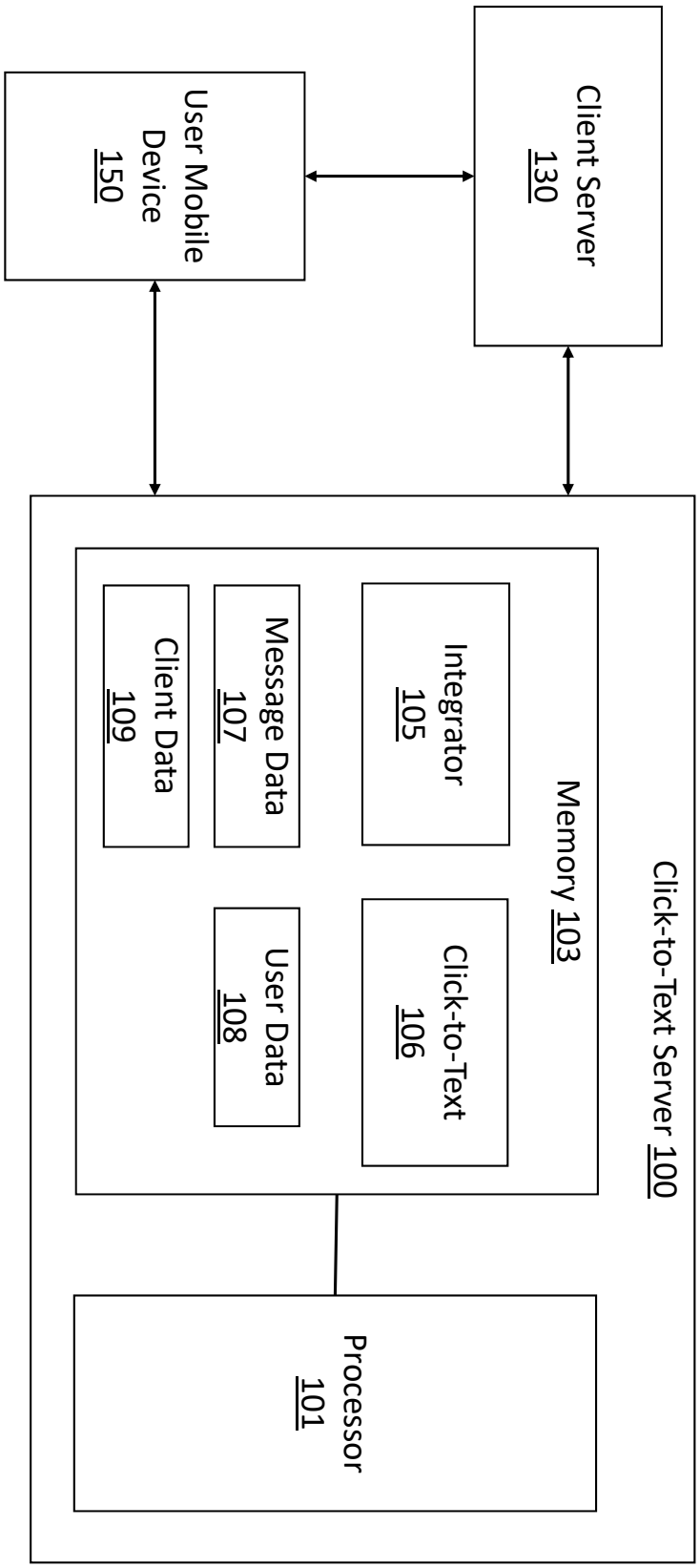

Client Server
130
User Mobile
Device
150
Click-to-Text Server 100
Memory 103
Integrator
105
Click-to-Text
106
Message Data
107
User Data
108
Client Data
109
Processor
101

FIG. 1

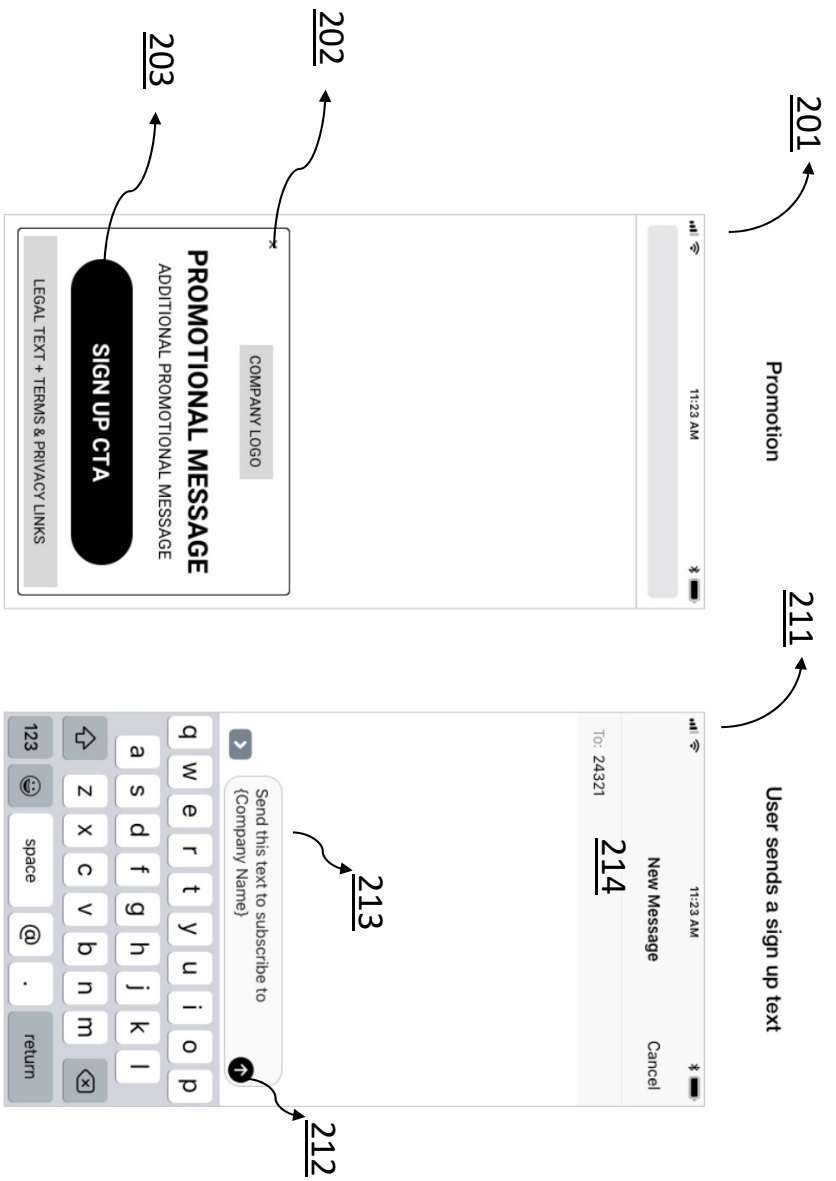

201
202
203
Promotion
11:23 AM
COMPANY LOGO
PROMOTIONAL MESSAGE
ADDITIONAL PROMOTIONAL MESSAGE
SIGN UP CTA
LEGAL TEXT + TERMS & PRIVACY LINKS
211
User sends a sign up text
11:23 AM
Cancel
New Message
To: 24321
214
Send this text to subscribe to {Company Name}
213
212
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
@
.
return

FIG. 2A

FIG. 2B

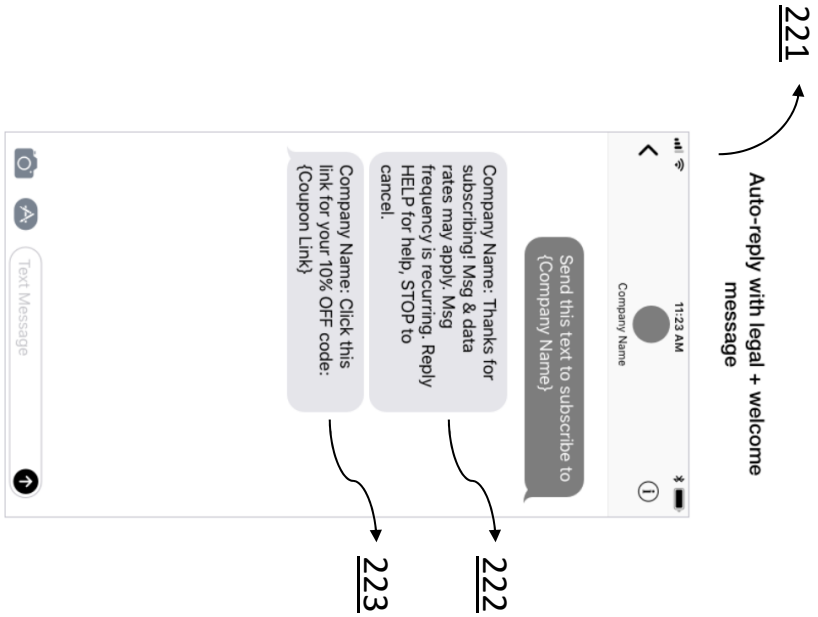

221
Auto-reply with legal + welcome message
11:23 AM
Company Name
Send this text to subscribe to {Company Name}
Company Name: Thanks for subscribing! Msg & data rates may apply. Msg frequency is recurring. Reply HELP for help, STOP to cancel.
Company Name: Click this link for your 10% OFF code: {Coupon Link}
222
223
Text Message

FIG. 2C

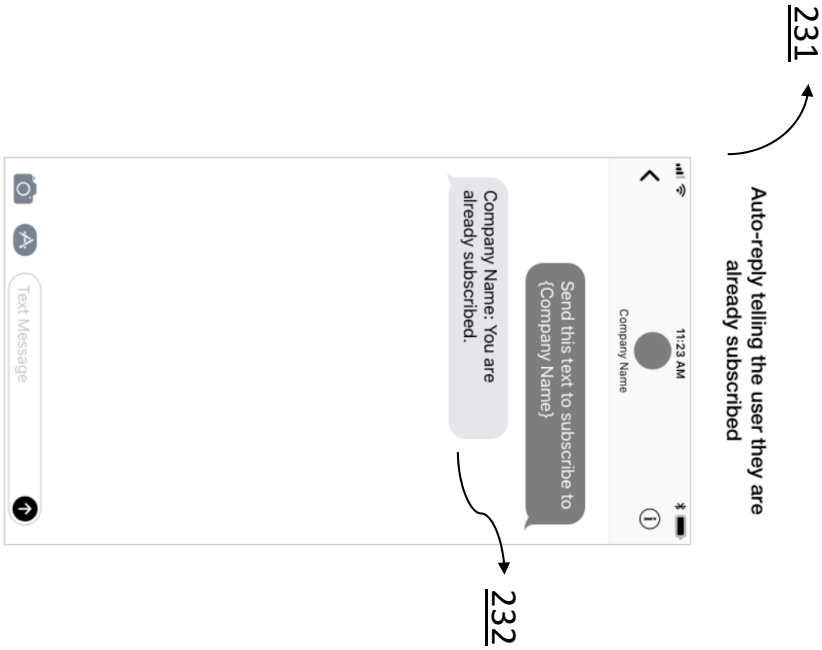

231
Auto-reply telling the user they are already subscribed
11:23 AM
Company Name
Send this text to subscribe to {Company Name}
Company Name: You are already subscribed.
232
Text Message

FIG. 2D

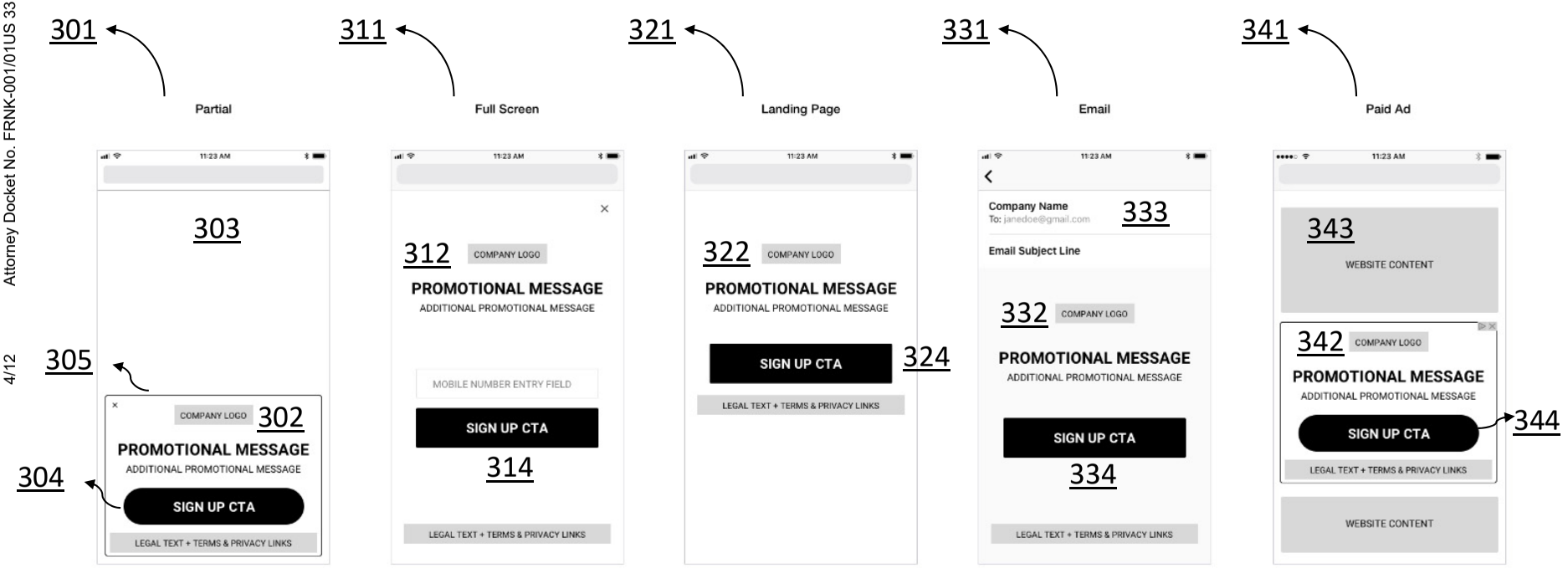


FIG. 3A FIG. 3B FIG. 3C FIG. 3D FIG. 3E

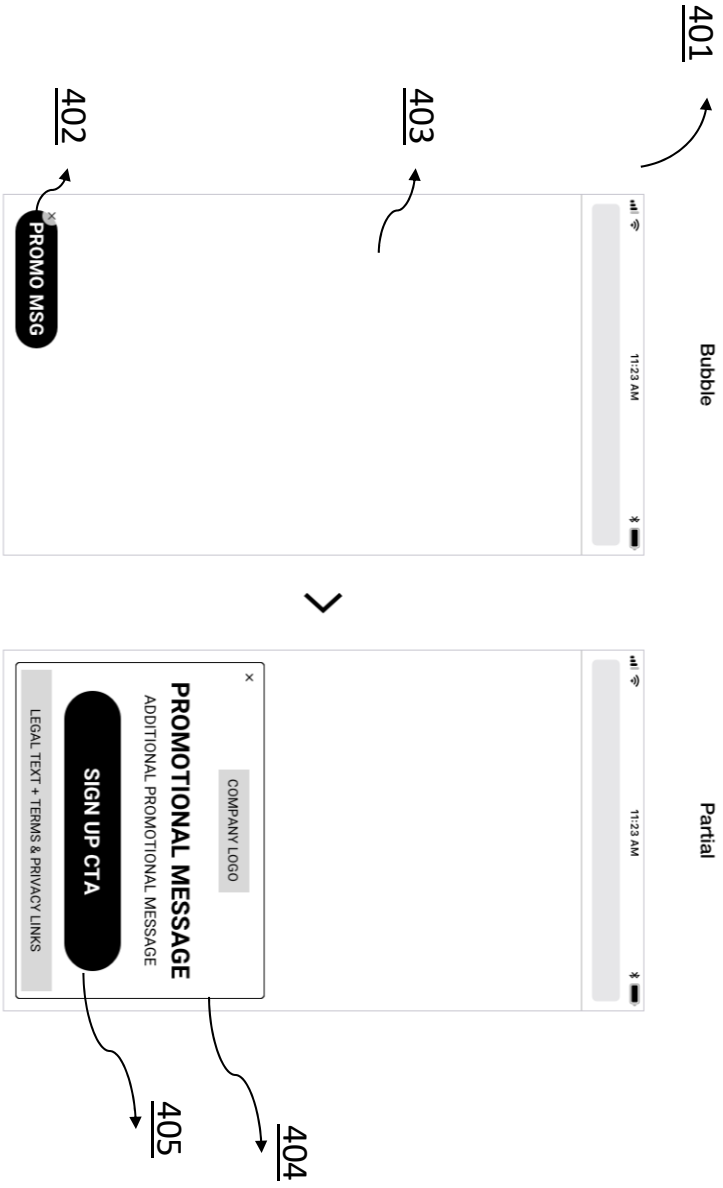

401
402
403
PROMO MSG
Bubble
11:23 AM
Partial
11:23 AM
COMPANY LOGO
PROMOTIONAL MESSAGE
ADDITIONAL PROMOTIONAL MESSAGE
SIGN UP CTA
LEGAL TEXT + TERMS & PRIVACY LINKS
404
405

FIG. 4A

FIG. 4B

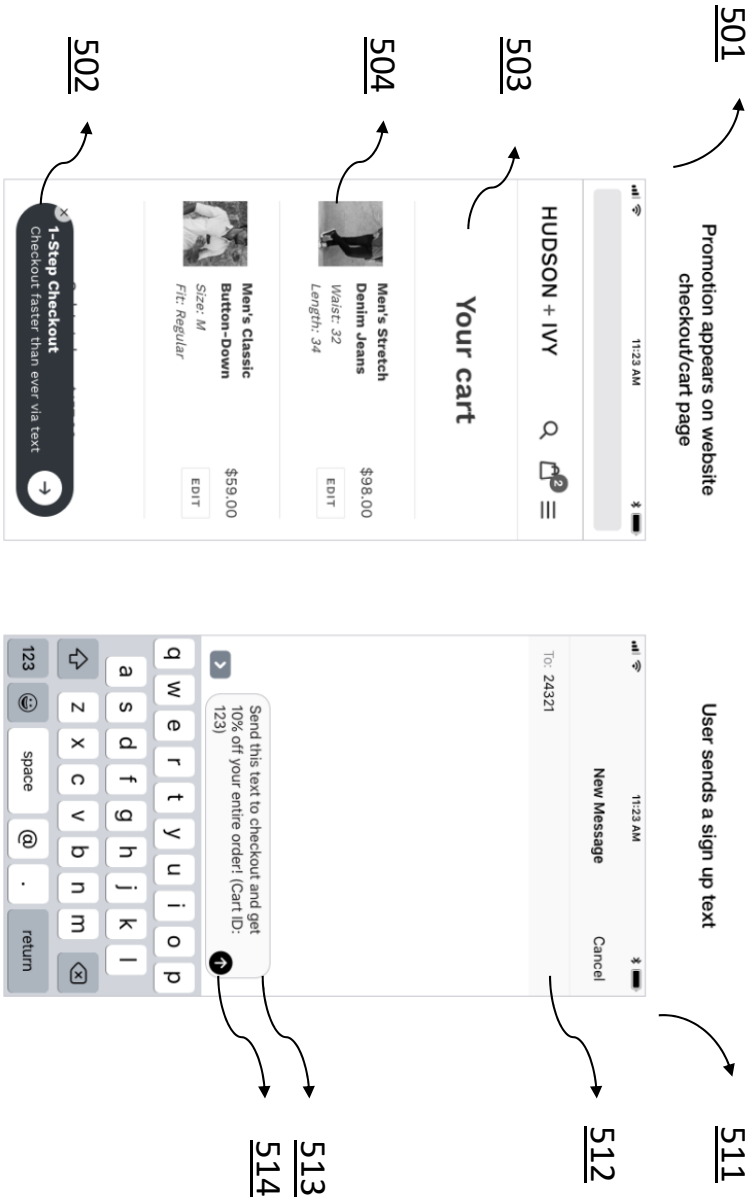

501
Promotion appears on website checkout/cart page
503
HUDSON + IVY
Your cart
504
Men's Stretch Denim Jeans
Waist: 32
Length: 34
$98.00
EDIT
Men's Classic Button-Down
Size: M
Fit: Regular
$59.00
EDIT
502
1-Step Checkout
Checkout faster than ever via text
511
User sends a sign up text
New Message
Cancel
To: 24321
512
Send this text to checkout and get 10% off your entire order! (Cart ID: 123)
513
514

FIG. 5A

FIG. 5B

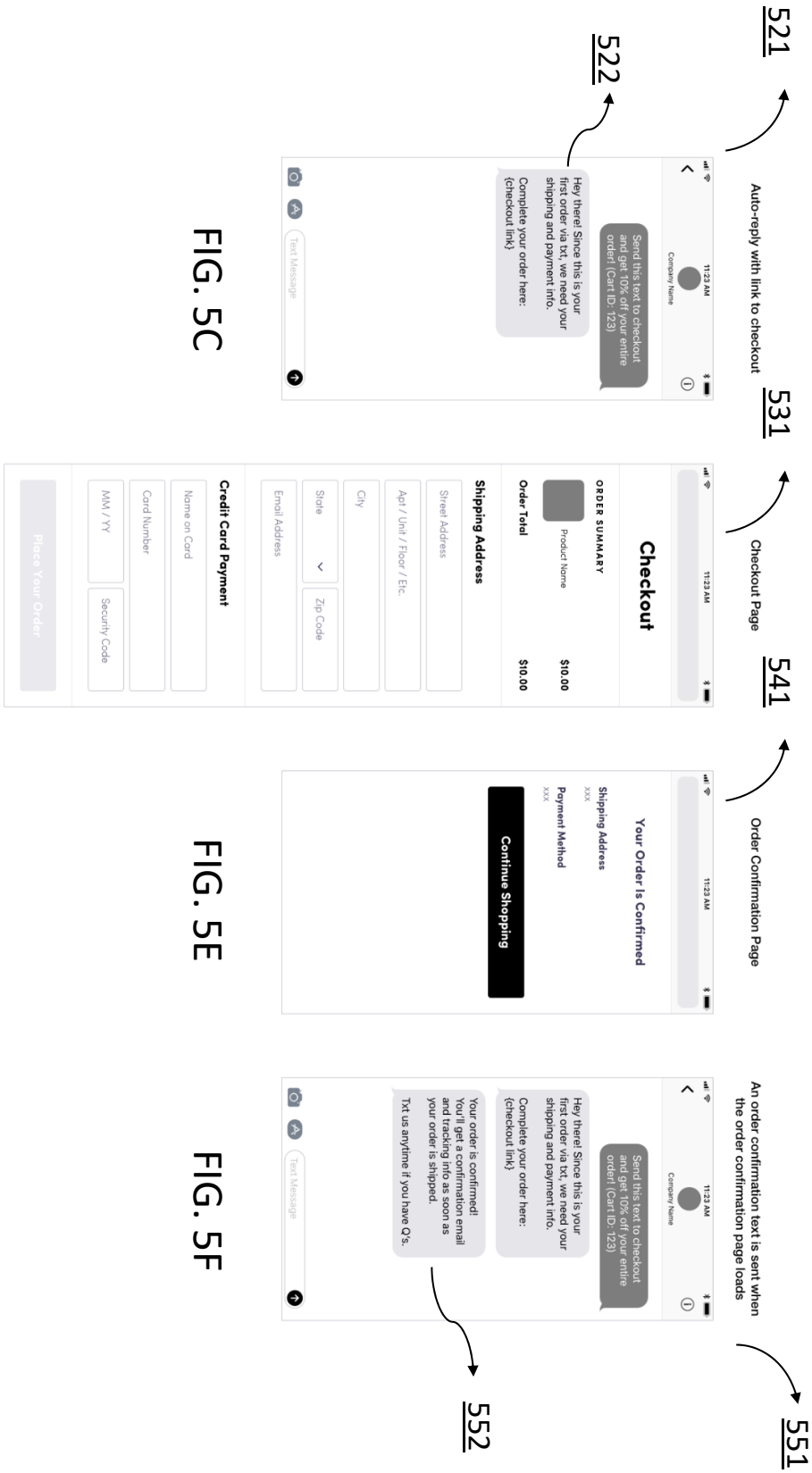


FIG. 5C

FIG. 5D

FIG. 5E

FIG. 5F

Auto-reply with cart contents and saved shipping & payment information

562

563

Send this text to checkout and get 10% off your entire order! (Cart ID: 123)

Hey there! Here's your cart:
• Product Name
Price (Size/Color)

We can ship your order ASAP to {Street Address}, {Price} - {Credit Card}

To edit your info, checkout here: {Checkout Link}

To place your order for {Price}, reply BUY.

