the marketer's product. The designations may also aid the casino in selling advertising space to marketers. For example, the casino may be able to convince cruise lines to advertise on the mobile devices of players if the casino can show cruise line marketers that a number of such players are interested in vacations on cruise lines.

[0399] When receiving or configuring a mobile device, a player may also indicate characteristics about himself/herself. The player may indicate an age, race, income level, place of residence, family status, gender, political preference, occupation, or any other piece of information. Such information may further aid marketers in deciding which players to advertise to, how much to pay to provide advertisements, and in deciding what advertisements to send to one or more players.

[0400] 26. *Bonus round on a separate device.* In various embodiments, a player may engage in part of a game on a mobile gaming device, and part of the same game on another device. The other device may be a gaming device that is not a mobile device. For example, the other device may be a slot machine, video poker machine, video blackjack machine, or the like. In some embodiments, the gaming device may offer an experience to the player that is not available on the mobile gaming device. Thus, it may be more exciting or otherwise pleasing for the player to play a portion of a game on the other gaming device rather than playing the entire game on the mobile gaming device. In some embodiments, a player may reach a bonus round of a game while playing on a mobile gaming device. The bonus round of the game may feature random event embodied in a physical process. For example, the bonus round may feature the spinning of a wheel. While it is possible that the spinning of a wheel may be visually simulated using a display screen of a mobile gaming device, for example, it may be more exciting for a player if he actually sees a physical wheel spin. Thus, a player may play out the bonus round portion of his game using a gaming device that is not mobile. The gaming device used for the bonus round may include a physical spinning wheel. The wheel may spin to reveal the player's prize in the bonus round.

[0401] In various embodiments, when a first portion of a game is played on a mobile gaming device, and a second portion of a game is played on another device, the outcome of the game may be determined in several ways. The outcome of the game may be determined solely based on random numbers or events generated by the mobile gaming device. The outcome of the game may be determined solely based on random numbers or events generated by the other device (e.g., by a gaming device that is not mobile). The

DK Crown Holdings Inc.
Ex. 1002, Page 659

outcome of the game may be determined solely by a third device, such as by a casino server. The outcome of the game may be determined based on random numbers or events generated by both the mobile gaming device and the other device (e.g., the gaming device that is not mobile). For example, entry into a bonus round may be determined based on random numbers generated on a mobile gaming device. The outcome of the bonus round may be based on random numbers generated at the other device (e.g., at the gaming device that is not mobile). The outcome of the game may be determined based on random numbers or events generated at the mobile gaming device and at the third device (e.g., the casino server). The outcome of the game may be determined based on random numbers or events generated at the other device (e.g., at the gaming device that is not mobile) and at the third device (e.g., at the casino server). The outcome of the game may be determined based on random numbers or events generated at the mobile gaming device, at the other device (e.g., at the gaming device that is not mobile), and at the third device (e.g., at the casino server).

[0402] 27. *100% Payback device.* In various embodiments, a game on a mobile gaming device may have a house edge of 0%. In various embodiments, a game on a mobile gaming device may have a negative house edge. As will be appreciated, games with 0% house edge may fail to yield profits for a casino. As will be appreciated, games with a negative house edge may potentially cost a casino money. Thus, in various embodiments, a casino may use revenue from presenting promotions in order to supplement costs associated with games that have 0% or less house edge.

[0403] In various embodiments, a casino may present enough promotions on a mobile gaming device to create a desired positive house edge when earnings from promotions are counted. For example, for each $1 game played on a mobile gaming device, the mobile gaming device may present 5 promotions. For example, the five promotions may include five products which take the place of symbols on simulated slot machine reels. For each promotion presented, the marketer sponsoring the promotion may pay the casino one cent. Thus, the casino may earn five cents from marketers for each $1 game played. Even if the house edge on the game itself is 0%, the casino may effectively maintain a 5% house edge when earnings from promotions are taken into account. In order to attain a desired effective house edge, a casino may adjust the number of promotions presented per game played and/or adjust the fees charged to marketers per promotion. For instance, in the

DK Crown Holdings Inc.
Ex. 1002, Page 660

foregoing example, if the casino wished to receive a 6% house edge, the casino may have caused the presentation of 6 promotions per game rather than 5.

[0404] In various embodiments, a player of a game may be required to view or otherwise peruse one or more promotions in order play games with a zero or negative house edge. As a player views promotions, a player may accumulate points, tokens, or other scrip. The player may be required to accumulate a certain number of points in order to play games with a zero or negative house edge. As the player approaches a target number of points, the house edge may get smaller and smaller, reaching zero when the player achieves the target number of points. For example, a game may conventionally have a house edge of 10%. However, when a player has viewed half of the promotions required to play games with a 0% house edge, the house edge may decline to 5%. In various embodiments, as a player accumulates points, the player may use such points to play a game with a 0% or negative house edge. Once the player uses up points, the player may be required to earn further points (e.g., by viewing more promotions) in order to play further game with a 0% or negative house edge.

[0405] In various embodiments, a meter or other gauge may indicate a player's progress towards being able to play games with a 0% house edge. As a player views more promotions, for example, the meter may more closely approach a target. When the target is reached, the player may be able to play games with a 0% house edge. In various embodiments, a player may be required to continually, periodically, or sporadically view additional promotions in order to maintain the privilege of playing games with a 0% or negative house edge. If the player fails to view promotions at the desired rate, the player may lose points and/or the meter may move away from its target range. The player may then be left to play games with a positive house edge until such time as the player views additional promotions.

[0406] *28. Providing Information and Encouraging Other Activity.* In various embodiments, a mobile gaming device may display a promotion that serves to encourage a player to play at a stationary gaming device. For example, a player may be holding a mobile gaming device as he walks through a casino. The mobile gaming device may start buzzing and then display a message. The message may inform the player that a stationary gaming device of a certain type is nearby. For example, the message may read, "There is a great game called Jackpot Jungle" to your right. It is very lucky today!". In various embodiments, a mobile gaming device may detect the presence of a nearby stationary

DK Crown Holdings Inc.
Ex. 1002, Page 661

device, or vice versa. The mobile gaming device may then encourage the player to visit the nearby stationary gaming device. There may be any of a number of triggering conditions which trigger the display of a message to a player encouraging the player to visit a stationary gaming device. Triggering conditions may include the following: (a) the stationary gaming device is within a predetermine distance of the mobile gaming device; (b) the stationary gaming device has a higher betting limit than the mobile gaming device; (c) the stationary gaming device supports the same game that the player has been playing on his mobile gaming device; (d) the stationary gaming device supports the same game that the player had played in the past; (e) the stationary gaming device supports a game on which the player had experienced good results in the past (e.g., a game on which the player had won more than $100 in the past); (f) the stationary gaming device features a new game (e.g., a new game that the casino wishes to test; e.g., a new game that a manufacture wishes to test; e.g., a new game that the casino wishes to popularize); and any other triggering conditions.

[0407] In various embodiments, a mobile gaming device, or any mobile device, may serve as an information display or information conduit for nearby objects, people, or other things or entities. In various embodiments, a player may hold the mobile gaming device close to a stationary gaming device in order to find out information about the stationary gaming device. For example, a player may hold up a mobile gaming device close to a stationary gaming device in order to find out historical gaming results at the stationary gaming device. Information that may be revealed on a mobile gaming device about a stationary gaming device may include the following: (a) the last outcome; (b) the last payout; (c) the last 10 outcomes; (d) the last 10 payouts; (e) the last X outcomes; (f) the last X payouts; (g) the last time a bonus round was reached; (g) the net winnings of the prior player at the stationary gaming device; (h) the gross winnings of the prior player at the stationary gaming device; (i) the amount won at the stationary gaming device in the last hour; (j) the amount won at the stationary gaming device in the last X period of time; (k) the last time a jackpot was won; (l) the largest payout to be won in the last hour; (m) the identity of any celebrity that has played at the stationary gaming device; and any other information about the stationary gaming device.

[0408] In various embodiments, a mobile gaming device may reveal information about a gaming table. The mobile gaming device may reveal results or outcomes at the table. For example, the mobile gaming device may display representations of cards that are currently

DK Crown Holdings Inc.
Ex. 1002, Page 662

in play at the table. For example, the mobile gaming device may display representations of the community cards that are currently in play in a game of Texas Hold'em. In various embodiments, a mobile gaming device may display representations of current pot sizes or beta amounts at a table. The mobile gaming device may display representations of hidden or secret cards. For example, a mobile gaming device may show representations of cards that a player holds in his hand, or representations of cards yet to be dealt. In various embodiments, a mobile gaming device may show: (a) the identify of one or more players at a table; (b) a gaming history of one or more players at a table (e.g., the most recent outcome achieved by a player at the table; e.g., the winnings for the player at the table in the last hour); (c) the identity of the dealer at the table; (d) the stakes at the table; (e) the betting limit at the table; (f) the last X cards dealt at the table; (g) the manufacturer of the table; (h) the availability of a seat at the table (e.g., the mobile gaming device may show that there is one seat available at the table; e.g., the mobile gaming device may show that there are 3 people in line to sit at the table); (i) information about a dealer at the table; (j) information about how much players have won when playing with this dealer; and any other information about the game at the table, the outcomes at the table, the players at the table; and any other information about the table.