Text Message

FIG. 5G

User replies BUY

Send this text to checkout and get 10% off your entire order! (Cart ID: 123)

Hey there! Here's your cart:
• Product Name
Price (Size/Color)

We can ship your order ASAP to {Street Address}, {Price} - {Credit Card}

To edit your info, checkout here: {Checkout Link}

To place your order for {Price}, reply BUY.

572

Buy

Text Message

FIG. 5H

An order confirmation text is sent

Send this text to checkout and get 10% off your entire order! (Cart ID: 123)

Hey there! Here's your cart:
• Product Name
Price (Size/Color)

We can ship your order ASAP to {Street Address}, {Price} - {Credit Card}

To edit your info, checkout here: {Checkout Link}

To place your order for {Price}, reply BUY.

Buy

Your order is confirmed!
You'll get a confirmation email and tracking info as soon as your order is shipped.

Txt us anytime if you have Q's.

Text Message

FIG. 5I

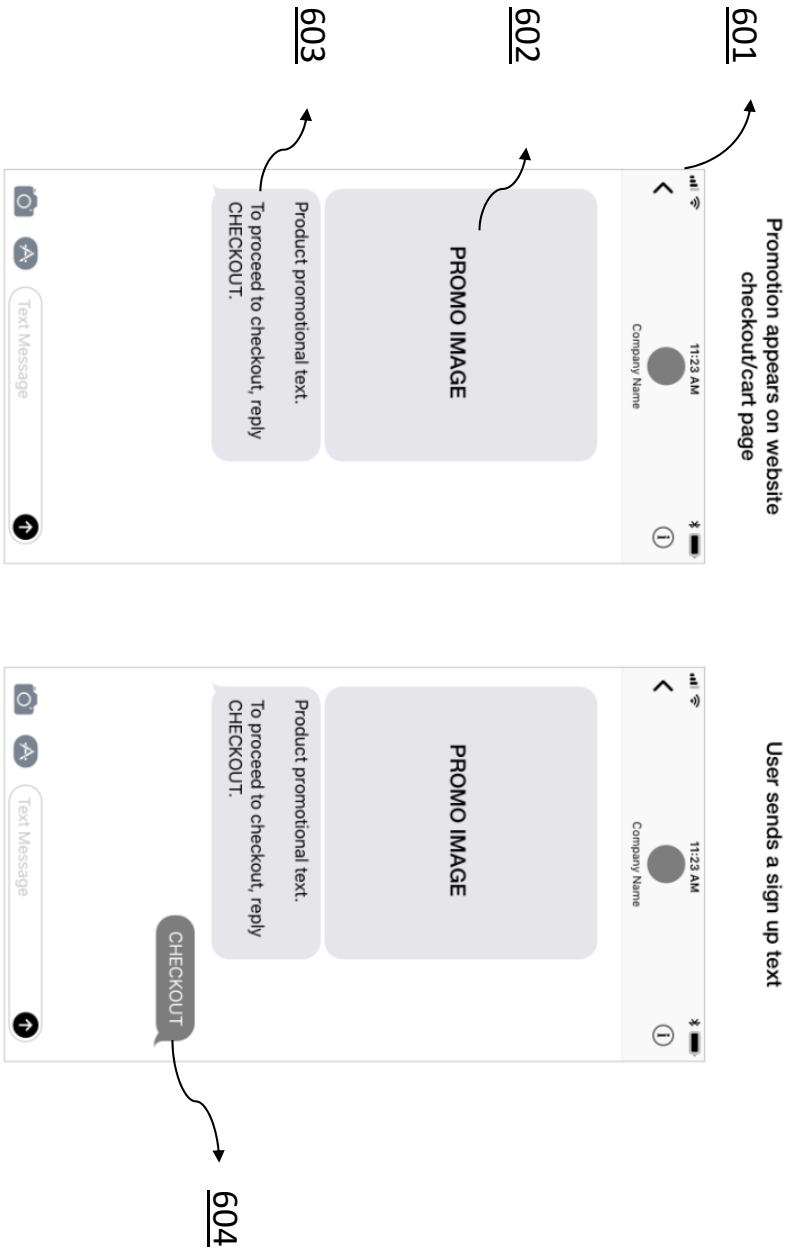

601
602
603
Promotion appears on website checkout/cart page
11:23 AM
Company Name
PROMO IMAGE
Product promotional text.
To proceed to checkout, reply CHECKOUT.
Text Message

FIG. 6A

User sends a sign up text
11:23 AM
Company Name
PROMO IMAGE
Product promotional text.
To proceed to checkout, reply CHECKOUT.
CHECKOUT
604
Text Message

FIG. 6B

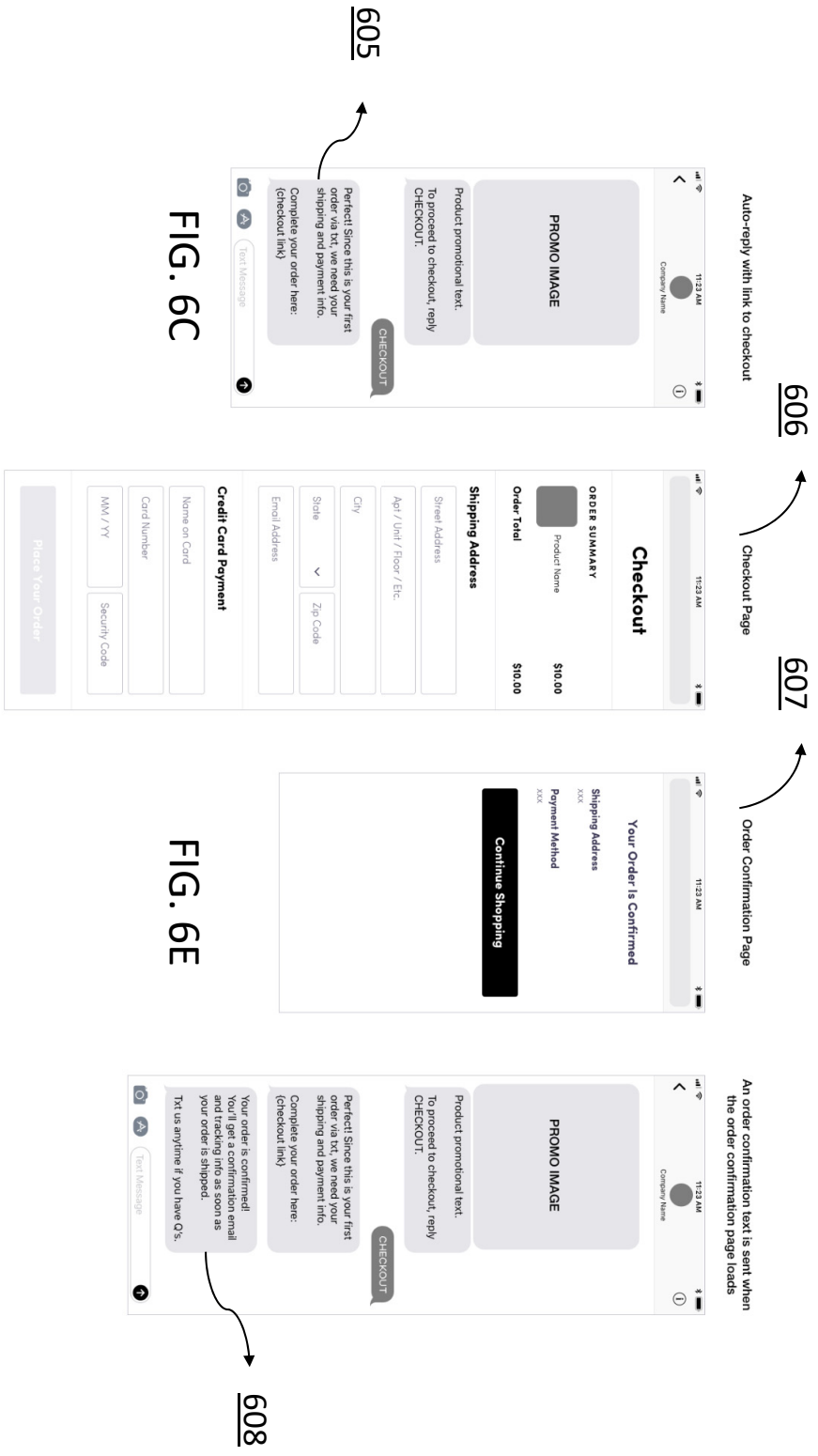


FIG. 6C

FIG. 6D

FIG. 6E

FIG. 6F

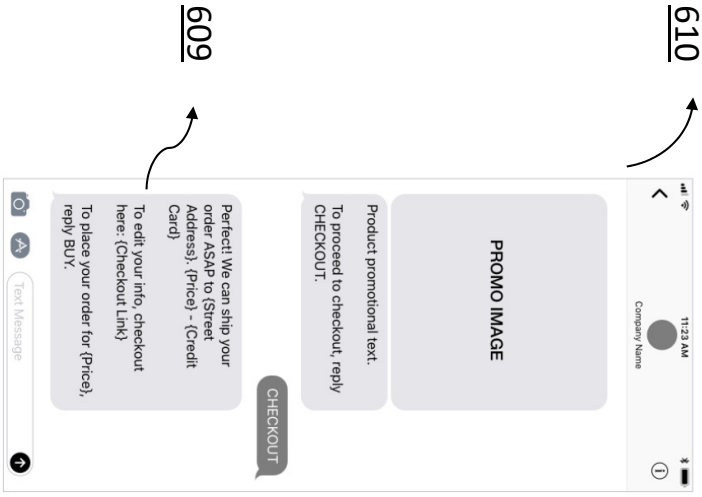


FIG. 6G

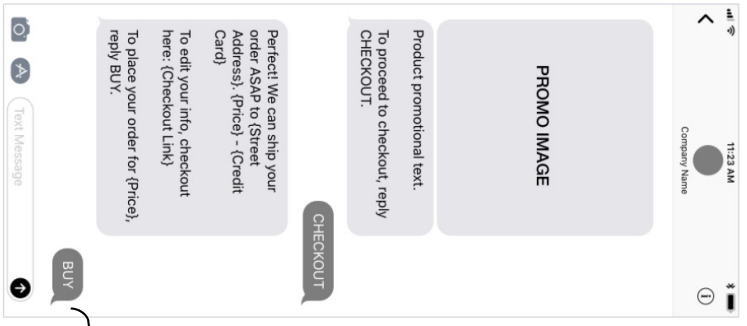


FIG. 6H

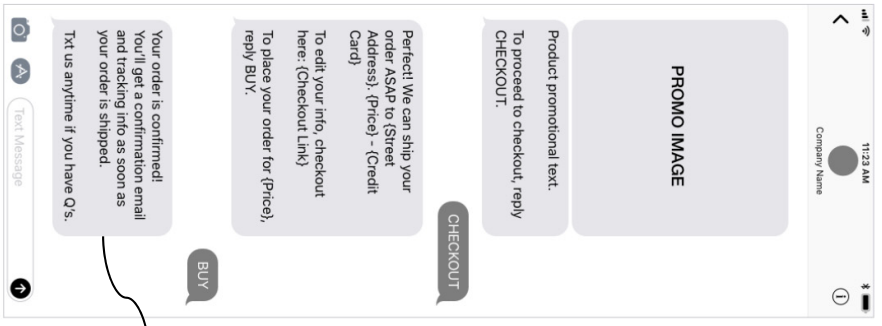


FIG. 6I

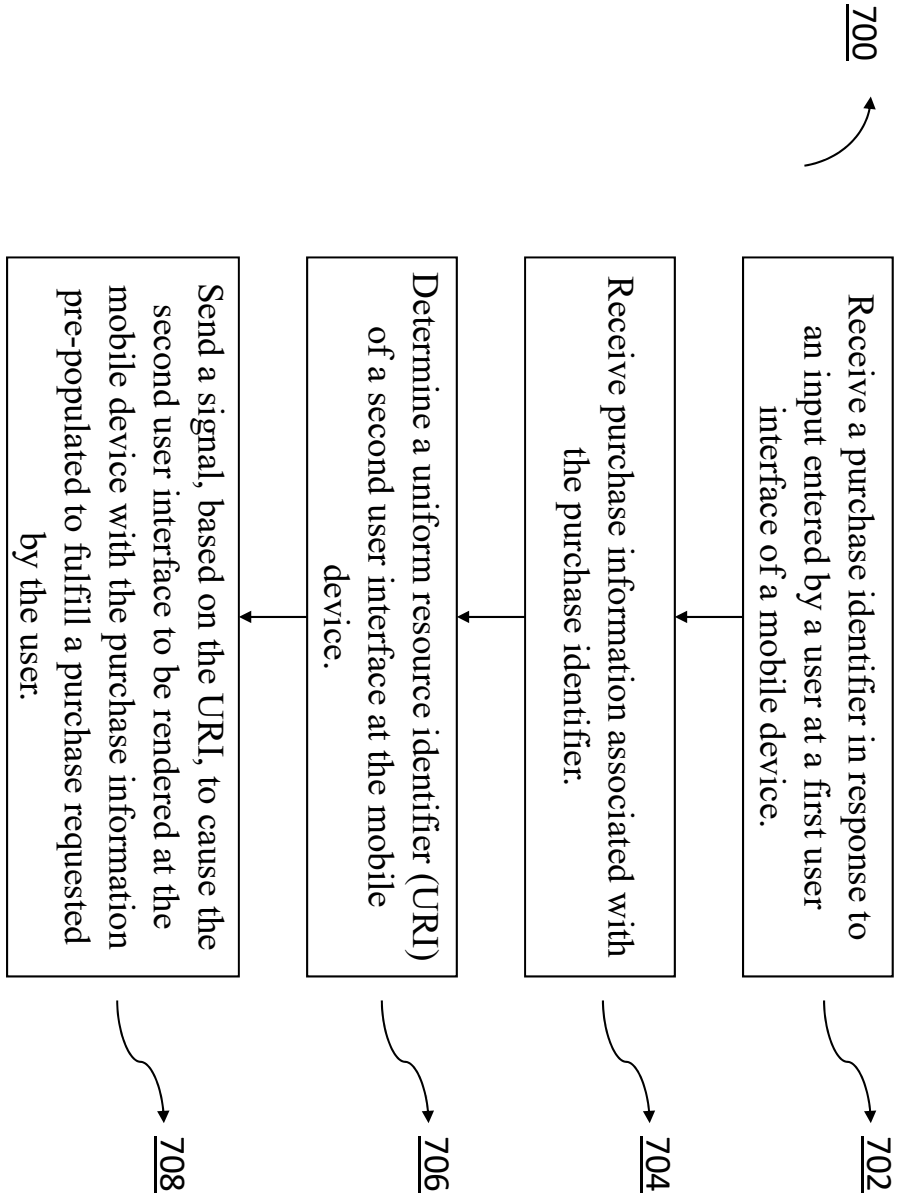

700
Receive a purchase identifier in response to an input entered by a user at a first user interface of a mobile device.
702
Receive purchase information associated with the purchase identifier.
704
Determine a uniform resource identifier (URI) of a second user interface at the mobile device.
706
Send a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.
708

FIG. 7

DocCode – SCORE

SCORE Placeholder Sheet for IFW Content

Application Number: 15986569 Document Date: 05/22/2018

The presence of this form in the IFW record indicates that the following document type was received in electronic format on the date identified above. This content is stored in the SCORE database.

Since this was an electronic submission, there is no physical artifact folder, no artifact folder is recorded in PALM, and no paper documents or physical media exist. The TIFF images in the IFW record were created from the original documents that are stored in SCORE.

- Drawing

At the time of document entry (noted above):

- USPTO employees may access SCORE content via eDAN using the Supplemental Content tab, or via the SCORE web page.
- External customers may access SCORE content via PAIR using the Supplemental Content tab.

Form Revision Date: August 26, 2013

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 06/19/2018

MNGUYEN SALE #00000008 Mailroom Dt: 05/22/2018 501283 15986569
01 FC : 2051 80.00 DA

Doc Code: TRACK1.REQ
Document Description: TrackOne Request

PTO/AIA/424 (04-14)

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

First Named Inventor:	Brian LONG	Nonprovisional Application Number (if known):	
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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 EFS-Web.

---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 EFS-Web.
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 /Xianhua Kong/	Date May 22, 2018
Name (Print/Typed) Xianhua Kong	Practitioner Registration Number 69431

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 _____ forms are submitted.

Privacy Act Statement

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

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

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

Abstract

In one embodiment, a method includes receiving an interaction identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving interaction information and application deeplinking purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the interaction information pre-populated to complete an interaction requested by the user.

176352488

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 17

What is claimed is:

1. A method, comprising:

receiving an interaction identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device, the input associated with a frame within a page displayed at the first user interface;

receiving interaction information and application deeplinking information associated with the interaction identifier;

determining, based on the application deeplinking information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface; and

sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the interaction information pre-populated to complete an interaction requested by the user.

2. The method of claim 1, wherein the first user interface is a web browser operating on the mobile device.

3. The method of claim 1, wherein the second user interface is a text messaging user interface operating on the mobile device.

4. The method of claim 1, wherein the interaction information includes a telephone number of a vendor from which the interaction is to be made.

5. The method of claim 1, wherein the interaction information includes (1) a subscription to a service or (2) a purchase to a product or a service.

6. The method of claim 1, further comprising:

determining a platform type of the mobile device based on information received via the first user interface of the mobile device,

the determining the URI of the second user interface including determining the URI of the second user interface based on the platform type of the mobile device.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 18

7. The method of claim 1, wherein the second user interface is not a user interface of a vendor from which the interaction is to be made.

8. The method of claim 1, wherein the second user interface is configured to cause the interaction to be initiated (1) upon receiving a single user input within the second user interface and (2) without displaying a user interface associated with a vendor from which the interaction is to be made.

9. A method, comprising:

determining a state of a page load of a page at a first user interface of a mobile device; and

in response to the state of the page load satisfying a criteria, providing, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase.

10. The method of claim 9, wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device.

11. The method of claim 9, wherein a size of the frame relative to a size of the page is configurable.

12. The method of claim 9, wherein a location of the frame on the page is configurable.

13. The method of claim 9, wherein:

the input is a first input; and

the method further includes:

receiving a second input entered by the user via the second user interface at the mobile device to confirm the purchase; and

sending the purchase information to fulfill the purchase.

14. The method of claim 9, wherein the deeplink information includes a request for a uniform resource identifier (URI) of the second user interface.

15. The method of claim 9, wherein the first user interface is a web browser operating on the mobile device.

16. The method of claim 9, wherein the second user interface is a text messaging user interface operating on the mobile device.

17. The method of claim 9, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

18. The method of claim 9, wherein the purchase includes a subscription to a service.

19. The method of claim 9, wherein the second user interface is configured to cause the purchase to be initiated (1) upon receiving a single user input within the second user interface and (2) without interaction with a user interface associated with a vendor from which the purchase is to be made.

20. A processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code comprising code to cause the processor to:

determine a state of a page load of a page at a first user interface of a mobile device;

in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information;

receive a purchase identifier in response to an input entered by a user at the frame mobile device and based on the purchase information;

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 20

determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface; and

render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 21

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELETRONIC DEVICE

Cross-Reference to Related Application

[1001] This application claims the benefit of and priority to U.S. Provisional Patent Application No. 62/511,413, filed on May 26, 2017, and titled "A Technology Platform for Messaging-Based Subscriptions and Payments Initiated From a Mobile Website," which is incorporated herein by reference in its entirety.

Background

[1002] Some embodiments described herein relate generally to computer-related technologies for mobile electronic devices. In particular, some embodiments described herein relate to methods and apparatus for a technology platform for messaging-based subscriptions and payments initiated from a website at a mobile electronic device.

[1003] Known methods allow a user to open a vendor's application or a vendor's website on a mobile device to select a product or service. The user can then provide payment information via the vendor's application or website to complete a transaction with the vendor. With these known methods, however, the user often pauses its previous activities (e.g., viewing a website, reading an email) on the mobile device and is redirected to the vendor's application or website to purchase the products and services via many user input (e.g, clicks, or screen taps). This time-consuming and burdensome process results in many users leaving the purchase before the transaction is completed.

[1004] Accordingly, a need exists for methods and apparatus for dynamic application deeplinking to transition from one user interface to another user interface at a mobile device for continued and improved user experience and engagement when interacting with the mobile device.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 22

Summary

[1005] In some embodiments, a method includes receiving a purchase identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

Brief Description of the Drawings

[1006] FIG. 1 is a block diagram illustrating a click-to-text server, a client's server and a user's mobile device, according to an embodiment.

[1007] FIGS. 2A-2D illustrate screenshots of user interfaces at a user mobile device in a click-to-text subscription process, according to an embodiment.

[1008] FIGS. 3A-3E illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1009] FIGS. 4A-4B illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1010] FIGS. 5A-5I illustrate screenshots of user interfaces at a user mobile device in a click-to-text purchase process, according to an embodiment.

[1011] FIGS. 6A-6I illustrate screenshots of a user interface at a user mobile device in a click-to-text purchase process, according to an embodiment.

[1012] FIG. 7 is a flow chart illustrating a click-to-text process 700, according to an embodiment.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 23

Detailed Description

[1013] Some embodiments described herein include methods and apparatus for a technology platform for messaging-based subscriptions and payments initiated from a website viewed on a mobile device or a mobile application. By using custom-generated dynamic deeplinks, some embodiments described herein provide a method of completing mobile subscriptions, communications, and/or purchases. In these embodiments, a number of mobile interfaces can be used including, but not limited to, mobile websites, mobile applications, mobile messages, mobile advertisements, social media applications, and/or the like. In some implementations, the platform allows a user to initiate a subscription via messaging-based communications, or completes a purchase transaction for a product or service using messaging-based communications. In some implementations, custom-generated mobile deeplinks are used. In some implementations, the purchase and/or subscription process can be initiated via a rendered link on a touchscreen mobile device, and a transaction can be completed by two touch screen taps (or Two-Taps).

[1014] In some embodiments, a link can be generated in a set of mobile user interfaces including, but not limited to, a mobile website, a mobile application, a link, an email, a mobile advertisement, a text message, and/or the like. When the link is clicked, a custom-rendered deeplink is initiated, and a mobile messaging application is opened on a user's mobile device. In some embodiments, a deeplink is a type of link used in mobile applications that allows the linking of one mobile application to another mobile application. In some implementations, deep linking uses a uniform resource identifier (URI) that links to a mobile application or a specific location within a mobile application. Deeplinks can be used across a set of mobile operating systems including, for example, the Apple® iOS system and the Android™ system.

[1015] In some implementations, the content of the message and the recipient's (e.g., the vendor's) phone number can be pre-filled in the messaging application of the mobile device. This information can be communicated to the messaging application using the deeplink specific to the vendor.

[1016] In some implementations, the user can switch from, for example, a mobile website, a mobile application, a link, an email, a mobile advertisement, a text message to a subscription message or a purchase message on a mobile messaging application. In some implementations, the

mobile device can receive user's selections to subscribe to and/or purchase a good or service via two touch screen taps on a touch screen mobile device. The mobile device can receive a first signal in response to the user selecting (or tapping) on the rendered link on a first mobile user interface (i.e., the first touch screen tap), and the mobile device can receive a second signal in response to the user selecting (or tapping) the "send" message button on a second mobile interface to send the message to the vendor (i.e., the second touch screen tap.) In such implementations, the mobile device receives the user's selections (touch screen tap) via the touch screen of mobile device and then produces a signal to represent the user's selections for further processing by the mobile messaging application.

[1017] In some implementations, the user can be subscribed to service to receive messaging based marketing information from the recipient when the message is sent. In some implementations, the user can initiate a process to purchase a product or service from the recipient when the message is sent.

[1018] In some embodiments, a method includes receiving a purchase identifier by a processor and in response to a signal generated by the mobile device in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

[1019] In some embodiments, a method includes determining a state of a page load of a page at a first user interface of a mobile device. In response to the state of the page load satisfying a criteria, the method includes providing, based on a set of configurable settings, a frame within the page at the first user interface. The frame includes purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase.

[1020] In some embodiments, a processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code includes code to cause the processor to determine a state of a page load of a page at a first user interface of a mobile device. The code further includes code to cause the processor to, in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface. The frame include purchase information and deeplink information. The code further includes code to cause the processor to receive a purchase identifier in response to an input entered by a user at the frame mobile device and based on the purchase information. The code includes code to cause the processor to determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The code includes code to cause the processor to render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

[1021] As used herein, the singular forms "a," "an" and "the" include plural referents unless the context clearly dictates otherwise. Thus, for example, the term "a message" is intended to mean a single message or a combination of messages. For another example, "a purchase identifier" is intended to mean a single purchase identifier or a combination of purchase identifiers.

[1022] As used herein, data can include, for example, information such as videos, audio, text, images, games, usernames, passwords, user input, user clicks, user screen taps, user browsing history, information associated with a user, information associated with a user's mobile device, URLs, banking transaction information (e.g., credit card information, back account information, etc.), healthcare information (e.g., prescription information, healthcare records, etc.), public data, protected data, proprietary data, personal data, private data, user generated content, Internet of Things (IoT) data, autonomous vehicle data (e.g., navigation data, status data, security data, etc.), and/or any other information.

[1023] FIG. 1 is a block diagram illustrating a click-to-text server 100, a client's server 130 and a user's mobile device 150, according to an embodiment. The click-to-text server 100 can communicate with the client's server 130 and the user's mobile device 150 via a network (not shown). The network (not shown) can be any network or combination of networks capable of

transmitting communication information (e.g., data and/or signals) and can include, for example, a wireless network, a cellular network, a telephone network, an Ethernet network, a fiber-optic network, and/or the like. The communication information can be transmitted over a connection(s) of a wireless network, such as, for example, a Wi-Fi® or wireless local area network ("WLAN") connection, a wireless wide area network ("WWAN") connection, a cellular connection and/or the like. A network connection can be a wired connection such as, for example, an Ethernet connection, a digital subscription line ("DSL") connection, a broadband coaxial connection, and/or a fiber-optic connection and/or the like.

[1024] The click-to-text server 100 can be or include a computer, a cell phone, a tablet, an electronic device, a critical embedded systems, coprocessors, field-programmable gate arrays (FPGAs) and/or the like. The click-to-text server 100 can include at least one processor 101 and at least one memory 103. The at least one processor 101 and the at least one memory 103 are operatively coupled with each other. The at least one memory 103 can be, for example, non-volatile memory, volatile memory, memory local to a server or networked, virtualized memory, a random-access memory (RAM) (e.g., a dynamic RAM, a static RAM), a flash memory, a removable memory, and/or so forth. In some embodiments, the memory 103 can store, for example, message data 107 (e.g., a set of promotional messages associated with a set of entities or clients), user data 108 (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, user agent, and/or the like), client data 109 (e.g., user white list associated with a set of clients/entities, user black list associated with a set of clients/entities, client preferences, client business rules, and/or the like). In some implementations, the memory 103 can store, for example, a database(s), process(es), application(s), virtual machine(s), instructions, and/or other software modules (stored and/or executing in hardware) or hardware modules configured to execute an integrator process and a click-to-text process. In such implementations, instructions for executing the click-to-text process, and/or any associated methods can be stored within the memory 103 and executed at the processor 101. In some embodiments, the memory 103 can store code representing integrator instructions 105 (i.e., integration tag) to be executed by the at least one processor 101 or the user mobile device 150. The execution of the integrator instructions 105 at the user mobile device 150 can cause the user mobile device 150 to send a request to the click-to-text server 100 and receive

from the click-to-text server 100 promotional messages associated with the client. In some embodiments, the memory 103 can store code representing click-to-text instructions 106 to be executed by the at least one processor 101 to cause the processor to execute the click-to-text process. In some implementations, at least a portion of the data and instructions stored at the memory 103 can be served from one of a single physical machine, multiple physical machines, a virtualized server, multiple virtualized servers, a public cloud, a private cloud, and/or a geographically distributed network of operatively coupled servers.

[1025] The at least one processor 101 can be any hardware module and/or component configured to receive and process data, and/or to execute code representing instructions. In some embodiments, the at least one processor 101 can be a general purpose processor, a Field Programmable Gate Array (FPGA), an Application Specific Integrated Circuit (ASIC), a Digital Signal Processor (DSP), and/or the like. The at least one processor 101 can implement a number of modules and/or server components. The at least one processor 101 can be configured to execute instructions generated by any of its modules and/or server components, and/or instructions stored in the memory 103, for example, the integrator instructions 105 and the click-to-text instructions 106. In some implementations, if the at least one processor 101 includes multiple processors, the modules and/or server components can be distributed among and/or executed by the multiple processors. The at least one memory 103 can be configured to store processor-readable instructions that are accessible and executable by the processor 101.

[1026] The client device 130 can be or include a computer, a cell phone, a tablet, an electronic device, a critical embedded systems, coprocessors, and field-programmable gate arrays (FPGAs), a smart TV, and/or another type of network-enabled machine. The client device 130 can include a processor (not shown) and a memory (not shown). In some implementations, the client device 130 is associated with a client (also referred to herein as an entity, a vendor) selling or providing a good(s) or service(s) via the internet, and/or engaging in any marketing activities via the internet. In some implementations, the client device 130 can be served from one of a single physical machine, multiple physical machines, a virtualized server, multiple virtualized servers, a public cloud, a private cloud, and/or a geographically distributed network of operatively coupled servers.

[1027] The user mobile device 150 can be any mobile electronic devices. For example, in some embodiments, the user mobile device 150 can be, but are not limited to, a mobile phone, a tablet, a smart watch, a personal computer, a personal digital assistant (PDA), a smart phone, and/or the like. The user mobile device 150 can include a processor (not shown), a memory (not shown), a network interface (not shown), and an output device (not shown). For example, in some embodiments, the output device can be any suitable display that can provide at least a portion of a user interface for a software application (e.g., a mobile application, a PC application, an internet web browser, etc.) installed on (or accessible by) the user mobile device 150. In such embodiments, the display can be, for example, a cathode ray tube (CRT) monitor, a liquid crystal display (LCD) monitor, a light emitting diode (LED) monitor, and/or the like. In other embodiments, the output device can be an audio device, a haptic device, and/or any other suitable output device. In some implementations, the output device can be configured to receive user input via taps (contact) on a touch screen by a user gesture such as a finger tap, swipe, pinch, etc. The network interface of user mobile device 150 can be, for example, a network interface card and/or the like that can include at least an Ethernet port and/or a wireless radio (e.g., a WiFi® radio, a Bluetooth® radio, etc.). The memory of user mobile device 150 can be, for example, a random access memory (RAM), a memory buffer, a hard drive, a read-only memory (ROM), an erasable programmable read-only memory (EPROM), and/or the like. In some embodiments, the memory can include a set of software applications including, but not limited to, a messaging application, a web browser application, an email application, a book reader application, and/or any mobile applications. Each of the set of software applications can have a unique user interface. The processor can be any suitable processing device configured to run or execute a set of instructions or code. For example, the processor of user mobile device 150 can be a general purpose processor, a central processing unit (CPU), an accelerated processing unit (APU), and Application Specific Integrated Circuit (ASIC), and/or the like. The processor can be configured to run or execute a set of instructions or code stored in the memory associated with using, for example, a PC application, a mobile application, an internet web browser, a cellular and/or wireless communication (via a network), and/or the like, as described in further detail herein.

[1028] In use, a user can provide a first input (a click, a screen tap, or a selection, etc.) a web link on a mobile website or a mobile application displayed the user mobile device 150. This user selection can be sensed by the touch screen of the user mobile device 150 such that a signal is

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 29

produced and provided to the processor of the user mobile device 150. The web link is associated with a promotional message provided by a client. The client can be an entity selling or providing a good(s) or service(s) via the internet, and/or engaging in any marketing activities via the internet. In response to receiving the signal produced by the touch screen, the processor of user mobile device 150 can produce a notification and send it to the click-to-text server 100. The click-to-text server 100 can receive a notification (e.g., a HTTP POST request) in response to the user input. The click-to-text server 100 can initiate a messaging application at the user mobile device 150 with a message pre-populated with purchase or subscription information and a recipient's phone number. The user can provide a second input (a click, a screen tap, or a selection, etc.) to send the text message to the recipient's phone number. The recipient phone number is associated with the client and the client server 130. In response to sending the text message, the user, via the user mobile device 150, can subscribe to a messaging-based marketing service, or initiate a process of purchasing a product or service, provided by the client and/or the client server 130. In some implementations, this click-to-text process can be completed in just two taps, and in compliance with the Telephone Consumer Protection Act ("TCPA") and the regulations by trade associations representing the wireless communication industry (e.g., CTIA).

[1029] FIGS. 2A-2D illustrate screenshots of user interfaces at a user mobile device in a click-to-text subscription process, according to an embodiment. The user mobile device can be structurally and functionally similar to the user mobile device 150 described with regards to FIG. 1. The first user interface 201 displays a promotional message 202 (e.g., within a frame of the first user interface 201) at the user mobile device and provides a "sign-up" link 203, when selected, clicked or tapped by the user, initiating a second user interface 211 at the user mobile device. The promotional message 202 can be any advertising information related to a product or service that a client provides. The client can provide the product(s) or the service(s) for free or a fee. In some implementations, the first user interface 201 can be within or part of a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The second user interface 211 can be within or part of a messaging application, and/or the like. In response to user selections, clicks or taps at the "sign up" link 203, the second user interface 211 of a mobile application, for example, a messaging application, opens with a message pre-populated with a subscription request 213. The message also re-populates the phone number 214 of a client associated with the promotional message 202.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 30

In some implementations, the content of the message 213 and/or the phone number 214 can be customized (or defined or populated), based on client's preferences, by a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1). In some instances, the phone number 214 can be a short code cellular number or a long code cellular number. In some instances, the content of the message 213 can be related to, for example, a request to join a subscription list, a request to purchase a product or service, a request for customer service, or any number of other ways in which the user mobile device interacts with the client server. In some implementations, the message 213 and the phone number 214 are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message 213 and/or the phone number 214. The user can select, click or tap the "send" button 212 to send the message 213 to the client associated with the phone number 214. The message 213 can be sent to a client server (such as the client server 130 described with regards to FIG. 1) and/or the click-to-text server. In response to receiving the message 213, the client server can send a message(s) 222 via the second user interface 221 (the same second user interface shown as 211 in FIG. 2B; e.g., a messaging application) to confirm the user's subscription. In some implementations, the click-to-text server can send message 222 to confirm the user's subscription.

[1030] In some implementations, in response to receiving the message 213, the click-to-text server can authenticate the user based on a user identifier. In some implementations, the user identifier can be included in the signal sent to the click-to-text server in response to receiving the message 213. In other implementations, the click-to-text server can receive the user identifier prior to receiving the message 213. In such implementations, the click-to-text server can receive the user identifier in response to an execution of an integration tag (such as the integrator instructions 105 as described with regards to FIG. 1) during a page load event at the user mobile device. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. If the user is on a black list of the client, the click-to-text server can block the user from subscribing to the service provided by the client and/or the promotional messages 223 provided by the client. If the user is not on a black list of the client, or if the user is on a white list of the client , the user is authenticated by the click-to-text server and/or the client server and the click-to-text server and/or the client server can provide

service and/or send promotional messages 223 to the user. In some implementations, data representing the black list and/or the while list associated with the client can be stored in a client database of the click-to-text server (such as the client data 109 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1031] In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new subscriber of the client or an existing subscriber of the client. If the user is a new subscriber, the client server and/or the click-to-text server can send a message(s) 222 via the second user interface 221 (the same second user interface shown as 211 in FIG. 2B; e.g., a messaging application) to confirm the user's subscription. If the user is an existing subscriber, the client server and/or the click-to-text server can send a message(s) 232 informing the user that the user is already subscribed to the client's service. In some implementations, the user's subscription status associated with the client (e.g., a new subscriber or an existing subscriber) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1032] In some implementations, the second user interface 211 is different from the first user interface 201. In some implementations, the second user interface 211 (e.g., a messaging application) is not a user interface provided by the client/entity/vendor from which the purchase/subscription is to be made. In some implementations, the first user interface 201 is not a user interface (e.g., a web browser) provided by the client/entity/vendor from which the purchase/subscription is to be made. In other words, a user does not need to install the vendor's mobile application to make the purchase from the vendor or subscribe to service provided by the vendor. In situations where, for example, the user is browsing a website with a promotional message 202, the user can select, tap or click the "sign-up" link 203 and a messaging application (e.g., 211) is opened with a message 213 and a phone number 214 pre-populated to complete the purchase/subscription. In such situations, the user does not need to install or open any vendor application. Stated differently, the user can initiate the purchase/subscription upon providing a single user input within the second user interface (e.g., click "send" button at the messaging application) and without further interaction with a user interface associated with a vendor from which the purchase is to be made. The click-to-text process provides dynamic application deeplinking at a mobile device such that the user's interaction with a client via a first user interface

of the mobile device can continue to a second user interface of the mobile device. The dynamic application deeplinking protocol improves the user experience for shopping and interacting, via a network, with a client via the mobile device and increases customer engagement with the promotional messages / marketing efforts by the client.

[1033] In some implementations, in response to the user selecting, clicking or tapping the "sign-up" link 203 via the first user interface 201, the user mobile device can send a HTTP POST request to the client-to-text server notifying the client-to-text server of the user's select/click/tap on the "sign-up" link 203. The HTTP POST request can include, for example, a purchase identifier associated with the promotional message 202, a purchase identifier associated with the client or the entity providing the promotional message 202 (e.g., a telephone number associated with the client/entity), purchase information associated with the promotional message, a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, a user agent field collected by the web browser, and/or any information identifying the user and/or user mobile device), and/or the like. The purchase information can include, for example, a subscription to service associated with the promotional message 202, information related to the product(s) or service(s) associated with the promotional message 202, a product identifier, a subscription identifier, and/or the like. An example HTTP form that POSTs to the client-to-text server is as follows:

```
<form action="/1/clicks" method="post" target="_top">
  <input type="hidden" name="i" value="{impressionId}"></input>
  <input type="hidden" name="id" value="{userId}"></input>
  <button type="submit" className={ `${css.formSubmitButton} ${css.override}` }>
    <svg viewBox='0 0 24 24' className={ `${css.clickToTextPhoneIcon} ${css.override}` }>
      <path d='M16.3,0H7.7C6.8,0,6,0.9,6,1.9v20.1C6,23.1,6.8,24,7.7,24h8.6c0.9,0,1.7-0.9,1.7-
1.9V1.9C18,0.9,17.2,0,16.3,0z M10.8,1.2h2.4c0.2,0,0.3,0.2,0.3,0.4c0,0.2-0.1,0.4-0.3,0.4h-2.4c-
0.2,0-0.3-0.2-0.3-0.4C10.5,1.4,10.6,1.2,10.8,1.2z M12,23.2c-0.4,0-0.8-0.4-0.8-0.8c0-0.4,0.3-
0.8,0.8-0.8s0.8,0.4,0.8,0.8C12.8,22.9,12.4,23.2,12,23.2z M16.9,20.9H7.1V3.1h9.8V20.9z'
      />
    </svg>
    <svg className={ `${css.clickToTextRightArrow} ${css.override}` } viewBox='0 0 24 24'>
      <polygon points='18.5,12 7.5,24 5.5,22.1 14.8,12 5.5,1.9 7.5,0' />
    </svg>
    <div className={ `${css.clickToText} ${css.override}` }>
      <div className={ `${css.text1} ${css.override}` }>{ ctaText1 }</div>
      <div className={ `${css.text2} ${css.override}` }>{ ctaText2 }</div>
    </div>
```

```
  </button>
 </form>
```

[1034] In response to receiving the HTTP request from the user mobile device, the client-to-text server can determine, based on a mobile device identifier, a uniform resource identifier (URI) (including, for example, a link syntax) of a second user interface at the user mobile device. In some implementations, the mobile device identifier can be a user agent field collected by the web browser, a platform type or an operating system type operated at the user mobile device. In some instances, the platform type is the operating system type operated at the user mobile device or information included in the user agent field collected by the web browser. The client-to-text server can determine the URI of the second user interface that is compatible with the operating system type of the user mobile device. The URI of the second user interface (e.g., a messaging application) may be the same or different for different mobile device operating systems. The client-to-text server can generate a response message including the URI of the second user interface and send the response message to the user mobile device to cause the second user interface to open with message and phone number pre-populated. The click-to-text server can receive the pre-populated message and phone number based on the purchase identifier from a database at the click-to-text server. In some implementations, the response message can be a HTTP 303 status code. In some implementations, the response message and the HTTP form that POSTs to the client-to-text server can be stored in the memory of the client-to-text server (e.g., the click-to-text 106 stored at the memory 103 of the client-to-text server 100.) In some implementations, a proper deeplinking (e.g., the HTTP POST request and the response message) can direct the user to the native text messaging application, enabling the two-tap signup. An example response message sent from the client-to-text server is as follows.

```
public class CreativeController {
 @Path(value = "/clicks", method = Method.POST)
    public void click(Request request, Response response) {
       // When POSTing to this endpoint, the facebook app actually
       // sends two requests - the first with query parameters and then
       // a second without. This check handles the second.
       if (request.getQueryParam("i") == null) {
          throw new InvalidParameterException("Click must have impression id");
       }

       Impression impression = new Impression();
```

```
        impression.setId(Long.valueOf(request.getQueryParam("i")));
        Creative creative = creativeRepository.getImpressionCreative(impression);
        if (creative == null) {
            throw new InvalidParameterException("invalid impression id");
        }
        statsCounter.incrementClickCounter(creative.getId());

        if (creative.getPhone() == null) {
            creative.setPhone(defaultPhone);
        }

        Click click = buildClick(request);
        click.setImpression(impression);
        click.setCreative(creative);
        creativeRepository.createClick(click);
        kinesisProducerService.add(click);

        if (request.getQueryParam("r") != null && request.getQueryParam("r").equals("false")) {
            response.setStatus(204);
        } else {
            response.setStatus(303);
            response.setHeader("Location", getSmsLink(click, request.getUserAgent()));
        }
    }

    private String getSmsLink(Click click, UserAgent userAgent) {
        String fullSmsBody = click.getCreative().getSmsBody() + " (ref: " + click.getFingerprint()
+ ")";
        if (userAgent.isInstagramIos()) {
            fullSmsBody = fullSmsBody.replace(' ', '_');
        }
        return "sms:" + click.getCreative().getPhone() + userAgent.getSmsDeeplinkDelimiter() +
"body=" + fullSmsBody;
    }
}
```

[1035] In some implementations, in response to the user selecting, clicking or tapping the "sign-up" link 203 via the first user interface 201, the click-to-text server can dynamically request and receive, from, for example, the client database stored at the memory of the click-to-text server, the client's short code (e.g. 24321), the SMS message body (e.g. "Just send this message to join [Company Name] exclusive insiders, or Just send to purchase this red hat"). The client-to-text server can request and receive a platform specific deeplink (e.g., a URI of the second user

interface) that causes the user mobile device's messaging application to be rendered at the user mobile device.

[1036] In some implementations, when the user selects/clicks/taps the "send" button via the messaging application to send the message, the message can be sent to the wireless communication provider server (e.g., AT&T, Verizon) of the user mobile device. The wireless communication provider server can then make an application programming interface (API) call to the click-to-text server. The API call can trigger a response message back to the user mobile device with a link to set user's preferences. In some instances, this user preference page can use the same client_domain. attn. tv domain specified in the site integration tag as described below.

[1037] In some implementations, the click-to-text server can send an integration tag (or site integration tag, or integrator 105 as described in FIG. 1) to the client server. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server and receive from the click-to-text server promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be sent to the click-to-text server because the page is integrated with the integration tag provided by the click-to-text server. In some instances, the integration tag is triggered or executed only when the page associated with the client is fully loaded at the user mobile device (i.e., a criteria). In some instances, the integration tag can check the ready state of a page (or a document of the page) and only proceeds when the page is fully ready. In some instances, the site integration tag can be stored in the memory of the click-to-text server (such as the integrator 105 stored at the memory 103 of the click-to-text server 100 as described with regards to FIG. 1.) In some instances, the site integration tag can be stored in a public cloud or a private cloud server.

[1038] In response to the execution of the integration tag, the user mobile device can generate a unique visitor identifier and store at least a portion of the integration tag in a local storage of the user mobile device, or as a cookie at the user mobile device. The execution of the integration tag can produce, for example, a HTML iframe that allows messages to be sent and received between the user mobile device and the click-to-text server. In some implementations, the execution of the

integration tag at the user mobile device sends to the click-to-text server user data (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, a user agent field collected by the web browser, and/or the like). In some implementations, the integration tag can include code that manages, stores, and governs client business rules (e.g., whitelists, blacklists, timeouts, and/or the like). In some implementations, the execution of the integration tag at the user mobile device can send a request to the click-to-text server and receive, from the click-to-text server, promotional messages 202 associated with the client, the client configurable settings/preferences to display the promotional message 202 (e.g., the location of the frame relative to the page, the size of the frame relative to the page, and/or the like.) The user mobile device can then render the frame with the promotional message 202 at its output device. The frame can also include purchase information and deeplink information such that in response to an input entered by the user, the second user interface 211 can be rendered at the mobile device to initiate a purchase/subscription. An example integration tag includes code as follows:

```
<script>
__attentive_domain="example.attn.tv",function(){window.__attentive={invoked:!1,show:functio
n(){this.invoked=!0}};var
t=!1,e=function(){if(document.readyState&&!/loaded|complete/.test(document.readyState))retur
n void setTimeout(e,10);if(!t)return t=!0,void setTimeout(e,50);var
n=document.createElement("script");n.setAttribute("async","true"),n.type="text/javascript",n.src
="https://cdn.attn.tv/loader.js",((document.getElementsByTagName("head")||[null])[0]||documen
t.getElementsByTagName("script")[0].parentNode).appendChild(n)};window.addEventListener?
window.addEventListener("load",e,!1):window.attachEvent("onload",e)}(),window.__attentive.s
how();
</script>
```

[1039] In some implementations, the integration tag can be customized based on client's preferences. For example, the integration tag can be executed when any webpage associated with the client's website is accessed by the user mobile device. In some instances, the integration tag can be executed only when a webpage from a set of webpages associated with the client's website is accessed by the user mobile device. The set of webpages can be selected via a specific URL slug (e.g., /p/mens_category), a specific rooting (e.g., /p/mens_category /* would cover every page with root of /p/mens_category/, including, for example, /p/mens_category/tshirts/philadephia_phillies/G72 91), a specific query parameter (e.g.,

clientdomain.com/utm_source=lorem&utm_medium=320b anner&utm_campaign=ipsum), all pages except a specified page (e.g., execute the integration tag on all pages except the checkout page), and/or the like. In some instances, the integration tag can be customized to be executed only by a set of devices that are on a device whitelist or blacklist (e.g., do or do not show the sign-up link 203 for devices on the whitelist or blacklist.) In some instances, the integration tag can be customized to be executed only for users from a set of countries so that the sign-up link 203 can be shown only to users from a set of countries. In some instances, the integration tag can be customized to be executed based on a referrer whitelist or blacklist (e.g., do/do not show sign-up link 203 for users from particular page referrers (e.g. Facebook, Google, etc).) In some instances, the integration tag can be customized to be executed only after a period of time since the last execution of the integration tag (e.g., a length of time until a sign-up unit is displayed again). In some instances, the integration tag can be customized to be executed only after a period of time since a certain event occurs (e.g., a length of time until a sign-up link is displayed again if the user subscribes or makes a purchase, a length of time until a sign-up link is displayed again if the user performs any measured action (close, privacy, terms, click, and/or the like.)

[1040] In some implementations, in response to a user sending a message to the client's phone number, the click-to-text server can collect data about the user. In some instances, the click-to-text server can collect transaction payment data including, but not limited to, the user's payment information (e.g. credit card information, bank account information, or other information), shipping address, and preferred shipping-related settings. The click-to-text server can use the data collected to provide a user-friendly purchase experience in subsequent transactions. In some instances, the click-to-text server can collect marketing-based data to help the client send improved marketing-related messages to the user. The marketing-based data can include, but not limited to, the type of messages the user prefers to receive, when the user prefers to receive the message, the type of website content the user has viewed ,what items the user has previously purchased, and/or the like. In some instances, the click-to-text server can append additional data, directly collected or through a third party that is appended to the user's phone number as a key value. The data can be used, for example, for fraud protection or to disable a recently changed number.