[0409] In various embodiments, a mobile gaming device may display information about a restaurant. The mobile gaming device may display information including: (a) an indication of one or more menu items that are in the restaurant; (b) an indication of prices in the restaurant; (c) in indication of ratings or reviews for the restaurant; (c) an indication of the available seating in the restaurant; (d) information about a chef at a the restaurant; (e) an indication of an expected wait time; (f) an indication of an expected time to be served dinner; (g) an indication of any special items being served; (h) an indication of any promotion associated with the restaurant (e.g., a current promotion may offer drinks at half price); and any other information about the restaurant.

[0410] In various embodiments, a mobile gaming device may display information about a store or other retail establishment. A mobile gaming device may display information including: (a) product listings; (b) product prices; (c) promotions (e.g., a promotion may offer 50% on all items in the store); (d) product reviews; (e) product sizes (e.g., sizes for clothes); (f) number available of every product, and any other information about the store.

[0411] In various embodiments, a mobile gaming device may have different settings in terms of what types of information or how much information it may reveal about a

DK Crown Holdings Inc.
Ex. 1002, Page 663

stationary gaming device, about a person, or about any other entity. In various embodiments, different settings may allow a player to view information about different time periods. A first setting may allow a player to view information from a particular time in the past. A second setting may allow a player to view information from another, more distant time in the past. For example, a first setting may allow a player to view historical game information about a stationary gaming device up to 10 minutes in the past. In other words, the player may be able to see what outcomes have occurred at the gaming device in the past ten minutes. However, outcomes which had occurred at the gaming device more than ten minutes ago may not be available for viewing by the player. A second setting of a mobile gaming device may allow a player to view historical gaming results from a stationary gaming device up to one hour in the past. In various embodiments, a setting may determine the range over which a mobile gaming device may display information about a stationary gaming device or other person, object, or entity. At a first setting, the mobile gaming device may be able to display information about a stationary gaming device that is up to 10 feet away. At a second setting, the mobile gaming device may be able to display information about a stationary gaming device that is up to 50 feet away. If a player has a mobile gaming device at the second setting, the player may be able to sweep the mobile gaming device in an arc with his hand and to thereby find out information about many different stationary gaming devices without having to move his feet. In various embodiments, settings may determine the type of stationary gaming device, person, object, or other entity about which a mobile gaming device may display information. For example, in a first setting, a mobile gaming device may display information only about stationary gaming devices that feature video poker. In a second setting a mobile gaming device may display information only about stationary gaming devices that feature slot machine games.

[0412] In various embodiments, prior to displaying information about a stationary gaming device, person, or other object or entity, a mobile gaming device must first detect the stationary gaming device. Further, in various embodiments, it must be decided which stationary gaming device among several proximate gaming devices will be the one for which information will be displayed on the mobile gaming device. For example, the mobile gaming device may be proximate to several stationary gaming devices. It must then be determined which of the several proximate stationary devices will be the one for which information is displayed on the mobile gaming device. In various embodiments, a

DK Crown Holdings Inc.
Ex. 1002, Page 664

mobile gaming device will display information about the stationary gaming device to which it is closest. In various embodiments, a mobile gaming device will display information about the stationary device to which it is most nearly being pointed. For example, a mobile gaming device may have side or face which may be assumed to constitute the front of the mobile gaming device. When the front of the mobile gaming device is facing or pointing towards a particular stationary gaming device, then the mobile gaming device may display information about the stationary gaming device. In various embodiments, a mobile gaming device may display information about a stationary gaming device which is facing in the direction of the mobile gaming device. Thus, for example, the mobile gaming device may display information about a first stationary gaming device that is further away than is a second stationary gaming device if the first stationary gaming devices faces in the direction of the mobile gaming device and the second stationary gaming device faces in a different direction.

[0413] In various embodiments, a player may pay to have particular settings on his mobile gaming device, where such settings determine the amount of information that may be displayed on the mobile gaming device. For example, a player may pay $5 per day for a first setting in which he can hold his mobile gaming device up to a stationary gaming device and see the last 10 outcomes of the stationary gaming device displayed on his mobile gaming device. The player may pay $10 per day for a second setting in which he can hold his mobile gaming device up to a stationary gaming device and see the last 100 outcomes of the stationary gaming device displayed on his mobile gaming device. In various embodiments, a mobile gaming device may receive information such that it is capable of displaying the information available for any possible setting. However, the mobile gaming device may withhold information or not display certain information that it has received based on its current setting. For example, a mobile gaming device may be in a first setting where it may only display the last 10 outcomes that have occurred on a stationary gaming device. The stationary gaming device may, in fact, communicate to the mobile gaming device the last 100 outcomes that have occurred at the stationary gaming device. However, the mobile gaming device may only display 10 of those outcomes because of its current setting. Were the mobile gaming device in a second setting, the mobile gaming device might display all 100 of those outcomes. In various embodiments, a mobile gaming device may request from a stationary gaming device, from the casino

DK Crown Holdings Inc.
Ex. 1002, Page 665

server, or from any other source only the information that it may communicate to a player based on the current setting of the mobile gaming device.

[0414] 29. *Tailored Ads in Virtual Game Environments.* Various virtual game environments, interactive environments, role-playing environments, virtual worlds, virtual communities, and other environments currently exist or may exist in the future. Examples include Second Life, EverQuest, World of Warcraft, and Guild Wars. Such environments may include slots, mediums, or other opportunities to display promotions, such as advertisements. The promotions may pertain to the virtual world or to the real world. For example, the promotions may be advertisements for products in the real world. For example, a virtual world billboard may advertise a soft drink that is actually sold and drunk in the real world.

[0415] In various embodiments, players or patrons of a virtual environment may register or otherwise supply information about themselves. For example, a player may provide a name and email address when registering to play in a virtual gaming environment. Other information about the player may be derived in other ways. For example, information about the player may be collected from his playing habits. For example, information about the player may be collected detailing times of day when the player is active in the virtual community. From such information, for example, the player's sleeping hours and eating hours may be deduced. In various embodiments, information about a player may be derived from interacting with his computer. For example, the interaction of the player's computer with the server operating the virtual environment may provide information about the player's physical location.

[0416] In various embodiments, information about a player or participant in a virtual environment may be used in selecting which promotions will be presented to the player. In various embodiments, information about a player or participant in a virtual environment may be used in conjunction with current circumstances, such as time of day, in presenting promotions to the player.

[0417] In various embodiments, a particular location in a virtual world may display different promotions depending on which players are currently viewing that location. For example, suppose a player is driving on a road in a virtual world. The road may include a billboard which displays advertisements to passing cars. The player's real address may be on record with the server operating the virtual world. The real address may be in West Virginia, for example. Accordingly, the virtual world may present a promotion on the

DK Crown Holdings Inc.
Ex. 1002, Page 666

billboard that relates to a business in West Virginia. For example, the promotion may be an advertisement for a take-out restaurant near to the player's house in West Virginia. When a second player drives by the same billboard in the virtual world, a different promotion may be displayed to the second player. The different promotion may be a promotion that is tailored to information about the second player, such as to the second player's home address in the real world. In various embodiments, two players may see the same virtual location, but may see different promotions at the same location. Thus, it may be as if the two players are in parallel virtual universes in that they are in the same place at the same time but see different things. The promotions shown to the players may be tailored to the players' respective information.

[0418] In various embodiments, promotions shown to a player may be chosen (e.g., by the game server) based on the time of day. For example, if it is local noon for a player in the real world, a promotion may be shown for a fast-food restaurant. If it is the evening, a promotion may be shown for a prime-time TV show.

[0419] 30. *Pay a person to receive ads on his cell phone*-In various embodiments, a user of a mobile device, such as of a cell phone or mobile gaming device, may be paid to receive promotions at his mobile device. The person may receive payment from his wireless carrier and/or from marketers. As payment, a person may receive cash, discounts off a cell phone bill (e.g., the person may have his cell phone bill reduced from $40 to $35), gift certificates (e.g., gift certificates for the products being promoted by a marketer providing promotions to the person), and any other benefit. A person may agree to have a certain quantity of promotions downloaded to his mobile device. The quantity may include some quantity of playing time. For example, the quantity may include 1 hours' worth of promotions per month. The quantity may include some total number of promotions (e.g., 20 promotions per month). The quantity may include some total bit or byte quantity of promotions. For example, the quantity may include 30 megabytes worth of promotions downloaded per month. A person may receive differing payments or benefits depending on the quantity of promotions downloaded. For example, a person who has 20 minutes of promotions downloaded per week may receive a $10 benefit per month, while a person who has 10 minutes of promotions downloaded per week may receive a $4 benefit per month.

[0420] In various embodiments, promotions downloaded may include ring tones. One possible benefit of a ring tone is that it may be heard not only by the owner of mobile

DK Crown Holdings Inc.
Ex. 1002, Page 667

device (e.g., a cell phone), but it may also be heard by others in the vicinity of the owner when the device rings. Thus, if the ring tone promotes a particular product or service, the promotion may reach more than just one person. In various embodiments, a person may be paid or may receive a benefit for downloading a particular ring tone. In various embodiments, a person may receive a benefit for using a particular ring tone. For example, a cellular phone may report to the wireless carrier (or to any other business or authority) on the usage of a particular ring tone. A person may be paid according to this reported usage. In various embodiments, a person may be paid according to the number of phone calls he receives and according to the number of times a particular ring tone is thereby played. In various embodiments, a person may be paid according to his or her location at the time that a ring tone is played from his cellular phone. For example, a person may be paid more if his ring tone goes off in a crowded or frequently trafficked area than if the ring tone goes off in an isolated area. In various embodiments, a person may be paid according to the time of day that a ring tone goes off. For example, a person may be paid more if a ring tone goes off during a busy time of day (e.g., during a lunch hour) than during a time of day when most people are at home or are at work in a particular area.