[1041] FIGS. 3A-3E illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment. The user mobile device can be

structurally and functionally similar to the user mobile device 150 described with regards to FIG. 1. Similar to the first user interface with a promotion message described with regards to FIG. 2A, the first user interface 301 displays a promotional message 302 on the screen of the user mobile device as shown in FIG. 3A. The promotional message 302 includes a "sign-up" link 304, when selected, clicked or tapped by the user, initiating a second user interface (not shown here) at the user mobile device. The second user interface of a mobile application (e.g., a messaging application) opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1042] As shown in FIG. 3A, the promotional message 302 can be displayed within a frame 305 of a webpage 303. The promotional message can also be displayed in a frame with different sizes relative to the size of the webpage and different location relative to the center of the webpage. For example, as shown in FIG. 3A, the promotional message 302 can be displayed in a frame 305 within the webpage 303 (i.e., a partial take-over). The frame 305 can be displayed at the bottom of the screen 301 and a portion of the webpage 303 can be displayed at the top portion of the screen 301. For another example, as shown in FIG. 3B, the promotional message 312 can be displayed in a frame that has the same size as the size of the webpage (i.e., full screen). The user can close the promotional message and the screen can display the webpage. For another example, as shown in FIG. 3C, the promotional message 322 can be displayed as a webpage or as a landing page of a website. For another example, as shown in FIG. 3D, the promotional message 332 can also be displayed within an email 333. For another example, as shown in FIG. 3E, the promotional message 342 can be displayed in a frame as a pop-up from the webpage 343. A portion of the webpage 343 can be displayed at the top portion of the screen 341 and/or the lower portion of the screen 341. In response to a user selects/click/tap at the "sign-up" links within the promotional messages (302, 312, 322, 332, and 342), a second user interface of a mobile application opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1043] The promotional messages (302, 312, 322, 332, and 342) can be retrieved from a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1) in response to an execution of an integration tag. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server and receive from the click-to-text

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 39

server promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be sent to the click-to-text server because the page is integrated with (includes or incorporates) the integration tag provided by the click-to-text server. The execution of the integration tag can generate, for example, a HTML iframe which allows messages to be sent and received between the user mobile device and the click-to-text server. In some implementations, the execution of the integration tag at the user mobile device sends to the click-to-text server user data, manages client business rules, client configurable settings to display the promotional message (e.g., the location of the frame relative to the page, the size of the frame relative to the page, and/or the like.)

[1044] The "sign-up" link (304, 314, 324, 334, or 344), when selected, clicked or tapped by the user, initiates a second user interface (not shown here) at the user mobile device. The "sign-up" link (304, 314, 324, 334, or 344) can be displayed differently based on client's preferences by the click-to-text server. In some instances, the "sign-up" link (304, 314, 324, 334, or 344) can be shown as a button having different sizes (up to a size of a full screen). In some instances, the "sign-up" link (304, 314, 324, 334, or 344) can be a standalone landing page, or a clickable link (a button, or an image) in line with the text displayed in a webpage, an email, a promotional message (302, 312, 322, 332, and 342), a mobile application, a pop-up window, and/or the like.

[1045] FIGS. 4A-4B illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment. In some implementations, the first user interface 401 at the user mobile device displays a promotional bubble 402 that can expand into a promotional message 404 in response to a user select/click/tap at the promotional bubble 402. The promotional message 404 can be similar to the promotional messages (302, 312, 322, 332, and 342) shown in FIGS. 3A-3E. The promotional message 404 includes a "sign-up" link 405, when selected, clicked or tapped by the user, initiating a second user interface (not shown here) at the user mobile device. The second user interface of a mobile application (e.g., a messaging application) opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 40

[1046] FIGS. 5A-5I illustrate screenshots of user interfaces at a user mobile device in a click-to-text purchase process, according to an embodiment. The first user interface 501 (e.g., a website browser) at the user mobile device displays a shopping cart 503 with products 504 to be purchased. The first user interface 501 also displays a promotional message 502, when selected, clicked or tapped by the user, initiating a second user interface 511 at the user mobile device. In some implementations, the first user interface 501 can be a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The second user interface 511 can be a messaging application, and/or the like. In response to a user selection, click or tap at the "1-Step Checkout" link 502, the second user interface 511 of a mobile application, for example, a messaging application, opens with a message pre-populated with a purchase request 513. The purchase request 513 can include a shopping cart identifier, a product identifier, a product name, a product description, a price of each product, a total price for the shopping cart, and/or the like. The message also re-populates the phone number 512 of a client associated with the promotional message 502. In some implementations, the content of the message 513 and/or the phone number 512 can be customized, based on client's preferences, by a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1). The "1-Step Checkout" link 502 can be displayed differently based on client's preferences by the click-to-text server. In some instances, the "1-Step Checkout" link 502 can be shown as a button. The button can have different sizes (up to a size of a full screen). In some instances, the "1-Step Checkout" link 502 can be a standalone landing page, or a clickable link (a button, or an image) in line with the text displayed in a webpage, an email, a promotional message, a mobile application, a pop-up window, and/or the like.

[1047] In some instances, the phone number 512 can be a short code cellular number or a long code cellular number. In some implementations, the message 513 and the phone number 512 are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message 513 and/or the phone number 512. The user can select, click or tap the "send" button 514 to send the message 513 to the client with the phone number 512. The message 513 can be sent to a client server (such as the client server 130 described with regards to FIG. 1) and/or the click-to-text server.

[1048] In some implementations, in response to receiving the message 513, the click-to-text server can authenticate the user based on a user identifier. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new customer of the client or an existing customer of the client. If the user is a new customer, the client server and/or the click-to-text server can send a message(s) 522 via the second user interface 521 (e.g., a messaging application) to request shipping information and payment information. The message 522 can also include a link ("checkout link") that when clicked/tapped, opens a third user interface with a checkout page 531. The third user interface 531 can be the same as the first user interface 501 (e.g., a website browser). Upon receiving the user input on the shipping information and the payment information at the checkout page 531, the third user interface 541 can display an order confirmation page. The client server and/or the click-to-text server can send a message(s) 552 via the second user interface 551 confirming the order has been placed.

[1049] If the user is an existing customer of the client, the client server and/or the click-to-text server can send, via the second user interface, a message(s) 562 including the product information in the shopping cart, and a message 563 informing the user of the shipping information and the payment information on file associated with the user. In some implementations, the message 563 can include a link ("checkout link") that, when selected/clicked/tapped, opens a third user interface (not shown) that shows a checkout page in which the user can change the shipping information and the payment information. In some implementations, the user can send, via the second user interface, a message 572 to confirm the purchase, the payment information and the shipping information. Upon receiving the message 572 from the client, the client server and/or the click-to-text server can send, via the second user interface, a message 582 confirming the order has been placed. In some implementations, the user's purchase history associated with the client (e.g., a new/existing customer, previous orders, previous shopping carts, user payment information, user shipping information, and/or the like) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1050] Similar to the click-to-text subscription process described with regards to FIGS. 2A-2D, the click-to-text server can implement the integration tag at the client's server in the click-to-text purchase process. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server for promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be send to the click-to-text server because the page is integrated with the integration tag provided by the click-to-text server. The execution of the integration tag can collect user data (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, a user agent field collected by the web browser, and/or the like). The integration tag can include code that manages, stores, and governs client business rules (e.g., whitelists, blacklists, timeouts, and/or the like). The execution of the integration tag at the user mobile device can send a request to the click-to-text server and receive, from the click-to-text server, promotional messages associated with the client, the client configurable settings/preferences to display the promotional message.

[1051] FIGS. 6A-6I illustrate screenshots of a user interface at a user mobile device in a click-to-text purchase process, according to an embodiment. The click-to-text purchase process can be completed via a single user interface (e.g., a messaging application) at the user mobile device. The second user interface 601 can display a promotional image 602 and a promotional message 603. The second user interface 601 can receive a message 604 from the user instructing the click-to-text server to initiate the "checkout" process. In response to receiving the message 604 from the user, in some implementations, the click-to-text server can authenticate the user based on a user identifier. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new customer of the client or an existing customer of the client. If the user is a new customer, the client server and/or the click-to-text server can send a message(s) 605 via the second user interface to request shipping information and payment information. The message 605 can also include a link

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 43

("checkout link") that when clicked/tapped, opens a first user interface with a checkout page 606. In some instances, the first user interface (e.g., a messaging application) can be the same as the second user interface. In some instances, the first user interface (e.g., a website browser) can be different from the second user interface. Upon receiving the user input on the shipping information and the payment information at the checkout page 606, the first user interface 607 can display an order confirmation page. The client server and/or the click-to-text server can send a message(s) 608 via the second user interface confirming the order has been placed.

[1052] If the user is an existing customer of the client, the client server and/or the click-to-text server can send, via the second user interface 610, a message(s) 609 including the product information in the shopping cart, the shipping information and the payment information on file associated with the user. In some implementations, the message 609 can include a link ("checkout link") that, when clicked/tapped, opens a second user interface (not shown) that shows a checkout page in which the user can change the shipping information and the payment information. In some implementations, the user can send, via the second user interface, a message 611 to confirm the purchase, the payment information and the shipping information. Upon receiving the message 611 from the client, the client server and/or the click-to-text server can send, via the second user interface, a message 612 confirming the order has been placed. In some implementations, the user's purchase history associated with the client (e.g., a new/existing customer, previous orders, previous shopping carts, user payment information, user shipping information, and/or the like) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1053] FIG. 7 is a flow chart illustrating a click-to-text process 700, according to an embodiment. The click-to-text process 700 can be executed at, for example, a processor at a server such as the processor 101 of the click-to-text server 100 shown and described with respect to FIG. 1. The server can include, for example, a processor and a memory operatively coupled to the memory. The memory can include, for example, code representing click-to-text instructions (such as the click-to-text instructions 106 described with respect to FIG. 1) to be executed by the at least one processor 101 to cause the processor to execute the click-to-text process 700. Furthermore, the server can be operatively coupled to a network, and in communication with a client server such as the client server 130 and a user mobile device such as the user mobile device 150 shown and

described with respect to FIG. 1. The click-to-text subscription process as described with regards to FIGS. 2A-2D and the click-to-text purchase process as described with regards to FIGS. 5A-5I and FIGS. 6A-6I can be implemented using the click-to-text process 700.

[1054] At 702, the method includes receiving a purchase identifier in response to an input entered by a user at a first user interface of a mobile device. The first user interface displays a promotional message within a frame of a page at the first user interface. The promotional message can be any advertising information related to a product(s) or service(s) that a client provides. The client can provide the product(s) or the service(s) for free or a fee. In some implementations, the first user interface can be a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The location of the frame relative to the page, the size of the frame relative to the page, and/or the like can be customized based on the client's preferences. The promotional message includes a link, which can be clicked or tapped by the user.

[1055] In response to the user selecting, clicking or tapping the link via the first user interface, the client-to-text server receives a HTTP POST request notifying the client-to-text server of the user's click/tap on the link. The HTTP POST request can include, for example, a purchase identifier associated with the promotional message, a purchase identifier associated with the client providing the promotional message (e.g., a telephone number associated with the client/entity), a shopping cart identifier, purchase information associated with the promotional message, a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, a user agent field collected by the web browser, and/or any information identifying the user and/or user mobile device), and/or the like.

[1056] At step 704, the method includes receiving purchase information associated with the purchase identifier in response to receiving the HTTP POST request. The purchase identifier and the purchase information can be stored in a database at the click-to-text server. The click-to-text server can look up the purchase information based on the purchase identifier. The purchase information can include, for example, a subscription to service associated with the promotional message 202, information related to the products or service associated with the promotional message 202, a product identifier, a subscription identifier, and/or the like.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 45

[1057] At step 706, the method includes determining a uniform resource identifier (URI) of a second user interface at the mobile device. In response to receiving the HTTP request from the user mobile device, the client-to-text server can determine, based on a mobile device identifier, a uniform resource identifier (URI) (including, for example, a link syntax) of a second user interface at the user mobile device. The second user interface can be a messaging application, and/or the like. In some implementations, the mobile device identifier can be a user agent field collected by the web browser, a platform type or an operating system type operated at the user mobile device. In some implementations, the mobile device identifier can be a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, and/or any information identifying the user and/or user mobile device). The client-to-text server can determine the URI of the second user interface that is compatible with the operating system type of the user mobile device. The URI of the second user interface (e.g., a messaging application) may be the same or different for different mobile device operating systems.

[1058] At step 708, the method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user. The client-to-text server can generate a response message including the URI of the second user interface and send the response message to the user mobile device to cause the second user interface to open with message and phone number pre-populated. The click-to-text server can receive the pre-populated message and phone number based on the purchase identifier from a database at the click-to-text server or a databased stored at the client device. In some implementations, the response message can be a HTTP 303 status code. In some implementations, the response message and the HTTP form that POSTs to the client-to-text server can be stored in the memory of the client-to-text server (e.g., the click-to-text 106 stored at the memory 103 of the client-to-text server 100.) In some implementations, a proper deeplinking (the HTTP POST request and the response message) can direct the user to the native text messaging application, enabling the two-tap subscription or purchase.

[1059] The content of the message and/or the phone number can be customized, based on client's preferences, by a click-to-text server. In some instances, the phone number can be a short code cellular number or a long code cellular number. In some instances, the content of the message can be related to, for example, join a subscription list, purchase a product or service, request

customer service, or any number of other ways in which the user interacts with the client. In some implementations, the message and the phone number are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message and/or the phone number. The user can click or tap the "send" button to send the message to the client associated with the phone number. The message can be sent to a client and/or the click-to-text server. In response to receiving the message, the client server can send a message(s) via the second user interface (e.g., a messaging application) to confirm the user's subscription or purchase. In some implementations, the click-to-text server can send message to confirm the user's subscription or purchase.

[1060] In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new subscriber/customer of the client or an existing subscriber/customer of the client. If the user is a new subscriber/customer, the client server and/or the click-to-text server can send a message(s) via the second user interface (e.g., a messaging application) to confirm the user's subscription, and/or direct the user to a checkout page to provide shipping information and product information for the purchase. If the user is an existing subscriber/customer, the client server and/or the click-to-text server can send a message(s) informing the user that the user are already subscribed to the client's service, or confirming the shipping information and payment information with the user. In some implementations, the user's subscription/customer status associated with the client (e.g., a new subscriber or an existing subscriber) can be stored in a user database of the click-to-text server.

[1061] In some implementations, the second user interface is different from the first user interface. In some implementations, the second user interface (e.g., a messaging application) is not a user interface provided by the client/entity/vendor from which the purchase/subscription is to be made. In some implementations, the first user interface is not a user interface (e.g., a web browser) provided by the client/entity/vendor from which the purchase/subscription is to be made. In other words, a user does not need to install the vendor's mobile application to make the purchase from the vendor or subscribe to service provided by the vendor. In situations where, for example, the user is browsing a website with a promotional message, the user can click the "sign-up" link and a messaging application is opened with a message and a phone number pre-populated to complete the purchase/subscription. In such situations, the user do not need to install or open any

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 47

vendor application. Stated differently, the user can initiate the purchase/subscription upon providing a single user input the second user interface (e.g., click "send" button at the messaging application) within and without interaction with a user interface associated with a vendor from which the purchase is to be made. The click-to-text process provides dynamic application deeplinking at a mobile device such that the user's interaction with a client via a first user interface of the mobile device continues to a second user interface of the mobile device. The dynamic application deeplinking protocol improves the user experience for shopping and interacting, via a network, with a client via the mobile device and increases customer engagement with the promotional messages / marketing efforts by the client.

[1062] It is intended that the systems and methods described herein can be performed by software (stored in memory and/or executed on hardware), hardware, or a combination thereof. Hardware modules may include, for example, a general-purpose processor, a field programmable gate array (FPGA), and/or an application specific integrated circuit (ASIC). Software modules (executed on hardware) can be expressed in a variety of software languages (e.g., computer code), including Unix utilities, C, C++, Objective-C Java™, Ruby, SQL, SAS®, the R programming language/software environment, Visual Basic™, and other object-oriented, procedural, scripted, machine language or other programming language and development tools. Examples of computer code include, but are not limited to, micro-code or micro-instructions, machine instructions, such as produced by a compiler, code used to produce a web service, and files containing higher-level instructions that are executed by a computer using an interpreter. Additional examples of computer code include, but are not limited to, control signals, encrypted code, and compressed code. Each of the devices described herein can include one or more processors as described above.

[1063] Some embodiments described herein relate to devices with a non-transitory computer-readable medium (also can be referred to as a non-transitory processor-readable medium or memory) having instructions or computer code thereon for performing various computer-implemented operations. The computer-readable medium (or processor-readable medium) is non-transitory in the sense that it does not include transitory propagating signals per se (e.g., a propagating electromagnetic wave carrying information on a transmission medium such as space or a cable). The media and computer code (also can be referred to as code) may be those designed and constructed for the specific purpose or purposes. Examples of non-transitory computer-

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 48

readable media include, but are not limited to: magnetic storage media such as hard disks, floppy disks, and magnetic tape; optical storage media such as Compact Disc/Digital Video Discs (CD/DVDs), Compact Disc-Read Only Memories (CD-ROMs), and holographic devices; magneto-optical storage media such as optical disks; carrier wave signal processing modules; and hardware devices that are specially configured to store and execute program code, such as Application-Specific Integrated Circuits (ASICs), Programmable Logic Devices (PLDs), Read-Only Memory (ROM) and Random-Access Memory (RAM) devices. Other embodiments described herein relate to a computer program product, which can include, for example, the instructions and/or computer code discussed herein.

[1064] While various embodiments have been described above, it should be understood that they have been presented by way of example only, and not limitation. Where methods and steps described above indicate certain events occurring in certain order, the ordering of certain steps may be modified. Additionally, certain of the steps may be performed concurrently in a parallel process when possible, as well as performed sequentially as described above. Although various embodiments have been described as having particular features and/or combinations of components, other embodiments are possible having any combination or sub-combination of any features and/or components from any of the embodiments described herein. Furthermore, although various embodiments are described as having a particular entity associated with a particular compute device, in other embodiments different entities can be associated with other and/or different compute devices.

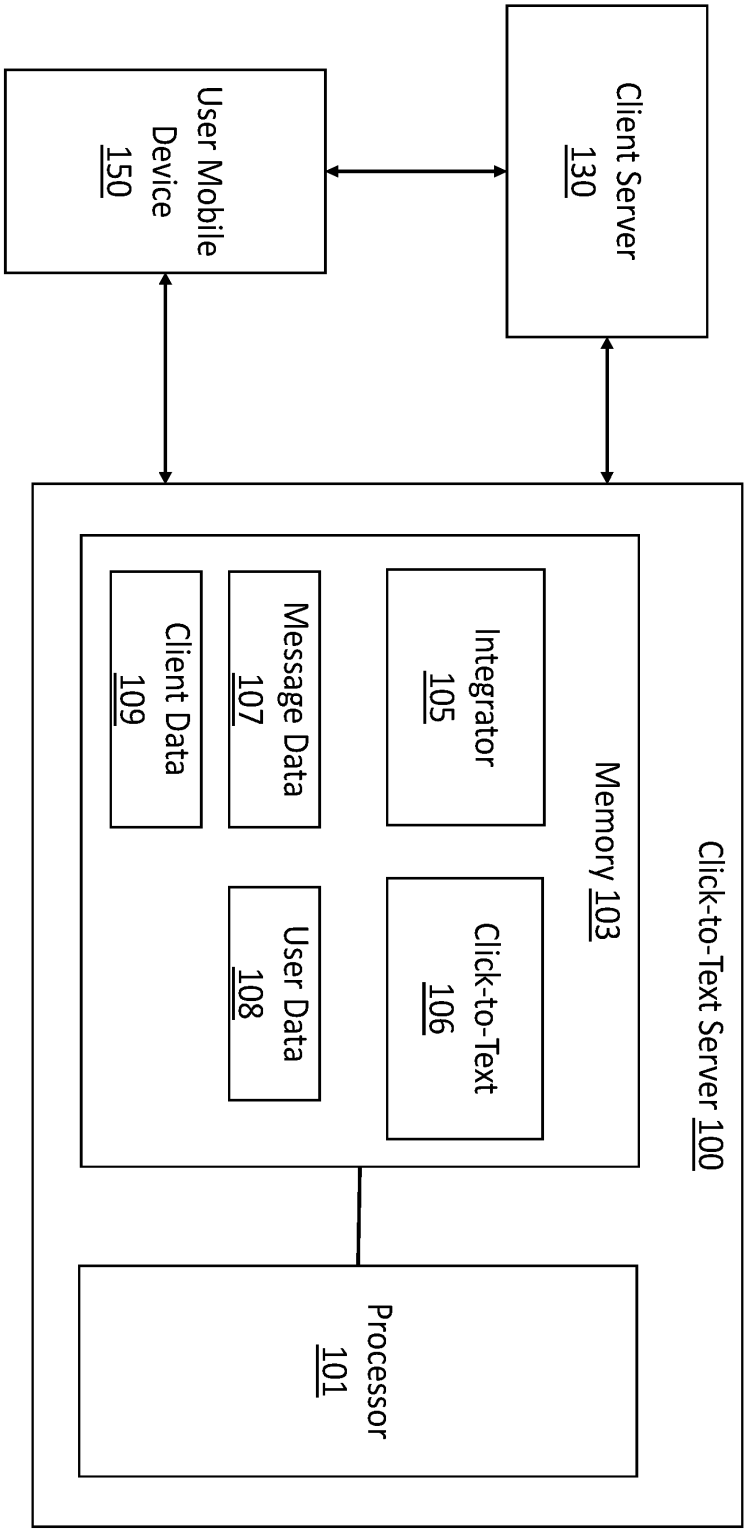

Client Server
130
User Mobile
Device
150
Click-to-Text Server 100
Memory 103
Integrator
105
Message Data
107
Client Data
109
Click-to-Text
106
User Data
108
Processor
101

FIG. 1

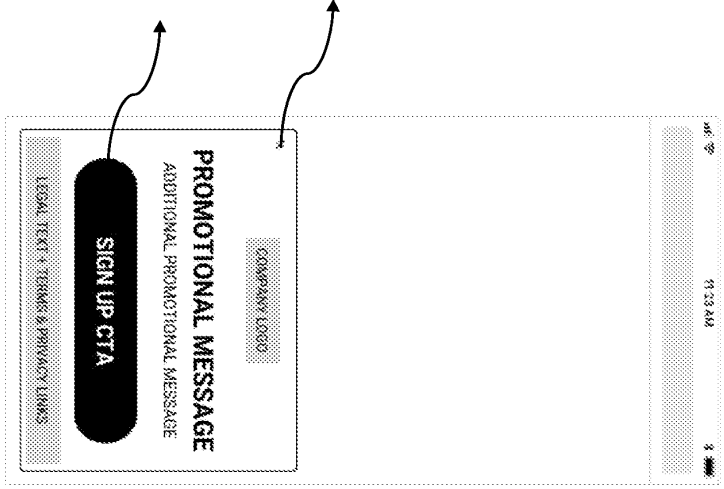

201
202
203
Promotion
COMPANY LOGO
PROMOTIONAL MESSAGE
ADDITIONAL PROMOTIONAL MESSAGE
SIGN UP CTA
LEGAL TEXT + TERMS & PRIVACY LINKS

FIG. 2A

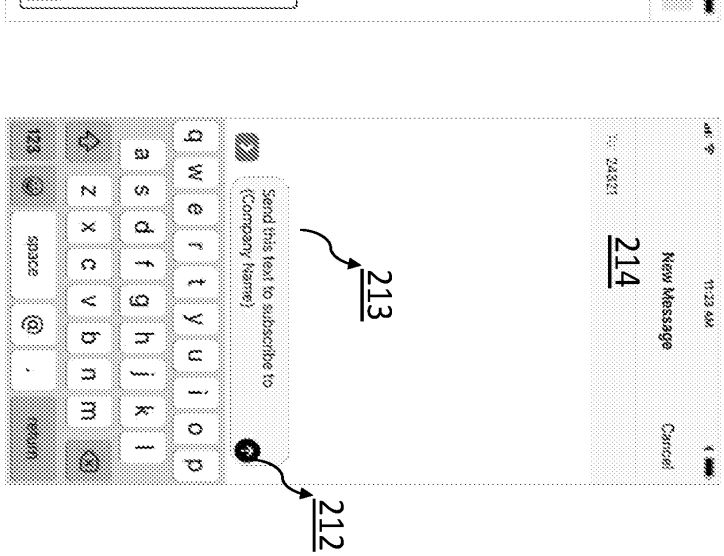

211
User sends a sign up text
New Message
Cancel
214
Send this text to subscribe to (Company Name)
213
212

FIG. 2B

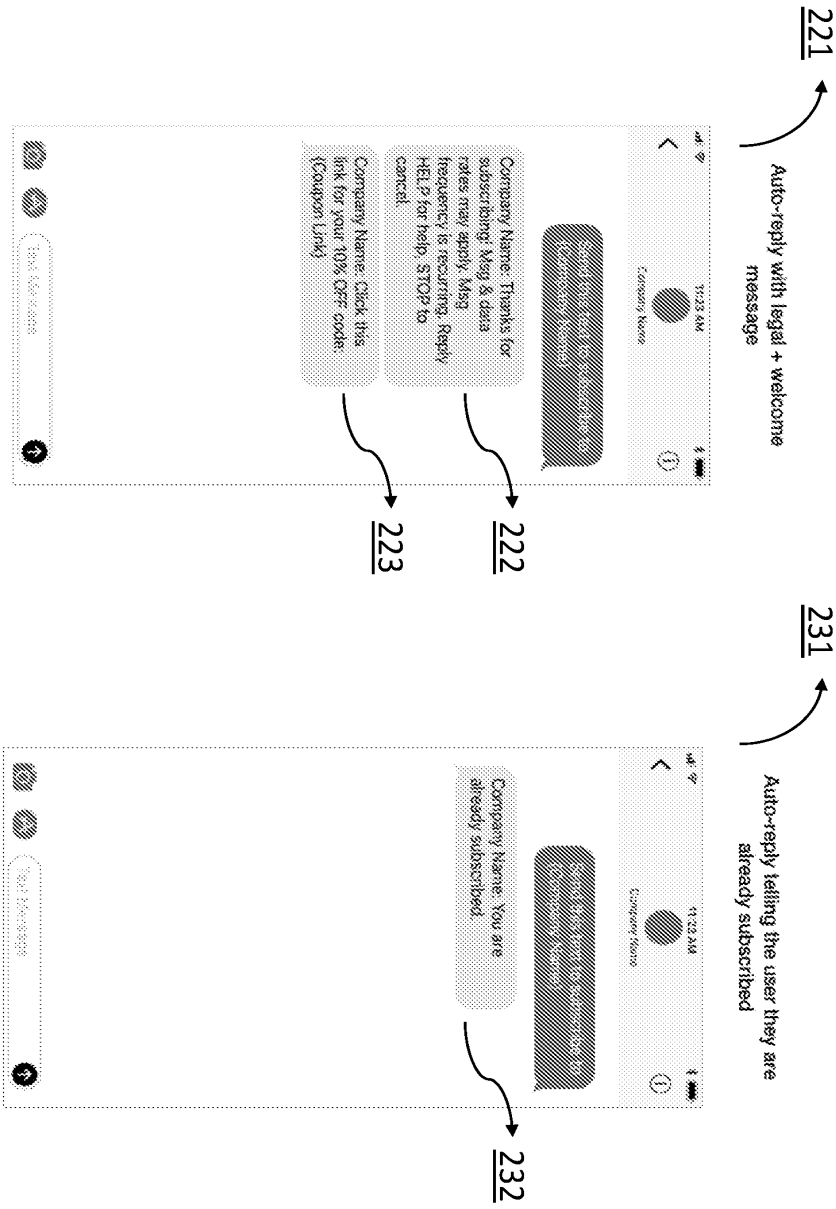

221
Auto-reply with legal + welcome message
Company Name: Thanks for subscribing! Msg & data rates may apply. Msg frequency is recurring. Reply HELP for help. STOP to cancel
Company Name: Click this link for your 10% OFF code: {Coupon Link}
222
223
231
Auto-reply telling the user they are already subscribed
Company Name: You are already subscribed
232

FIG. 2C

FIG. 2D

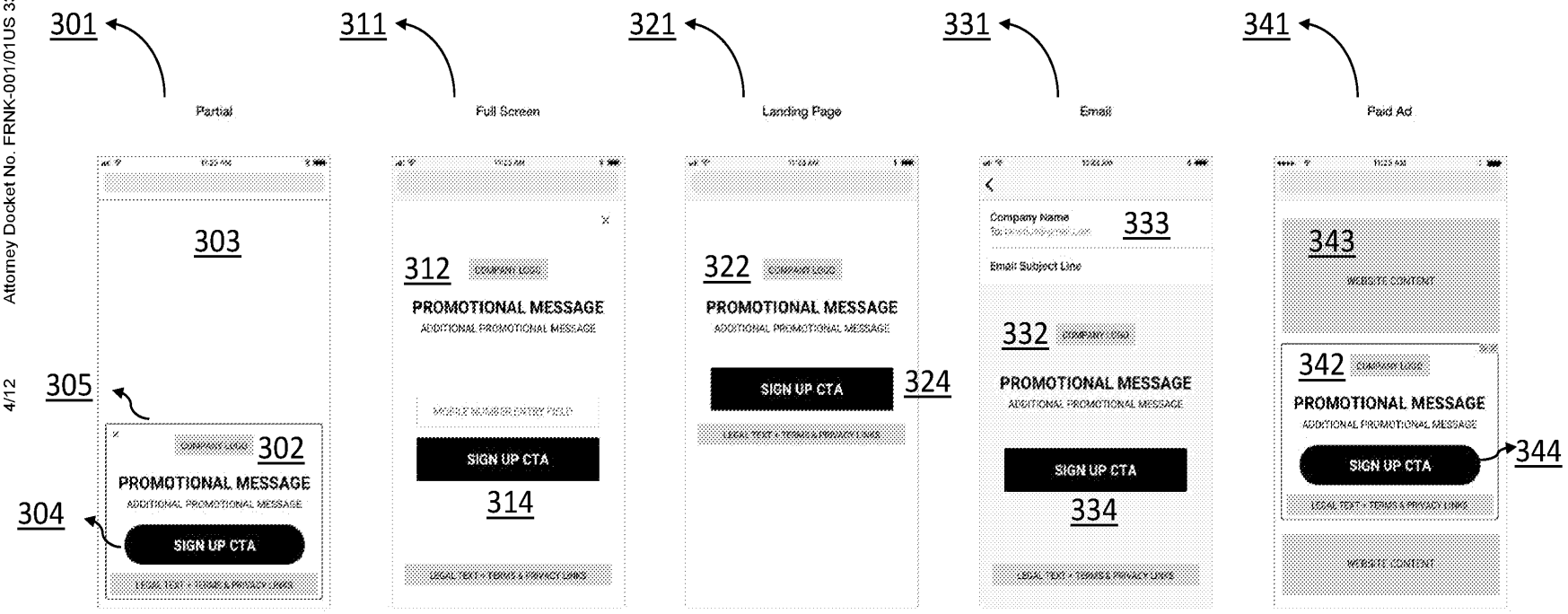


FIG. 3A FIG. 3B FIG. 3C FIG. 3D FIG. 3E

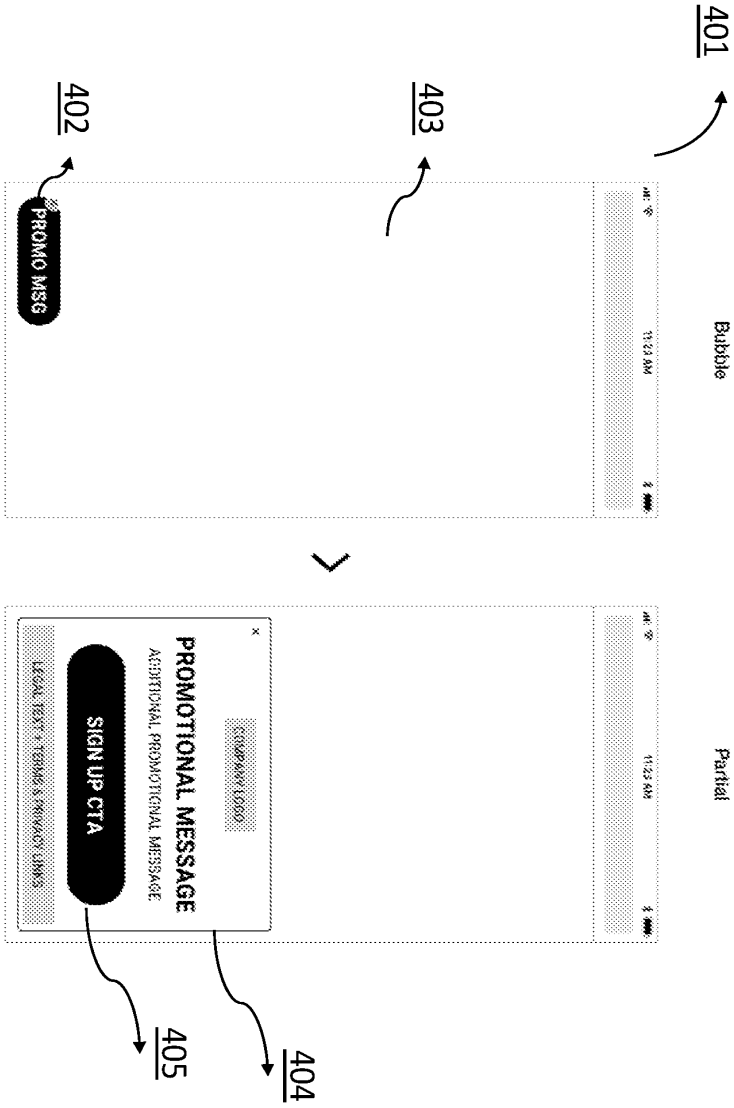

401
403
402
Bubble
PROMO MSG
Partial
PROMOTIONAL MESSAGE
SIGN UP CTA
405
404

FIG. 4A

FIG. 4B

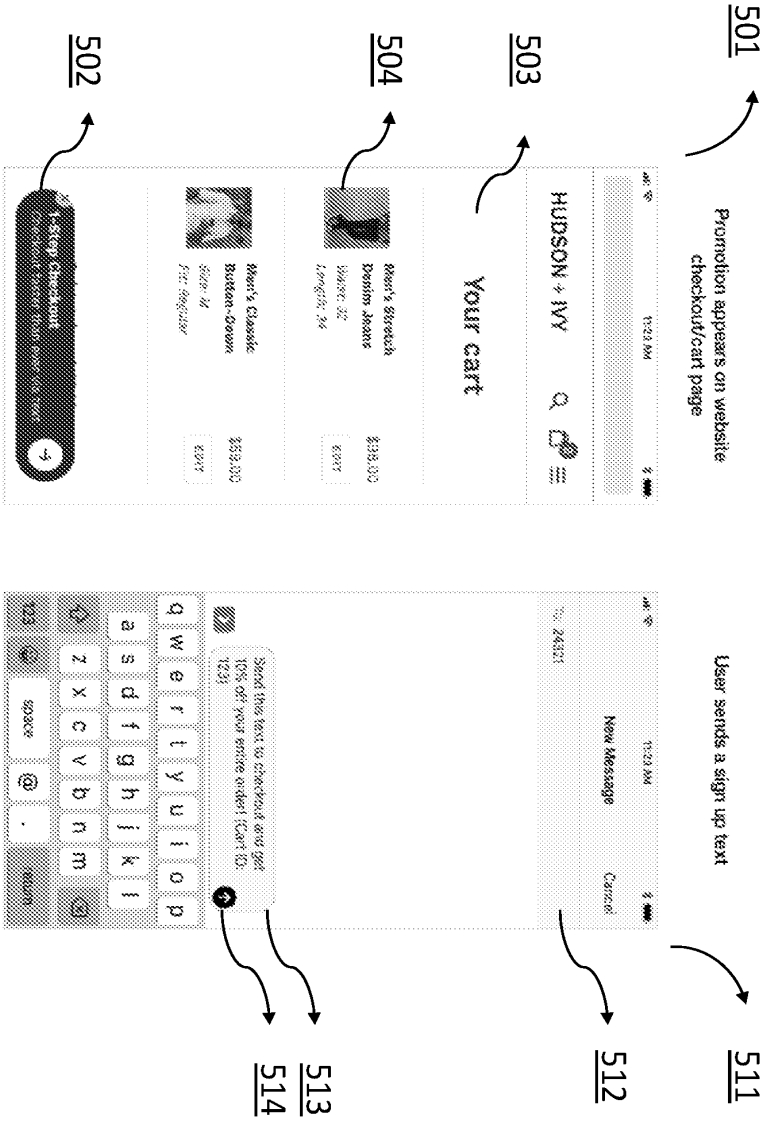

501
Promotion appears on website checkout/cart page
HUDSON + IVY
Your cart
503
504
502
Men's Slimsuit Denim Jeans
Men's Classic Button-Down
Checkout

FIG. 5A

511
User sends a sign up text
New Message
Cancel
512
Send this text to checkout and get 10% off your entire order! (Cart ID: 123)
513
514

FIG. 5B

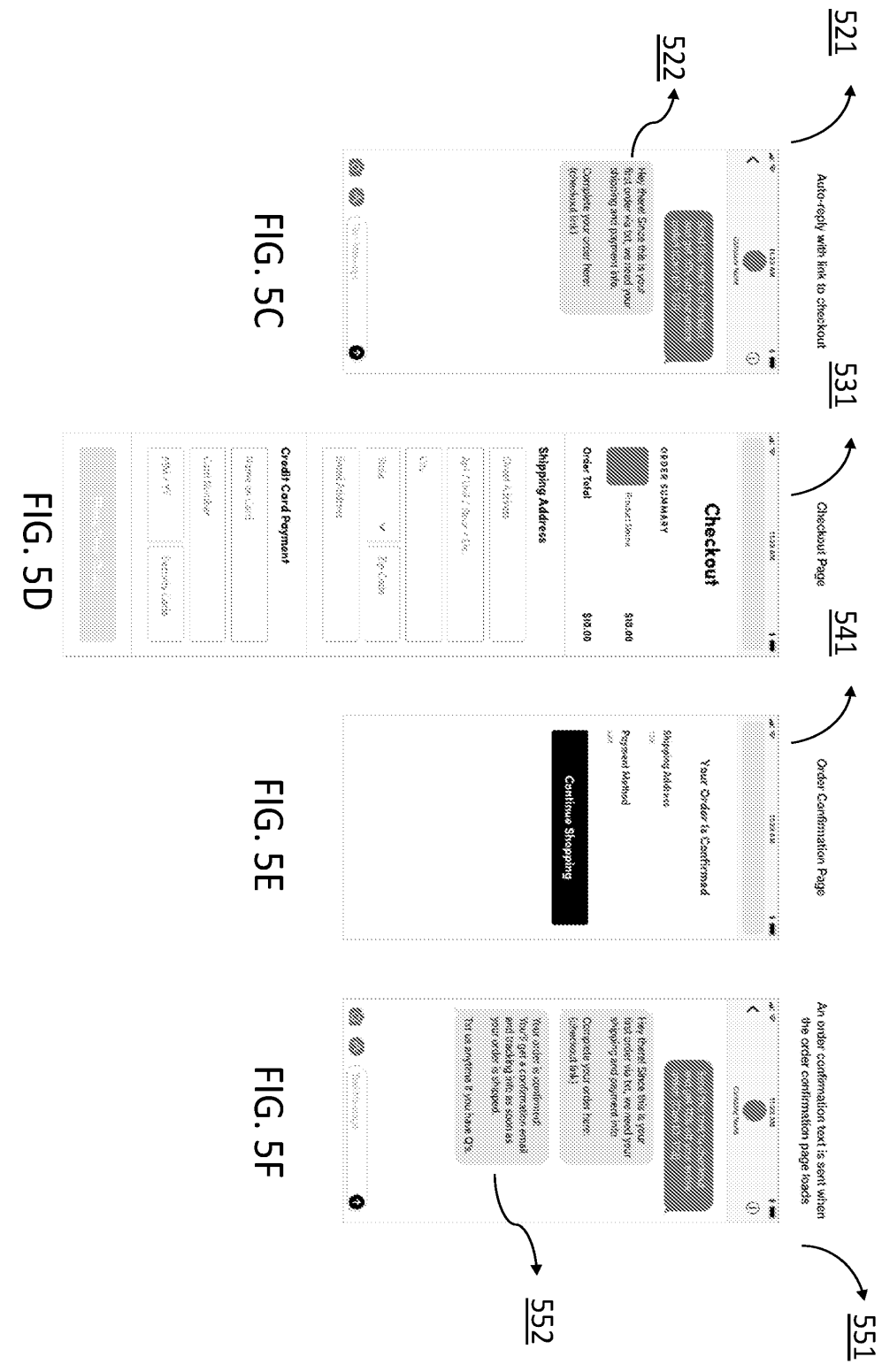


FIG. 5C

FIG. 5D

FIG. 5E

FIG. 5F

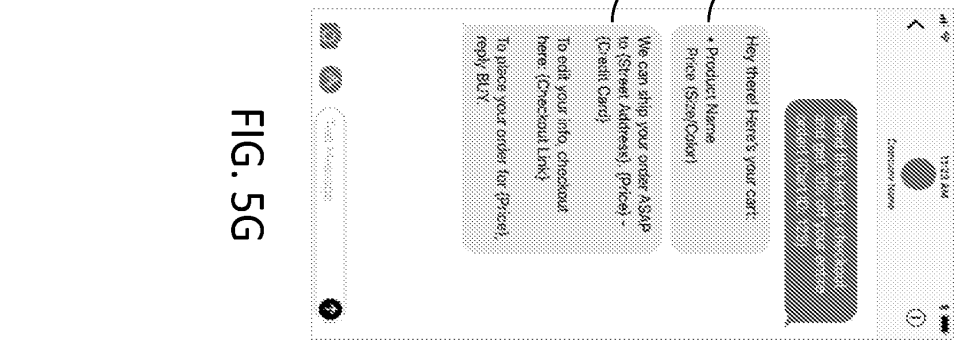


FIG. 5G

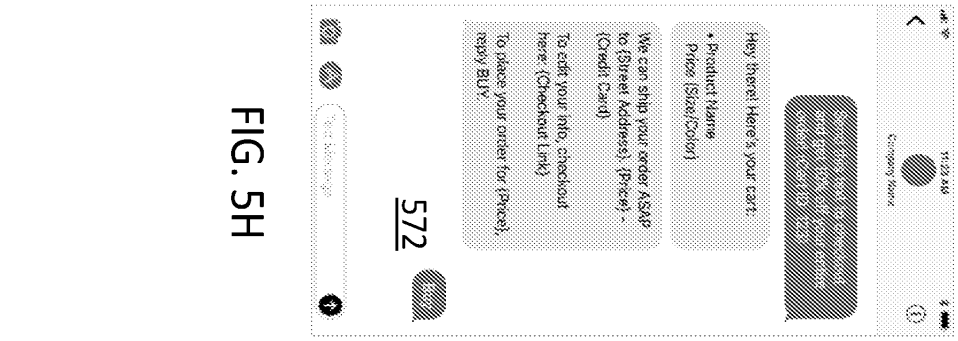


FIG. 5H

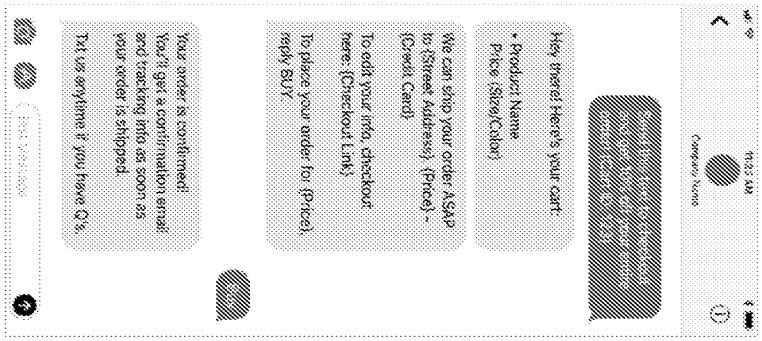


FIG. 5I

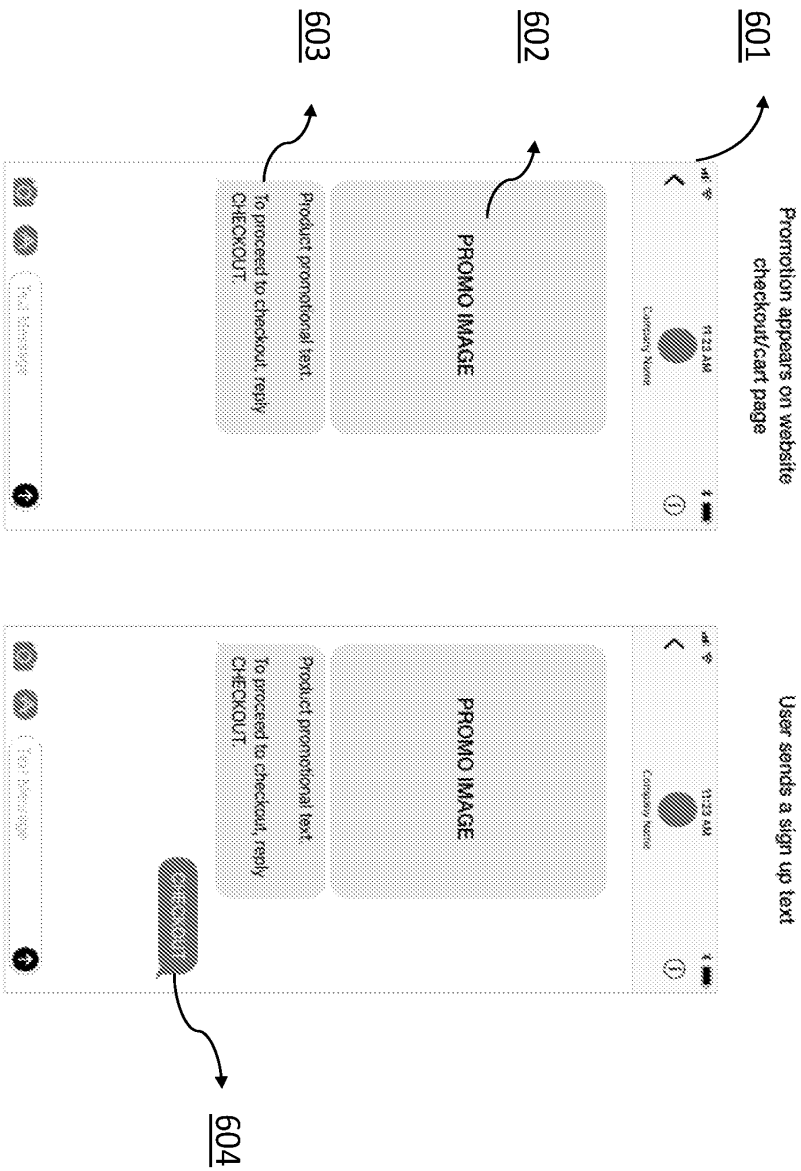
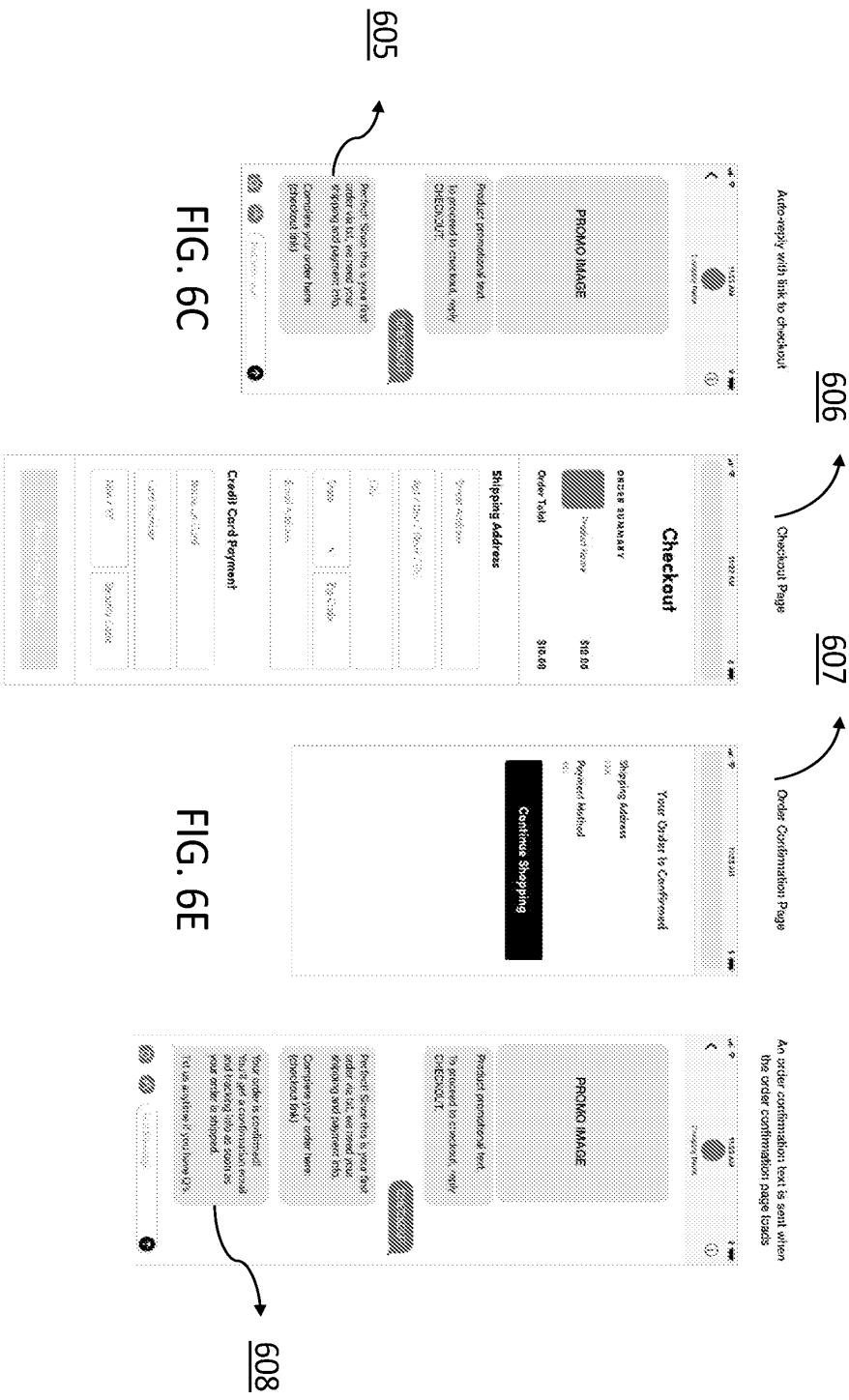