[0421] 31. *Software which prevents or discourages the mobile device from presenting unauthorized ads (or other things).* In various embodiments, a party that is not affiliated with the casino may attempt to transmit data for a promotion to a mobile gaming device. The party may wish to have a promotion presented on the mobile gaming device. In doing so, however, the party may be circumventing the casino, and may thereby be avoiding making payments to the casino that are rightfully owed to the casino.

[0422] In various embodiments, a mobile gaming device may include software to prevent the presentation of unauthorized promotions.

[0423] In various embodiments, data for an authorized promotion may include a tag, label, or other associated data. The tag may be an authorization code, for example. A mobile gaming device may include software which can determine whether a tag is valid or not. For example, a valid tag may include a digital signature from the casino server. The mobile gaming device may include software that can check whether the tag is a valid digital signature of the casino server. In various embodiments, a digital signature may incorporate data from a promotion. Thus, another party may be unable to effectively take

DK Crown Holdings Inc.
Ex. 1002, Page 668

a digital signature from an authorized promotion and move it to an unauthorized promotion.

[0424] In various embodiments, data associated with a promotion may include a time stamp. The time stamp may indicate, for example, when a promotion was approved by the casino server or by some other authoritative body. A mobile gaming device may include software for determining whether a time stamp represents a time in the recent past. If the time represented by a time stamp is too far in the past, then the mobile gaming device may prevent the promotion from being displayed. In various embodiments, a promotion must be displayed within a certain amount of time of receiving a time stamp. Thus, a party that attempts to intercept an old-time stamp, attach it to an unauthorized promotion, and then display the promotion, may be foiled. In some embodiments, a time stamp provided by an authorized body, such as by the casino server, may incorporate the data of the promotion. Thus, another party may be unable to take a time stamp associated with one promotion and use it for another.

[0425] In various embodiments, data associated with a promotion may be encrypted enroute to a mobile gaming device. For example, the casino server may use its private key to encrypt data associated with a promotion. The mobile gaming device may then use the casino server's public key to decrypt data associated with the promotion, and to then present the unencrypted promotion. A party that attempts to transmit an unauthorized promotion to a mobile gaming device may not have access to the casino server's private key. Therefore, the party may not be able to pass off the unauthorized promotion as a legitimate promotion.

[0426] In various embodiments, a human screener may view a presentation of a promotion before it is presented to a person via a mobile gaming device. If the promotion does not meet certain criteria, the human screener may prevent the promotion from being presented. The human screener may flag the promotion, for instance, with a tag that prevents the casino server from transmitting the promotion to a mobile gaming device.

[0427] 32. *Player Reactions* In various embodiments, a player may have the opportunity to indicate a reaction to a promotion. The player may indicate, for example, that he liked the promotion, that the promotion was funny, that the promotion was relevant to him, that the promotion was of the right length, that the promotion was of the right volume, that the promotion was for a product or service about which the player would like to learn more, and so on. The player may rate the promotion using a numerical rating, for example. For

DK Crown Holdings Inc.
Ex. 1002, Page 669

instance, the player may give the promotion a rating of 1 to 5 on a scale of relevance. In various embodiments, a player may furnish a negative reaction as well. A player may indicate that a promotion was offensive, irrelevant, too long, too distracting, or in any other way undesirable.

[0428] A player's reaction to a promotion may be forwarded by the casino server to the marketer that originated the promotion. The marketer may thereby have an opportunity to design a better promotion. The player's reaction may also be used to build a profile for the player. The profile may include a set of preferences of the player. The profile may be used to determine future promotions that should be presented to the player.

[0429] A player's reaction to a promotion may be used in preventing a promotion from being presented to other players. A player may flag a promotion as offensive or inappropriate, for example. The casino server may then decide not to present the promotion any further. In some embodiments, if a player flags a promotion, a casino representative may view the promotion. The casino representative may then decide whether or not to continue presenting the promotion. In various embodiments, a promotion may no longer be presented if it is flagged by a predetermined number of players. For example, if three or more players tag a promotion as inappropriate, the casino server may cease presentation of the promotion. The casino server may halt the presentation of a promotion by failing to transmit data for the promotion to any further mobile gaming devices. The casino server may halt the presentation of a promotion by sending a signal to one or more mobile gaming devices with data describing the promotion already stored locally on the mobile gaming devices. The casino server may instruct the mobile gaming devices not to present such promotions. The casino server may instruct the mobile gaming devices to delete such promotions.

[0430] 33. *Prevent presentation of promotions that are confusing and look like symbols; compliance of promotion with standards.* In various embodiments, certain types of promotions may be barred from presentation because of the possibility that the promotions would be confusing or misleading. As an illustration, a promotion may be presented in place of a symbol. If the promotion looks like a jackpot symbol, then a player may believe he has won a large prize when the promotion lines up with several real jackpot symbols. The player would be sorely disappointed to find that he had not won as much as he thought.

DK Crown Holdings Inc.
Ex. 1002, Page 670

[0431] In various embodiments, the casino server may contain software for analyzing images associated with promotions. The software may use image recognition or image comparison algorithms to ensure that images shown in promotions look sufficiently distinct from images typically seen in a game. For example, image processing algorithms may be used to determine a border for a symbol. Image processing algorithms may similarly be used to determine a border for a graphic in a promotion. The two borders may be represented with looped black lines, for example. The two borders may then be overlain on top of one another. If the two borders fall within a predetermined distance of one another (e.g., within three pixels) over their entire lengths, then the borders may be construed to define similar shapes. The promotion may be barred based on the fact that it contains a graphic which is shaped similarly to a symbol. In various embodiments, coincidence of both shape and color may be sufficient reason to bar a promotional graphic. As will be appreciated, many other algorithms may be used to perform image recognition and / or image comparison.

[0432] In various embodiments, comparisons of promotional images with images used in a game may be performed on a mobile gaming device. For example, a mobile gaming device may store software for performing image comparisons and / or image recognition. In various embodiments, comparisons of promotional images with images used in a game may be performed on a stationary gaming device.

[0433] In various embodiments, promotions may be restricted such that the promotions may be presented only with certain games. The restrictions may be based on a comparison between images in a promotion and between images in a game. If images in a promotion look too similar to the images in a game, presentation of the promotion may be unallowable in conjunction with a game. However, if images in a promotion do not look too similar to images in a game, then the presentation of the promotion may be allowed in conjunction with a game. Thus, in various embodiments, it may be permissible to present a given promotion in conjunction with a first game, but not in conjunction with a second game. For example, suppose a promotion comprises an image that is presented on the reels of a slot machine game. The promotion may be presented with a first slot machine game, but not with a second slot machine game.

[0434] In various embodiments, it may be permissible to present a promotion at a certain location on a display screen, but not at another location. It may be impermissible to present a promotion in a first location on a display screen if images in the promotion might

DK Crown Holdings Inc.
Ex. 1002, Page 671

be confused with standard game elements or images. For example, if an image in a promotion looks like a symbol used in a game, it may be impermissible to present the promotion within the game area (e.g., on the reel symbols; e.g., in an area where cards are typically dealt). However, it may still be permissible to present the promotion in another area of the screen. For example, it may still be permissible to present the promotion to the right of the game area. As another example, a promotion may include images which show numerals (e.g., "5% APR on a new credit card!"). It may be impermissible to present such a promotion in a location where numerals are typically presented as part of a game. For example, a presenting a promotion with images of numerals may be impermissible near an area where a player's credit balance is typically displayed. Thus, in various embodiments, software may compare images in promotions to images typically seen at different areas of a display screen. Image comparison algorithms may be used. If the images of a promotion are too similar to those of standard game elements in a particular area of a display screen, then it may be made impermissible for the promotion to be presented in that area. On the other hand, if there is not too much similarity between the images in the promotion and between the images of typical game elements in an area, then the promotion may be presented in that area. In various embodiments, humans may visually compare images, or may otherwise make a determination as to whether it is permissible for a promotion to be displayed in a particular area of a display screen. The foregoing may be understood with respect to a mobile gaming device or to a gaming device, in various embodiments.

[0435] In various embodiments, it may be permissible to present a promotion at one time during a game, but not at another time. For example, certain images associated with a game may typically arise only during a single stage of the game. Such images may not arise at other points in the game. Accordingly, the presentation of promotions showing similarly looking images may be permissible only during those stages when the game images are not typically displayed. For example, a slot machine game may include a bonus round. The bonus round may include images that are not seen in the earlier stages of the game. Thus, presentation of promotions which include images similar to those shown in the bonus round may be impermissible during the bonus round, but permissible during other stages of the game.

[0436] In various embodiments, certain colors may be impermissible in a promotion. Such colors may be the same colors as symbols or other game elements. In various

DK Crown Holdings Inc.
Ex. 1002, Page 672

embodiments, certain shapes may be impermissible in a promotion. Such shapes may be shapes used as symbols or other game elements. In various embodiments, a list, table, or other indicator of prohibited shapes may be published, posted, transmitted to marketers, or otherwise made available.

[0437] In various embodiments, game developers may submit graphics or indications of graphics used in their games. The game developers may submit such graphics to a regulator, to a marketer, to a casino server, or to another party. Graphics from different games may be stored together or may be stored in association with one another, such as being stored in a single database or set of linked databases. Marketers may then refer to the graphics in order to design promotions that have dissimilar graphics. A regulator or casino server may similarly compare game graphics to promotional graphics to ensure there is not a conflict.

[0438] In various embodiments, a consulting company or other company may have access to a database or other conglomeration of graphics used in games. The company may help marketers design promotions that do not use graphics too similar to those used in games. In various embodiments, the consulting company may have private access to the conglomeration of symbols, e.g., so game developers do not have to share knowledge of graphics with competing developers.

[0439] In various embodiments, humans may be used to compare graphics used in promotions to graphics used in a game. In various embodiments, a human tester may play a game that features promotions. The human may later be asked whether they were ever confused or misled by a promotion. For example, the human may ask whether they ever thought they had won something when they did not. If the human reports that they were not confused, then the promotions may be permitted as part of the game. In various embodiments, a test may require a certain number of people to report that they were not confused. For example, a test must involve at least six people, and all must report that they were not confused by a promotion.

[0440] In various embodiments, sounds associated with a promotion may be compared to the sounds featured in a game. In various embodiments, an algorithm may be used to compare the sounds of a promotion with the sounds featured in a game. The algorithm may compare tones, tempos, rhythms, musical keys, volume, instrumental sounds (e.g., violin, e.g., piano), or any other feature of sounds. In various embodiments, if the sounds of a promotion are deemed to be too similar to sounds featured in a game, presentation of

DK Crown Holdings Inc.
Ex. 1002, Page 673

the promotion may made impermissible in the game. In various embodiments, if sounds in a promotion are deemed to be too similar to those in a game, the promotion may be presented, but without the sounds. For example, the promotion may be presented using only graphics.

[0441] In various embodiments, humans may listen to sounds from a promotion and from a game. The human may use his own judgment to determine whether the sounds of the promotion might be confused with the sounds of the game. In various embodiments, a group of test subjects listens to both sounds. Only if none, or less than a predetermined number of the test subjects says that the sounds would not be confusing may the promotion be allowed for presentation in the game. In various embodiments, one or more test subjects is allowed to play a game in which a promotion was presented. The test subjects are then asked whether they were confused by the promotion, e.g., whether they at any time thought that sounds from the promotion had something to do with the game. Only if the subjects report no confusion may the promotion be used in the game, in various embodiments.

[0442] In various embodiments, it may be impermissible to show faces in promotions. In various embodiments, it may be impermissible to show a face in a promotion without having received prior approval from the face's owner. In various embodiments, software or a human may analyze graphics associated with a promotion to determine whether there are any faces in the promotion. For example, face recognition algorithms may be used to detect faces in promotions. In various embodiments, the use of certain celebrity faces may be impermissible in promotions. For example, the celebrities may have failed to supply permission for appearing in promotions. Humans or algorithms, such as face recognition algorithms, may be used to compare faces appearing in promotions to known faces of celebrities so as to ensure that the celebrities do not appear in the promotions.

[0443] In various embodiments, humans or software may be used to ensure a promotion does not contain certain words. For example, software may check for vulgar or obscene words.

[0444] In various embodiments, software may ensure that data for a promotion is in a satisfactory format. For example, software may check that data for an image meets certain dimensions or pixel constraints. For example, the software may verify that image data represents an image of exactly 100 pixels by 200 pixels. As another example, software may verify that an image contains the proper color encoding. For example, software may

DK Crown Holdings Inc.
Ex. 1002, Page 674

verify that an image for a promotion uses eight bits to describe each of the three primary colors. In various embodiments, software may verify that data describing a promotion is not excessive. For example, a promotion may be limited to 10 megabytes or to any other limit.

[0445] 34. *Location limited ads.* In various embodiments the casino server may transmit instructions to a mobile gaming device. The instructions may tell the mobile gaming device to present a promotion when, or only when the mobile gaming device is in a particular area of a casino. For example, the casino server may instruct the mobile gaming device to present a promotion only when the mobile gaming device is within ten feet of a particular restaurant. As another example, the casino server may instruct the mobile gaming device to present a promotion only when the mobile gaming device is in the swimming area of a casino.

[0446] 35. *Offering to transfer a player from a mobile gaming device to a stationary gaming device.* In various embodiments, a player may be involved in gaming on a mobile gaming device. The player may wish to play the same game at a stationary gaming device. For example, the stationary gaming device may afford the player a place to sit, may feature a larger display screen, may feature improved sound, or may have any other advantage or convenience. In various embodiments, the casino server may offer the player the chance to transfer from playing a game at a mobile gaming device to playing a game at a stationary gaming device. The player may have the chance to transfer to a stationary gaming device and play the same game that he had been playing at a mobile gaming device.

[0447] 36. *Product or Store placement on mobile device.* In some embodiments, as a player moves near a product or a store, an image or video associated with the product or store may be placed on the mobile device. In some embodiments, the store and/or manufacturer may pay for such placement each time it happens. In some embodiments, the image or video may be part of a game, such as a symbol on a slot machine. If the symbol comes up on the slot machine or other game, a coupon for the product or store may be provided to the player. The store or manufacturer may provide and/or pay for the coupon in some implementations. The casino may pay for the coupon in other implementations. In some embodiments, a mobile gaming device may sense an RFIP tag on a product in a store and use the information identifying the product to determine what promotion to show.

DK Crown Holdings Inc.
Ex. 1002, Page 675

[0448] 37. *Preferences are triggered when you walk near a store that carries the preferred items.* In some embodiments, a player may identify a set of preferences and or a set of player preferences may be obtained (e.g., for a remote system such as Amazon.com, Google.com, etc.). In one implementation, for example, an Amazon.com wish list may be obtained by the mobile device. When the mobile device is near an item from the wish list, a store related to an item from the wish list, an item related to an item from the wish list, etc. a promotion may be triggered on the mobile gaming device.

[0449] 38. *Derive Information from Game Play.* In some embodiments, information about a player may be derived from game play on a mobile gaming device. For example, some demographic groups may exhibit common game play patterns (e.g., high income players wager more, older players play more slot games, etc.). An observed pattern of game play may be used to place a player in an estimated demographic group, which may be used to direct promotion to the player.

[0450] 39. *Sharing information with Advertisers.* In some embodiments, information obtained about a player (e.g., demographic information entered by a player, identification information, preference data obtained by observing behavior, and so on) may be shared and or sold to advertisers.

[0451] 40. *Tracking activity not on a mobile device.* Some modern casino chips have RFID or other trackable components. Some modern casino tables have the ability to track such chips as they are played. In some embodiments, a mobile gaming device may communicate with such a table to track the play of a player at a casino table. Accordingly, mobile gaming devices may track which tables a player is playing at and how the player is performing at the tables. Such information may be used to direct promotions to the player as described herein.

[0452] 41. *Images of player.* In some embodiments, an image of the player may be captured with one or more cameras in a casino environment. Location information from a mobile gaming device may be used to identify the location of a player so that the cameras may target the player. The image information may be used to direct advertising at the player. For example, the image may be used to determine a player's mood, age, etc. In some embodiments, an image may be verified through a reference image of the player, such as an image from a driver's license or other ID used to check into a hotel room, etc.

[0453] *42. ADS FROM THE INTERNET ARE DIVERTED TO A MOBILE GAMING DEVICE* In various embodiments, marketers, advertisers, or other parties wishing to place

DK Crown Holdings Inc.
Ex. 1002, Page 676

advertisements may determine a particular group or type of people who would make a desirable audience for an advertisement. For example, a marketer of luxury cars may wish to target advertisements to high income individuals, while a marketer of chewing gum may wish to target advertisements to teenagers. An advertiser on the Internet may choose to place banner ads or other ads that will be shown in conjunction with published content, such as with news articles, web logs (blogs), encyclopedia entries, pictures, or other content. An advertiser on the Internet may choose to place banner ads or other ads that will be shown in conjunction with search results, such as in conjunction with the results of a Google or Yahoo search.

[0454] In some embodiments, an advertiser, marketer, or other party may decide to show ads on the Internet. The advertiser may designate a target audience for one or more of the ads. The advertiser may explicitly or implicitly designate the target audience. If the designation is explicit, the advertiser may specify an age, income level, home region, or any other demographic information or any other information about a desired target audience. If the designation is implicit, the advertiser may specify a particular place, time, piece of content, or other circumstance under which an ad will be shown. The circumstances specified by the marketer may favor a particular target audience. For example, if the ad is to be placed in an online game of combat, then the ad may be most likely to be seen by males aged 15 to 35. Therefore, such an audience may be implicitly targeted.

[0455] In various embodiments, a target demographic may be determined for an advertiser, marketer, or other party who intends to place ads on the Internet. For example, the advertiser may have specified the target audience, or the advertiser may have specified where his ads are to be placed, thereby allowing an inference as to the advertiser's target audience. In various embodiments, one or more players of mobile gaming devices may be found at a casino such that the players are part of the target demographic. The players may be found based on information obtained about the players, such as based on information provided by the players when registering at a casino hotel or when signing up for a player tracking card. Once players have been found who fall within a target demographic for an advertiser, the ads of the advertiser may be shown to such players. The ads may be shown to the players while the players engage in play at a mobile gaming device. For example, ads may be shown on the reels of slot machines in games played by the players. In various embodiments, ads that were intended to be shown on the Internet

DK Crown Holdings Inc.
Ex. 1002, Page 677

may instead by shown to players using mobile gaming devices. The players may be of a demographic being targeted by the ads.