601
602
603
604
Promotion appears on website checkout/cart page
User sends a sign up text
PROMO IMAGE
Product promotional text.
To proceed to checkout, reply CHECKOUT
Company Name
11:23 AM
Text Message

FIG. 6A

FIG. 6B


Auto-reply with link to checkout
PROMO IMAGE
Product promotional text to proceed to checkout, reply CHECKOUT
Perfect! Since this is your first order, we will need your shipping and payment info. Complete your order here (checkout link)
605
FIG. 6C
606
Checkout Page
Checkout
ORDER SUMMARY
Order Total
$10.00
$10.00
Shipping Address
Credit Card Payment
FIG. 6D
607
Order Confirmation Page
Your Order is Confirmed
Shipping Address
Payment Method
Continue Shopping
FIG. 6E
An order confirmation text is sent when the order confirmation page loads
PROMO IMAGE
Product promotional text to proceed to checkout, reply CHECKOUT
Perfect! Since this is your first order, we will need your shipping and payment info. Complete your order here (checkout link)
Your order is confirmed! You'll get a confirmation email and tracking info as soon as your order is shipped.
Let me know if you have Qs.
608
FIG. 6F

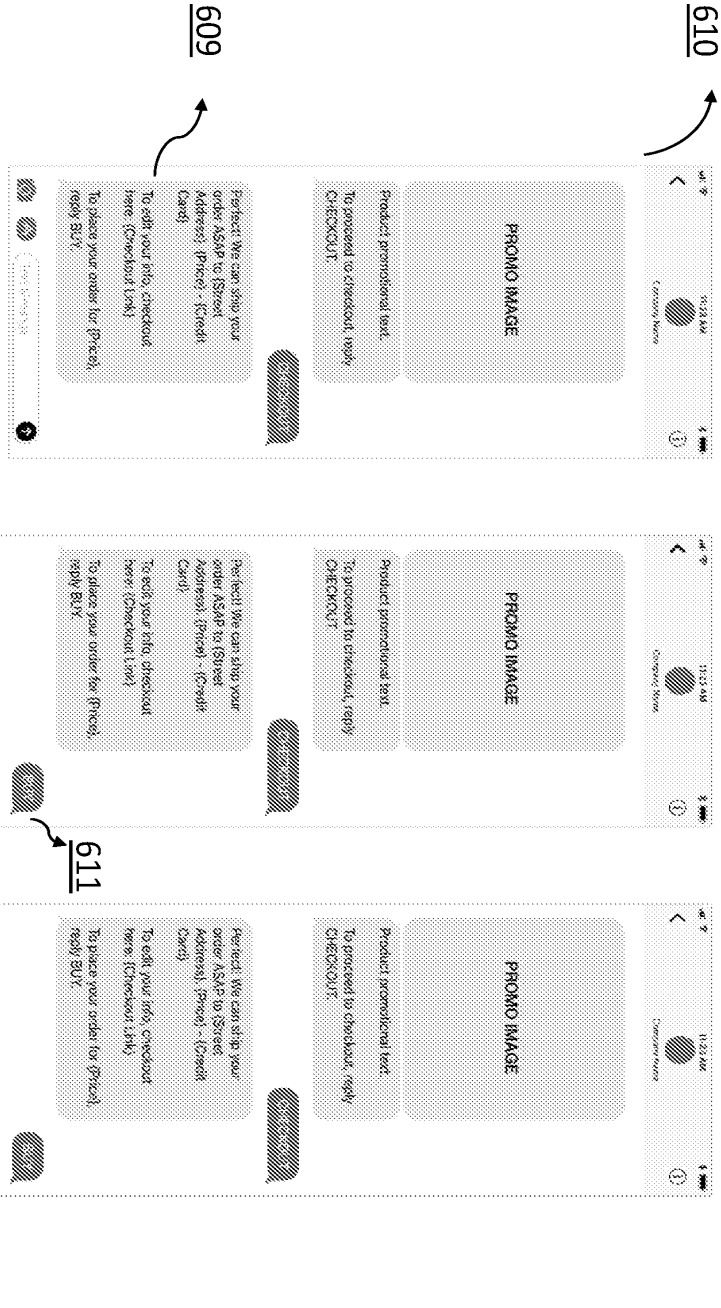


FIG. 6G

FIG. 6H

FIG. 6I

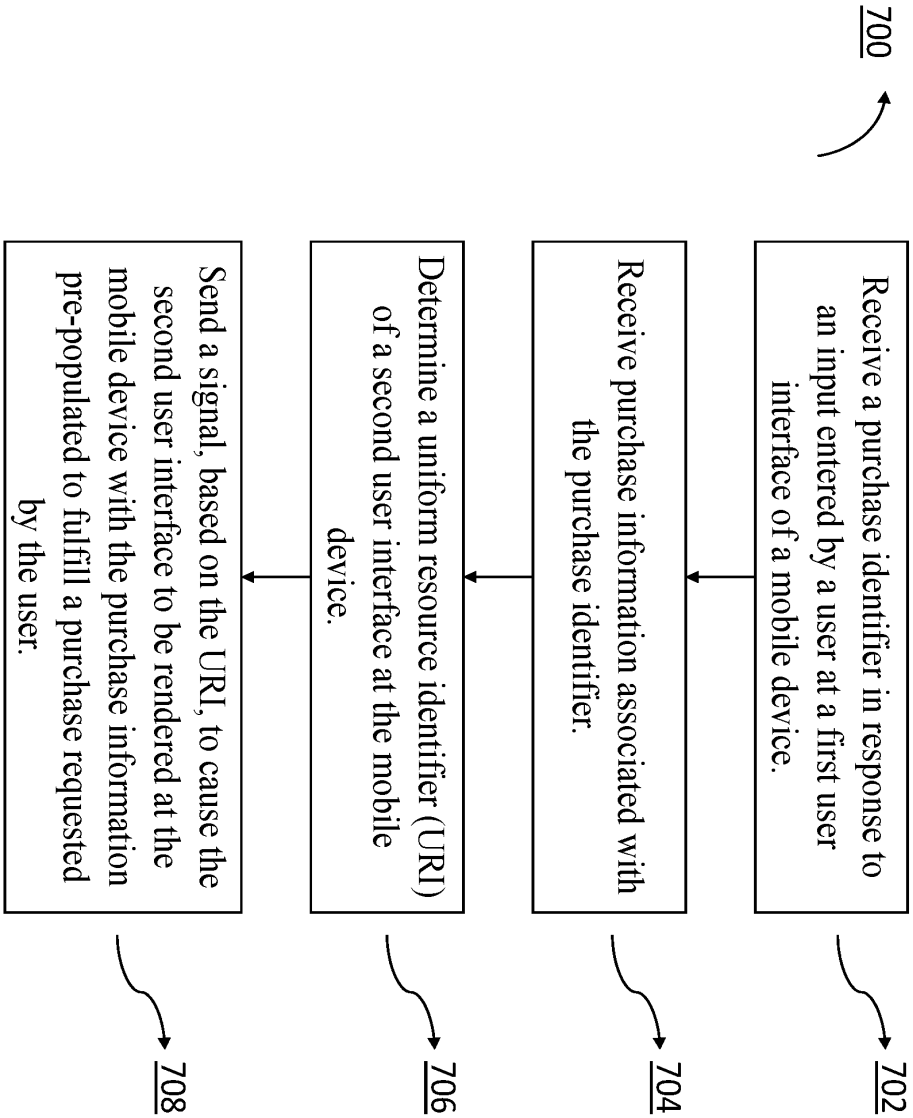

700
Receive a purchase identifier in response to an input entered by a user at a first user interface of a mobile device.
702
Receive purchase information associated with the purchase identifier.
704
Determine a uniform resource identifier (URI) of a second user interface at the mobile device.
706
Send a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.
708

FIG. 7

Electronic Patent Application Fee Transmittal	
Application Number:	
Filing Date:	
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELETRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Xianhua Kong
Attorney Docket Number:	FRNK-001/01US 331846-2002
Filed as Small Entity	
Filing Fees for Track I Prioritized Examination - Nonprovisional Application under 35 USC 111(a)	

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY FILING FEE (ELECTRONIC FILING)	4011	1	75	75
UTILITY SEARCH FEE	2111	1	330	330
UTILITY EXAMINATION FEE	2311	1	380	380
REQUEST FOR PRIORITIZED EXAMINATION	2817	1	2000	2000
Pages:				
Claims:				
Miscellaneous-Filing:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
PUBL. FEE- EARLY, VOLUNTARY, OR NORMAL	1504	1	0	0
PROCESSING FEE, EXCEPT PROV. APPLS.	2830	1	70	70
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**2855**

Electronic Acknowledgement Receipt	
EFS ID:	32692630
Application Number:	15986569
International Application Number:	
Confirmation Number:	5236
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELETRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Xianhua Kong/Jennifer Scott
Filer Authorized By:	Xianhua Kong
Attorney Docket Number:	FRNK-001/01US 331846-2002
Receipt Date:	22-MAY-2018
Filing Date:	
Time Stamp:	17:58:11
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$2855
RAM confirmation Number	052318INTEFSW00004587501283
Deposit Account	501283
Authorized User	Jennifer Scott
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

37 CFR 1.19 (Document supply fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Nonpublication request from applicant	FRNK-001-01US_Nonpublication_request.PDF	234501 017e8feebe34d33334aa7e660186efa5d87570fc	no	2
Warnings:					
Information:					
2	Application Data Sheet	FRNK-001_01US_ADS.pdf	1256240 990d05911bb35ffcb29e7528b5ed7dd90d0fdbe1	no	10
Warnings:					
Information:					
3	TrackOne Request	FRNK-001-01US_Track_1_Transmittal.PDF	147448 cb080f1198331789fd4eb5be3181315ac91252aa	no	2
Warnings:					
Information:					
4		FRNK-001-01US_Spec.pdf	307648 eae6ce52e959ae30c5ea058963464676df393702	yes	33

Multipart Description/PDF files in .zip description

Document Description	Start	End
Abstract	33	33
Claims	29	32
Specification	1	28

Warnings:					
Information:					
5	Drawings-only black and white line drawings	FRNK-001-01US_Drawings.PDF	1965326 e82e9e735b90a7c3f6a5eff75bcbc5fda42d6ac8	no	12

Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	40137 c41a41bc4ee6512e485e88e840ac820e7ba76844	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	3951300	

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/35 (07-09)
Approved for use through 07/31/2012. 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.

NONPUBLICATION REQUEST UNDER 35 U.S.C. 122(b)(2)(B)(i)

First Named Inventor	Brian LONG
Title	METHODS AND APPARATUS FOR DYNAMIC A
Attorney Docket Number	FRNK-001/01US 331846-2002

I hereby 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.

I hereby request that the attached application not be published under 35 U.S.C. 122(b).

/Xianhua Kong/ — Signature

May 22, 2018 — Date

Xianhua Kong — Typed or printed name

69431 — Registration Number, if applicable

(650) 843-5067 — Telephone Number

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing.**

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

This collection of information is required by 37 CFR 1.213(a). 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 6 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 (1-800-786-9199) 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 disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (*i.e.*, GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

PTO/AIA/14 (02-18)
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 contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/01US 331846-2002
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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
	Brian		LONG	

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	229 E 13th St.
Address 2	7C

City	New York	State/Province	NY
Postal Code	10003	Country	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Brooke		BURDGE	

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	114 W 76th St.
Address 2	3R

City	New York	State/Province	NY
Postal Code	10023	Country	US

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Andrew		JONES	

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

PTO/AIA/14 (02-18)
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 contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/01US 331846-2002
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

City	Brooklyn	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	435 76th St		
Address 2			
City	Brooklyn	State/Province	NY
Postal Code	11209	Country	US

Inventor 4 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Eric		MIAO	

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	200 Warren St.		
Address 2	Apt 2		
City	Brooklyn	State/Province	NY
Postal Code	11201	Country	US

Inventor 5 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Ryan		TSANG	

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	391 Adelphi St.		
Address 2	Apt H		
City	Brooklyn	State/Province	NY
Postal Code	11238	Country	US

Inventor 6 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Ethan		LO	

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

City	New York	State/Province	NY	Country of Residence	US

PTO/AIA/14 (02-18)
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 contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/01US 331846-2002
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Mailing Address of Inventor:

Address 1	333 Schermerhorn St.		
Address 2	#7F		
City	Brooklyn	**State/Province**	NY
Postal Code	11217	**Country**	US

Inventor 7 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Elyssa		ALBERT	

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	1040 Dean Street		
Address 2	#312		
City	Brooklyn	**State/Province**	NY
Postal Code	11238	**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	68249		
Email Address		Add Email	Remove Email

Application Information:

Title of the Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE		
Attorney Docket Number	FRNK-001/01US 331846-2002	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	12	**Suggested Figure for Publication (if any)**	

PTO/AIA/14 (02-18)
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 contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/01US 331846-2002
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Filing By Reference:

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

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

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

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

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

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32).
Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

Please Select One:	● Customer Number	US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number	58249		

Domestic Benefit/National Stage Information:

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

Prior Application Status	Pending		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Claims benefit of provisional	62511413	2017-05-26

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button. Add

PTO/AIA/14 (02-18)
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 contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/01US 331846-2002
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Foreign Priority Information:

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

Remove

Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button. Add

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

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.
NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

PTO/AIA/14 (02-18)
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 contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/01US 331846-2002
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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.

PTO/AIA/14 (02-18)
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 contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/01US 331846-2002
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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 — Remove

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	Attentive Mobile Inc.		
Mailing Address Information For Applicant:			
Address 1	156 5th Ave.		
Address 2	Suite 303		
City	New York	**State/Province**	NY
Country	US	Postal Code	10010
Phone Number		Fax Number	
Email Address			

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

Assignee Information including Non-Applicant Assignee Information:

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

PTO/AIA/14 (02-18)
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 contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/01US 331846-2002
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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.

Remove

If the Assignee or Non-Applicant Assignee is an Organization check here. ☐

Prefix	**Given Name**	Middle Name	**Family Name**	Suffix

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1			
Address 2			
City		**State/Province**	
Country i		Postal Code	
Phone Number		Fax Number	
Email Address			

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

Signature:

Remove

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	/Xianhua Kong/			Date (YYYY-MM-DD)	2018-05-22
First Name	Xianhua	Last Name	Kong	Registration Number	69,431

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

PTO/AIA/14 (02-18)
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 contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	FRNK-001/01US 331846-2002
		Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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.**

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.

Docket No.: FRNK-001/01US 331846-2002
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	5236
Application No.:	15/986,569	Group Art Unit:	Not Yet Assigned
Filed:	May 22, 2018	Examiner:	Not Yet Assigned

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE (as amended herein)

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

PRELIMINARY AMENDMENT

Prior to examination of the above-identified application, please amend the above-captioned application as follows:

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

Remarks begin on page 3 of this paper.

IN THE TITLE:

Please replace the title with the following amended title.

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 80

REMARKS

Entry and consideration of the foregoing amendments is respectfully requested. The above-noted amendments are supported by the application as originally-filed and do not introduce any new matter.

The Director is hereby authorized to charge any appropriate fees under 37 C.F.R. §§1.16, 1.17, and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. 50-1283.

Dated: May 30, 2018

Respectfully submitted,
COOLEY LLP

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (650) 843-5067
Fax: (202) 842-7899

By: /Xianhua Kong/
Xianhua Kong
Reg. No. 69,431

177440256 v1

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 81

Electronic Acknowledgement Receipt	
EFS ID:	32737680
Application Number:	15986569
International Application Number:	
Confirmation Number:	5236
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Xianhua Kong/Jennifer Scott
Filer Authorized By:	Xianhua Kong
Attorney Docket Number:	FRNK-001/01US 331846-2002
Receipt Date:	30-MAY-2018
Filing Date:	
Time Stamp:	16:14:35
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	FRNK-001-01US_Prelim.pdf	122334 9f6860d63121ccfe001778e146c46ec34f531e9d	no	3
Warnings:					

Information:	
Total Files Size (in bytes):	122334

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

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
15/986,569	05/22/2018	2414	865	FRNK-001/01US 331846-2002	20	3

CONFIRMATION NO. 5236

FILING RECEIPT

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004



Date Mailed: 06/20/2018

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

Inventor(s)

Brian LONG, New York, NY;
Brooke BURDGE, New York, NY;
Andrew JONES, Brooklyn, NY;
Eric MIAO, Brooklyn, NY;
Ryan TSANG, Brooklyn, NY;
Ethan LO, New York, NY;
Elyssa ALBERT, New York, NY;

Applicant(s)

Attentive Mobile Inc., New York, NY

Power of Attorney: None

Domestic Priority data as claimed by applicant

This appln claims benefit of 62/511,413 05/26/2017

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: No

Permission to Access Search Results: No

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: 06/19/2018
The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/986,569**
Projected Publication Date: Request for Non-Publication Acknowledged
Non-Publication Request: Yes
Early Publication Request: No
**** SMALL ENTITY ****
Title

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Preliminary Class

370

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 85

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).

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.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 87

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 15/986,569

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	75		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	330		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	380		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	20 minus 20 =	*	x 50 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*	x 230 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	785		TOTAL	

APPLICATION AS AMENDED - PART II

AMENDMENT A

	(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($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
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	

AMENDMENT B

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE($)	ADDITIONAL FEE($)		RATE($)	ADDITIONAL FEE($)
Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
Application Size Fee (37 CFR 1.16(s))									
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

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002

CONFIRMATION NO. 5236

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

FORMALITIES LETTER

OC000000100402173

Date Mailed: 06/20/2018

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

An application number and filing date have been accorded to this application. The application is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given TWO MONTHS from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

The required item(s) identified below must be timely submitted to avoid abandonment:

- A substitute specification in compliance with 37 CFR 1.52, 1.121(b)(3), and 1.125, is required. The substitute specification must be submitted with markings and be accompanied by a clean version (without markings) as set forth in 37 CFR 1.125(c) and a statement that the substitute specification contains no new matter (see 37 CFR 1.125(b)). The specification, claims, and/or abstract page(s) submitted is not acceptable and cannot be scanned or properly stored because:
  - The line spacing on the specification, claims, and/or abstract is not 1½ or double spaced (see 37 CFR 1.52(b)).

Applicant is cautioned that correction of the above items may cause the specification and drawings page count to exceed 100 pages. If the specification and drawings exceed 100 pages, applicant will need to submit the required application size fee.

Items Required To Avoid Processing Delays:

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

- A properly executed inventor's oath or declaration has not been received for the following inventor(s):
  Brian LONG
  Brooke BURDGE
  Andrew JONES
  Eric MIAO
  Ryan TSANG
  Ethan LO
  Elyssa ALBERT

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

Mail Stop Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice". https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html

For more information about EFS-Web please call the USPTO Electronic Business Center at 1-866-217-9197 or visit our website at http://www.uspto.gov/ebc.

If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

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**.

/tle/

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 90

Docket No.: FRNK-001/01US 331846-2002 **(PATENT)**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	5236
Application No.:	15/986,569	Group Art Unit:	2414
Filed:	May 22, 2018	Examiner:	Not Yet Assigned

For: **METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE**

---

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

RESPONSE TO NOTICE TO FILE CORRECTED APPLICATION PAPERS

In response to the Notice to File Corrected Application Papers ("Notice") mailed June 20, 2018, the period for responding to which extends to August 20, 2018, the Applicant submits the attached Substitute Specification, including a marked up copy and a clean copy. The attached Substitute Specification includes the amendments made in the May 30, 2018 Preliminary Amendment. No new matter is added.

The Applicant believes that a full and complete response has been made to the Notice, a copy of which is included with this Reply. This Reply is limited to address the correction identified in the Notice. If either the Examiner or the Office of Patent Publication believes, for any reason, that personal communication will expedite issuance of this application, they are invited to telephone the undersigned at the number provided. The Applicant does not believe that fees for filing the reply are required. However, if any fees are required, such fees are hereby authorized to be charged to our Deposit Account No. 50-1283.

Prompt and favorable consideration of this Reply is respectfully requested.

Dated: August 8, 2018

Respectfully submitted,
COOLEY LLP

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (650) 843-5067
Fax: (202) 842-7899

By: /Xianhua Kong/
Xianhua Kong
Reg. No. 69,431

182885655 v1

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Cross-Reference to Related Application

[1001] This application claims the benefit of and priority to U.S. Provisional Patent Application No. 62/511,413, filed on May 26, 2017, and titled "A Technology Platform for Messaging-Based Subscriptions and Payments Initiated From a Mobile Website," which is incorporated herein by reference in its entirety.

Background

[1002] Some embodiments described herein relate generally to computer-related technologies for mobile electronic devices. In particular, some embodiments described herein relate to methods and apparatus for a technology platform for messaging-based subscriptions and payments initiated from a website at a mobile electronic device.

[1003] Known methods allow a user to open a vendor's application or a vendor's website on a mobile device to select a product or service. The user can then provide payment information via the vendor's application or website to complete a transaction with the vendor. With these known methods, however, the user often pauses its previous activities (e.g., viewing a website, reading an email) on the mobile device and is redirected to the vendor's application or website to purchase the products and services via many user input (e.g, clicks, or screen taps). This time-consuming and burdensome process results in many users leaving the purchase before the transaction is completed.

[1004] Accordingly, a need exists for methods and apparatus for dynamic application deeplinking to transition from one user interface to another user interface at a mobile device for continued and improved user experience and engagement when interacting with the mobile device.

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 93**

Summary

[1005] In some embodiments, a method includes receiving a purchase identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

Brief Description of the Drawings

[1006] FIG. 1 is a block diagram illustrating a click-to-text server, a client's server and a user's mobile device, according to an embodiment.

[1007] FIGS. 2A-2D illustrate screenshots of user interfaces at a user mobile device in a click-to-text subscription process, according to an embodiment.

[1008] FIGS. 3A-3E illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1009] FIGS. 4A-4B illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1010] FIGS. 5A-5I illustrate screenshots of user interfaces at a user mobile device in a click-to-text purchase process, according to an embodiment.

[1011] FIGS. 6A-6I illustrate screenshots of a user interface at a user mobile device in a click-to-text purchase process, according to an embodiment.

[1012] FIG. 7 is a flow chart illustrating a click-to-text process 700, according to an embodiment.

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 94**

Detailed Description

[1013] Some embodiments described herein include methods and apparatus for a technology platform for messaging-based subscriptions and payments initiated from a website viewed on a mobile device or a mobile application. By using custom-generated dynamic deeplinks, some embodiments described herein provide a method of completing mobile subscriptions, communications, and/or purchases. In these embodiments, a number of mobile interfaces can be used including, but not limited to, mobile websites, mobile applications, mobile messages, mobile advertisements, social media applications, and/or the like. In some implementations, the platform allows a user to initiate a subscription via messaging-based communications, or completes a purchase transaction for a product or service using messaging-based communications. In some implementations, custom-generated mobile deeplinks are used. In some implementations, the purchase and/or subscription process can be initiated via a rendered link on a touchscreen mobile device, and a transaction can be completed by two touch screen taps (or Two-Taps).

[1014] In some embodiments, a link can be generated in a set of mobile user interfaces including, but not limited to, a mobile website, a mobile application, a link, an email, a mobile advertisement, a text message, and/or the like. When the link is clicked, a custom-rendered deeplink is initiated, and a mobile messaging application is opened on a user's mobile device. In some embodiments, a deeplink is a type of link used in mobile applications that allows the linking of one mobile application to another mobile application. In some implementations, deep linking uses a uniform resource identifier (URI) that links to a mobile application or a specific location within a mobile application. Deeplinks can be used across a set of mobile operating systems including, for example, the Apple® iOS system and the Android™ system.

[1015] In some implementations, the content of the message and the recipient's (e.g., the vendor's) phone number can be pre-filled in the messaging application of the mobile device. This information can be communicated to the messaging application using the deeplink specific to the vendor.