[0456] The advertiser may originally submit ads to an advertising network on the Internet. The advertising network may include a business, Web site, exchange, or other entity that receives advertisements and places (or "serves") the advertisements with appropriate publishers or content providers. Thus, the advertising network may be a middleman between purchasers of advertising space (e.g., advertisers) and sellers of advertising space (e.g., content publishers). When ad advertiser submits ads to an advertising network with a particular target audience specified (e.g., with a particular demographic specified), the ads may be diverted from the Internet to being used on gaming devices, such as on mobile gaming devices. The ads may otherwise receive similar treatment to what they would have received had they been shown on the Internet. For example, if an advertiser has purchased 1000 impressions on the Internet for his advertisement, the advertisement may instead be shown 1000 times to players of mobile gaming devices. If an advertiser has purchased a large or prominent display area for his ad on the Internet, the ad may instead be shown in a large or prominent portion of a display screen of a mobile gaming device. In various embodiments, an advertiser may be asked whether he agrees to have his ads shown on a mobile gaming device. The advertiser may agree or may decline and indicate that he wishes for his ads to be shown only on the Internet.

[0457] In various embodiments, ad advertiser may visit an advertising network or other place where he can buy advertising space. The advertisers may find on the advertising network that one category of available advertising space includes advertising space on mobile gaming device. The advertiser may then have the opportunity to purchase such space.

[0458] *43. Follow a person with Ads.* In some embodiments, promotions targeted at a single person may follow a person's movements through a casino. For example, as a person moves along a path, devices along the path may display promotions directed at the person. The promotions may include personalized information, such as a name of the person, his friends, his address, any information obtained about his preferences or events he has been involved in, and so on. The promotions may include audio directed at the person, such as a reference to the person by name, a jingle, and so on.

DK Crown Holdings Inc.
Ex. 1002, Page 678

[0459] *44. Embodiments herein are combinable. It* should be recognized that while some embodiments are described as separate embodiments, that some or all embodiments and concepts described herein may be combined in any way.

XII. More Embodiments

[0460] The following should be interpreted as embodiments, not as claims.

[0461] A. A method comprising:

[0462] receiving data based on which a first promotion associated with a first advertiser may be displayed on a mobile gaming device, in which the data includes a first set of criteria identifying when the first promotion should be displayed;

[0463] receiving data based on which a second promotion associated with a second advertiser may be displayed on the mobile gaming device, in which the data includes a second set of criteria identifying when the second promotion should be displayed;

[0464] identifying a set of criteria that occur on the mobile device, in which the set of criteria meet the first set of criteria and the second set of criteria;

[0465] determining if the first advertiser is a competitor of the second advertiser;

[0466] if the first advertiser is a competitor of the second advertiser, displaying only one of the first and the second promotions on the mobile device.

[0467] A.1. The method of claim A, further comprising:

[0468] if the first advertiser is not a competitor of the second advertiser, displaying both the first and the second promotions on the mobile device.

[0469] A.2. The method of claim A, in which the first and second set of criteria include at least one of: an event happening on the mobile gaming device, demographic information about a player of the mobile gaming device, and a location of the mobile gaming device.

[0470] A.3. The method of claim A, further comprising receiving an indication from the first advertiser that the second advertiser is a competitor.

[0471] A.4. The method of claim A, further comprising receiving an indication from the second advertiser that the first advertiser is a competitor.

[0472] B. A method comprising:

[0473] receiving an indication of a location of a first mobile gaming device that is operated by a first player;

[0474] receiving an indication of a change in the location of the first mobile gaming device;

DK Crown Holdings Inc.
Ex. 1002, Page 679

[0475] based on the location and the change in the location, identifying a path for the first player, in which the path includes an estimated path along which the player may travel; and

[0476] transmitting data to a first device along the path, in which the data instructs the device to display a promotion directed at the player.

[0477] B.1. The method of claim B, in which the estimated path includes a distance that the player is likely to travel within a predetermined period of time.

[0478] B.2. The method of claim B, in which identifying the path includes identifying the path based on historical data of paths along which the player has traveled in the past.

[0479] B.3. The method of claim B, in which identifying the path includes identifying the path based on historical data of paths along which other players have traveled in the past.

[0480] B.4. The method of claim B, further comprising:

[0481] identifying a plurality of devices along the path;

[0482] identifying a direction in which each of the plurality of devices faces;

[0483] and selecting the device from the plurality device based, at least in part, on the

[0484] direction that the device faces.

[0485] B.4.1. The method of claim B.4, in which the direction that the device face

[0486] includes a direction that is along the path toward the player.

[0487] B.5. The method of claim B, in which the device includes at least one of a slot machine, a monitor, a kiosk, and a ticker.

[0488] C. A method comprising:

[0489] receiving an indication of a plurality of locations of a first mobile gaming

[0490] device that is operated by a first player;

[0491] receiving an indication of a plurality of locations of a second mobile gaming device that is operated by a second player;

[0492] determining if the first plurality of locations and the second plurality of locations correlate;

[0493] if the first plurality and second plurality of locations correlate, determining that the first player and the second player are related; and

[0494] if the first player and the second player are determined to be related, directing a promotion to at least one of the first player and the second player based on the relationship between the first player and the second player.

DK Crown Holdings Inc.
Ex. 1002, Page 680

[0495] C.1. The method of claim C, further comprising determining a type of relationship based on at least one of demographic information about at least one of the first and the second player, and hotel accommodation information about at least one of the first and the second player; and in which directing the promotion includes directing the promotion based on the type of relationship.

[0496] C.2. The method of claim C, further comprising receiving an indication of a movement of at least one of the first mobile gaming device and the second mobile gaming device, and in which directing the promotion includes directing the promotion based on the movement.

[0497] C.2.1. The method of claim C.2, in which the movement includes at least one of a movement that brings the mobile gaming device closer together, and a movement that brings the mobile gaming device farther apart.

[0498] C.3. The method of claim C.3, in which directing the promotion includes at least one directing the promotion to both the first and the second player, directing the promotion to the first player, in which the promotion is related to the second player, and directing the promotion to the second player, in which the promotion is related to the first player.

DK Crown Holdings Inc.
Ex. 1002, Page 681

CLAIMS

1. A mobile phone comprising:

at least one computer processor configured to execute a mobile application that causes the at least one computer processor to:

display a user interface on a touch screen of the mobile phone;

receive a promotion from a computer server system;

identify an area of the user interface, wherein the identified area is configured to display the promotion;

compare a size of the identified area to a size of the promotion;

in response to the comparison, reformat the promotion to fit the identified area; and

display the promotion at the identified area of the user interface.

2. The mobile phone of claim 1, wherein to reformat the promotion, the at least one computer processor is further configured to:

convert a format of the promotion;

resize the promotion;

compress the promotion;

decompress the promotion; or

convert a color of the promotion.

3. The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

send location data to the computer server system, wherein the location data includes GPS location data and cellular phone location data, and wherein the promotion is received based on the location data.

4. The mobile phone of claim 3, wherein the location data indicates the mobile phone is at an edge of an area where gambling is allowed, and wherein the promotion is based on the mobile phone being at the edge of the area where gambling is allowed.

DK Crown Holdings Inc.
Ex. 1002, Page 682

5. The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

prevent a user of the mobile phone from playing the mobile gambling application while a player prevention alert is displayed on the touch screen of the mobile phone;

receive input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

based on the received input, remove the player prevention alert; and

allow the user to play the mobile gambling application .

6. The mobile phone of claim 5, wherein the player prevention alert comprises a warning that a location of the mobile phone cannot be determined.

7. The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

repeatedly send location data to the computer server system;

detect a disruption in a connection to the computer server system; and

in response to the disruption:

prevent a user from playing the mobile gambling application; and

display a second promotion on the touch screen of the mobile phone.

8. The mobile phone of claim 1, wherein the promotion is received based on at least one of a model of the mobile phone or a type of the mobile phone.

9. The mobile phone of claim 1, wherein the promotion includes a display time and wherein the at least one computer processor is further configured to:

determine the promotion has been displayed at the identified area of the touch screen for the display time; and

in response to a determination that the promotion has been displayed at the identified area of the touch screen for the display time, display a second promotion at the identified area.

DK Crown Holdings Inc.
Ex. 1002, Page 683

10. The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

receive a second promotion;

determine that displaying the second promotion will reduce battery consumption at the mobile phone; and

display the second promotion based on a determination that the second promotion will reduce battery consumption at the mobile phone.

11. The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine a battery level at the mobile phone is below a predefined threshold; and

in response to the determination the battery level is below the predefined threshold, alter a manner of operation of the mobile device to conserve the battery level, wherein to alter the mechanism, the at least one computer processor is configured to:

dim a brightness level of the touch screen of the mobile phone;

reduce a volume level of a speaker of the mobile phone; or

shorten a video length of the promotion.

12. The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine not to download a second promotion from the computer server system based on a determination that a battery level at the mobile phone is below a predefined threshold.

13. The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect, via a light sensor of the mobile phone, that a level of ambient light is above a predefined threshold; and

alter a brightness level of the touch screen of the mobile phone.

DK Crown Holdings Inc.
Ex. 1002, Page 684

14. The mobile phone of claim 1, wherein the promotion includes audio and the at least one computer processor is further configured to:

determine that a user is near the mobile phone;

detect, via a microphone of the mobile phone, that a level of ambient noise is above a predefined threshold based on a determination that the user is near the mobile phone; and

increase a volume level of a speaker of the mobile phone;

wherein to determine that the user is near the mobile phone, the at least one computer processor is further configured to:

identify a user voice in audio detected by the microphone of the mobile phone;

identify a user in an image captured by a camera at the mobile phone; or

identify a signal from a second mobile phone by an antenna of the mobile phone.

15. The mobile phone of claim 1, wherein the promotion includes a digital signature from the computer server system and a timestamp, and the at least one computer processor is further configured to:

authenticate the digital signature from the computer server system; and

determine that the timestamp is within a predefined time from a current time.

16. The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

determine the promotion received from the computer server system is approved for display by:

identifying a first border of an image of the mobile gambling application;

identifying a second border of an image in the promotion;

overlaying the image in the promotion on top of the image of the mobile gambling application; and

while the images are overlain, determining the first border and second border are separated by a predetermined number of pixels.

DK Crown Holdings Inc.
Ex. 1002, Page 685

17. The mobile phone of claim 1, wherein the at least one computer processor is further configured to:

detect a second mobile phone based on a signal from the second mobile phone, wherein the signal includes Bluetooth data or near field communication (NFC) data;

target the detected second mobile phone via a targeting interface; and

transmit the promotion to the targeted second mobile phone.

18. A system comprising:

one or more server computers associated with a mobile gambling application , each of the one or more server computers at least one processor coupled , the one or more server computers being collectively configured to:

determine a first location of a mobile phone providing access to the mobile gambling application, the first location based on first information received from the mobile phone, the first information comprising first Global Positioning System (GPS) location data and first cellular phone location data; and

identify a promotion based on a determination that the first location of the mobile phone is within a predefined proximity to a promotion location, wherein the promotion includes at least one of an image, audio, text, or a video;

convert the promotion into a format supported by the mobile phone; and

provide the converted promotion to the mobile phone for display thereby.

19. The system of claim 18, wherein the one or more server computers are collectively configured to:

determine a second location of the mobile phone based on second information received from the mobile phone, the second information comprising second GPS location data and second cellular phone location data; and

in response to the determination of the second location, send a warning to display on the mobile phone, wherein the warning indicates to a user of the mobile phone that they are prevented from playing the mobile gambling application.

DK Crown Holdings Inc.
Ex. 1002, Page 686

20. The system of claim 18, wherein the one or more server computers are collectively configured to:

track the location of the mobile phone by repeatedly verifying the location of the mobile phone;

determine the mobile phone is near an edge of an area where gambling is allowed; and

send a second promotion to the mobile phone.

21. The system of claim 18 wherein, to determine the location of the mobile phone, the one or more server computers are collectively configured to:

receive, from a receiver, signal data from the mobile phone, wherein the one or more server computers store a known location for the receiver and wherein the signal data includes at least one of Bluetooth data, Internet Protocol (IP) data, or cellular data; and

geolocate the mobile phone using the signal data and the known receiver location using a time-of-arrival or an angle-of-arrival calculation.

22. The system of claim 18, wherein the one or more server computers are collectively configured to:

determine that the converted promotion was selected by a user; and

in response to the determination that the converted promotion was selected by the user, provide information related to the converted promotion to the mobile phone.

23. The system of claim 18, wherein, to convert the promotion, the one or more server computers are collectively configured to:

convert a format of the promotion;

resize the promotion;

compress the promotion;

decompress the promotion; or

convert a color of the promotion.

DK Crown Holdings Inc.
Ex. 1002, Page 687

24. The system of claim 18, wherein the one or more server computers are collectively configured to:

encrypt the converted promotion with a private key;

provide the encrypted, converted promotion to the mobile phone for display, wherein the encrypted converted promotion is decryptable with a public key.

25. A mobile phone, comprising:

means for displaying a user interface of a mobile gambling application on a touch screen of the mobile phone;

means for receiving a promotion from a computer server system;

means for identifying an area of the touch screen of the mobile phone, wherein the identified area is configured to display the promotion;

means for comparing a size of the identified area to a size of the promotion;

means for reformatting the promotion to fit the identified area in response to the comparison; and

means for displaying the promotion at the identified area of the user interface.

26. The mobile phone of claim 25, further comprising:

means for repeatedly sending location data to the computer server system;

means for detecting a disruption in a connection to the computer server system;

in response to the disruption:

means for preventing a user from playing the mobile gambling application; and

means for displaying a second promotion at the mobile phone.

27. The mobile phone of claim 25, further comprising:

means for preventing a user of the mobile phone from playing the mobile gambling application while a player prevention alert is displayed on the touch screen of the mobile phone;

DK Crown Holdings Inc.
Ex. 1002, Page 688

means for receiving input from the user, the input indicating an interaction with the touch screen of the mobile phone or a button of the mobile phone;

means for removing the alert based on the received input; and

means for allowing the user to play the mobile gambling application.

28. A system comprising one or more servers, the one or more servers including:

means for determining a first location of a mobile phone based on first information received from the mobile phone, the first information comprising first Global Positioning System (GPS) location data and first cellular phone location data; and

means for identifying a promotion based on a determination that the first location of the mobile phone is within a predefined proximity to a promotion location, wherein the promotion includes at least one of an image, audio, text, or a video;

means for converting the promotion into a format supported by the mobile phone; and

means for providing the converted promotion to the mobile phone for display thereby.

29. The system of claim 28, further comprising:

means for determining a second location of the mobile phone based on second information received from the mobile phone, the second information comprising second GPS location data and second cellular phone location data; and

means for sending a warning to display on the mobile phone in response to the determination of the second location, wherein the warning indicates to a user of the mobile phone that they are prevented from playing a mobile gambling application .

30. The system of claim 28, further comprising:

means for tracking the location of the mobile phone by repeatedly verifying the location of the mobile phone;

means for determining the mobile phone is near an edge of an area where gambling is allowed; and

means for sending a second promotion to the mobile phone.

DK Crown Holdings Inc.
Ex. 1002, Page 689

ABSTRACT

In various embodiments, promotions are featured on mobile gaming devices. Data based on which a first promotion associated with a first advertiser may be displayed on a mobile gaming device. The data may include a first set of criteria identifying when the first promotion should be displayed.

DK Crown Holdings Inc.
Ex. 1002, Page 690

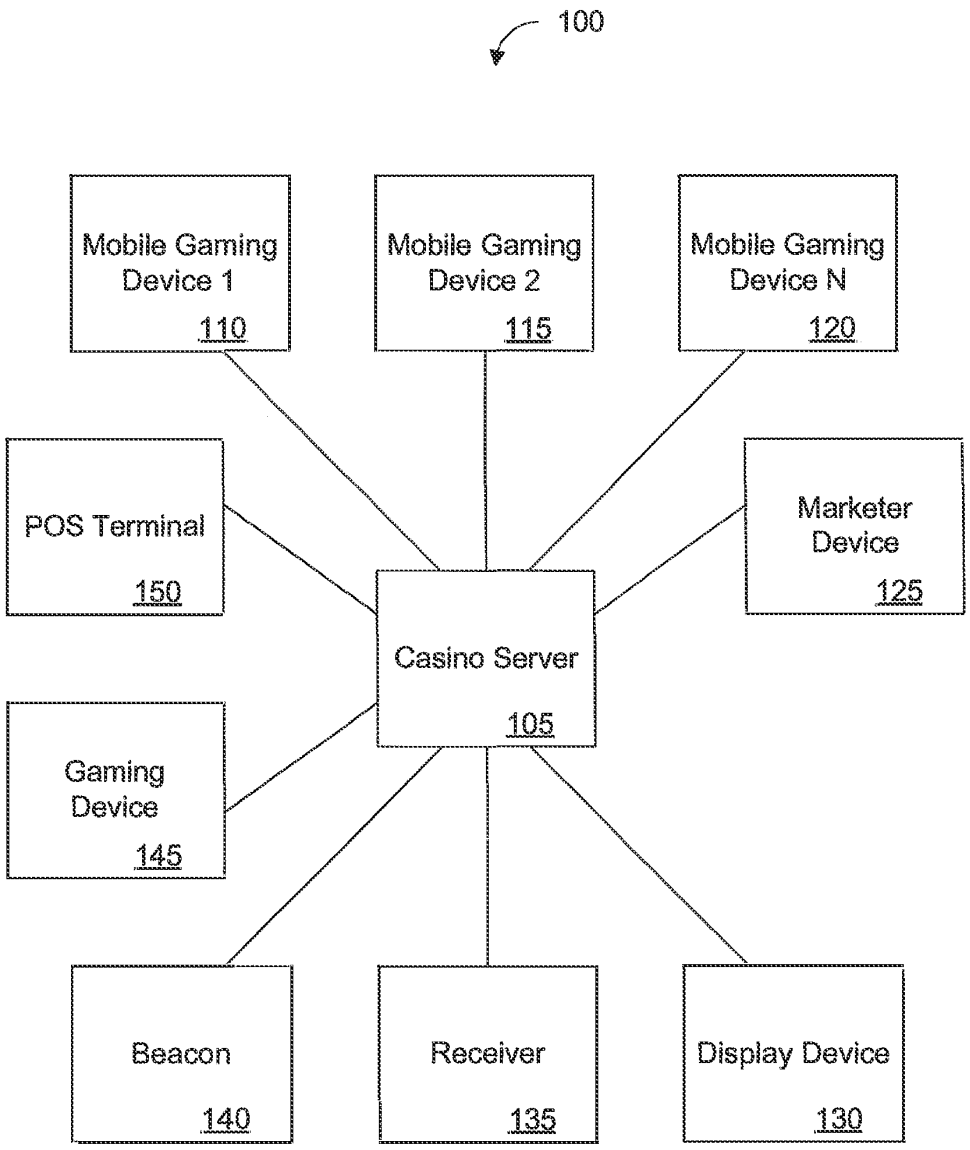

100
Mobile Gaming Device 1
110
Mobile Gaming Device 2
115
Mobile Gaming Device N
120
POS Terminal
150
Marketer Device
125
Casino Server
105
Gaming Device
145
Beacon
140
Receiver
135
Display Device
130