[1016] In some implementations, the user can switch from, for example, a mobile website, a mobile application, a link, an email, a mobile advertisement, a text message to a subscription

message or a purchase message on a mobile messaging application. In some implementations, the mobile device can receive user's selections to subscribe to and/or purchase a good or service via two touch screen taps on a touch screen mobile device. The mobile device can receive a first signal in response to the user selecting (or tapping) on the rendered link on a first mobile user interface (i.e., the first touch screen tap), and the mobile device can receive a second signal in response to the user selecting (or tapping) the "send" message button on a second mobile interface to send the message to the vendor (i.e., the second touch screen tap.) In such implementations, the mobile device receives the user's selections (touch screen tap) via the touch screen of mobile device and then produces a signal to represent the user's selections for further processing by the mobile messaging application.

[1017] In some implementations, the user can be subscribed to service to receive messaging based marketing information from the recipient when the message is sent. In some implementations, the user can initiate a process to purchase a product or service from the recipient when the message is sent.

[1018] In some embodiments, a method includes receiving a purchase identifier by a processor and in response to a signal generated by the mobile device in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

[1019] In some embodiments, a method includes determining a state of a page load of a page at a first user interface of a mobile device. In response to the state of the page load satisfying a criteria, the method includes providing, based on a set of configurable settings, a frame within the page at the first user interface. The frame includes purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface

is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase.

[1020] In some embodiments, a processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code includes code to cause the processor to determine a state of a page load of a page at a first user interface of a mobile device. The code further includes code to cause the processor to, in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface. The frame include purchase information and deeplink information. The code further includes code to cause the processor to receive a purchase identifier in response to an input entered by a user at the frame mobile device and based on the purchase information. The code includes code to cause the processor to determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The code includes code to cause the processor to render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

[1021] As used herein, the singular forms "a," "an" and "the" include plural referents unless the context clearly dictates otherwise. Thus, for example, the term "a message" is intended to mean a single message or a combination of messages. For another example, "a purchase identifier" is intended to mean a single purchase identifier or a combination of purchase identifiers.

[1022] As used herein, data can include, for example, information such as videos, audio, text, images, games, usernames, passwords, user input, user clicks, user screen taps, user browsing history, information associated with a user, information associated with a user's mobile device, URLs, banking transaction information (e.g., credit card information, back account information, etc.), healthcare information (e.g., prescription information, healthcare records, etc.), public data, protected data, proprietary data, personal data, private data, user generated content, Internet of Things (IoT) data, autonomous vehicle data (e.g., navigation data, status data, security data, etc.), and/or any other information.

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 97**

[1023] FIG. 1 is a block diagram illustrating a click-to-text server 100, a client's server 130 and a user's mobile device 150, according to an embodiment. The click-to-text server 100 can communicate with the client's server 130 and the user's mobile device 150 via a network (not shown). The network (not shown) can be any network or combination of networks capable of transmitting communication information (e.g., data and/or signals) and can include, for example, a wireless network, a cellular network, a telephone network, an Ethernet network, a fiber-optic network, and/or the like. The communication information can be transmitted over a connection(s) of a wireless network, such as, for example, a Wi-Fi® or wireless local area network ("WLAN") connection, a wireless wide area network ("WWAN") connection, a cellular connection and/or the like. A network connection can be a wired connection such as, for example, an Ethernet connection, a digital subscription line ("DSL") connection, a broadband coaxial connection, and/or a fiber-optic connection and/or the like.

[1024] The click-to-text server 100 can be or include a computer, a cell phone, a tablet, an electronic device, a critical embedded systems, coprocessors, field-programmable gate arrays (FPGAs) and/or the like. The click-to-text server 100 can include at least one processor 101 and at least one memory 103. The at least one processor 101 and the at least one memory 103 are operatively coupled with each other. The at least one memory 103 can be, for example, non-volatile memory, volatile memory, memory local to a server or networked, virtualized memory, a random-access memory (RAM) (e.g., a dynamic RAM, a static RAM), a flash memory, a removable memory, and/or so forth. In some embodiments, the memory 103 can store, for example, message data 107 (e.g., a set of promotional messages associated with a set of entities or clients), user data 108 (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, user agent, and/or the like), client data 109 (e.g., user white list associated with a set of clients/entities, user black list associated with a set of clients/entities, client preferences, client business rules, and/or the like). In some implementations, the memory 103 can store, for example, a database(s), process(es), application(s), virtual machine(s), instructions, and/or other software modules (stored and/or executing in hardware) or hardware modules configured to execute an integrator process and a click-to-text process. In such implementations, instructions for executing the click-to-text

process, and/or any associated methods can be stored within the memory 103 and executed at the processor 101. In some embodiments, the memory 103 can store code representing integrator instructions 105 (i.e., integration tag) to be executed by the at least one processor 101 or the user mobile device 150. The execution of the integrator instructions 105 at the user mobile device 150 can cause the user mobile device 150 to send a request to the click-to-text server 100 and receive from the click-to-text server 100 promotional messages associated with the client. In some embodiments, the memory 103 can store code representing click-to-text instructions 106 to be executed by the at least one processor 101 to cause the processor to execute the click-to-text process. In some implementations, at least a portion of the data and instructions stored at the memory 103 can be served from one of a single physical machine, multiple physical machines, a virtualized server, multiple virtualized servers, a public cloud, a private cloud, and/or a geographically distributed network of operatively coupled servers.

[1025] The at least one processor 101 can be any hardware module and/or component configured to receive and process data, and/or to execute code representing instructions. In some embodiments, the at least one processor 101 can be a general purpose processor, a Field Programmable Gate Array (FPGA), an Application Specific Integrated Circuit (ASIC), a Digital Signal Processor (DSP), and/or the like. The at least one processor 101 can implement a number of modules and/or server components. The at least one processor 101 can be configured to execute instructions generated by any of its modules and/or server components, and/or instructions stored in the memory 103, for example, the integrator instructions 105 and the click-to-text instructions 106. In some implementations, if the at least one processor 101 includes multiple processors, the modules and/or server components can be distributed among and/or executed by the multiple processors. The at least one memory 103 can be configured to store processor-readable instructions that are accessible and executable by the processor 101.

[1026] The client device 130 can be or include a computer, a cell phone, a tablet, an electronic device, a critical embedded systems, coprocessors, and field-programmable gate arrays (FPGAs), a smart TV, and/or another type of network-enabled machine. The client device 130 can include a processor (not shown) and a memory (not shown). In some implementations, the client device 130 is associated with a client (also referred to herein as an entity, a vendor) selling or providing

a good(s) or service(s) via the internet, and/or engaging in any marketing activities via the internet. In some implementations, the client device 130 can be served from one of a single physical machine, multiple physical machines, a virtualized server, multiple virtualized servers, a public cloud, a private cloud, and/or a geographically distributed network of operatively coupled servers.

[1027] The user mobile device 150 can be any mobile electronic devices. For example, in some embodiments, the user mobile device 150 can be, but are not limited to, a mobile phone, a tablet, a smart watch, a personal computer, a personal digital assistant (PDA), a smart phone, and/or the like. The user mobile device 150 can include a processor (not shown), a memory (not shown), a network interface (not shown), and an output device (not shown). For example, in some embodiments, the output device can be any suitable display that can provide at least a portion of a user interface for a software application (e.g., a mobile application, a PC application, an internet web browser, etc.) installed on (or accessible by) the user mobile device 150. In such embodiments, the display can be, for example, a cathode ray tube (CRT) monitor, a liquid crystal display (LCD) monitor, a light emitting diode (LED) monitor, and/or the like. In other embodiments, the output device can be an audio device, a haptic device, and/or any other suitable output device. In some implementations, the output device can be configured to receive user input via taps (contact) on a touch screen by a user gesture such as a finger tap, swipe, pinch, etc. The network interface of user mobile device 150 can be, for example, a network interface card and/or the like that can include at least an Ethernet port and/or a wireless radio (e.g., a WiFi® radio, a Bluetooth® radio, etc.). The memory of user mobile device 150 can be, for example, a random access memory (RAM), a memory buffer, a hard drive, a read-only memory (ROM), an erasable programmable read-only memory (EPROM), and/or the like. In some embodiments, the memory can include a set of software applications including, but not limited to, a messaging application, a web browser application, an email application, a book reader application, and/or any mobile applications. Each of the set of software applications can have a unique user interface. The processor can be any suitable processing device configured to run or execute a set of instructions or code. For example, the processor of user mobile device 150 can be a general purpose processor, a central processing unit (CPU), an accelerated processing unit (APU), and Application Specific Integrated Circuit (ASIC), and/or the like. The processor can be configured to run or execute a set of instructions or code stored in the memory associated with using, for example, a PC application,

a mobile application, an internet web browser, a cellular and/or wireless communication (via a network), and/or the like, as described in further detail herein.

[1028] In use, a user can provide a first input (a click, a screen tap, or a selection, etc.) a web link on a mobile website or a mobile application displayed the user mobile device 150. This user selection can be sensed by the touch screen of the user mobile device 150 such that a signal is produced and provided to the processor of the user mobile device 150. The web link is associated with a promotional message provided by a client. The client can be an entity selling or providing a good(s) or service(s) via the internet, and/or engaging in any marketing activities via the internet. In response to receiving the signal produced by the touch screen, the processor of user mobile device 150 can produce a notification and send it to the click-to-text server 100. The click-to-text server 100 can receive a notification (e.g., a HTTP POST request) in response to the user input. The click-to-text server 100 can initiate a messaging application at the user mobile device 150 with a message pre-populated with purchase or subscription information and a recipient's phone number. The user can provide a second input (a click, a screen tap, or a selection, etc.) to send the text message to the recipient's phone number. The recipient phone number is associated with the client and the client server 130. In response to sending the text message, the user, via the user mobile device 150, can subscribe to a messaging-based marketing service, or initiate a process of purchasing a product or service, provided by the client and/or the client server 130. In some implementations, this click-to-text process can be completed in just two taps, and in compliance with the Telephone Consumer Protection Act ("TCPA") and the regulations by trade associations representing the wireless communication industry (e.g., CTIA).

[1029] FIGS. 2A-2D illustrate screenshots of user interfaces at a user mobile device in a click-to-text subscription process, according to an embodiment. The user mobile device can be structurally and functionally similar to the user mobile device 150 described with regards to FIG. 1. The first user interface 201 displays a promotional message 202 (e.g., within a frame of the first user interface 201) at the user mobile device and provides a "sign-up" link 203, when selected, clicked or tapped by the user, initiating a second user interface 211 at the user mobile device. The promotional message 202 can be any advertising information related to a product or service that a client provides. The client can provide the product(s) or the service(s) for free or a fee. In some

implementations, the first user interface 201 can be within or part of a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The second user interface 211 can be within or part of a messaging application, and/or the like. In response to user selections, clicks or taps at the "sign up" link 203, the second user interface 211 of a mobile application, for example, a messaging application, opens with a message pre-populated with a subscription request 213. The message also re-populates the phone number 214 of a client associated with the promotional message 202. In some implementations, the content of the message 213 and/or the phone number 214 can be customized (or defined or populated), based on client's preferences, by a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1). In some instances, the phone number 214 can be a short code cellular number or a long code cellular number. In some instances, the content of the message 213 can be related to, for example, a request to join a subscription list, a request to purchase a product or service, a request for customer service, or any number of other ways in which the user mobile device interacts with the client server. In some implementations, the message 213 and the phone number 214 are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message 213 and/or the phone number 214. The user can select, click or tap the "send" button 212 to send the message 213 to the client associated with the phone number 214. The message 213 can be sent to a client server (such as the client server 130 described with regards to FIG. 1) and/or the click-to-text server. In response to receiving the message 213, the client server can send a message(s) 222 via the second user interface 221 (the same second user interface shown as 211 in FIG. 2B; e.g., a messaging application) to confirm the user's subscription. In some implementations, the click-to-text server can send message 222 to confirm the user's subscription.

[1030] In some implementations, in response to receiving the message 213, the click-to-text server can authenticate the user based on a user identifier. In some implementations, the user identifier can be included in the signal sent to the click-to-text server in response to receiving the message 213. In other implementations, the click-to-text server can receive the user identifier prior to receiving the message 213. In such implementations, the click-to-text server can receive the user identifier in response to an execution of an integration tag (such as the integrator instructions 105 as described with regards to FIG. 1) during a page load event at the user mobile device. The

user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. If the user is on a black list of the client, the click-to-text server can block the user from subscribing to the service provided by the client and/or the promotional messages 223 provided by the client. If the user is not on a black list of the client, or if the user is on a white list of the client , the user is authenticated by the click-to-text server and/or the client server and the click-to-text server and/or the client server can provide service and/or send promotional messages 223 to the user. In some implementations, data representing the black list and/or the while list associated with the client can be stored in a client database of the click-to-text server (such as the client data 109 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1031] In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new subscriber of the client or an existing subscriber of the client. If the user is a new subscriber, the client server and/or the click-to-text server can send a message(s) 222 via the second user interface 221 (the same second user interface shown as 211 in FIG. 2B; e.g., a messaging application) to confirm the user's subscription. If the user is an existing subscriber, the client server and/or the click-to-text server can send a message(s) 232 informing the user that the user is already subscribed to the client's service. In some implementations, the user's subscription status associated with the client (e.g., a new subscriber or an existing subscriber) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1032] In some implementations, the second user interface 211 is different from the first user interface 201. In some implementations, the second user interface 211 (e.g., a messaging application) is not a user interface provided by the client/entity/vendor from which the purchase/subscription is to be made. In some implementations, the first user interface 201 is not a user interface (e.g., a web browser) provided by the client/entity/vendor from which the purchase/subscription is to be made. In other words, a user does not need to install the vendor's mobile application to make the purchase from the vendor or subscribe to service provided by the

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 103**

vendor. In situations where, for example, the user is browsing a website with a promotional message 202, the user can select, tap or click the "sign-up" link 203 and a messaging application (e.g., 211) is opened with a message 213 and a phone number 214 pre-populated to complete the purchase/subscription. In such situations, the user does not need to install or open any vendor application. Stated differently, the user can initiate the purchase/subscription upon providing a single user input within the second user interface (e.g., click "send" button at the messaging application) and without further interaction with a user interface associated with a vendor from which the purchase is to be made. The click-to-text process provides dynamic application deeplinking at a mobile device such that the user's interaction with a client via a first user interface of the mobile device can continue to a second user interface of the mobile device. The dynamic application deeplinking protocol improves the user experience for shopping and interacting, via a network, with a client via the mobile device and increases customer engagement with the promotional messages / marketing efforts by the client.

[1033] In some implementations, in response to the user selecting, clicking or tapping the "sign-up" link 203 via the first user interface 201, the user mobile device can send a HTTP POST request to the client-to-text server notifying the client-to-text server of the user's select/click/tap on the "sign-up" link 203. The HTTP POST request can include, for example, a purchase identifier associated with the promotional message 202, a purchase identifier associated with the client or the entity providing the promotional message 202 (e.g., a telephone number associated with the client/entity), purchase information associated with the promotional message, a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, a user agent field collected by the web browser, and/or any information identifying the user and/or user mobile device), and/or the like. The purchase information can include, for example, a subscription to service associated with the promotional message 202, information related to the product(s) or service(s) associated with the promotional message 202, a product identifier, a subscription identifier, and/or the like. An example HTTP form that POSTs to the client-to-text server is as follows:

```
<form action="/1/clicks" method="post" target="_top">
  <input type="hidden" name="i" value="{impressionId}"></input>
```

```
  <input type="hidden" name="id" value="{userId}"></input>
  <button type="submit" className={ `${css.formSubmitButton} ${css.override}` }>
   <svg viewBox='0 0 24 24' className={ `${css.clickToTextPhoneIcon} ${css.override}` }>
    <path d='M16.3,0H7.7C6.8,0,6,0.9,6,1.9v20.1C6,23.1,6.8,24,7.7,24h8.6c0.9,0,1.7-0.9,1.7-
1.9V1.9C18,0.9,17.2,0,16.3,0z M10.8,1.2h2.4c0.2,0,0.3,0.2,0.3,0.4c0,0.2-0.1,0.4-0.3,0.4h-2.4c-
0.2,0-0.3-0.2-0.3-0.4C10.5,1.4,10.6,1.2,10.8,1.2z M12,23.2c-0.4,0-0.8-0.4-0.8-0.8c0-0.4,0.3-
0.8,0.8-0.8s0.8,0.4,0.8,0.8C12.8,22.9,12.4,23.2,12,23.2z M16.9,20.9H7.1V3.1h9.8V20.9z'
    />
   </svg>
   <svg className={ `${css.clickToTextRightArrow} ${css.override}` } viewBox='0 0 24 24'>
    <polygon points='18.5,12 7.5,24 5.5,22.1 14.8,12 5.5,1.9 7.5,0' />
   </svg>
   <div className={ `${css.clickToText} ${css.override}` }>
    <div className={ `${css.text1} ${css.override}` }>{ ctaText1 }</div>
    <div className={ `${css.text2} ${css.override}` }>{ ctaText2 }</div>
   </div>
  </button>
 </form>
```

[1034] In response to receiving the HTTP request from the user mobile device, the client-to-text server can determine, based on a mobile device identifier, a uniform resource identifier (URI) (including, for example, a link syntax) of a second user interface at the user mobile device. In some implementations, the mobile device identifier can be a user agent field collected by the web browser, a platform type or an operating system type operated at the user mobile device. In some instances, the platform type is the operating system type operated at the user mobile device or information included in the user agent field collected by the web browser. The client-to-text server can determine the URI of the second user interface that is compatible with the operating system type of the user mobile device. The URI of the second user interface (e.g., a messaging application) may be the same or different for different mobile device operating systems. The client-to-text server can generate a response message including the URI of the second user

interface and send the response message to the user mobile device to cause the second user interface to open with message and phone number pre-populated. The click-to-text server can receive the pre-populated message and phone number based on the purchase identifier from a database at the click-to-text server. In some implementations, the response message can be a HTTP 303 status code. In some implementations, the response message and the HTTP form that POSTs to the client-to-text server can be stored in the memory of the client-to-text server (e.g., the click-to-text 106 stored at the memory 103 of the client-to-text server 100.) In some implementations, a proper deeplinking (e.g., the HTTP POST request and the response message) can direct the user to the native text messaging application, enabling the two-tap signup. An example response message sent from the client-to-text server is as follows.

```
public class CreativeController {
  @Path(value = "/clicks", method = Method.POST)
     public void click(Request request, Response response) {
        // When POSTing to this endpoint, the facebook app actually
        // sends two requests - the first with query parameters and then
        // a second without. This check handles the second.
        if (request.getQueryParam("i") == null) {
           throw new InvalidParameterException("Click must have impression id");
        }

        Impression impression = new Impression();
        impression.setId(Long.valueOf(request.getQueryParam("i")));
        Creative creative = creativeRepository.getImpressionCreative(impression);
        if (creative == null) {
           throw new InvalidParameterException("invalid impression id");
        }
        statsCounter.incrementClickCounter(creative.getId());

        if (creative.getPhone() == null) {
           creative.setPhone(defaultPhone);
```

```
        }

        Click click = buildClick(request);
        click.setImpression(impression);
        click.setCreative(creative);
        creativeRepository.createClick(click);
        kinesisProducerService.add(click);

        if (request.getQueryParam("r") != null && request.getQueryParam("r").equals("false")) {
            response.setStatus(204);
        } else {
            response.setStatus(303);
            response.setHeader("Location", getSmsLink(click, request.getUserAgent()));
        }
    }

    private String getSmsLink(Click click, UserAgent userAgent) {
        String fullSmsBody = click.getCreative().getSmsBody() + " (ref: " + click.getFingerprint()
+ ")";
        if (userAgent.isInstagramIos()) {
            fullSmsBody = fullSmsBody.replace(' ', '_');
        }
        return "sms:" + click.getCreative().getPhone() + userAgent.getSmsDeeplinkDelimiter() +
"body=" + fullSmsBody;
    }
}
```

[1035] In some implementations, in response to the user selecting, clicking or tapping the "sign-up" link 203 via the first user interface 201, the click-to-text server can dynamically request and receive, from, for example, the client database stored at the memory of the click-to-text server,

the client's short code (e.g. 24321), the SMS message body (e.g. "Just send this message to join [Company Name] exclusive insiders, or Just send to purchase this red hat"). The client-to-text server can request and receive a platform specific deeplink (e.g., a URI of the second user interface) that causes the user mobile device's messaging application to be rendered at the user mobile device.

[1036] In some implementations, when the user selects/clicks/taps the "send" button via the messaging application to send the message, the message can be sent to the wireless communication provider server (e.g., AT&T, Verizon) of the user mobile device. The wireless communication provider server can then make an application programming interface (API) call to the click-to-text server. The API call can trigger a response message back to the user mobile device with a link to set user's preferences. In some instances, this user preference page can use the same client_domain. attn. tv domain specified in the site integration tag as described below.

[1037] In some implementations, the click-to-text server can send an integration tag (or site integration tag, or integrator 105 as described in FIG. 1) to the client server. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server and receive from the click-to-text server promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be sent to the click-to-text server because the page is integrated with the integration tag provided by the click-to-text server. In some instances, the integration tag is triggered or executed only when the page associated with the client is fully loaded at the user mobile device (i.e., a criteria). In some instances, the integration tag can check the ready state of a page (or a document of the page) and only proceeds when the page is fully ready. In some instances, the site integration tag can be stored in the memory of the click-to-text server (such as the integrator 105 stored at the memory 103 of the click-to-text server 100 as described with regards to FIG. 1.) In some instances, the site integration tag can be stored in a public cloud or a private cloud server.

[1038] In response to the execution of the integration tag, the user mobile device can generate a unique visitor identifier and store at least a portion of the integration tag in a local storage of the user mobile device, or as a cookie at the user mobile device. The execution of the integration tag can produce, for example, a HTML iframe that allows messages to be sent and received between the user mobile device and the click-to-text server. In some implementations, the execution of the integration tag at the user mobile device sends to the click-to-text server user data (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, a user agent field collected by the web browser, and/or the like). In some implementations, the integration tag can include code that manages, stores, and governs client business rules (e.g., whitelists, blacklists, timeouts, and/or the like). In some implementations, the execution of the integration tag at the user mobile device can send a request to the click-to-text server and receive, from the click-to-text server, promotional messages 202 associated with the client, the client configurable settings/preferences to display the promotional message 202 (e.g., the location of the frame relative to the page, the size of the frame relative to the page, and/or the like.) The user mobile device can then render the frame with the promotional message 202 at its output device. The frame can also include purchase information and deeplink information such that in response to an input entered by the user, the second user interface 211 can be rendered at the mobile device to initiate a purchase/subscription. An example integration tag includes code as follows:

<script>
__attentive_domain="example.attn.tv",function(){window.__attentive={invoked:!1,show:functio
n(){this.invoked=!0}};var
t=!1,e=function(){if(document.readyState&&!/loaded|complete/.test(document.readyState))retur
n void setTimeout(e,10);if(!t)return t=!0,void setTimeout(e,50);var
n=document.createElement("script");n.setAttribute("async","true"),n.type="text/javascript",n.src
="https://cdn.attn.tv/loader.js",((document.getElementsByTagName("head")||[null])[0]||documen
t.getElementsByTagName("script")[0].parentNode).appendChild(n)};window.addEventListener?
window.addEventListener("load",e,!1):window.attachEvent("onload",e)}(),window.__attentive.s
how();

</script>

[1039] In some implementations, the integration tag can be customized based on client's preferences. For example, the integration tag can be executed when any webpage associated with the client's website is accessed by the user mobile device. In some instances, the integration tag can be executed only when a webpage from a set of webpages associated with the client's website is accessed by the user mobile device. The set of webpages can be selected via a specific URL slug (e.g., /p/mens_category), a specific rooting (e.g., /p/mens_category /* would cover every page with root of /p/mens_category/, including, for example, /p/mens_category/tshirts/philadephia_phillies/G72 91), a specific query parameter (e.g., clientdomain.com/utm_source=lorem&utm_medium=320b anner&utm_campaign=ipsum), all pages except a specified page (e.g., execute the integration tag on all pages except the checkout page), and/or the like. In some instances, the integration tag can be customized to be executed only by a set of devices that are on a device whitelist or blacklist (e.g., do or do not show the sign-up link 203 for devices on the whitelist or blacklist.) In some instances, the integration tag can be customized to be executed only for users from a set of countries so that the sign-up link 203 can be shown only to users from a set of countries. In some instances, the integration tag can be customized to be executed based on a referrer whitelist or blacklist (e.g., do/do not show sign-up link 203 for users from particular page referrers (e.g. Facebook, Google, etc).) In some instances, the integration tag can be customized to be executed only after a period of time since the last execution of the integration tag (e.g., a length of time until a sign-up unit is displayed again). In some instances, the integration tag can be customized to be executed only after a period of time since a certain event occurs (e.g., a length of time until a sign-up link is displayed again if the user subscribes or makes a purchase, a length of time until a sign-up link is displayed again if the user performs any measured action (close, privacy, terms, click, and/or the like.)