FIG. 1

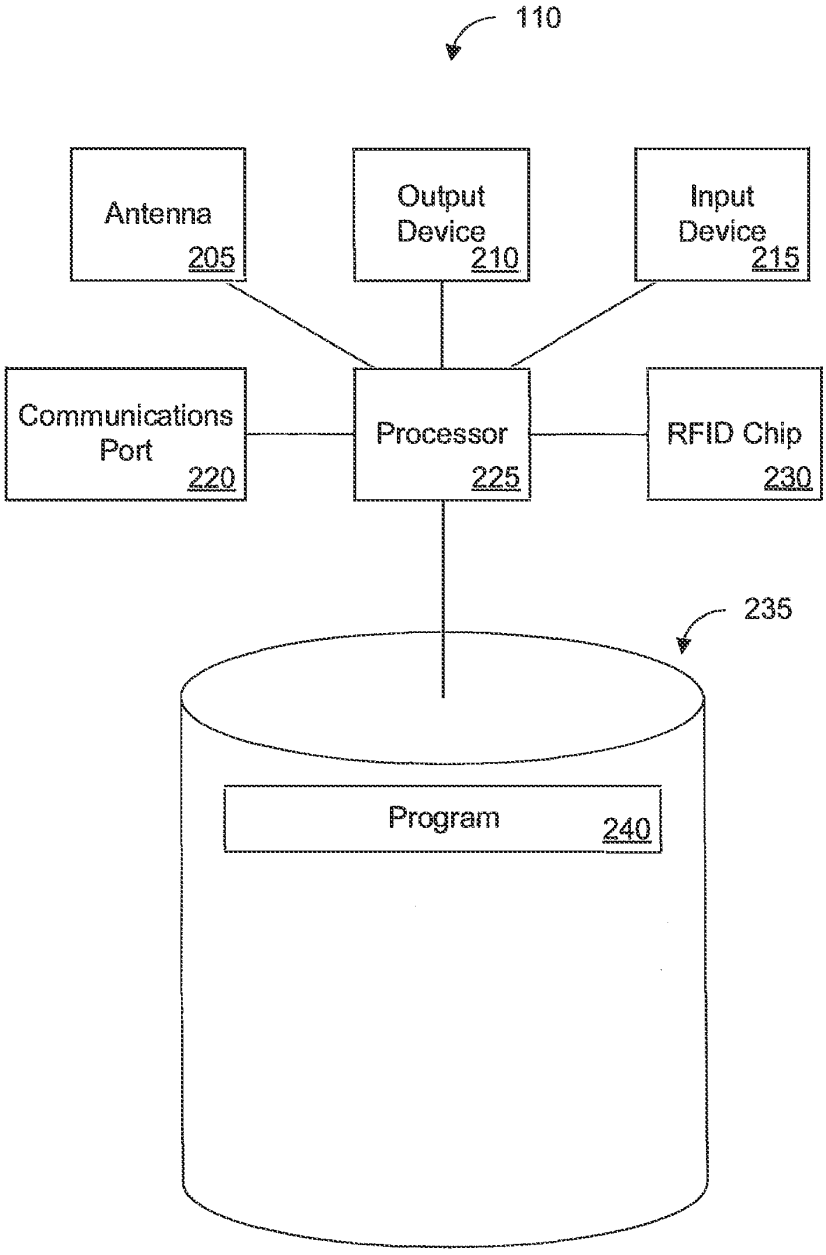

110
Antenna
205
Output
Device
210
Input
Device
215
Communications
Port
220
Processor
225
RFID Chip
230
235
Program
240

FIG. 2

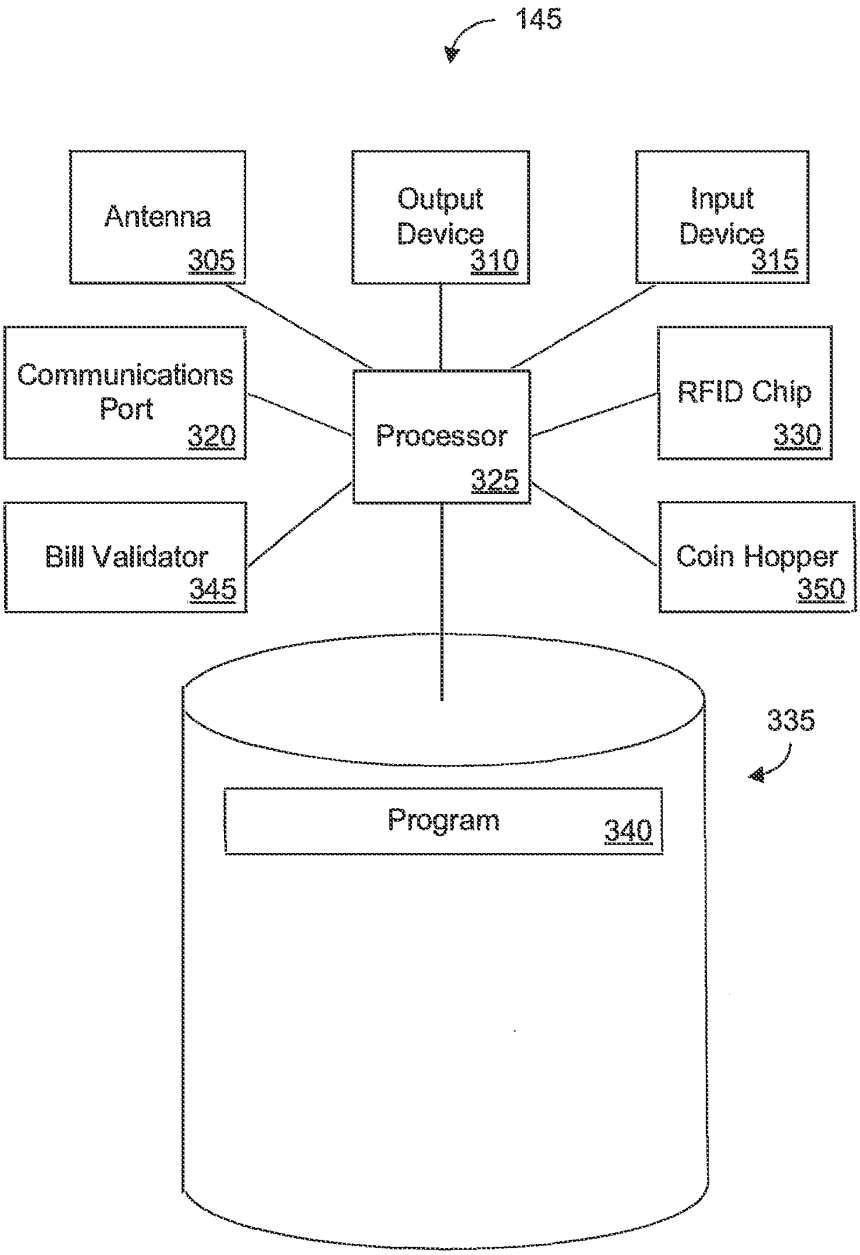

145
Antenna
305
Output
Device
310
Input
Device
315
Communications
Port
320
Processor
325
RFID Chip
330
Bill Validator
345
Coin Hopper
350
335
Program
340

FIG. 3

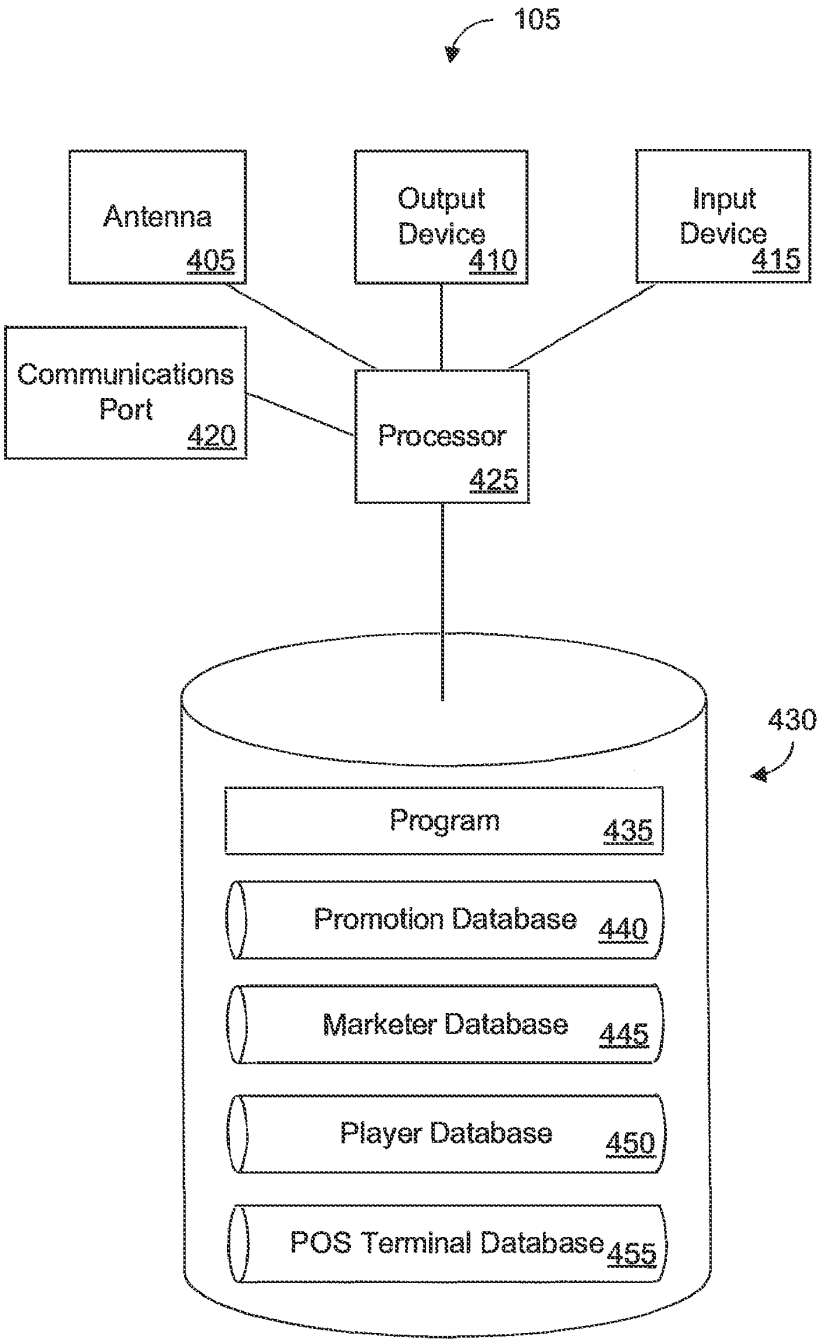

105
Antenna
405
Output
Device
410
Input
Device
415
Communications
Port
420
Processor
425
430
Program
435
Promotion Database
440
Marketer Database
445
Player Database
450
POS Terminal Database
455

FIG. 4

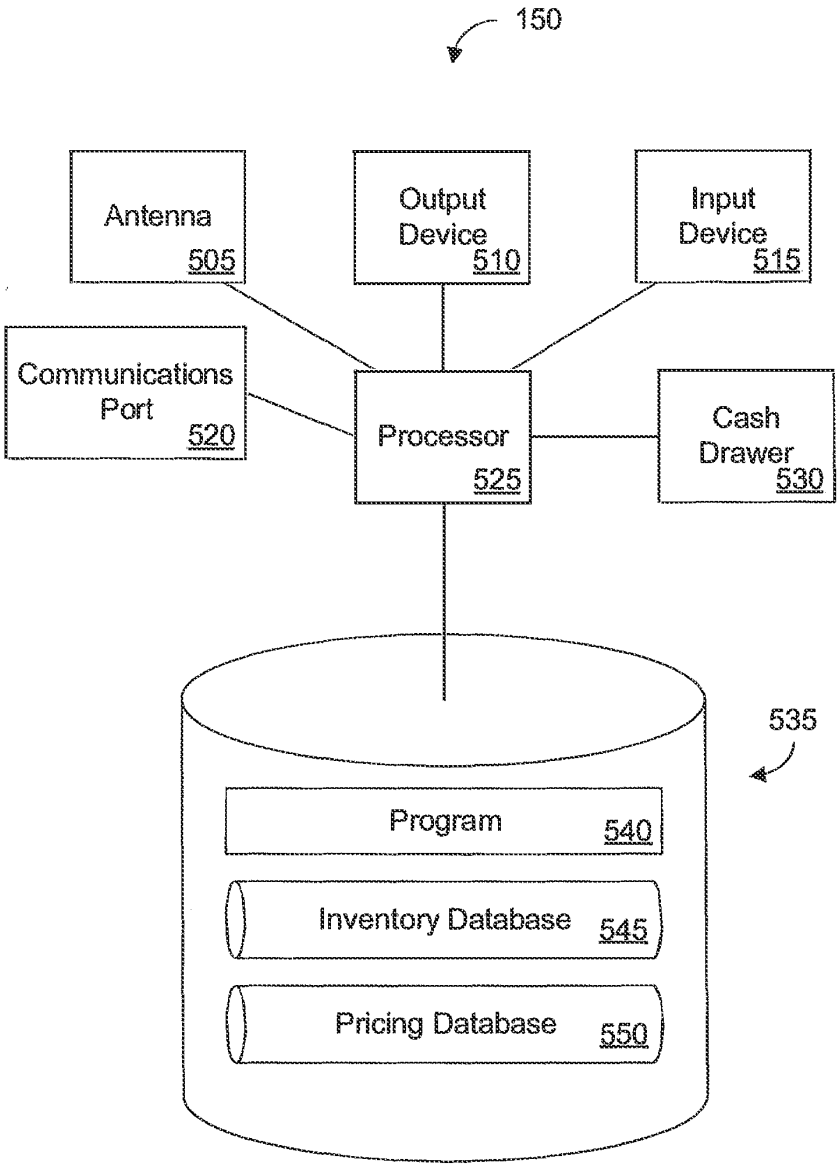

150
Antenna
505
Output
Device
510
Input
Device
515
Communications
Port
520
Processor
525
Cash
Drawer
530
535
Program
540
Inventory Database
545
Pricing Database
550

FIG. 5

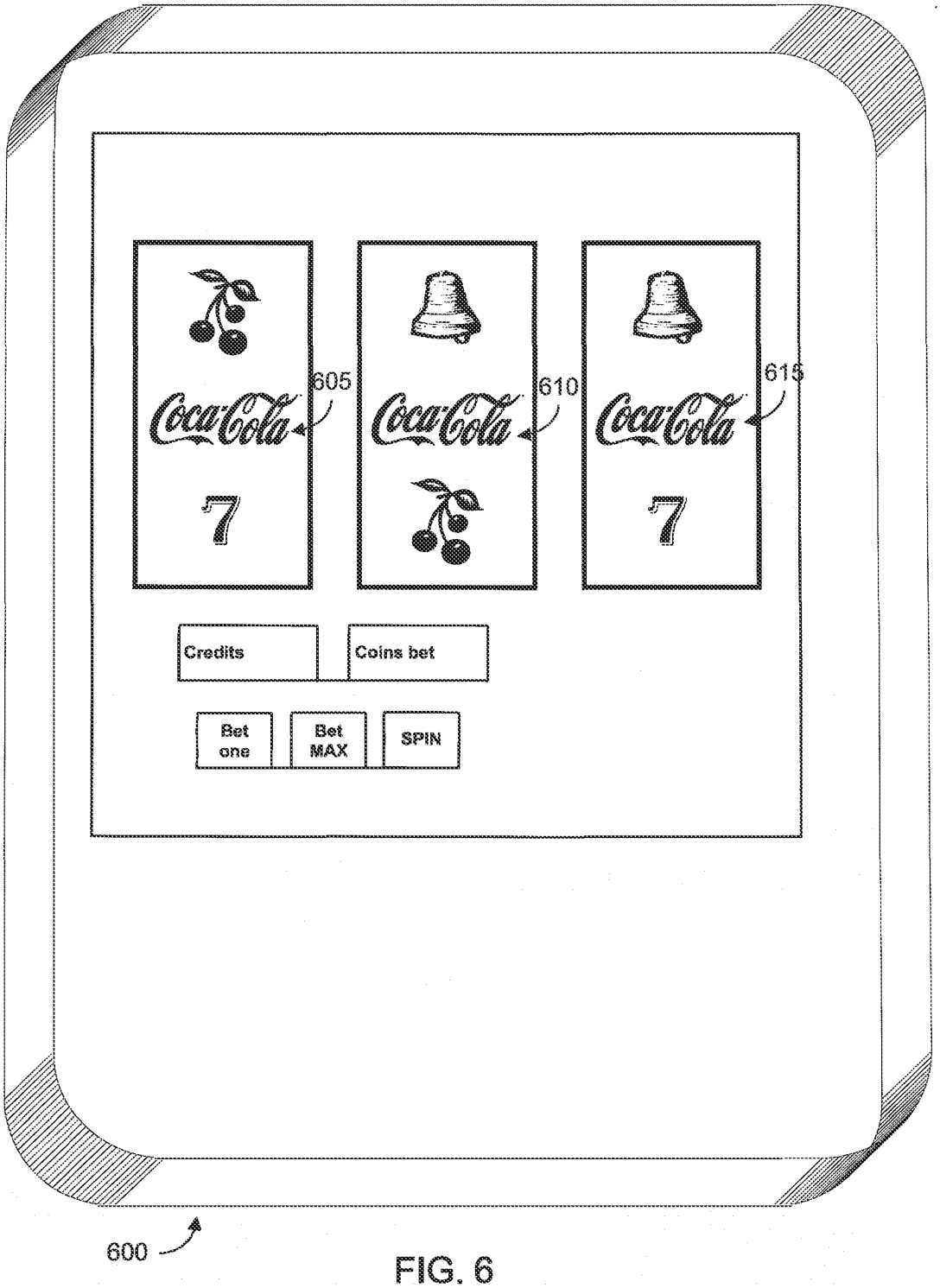


FIG. 6

DocCode - SCORE

Placeholder Sheet for Supplemental Content

Application Number: 18652765 Document Date: 05/01/2024

The presence of this form indicates that the following document type was received in electronic format on the date identified above. This document is stored separately from the typical case contents which are stored in image format.

Since this was an electronic submission, there is no physical artifact folder, no artifact folder is recorded and no paper documents or physical media exist.

- Drawing

At the time of document entry (noted above):

- USPTO employees may access this supplemental content via Docket Application Viewer (DAV) or Supplemental Content Viewer (SCV).
- External customers may access this supplemental content via Patent Center.

Form Revision Date: March 1, 2024