[1040] In some implementations, in response to a user sending a message to the client's phone number, the click-to-text server can collect data about the user. In some instances, the click-to-text server can collect transaction payment data including, but not limited to, the user's payment information (e.g. credit card information, bank account information, or other information),

shipping address, and preferred shipping-related settings. The click-to-text server can use the data collected to provide a user-friendly purchase experience in subsequent transactions. In some instances, the click-to-text server can collect marketing-based data to help the client send improved marketing-related messages to the user. The marketing-based data can include, but not limited to, the type of messages the user prefers to receive, when the user prefers to receive the message, the type of website content the user has viewed ,what items the user has previously purchased, and/or the like. In some instances, the click-to-text server can append additional data, directly collected or through a third party that is appended to the user's phone number as a key value. The data can be used, for example, for fraud protection or to disable a recently changed number.

[1041] FIGS. 3A-3E illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment. The user mobile device can be structurally and functionally similar to the user mobile device 150 described with regards to FIG. 1. Similar to the first user interface with a promotion message described with regards to FIG. 2A, the first user interface 301 displays a promotional message 302 on the screen of the user mobile device as shown in FIG. 3A. The promotional message 302 includes a "sign-up" link 304, when selected, clicked or tapped by the user, initiating a second user interface (not shown here) at the user mobile device. The second user interface of a mobile application (e.g., a messaging application) opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1042] As shown in FIG. 3A, the promotional message 302 can be displayed within a frame 305 of a webpage 303. The promotional message can also be displayed in a frame with different sizes relative to the size of the webpage and different location relative to the center of the webpage. For example, as shown in FIG. 3A, the promotional message 302 can be displayed in a frame 305 within the webpage 303 (i.e., a partial take-over). The frame 305 can be displayed at the bottom of the screen 301 and a portion of the webpage 303 can be displayed at the top portion of the screen 301. For another example, as shown in FIG. 3B, the promotional message 312 can be displayed in a frame that has the same size as the size of the webpage (i.e., full screen). The user can close the promotional message and the screen can display the webpage. For another example, as shown in FIG. 3C, the promotional message 322 can be displayed as a webpage or as a landing page of a

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 111**

website. For another example, as shown in FIG. 3D, the promotional message 332 can also be displayed within an email 333. For another example, as shown in FIG. 3E, the promotional message 342 can be displayed in a frame as a pop-up from the webpage 343. A portion of the webpage 343 can be displayed at the top portion of the screen 341 and/or the lower portion of the screen 341. In response to a user selects/click/tap at the "sign-up" links within the promotional messages (302, 312, 322, 332, and 342), a second user interface of a mobile application opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1043] The promotional messages (302, 312, 322, 332, and 342) can be retrieved from a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1) in response to an execution of an integration tag. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server and receive from the click-to-text server promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be sent to the click-to-text server because the page is integrated with (includes or incorporates) the integration tag provided by the click-to-text server. The execution of the integration tag can generate, for example, a HTML iframe which allows messages to be sent and received between the user mobile device and the click-to-text server. In some implementations, the execution of the integration tag at the user mobile device sends to the click-to-text server user data, manages client business rules, client configurable settings to display the promotional message (e.g., the location of the frame relative to the page, the size of the frame relative to the page, and/or the like.)

[1044] The "sign-up" link (304, 314, 324, 334, or 344), when selected, clicked or tapped by the user, initiates a second user interface (not shown here) at the user mobile device. The "sign-up" link (304, 314, 324, 334, or 344) can be displayed differently based on client's preferences by the click-to-text server. In some instances, the "sign-up" link (304, 314, 324, 334, or 344) can be shown as a button having different sizes (up to a size of a full screen). In some instances, the "sign-up" link (304, 314, 324, 334, or 344) can be a standalone landing page, or a clickable link (a

button, or an image) in line with the text displayed in a webpage, an email, a promotional message (302, 312, 322, 332, and 342), a mobile application, a pop-up window, and/or the like.

[1045] FIGS. 4A-4B illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment. In some implementations, the first user interface 401 at the user mobile device displays a promotional bubble 402 that can expand into a promotional message 404 in response to a user select/click/tap at the promotional bubble 402. The promotional message 404 can be similar to the promotional messages (302, 312, 322, 332, and 342) shown in FIGS. 3A-3E. The promotional message 404 includes a "sign-up" link 405, when selected, clicked or tapped by the user, initiating a second user interface (not shown here) at the user mobile device. The second user interface of a mobile application (e.g., a messaging application) opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1046] FIGS. 5A-5I illustrate screenshots of user interfaces at a user mobile device in a click-to-text purchase process, according to an embodiment. The first user interface 501 (e.g., a website browser) at the user mobile device displays a shopping cart 503 with products 504 to be purchased. The first user interface 501 also displays a promotional message 502, when selected, clicked or tapped by the user, initiating a second user interface 511 at the user mobile device. In some implementations, the first user interface 501 can be a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The second user interface 511 can be a messaging application, and/or the like. In response to a user selection, click or tap at the "1-Step Checkout" link 502, the second user interface 511 of a mobile application, for example, a messaging application, opens with a message pre-populated with a purchase request 513. The purchase request 513 can include a shopping cart identifier, a product identifier, a product name, a product description, a price of each product, a total price for the shopping cart, and/or the like. The message also re-populates the phone number 512 of a client associated with the promotional message 502. In some implementations, the content of the message 513 and/or the phone number 512 can be customized, based on client's preferences, by a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1). The "1-Step Checkout" link 502 can be displayed differently based on client's preferences by the

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 113**

click-to-text server. In some instances, the "1-Step Checkout" link 502 can be shown as a button. The button can have different sizes (up to a size of a full screen). In some instances, the "1-Step Checkout" link 502 can be a standalone landing page, or a clickable link (a button, or an image) in line with the text displayed in a webpage, an email, a promotional message, a mobile application, a pop-up window, and/or the like.

[1047] In some instances, the phone number 512 can be a short code cellular number or a long code cellular number. In some implementations, the message 513 and the phone number 512 are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message 513 and/or the phone number 512. The user can select, click or tap the "send" button 514 to send the message 513 to the client with the phone number 512. The message 513 can be sent to a client server (such as the client server 130 described with regards to FIG. 1) and/or the click-to-text server.

[1048] In some implementations, in response to receiving the message 513, the click-to-text server can authenticate the user based on a user identifier. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new customer of the client or an existing customer of the client. If the user is a new customer, the client server and/or the click-to-text server can send a message(s) 522 via the second user interface 521 (e.g., a messaging application) to request shipping information and payment information. The message 522 can also include a link ("checkout link") that when clicked/tapped, opens a third user interface with a checkout page 531. The third user interface 531 can be the same as the first user interface 501 (e.g., a website browser). Upon receiving the user input on the shipping information and the payment information at the checkout page 531, the third user interface 541 can display an order confirmation page. The client server and/or the click-to-text server can send a message(s) 552 via the second user interface 551 confirming the order has been placed.

[1049] If the user is an existing customer of the client, the client server and/or the click-to-text server can send, via the second user interface, a message(s) 562 including the product information in the shopping cart, and a message 563 informing the user of the shipping information and the payment information on file associated with the user. In some implementations, the message 563 can include a link ("checkout link") that, when selected/clicked/tapped, opens a third user interface (not shown) that shows a checkout page in which the user can change the shipping information and the payment information. In some implementations, the user can send, via the second user interface, a message 572 to confirm the purchase, the payment information and the shipping information. Upon receiving the message 572 from the client, the client server and/or the click-to-text server can send, via the second user interface, a message 582 confirming the order has been placed. In some implementations, the user's purchase history associated with the client (e.g., a new/existing customer, previous orders, previous shopping carts, user payment information, user shipping information, and/or the like) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1050] Similar to the click-to-text subscription process described with regards to FIGS. 2A-2D, the click-to-text server can implement the integration tag at the client's server in the click-to-text purchase process. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server for promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be send to the click-to-text server because the page is integrated with the integration tag provided by the click-to-text server. The execution of the integration tag can collect user data (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, a user agent field collected by the web browser, and/or the like). The integration tag can include code that manages, stores, and governs client business rules (e.g., whitelists, blacklists, timeouts, and/or the like). The execution of the integration tag at the user mobile device can send a request to the click-to-text

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 115**

server and receive, from the click-to-text server, promotional messages associated with the client, the client configurable settings/preferences to display the promotional message.

[1051] FIGS. 6A-6I illustrate screenshots of a user interface at a user mobile device in a click-to-text purchase process, according to an embodiment. The click-to-text purchase process can be completed via a single user interface (e.g., a messaging application) at the user mobile device. The second user interface 601 can display a promotional image 602 and a promotional message 603. The second user interface 601 can receive a message 604 from the user instructing the click-to-text server to initiate the "checkout" process. In response to receiving the message 604 from the user, in some implementations, the click-to-text server can authenticate the user based on a user identifier. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new customer of the client or an existing customer of the client. If the user is a new customer, the client server and/or the click-to-text server can send a message(s) 605 via the second user interface to request shipping information and payment information. The message 605 can also include a link ("checkout link") that when clicked/tapped, opens a first user interface with a checkout page 606. In some instances, the first user interface (e.g., a messaging application) can be the same as the second user interface. In some instances, the first user interface (e.g., a website browser) can be different from the second user interface. Upon receiving the user input on the shipping information and the payment information at the checkout page 606, the first user interface 607 can display an order confirmation page. The client server and/or the click-to-text server can send a message(s) 608 via the second user interface confirming the order has been placed.

[1052] If the user is an existing customer of the client, the client server and/or the click-to-text server can send, via the second user interface 610, a message(s) 609 including the product information in the shopping cart, the shipping information and the payment information on file associated with the user. In some implementations, the message 609 can include a link ("checkout link") that, when clicked/tapped, opens a second user interface (not shown) that shows a checkout

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 116**

page in which the user can change the shipping information and the payment information. In some implementations, the user can send, via the second user interface, a message 611 to confirm the purchase, the payment information and the shipping information. Upon receiving the message 611 from the client, the client server and/or the click-to-text server can send, via the second user interface, a message 612 confirming the order has been placed. In some implementations, the user's purchase history associated with the client (e.g., a new/existing customer, previous orders, previous shopping carts, user payment information, user shipping information, and/or the like) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1053] FIG. 7 is a flow chart illustrating a click-to-text process 700, according to an embodiment. The click-to-text process 700 can be executed at, for example, a processor at a server such as the processor 101 of the click-to-text server 100 shown and described with respect to FIG. 1. The server can include, for example, a processor and a memory operatively coupled to the memory. The memory can include, for example, code representing click-to-text instructions (such as the click-to-text instructions 106 described with respect to FIG. 1) to be executed by the at least one processor 101 to cause the processor to execute the click-to-text process 700. Furthermore, the server can be operatively coupled to a network, and in communication with a client server such as the client server 130 and a user mobile device such as the user mobile device 150 shown and described with respect to FIG. 1. The click-to-text subscription process as described with regards to FIGS. 2A-2D and the click-to-text purchase process as described with regards to FIGS. 5A-5I and FIGS. 6A-6I can be implemented using the click-to-text process 700.

[1054] At 702, the method includes receiving a purchase identifier in response to an input entered by a user at a first user interface of a mobile device. The first user interface displays a promotional message within a frame of a page at the first user interface. The promotional message can be any advertising information related to a product(s) or service(s) that a client provides. The client can provide the product(s) or the service(s) for free or a fee. In some implementations, the first user interface can be a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The location of the frame relative to the page, the size of the frame relative to the page, and/or the

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 117**

like can be customized based on the client's preferences. The promotional message includes a link, which can be clicked or tapped by the user.

[1055] In response to the user selecting, clicking or tapping the link via the first user interface, the client-to-text server receives a HTTP POST request notifying the client-to-text server of the user's click/tap on the link. The HTTP POST request can include, for example, a purchase identifier associated with the promotional message, a purchase identifier associated with the client providing the promotional message (e.g., a telephone number associated with the client/entity), a shopping cart identifier, purchase information associated with the promotional message, a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, a user agent field collected by the web browser, and/or any information identifying the user and/or user mobile device), and/or the like.

[1056] At step 704, the method includes receiving purchase information associated with the purchase identifier in response to receiving the HTTP POST request. The purchase identifier and the purchase information can be stored in a database at the click-to-text server. The click-to-text server can look up the purchase information based on the purchase identifier. The purchase information can include, for example, a subscription to service associated with the promotional message 202, information related to the products or service associated with the promotional message 202, a product identifier, a subscription identifier, and/or the like.

[1057] At step 706, the method includes determining a uniform resource identifier (URI) of a second user interface at the mobile device. In response to receiving the HTTP request from the user mobile device, the client-to-text server can determine, based on a mobile device identifier, a uniform resource identifier (URI) (including, for example, a link syntax) of a second user interface at the user mobile device. The second user interface can be a messaging application, and/or the like. In some implementations, the mobile device identifier can be a user agent field collected by the web browser, a platform type or an operating system type operated at the user mobile device. In some implementations, the mobile device identifier can be a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, and/or any information identifying the user and/or user mobile device). The client-to-text server can determine the URI of the second

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 118**

user interface that is compatible with the operating system type of the user mobile device. The URI of the second user interface (e.g., a messaging application) may be the same or different for different mobile device operating systems.

[1058] At step 708, the method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user. The client-to-text server can generate a response message including the URI of the second user interface and send the response message to the user mobile device to cause the second user interface to open with message and phone number pre-populated. The click-to-text server can receive the pre-populated message and phone number based on the purchase identifier from a database at the click-to-text server or a databased stored at the client device. In some implementations, the response message can be a HTTP 303 status code. In some implementations, the response message and the HTTP form that POSTs to the client-to-text server can be stored in the memory of the client-to-text server (e.g., the click-to-text 106 stored at the memory 103 of the client-to-text server 100.) In some implementations, a proper deeplinking (the HTTP POST request and the response message) can direct the user to the native text messaging application, enabling the two-tap subscription or purchase.

[1059] The content of the message and/or the phone number can be customized, based on client's preferences, by a click-to-text server. In some instances, the phone number can be a short code cellular number or a long code cellular number. In some instances, the content of the message can be related to, for example, join a subscription list, purchase a product or service, request customer service, or any number of other ways in which the user interacts with the client. In some implementations, the message and the phone number are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message and/or the phone number. The user can click or tap the "send" button to send the message to the client associated with the phone number. The message can be sent to a client and/or the click-to-text server. In response to receiving the message, the client server can send a message(s) via the second user interface (e.g., a messaging application) to confirm the user's subscription or purchase. In some implementations, the click-to-text server can send message to confirm the user's subscription or purchase.

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 119**

[1060] In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new subscriber/customer of the client or an existing subscriber/customer of the client. If the user is a new subscriber/customer, the client server and/or the click-to-text server can send a message(s) via the second user interface (e.g., a messaging application) to confirm the user's subscription, and/or direct the user to a checkout page to provide shipping information and product information for the purchase. If the user is an existing subscriber/customer, the client server and/or the click-to-text server can send a message(s) informing the user that the user are already subscribed to the client's service, or confirming the shipping information and payment information with the user. In some implementations, the user's subscription/customer status associated with the client (e.g., a new subscriber or an existing subscriber) can be stored in a user database of the click-to-text server.

[1061] In some implementations, the second user interface is different from the first user interface. In some implementations, the second user interface (e.g., a messaging application) is not a user interface provided by the client/entity/vendor from which the purchase/subscription is to be made. In some implementations, the first user interface is not a user interface (e.g., a web browser) provided by the client/entity/vendor from which the purchase/subscription is to be made. In other words, a user does not need to install the vendor's mobile application to make the purchase from the vendor or subscribe to service provided by the vendor. In situations where, for example, the user is browsing a website with a promotional message, the user can click the "sign-up" link and a messaging application is opened with a message and a phone number pre-populated to complete the purchase/subscription. In such situations, the user do not need to install or open any vendor application. Stated differently, the user can initiate the purchase/subscription upon providing a single user input the second user interface (e.g., click "send" button at the messaging application) within and without interaction with a user interface associated with a vendor from which the purchase is to be made. The click-to-text process provides dynamic application deeplinking at a mobile device such that the user's interaction with a client via a first user interface of the mobile device continues to a second user interface of the mobile device. The dynamic application deeplinking protocol improves the user experience for shopping and interacting, via a network, with a client via the mobile device and increases customer engagement with the promotional messages / marketing efforts by the client.

[1062] It is intended that the systems and methods described herein can be performed by software (stored in memory and/or executed on hardware), hardware, or a combination thereof. Hardware modules may include, for example, a general-purpose processor, a field programmable gate array (FPGA), and/or an application specific integrated circuit (ASIC). Software modules (executed on hardware) can be expressed in a variety of software languages (e.g., computer code), including Unix utilities, C, C++, Objective-C Java™, Ruby, SQL, SAS®, the R programming language/software environment, Visual Basic™, and other object-oriented, procedural, scripted, machine language or other programming language and development tools. Examples of computer code include, but are not limited to, micro-code or micro-instructions, machine instructions, such as produced by a compiler, code used to produce a web service, and files containing higher-level instructions that are executed by a computer using an interpreter. Additional examples of computer code include, but are not limited to, control signals, encrypted code, and compressed code. Each of the devices described herein can include one or more processors as described above.

[1063] Some embodiments described herein relate to devices with a non-transitory computer-readable medium (also can be referred to as a non-transitory processor-readable medium or memory) having instructions or computer code thereon for performing various computer-implemented operations. The computer-readable medium (or processor-readable medium) is non-transitory in the sense that it does not include transitory propagating signals per se (e.g., a propagating electromagnetic wave carrying information on a transmission medium such as space or a cable). The media and computer code (also can be referred to as code) may be those designed and constructed for the specific purpose or purposes. Examples of non-transitory computer-readable media include, but are not limited to: magnetic storage media such as hard disks, floppy disks, and magnetic tape; optical storage media such as Compact Disc/Digital Video Discs (CD/DVDs), Compact Disc-Read Only Memories (CD-ROMs), and holographic devices; magneto-optical storage media such as optical disks; carrier wave signal processing modules; and hardware devices that are specially configured to store and execute program code, such as Application-Specific Integrated Circuits (ASICs), Programmable Logic Devices (PLDs), Read-Only Memory (ROM) and Random-Access Memory (RAM) devices. Other embodiments described herein relate to a computer program product, which can include, for example, the instructions and/or computer code discussed herein.

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 121**

[1064] While various embodiments have been described above, it should be understood that they have been presented by way of example only, and not limitation. Where methods and steps described above indicate certain events occurring in certain order, the ordering of certain steps may be modified. Additionally, certain of the steps may be performed concurrently in a parallel process when possible, as well as performed sequentially as described above. Although various embodiments have been described as having particular features and/or combinations of components, other embodiments are possible having any combination or sub-combination of any features and/or components from any of the embodiments described herein. Furthermore, although various embodiments are described as having a particular entity associated with a particular compute device, in other embodiments different entities can be associated with other and/or different compute devices.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 122

What is claimed is:

1. A method, comprising:

receiving an interaction identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device, the input associated with a frame within a page displayed at the first user interface;

receiving interaction information and application deeplinking information associated with the interaction identifier;

determining, based on the application deeplinking information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface; and

sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the interaction information pre-populated to complete an interaction requested by the user.

2. The method of claim 1, wherein the first user interface is a web browser operating on the mobile device.

3. The method of claim 1, wherein the second user interface is a text messaging user interface operating on the mobile device.

4. The method of claim 1, wherein the interaction information includes a telephone number of a vendor from which the interaction is to be made.

5. The method of claim 1, wherein the interaction information includes (1) a subscription to a service or (2) a purchase to a product or a service.

6. The method of claim 1, further comprising:

determining a platform type of the mobile device based on information received via the first user interface of the mobile device,

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 123

the determining the URI of the second user interface including determining the URI of the second user interface based on the platform type of the mobile device.

7. The method of claim 1, wherein the second user interface is not a user interface of a vendor from which the interaction is to be made.

8. The method of claim 1, wherein the second user interface is configured to cause the interaction to be initiated (1) upon receiving a single user input within the second user interface and (2) without displaying a user interface associated with a vendor from which the interaction is to be made.

9. A method, comprising:

determining a state of a page load of a page at a first user interface of a mobile device; and

in response to the state of the page load satisfying a criteria, providing, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase.

10. The method of claim 9, wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device.

11. The method of claim 9, wherein a size of the frame relative to a size of the page is configurable.

12. The method of claim 9, wherein a location of the frame on the page is configurable.

13. The method of claim 9, wherein:

the input is a first input; and

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 124

the method further includes:

receiving a second input entered by the user via the second user interface at the mobile device to confirm the purchase; and

sending the purchase information to fulfill the purchase.

14. The method of claim 9, wherein the deeplink information includes a request for a uniform resource identifier (URI) of the second user interface.

15. The method of claim 9, wherein the first user interface is a web browser operating on the mobile device.

16. The method of claim 9, wherein the second user interface is a text messaging user interface operating on the mobile device.

17. The method of claim 9, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

18. The method of claim 9, wherein the purchase includes a subscription to a service.

19. The method of claim 9, wherein the second user interface is configured to cause the purchase to be initiated (1) upon receiving a single user input within the second user interface and (2) without interaction with a user interface associated with a vendor from which the purchase is to be made.

20. A processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code comprising code to cause the processor to:

determine a state of a page load of a page at a first user interface of a mobile device;

in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information;

receive a purchase identifier in response to an input entered by a user at the frame mobile device and based on the purchase information;

determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface; and

render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 126

Abstract

In one embodiment, a method includes receiving an interaction identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving interaction information and application deeplinking purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the interaction information pre-populated to complete an interaction requested by the user.

182761041 v1

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 127

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Cross-Reference to Related Application

[1001] This application claims the benefit of and priority to U.S. Provisional Patent Application No. 62/511,413, filed on May 26, 2017, and titled "A Technology Platform for Messaging-Based Subscriptions and Payments Initiated From a Mobile Website," which is incorporated herein by reference in its entirety.

Background

[1002] Some embodiments described herein relate generally to computer-related technologies for mobile electronic devices. In particular, some embodiments described herein relate to methods and apparatus for a technology platform for messaging-based subscriptions and payments initiated from a website at a mobile electronic device.

[1003] Known methods allow a user to open a vendor's application or a vendor's website on a mobile device to select a product or service. The user can then provide payment information via the vendor's application or website to complete a transaction with the vendor. With these known methods, however, the user often pauses its previous activities (e.g., viewing a website, reading an email) on the mobile device and is redirected to the vendor's application or website to purchase the products and services via many user input (e.g, clicks, or screen taps). This time-consuming and burdensome process results in many users leaving the purchase before the transaction is completed.

[1004] Accordingly, a need exists for methods and apparatus for dynamic application deeplinking to transition from one user interface to another user interface at a mobile device for continued and improved user experience and engagement when interacting with the mobile device.

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 128**

Summary

[1005] In some embodiments, a method includes receiving a purchase identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

Brief Description of the Drawings

[1006] FIG. 1 is a block diagram illustrating a click-to-text server, a client's server and a user's mobile device, according to an embodiment.

[1007] FIGS. 2A-2D illustrate screenshots of user interfaces at a user mobile device in a click-to-text subscription process, according to an embodiment.

[1008] FIGS. 3A-3E illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1009] FIGS. 4A-4B illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1010] FIGS. 5A-5I illustrate screenshots of user interfaces at a user mobile device in a click-to-text purchase process, according to an embodiment.

[1011] FIGS. 6A-6I illustrate screenshots of a user interface at a user mobile device in a click-to-text purchase process, according to an embodiment.

[1012] FIG. 7 is a flow chart illustrating a click-to-text process 700, according to an embodiment.

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 129**

Detailed Description

[1013] Some embodiments described herein include methods and apparatus for a technology platform for messaging-based subscriptions and payments initiated from a website viewed on a mobile device or a mobile application. By using custom-generated dynamic deeplinks, some embodiments described herein provide a method of completing mobile subscriptions, communications, and/or purchases. In these embodiments, a number of mobile interfaces can be used including, but not limited to, mobile websites, mobile applications, mobile messages, mobile advertisements, social media applications, and/or the like. In some implementations, the platform allows a user to initiate a subscription via messaging-based communications, or completes a purchase transaction for a product or service using messaging-based communications. In some implementations, custom-generated mobile deeplinks are used. In some implementations, the purchase and/or subscription process can be initiated via a rendered link on a touchscreen mobile device, and a transaction can be completed by two touch screen taps (or Two-Taps).

[1014] In some embodiments, a link can be generated in a set of mobile user interfaces including, but not limited to, a mobile website, a mobile application, a link, an email, a mobile advertisement, a text message, and/or the like. When the link is clicked, a custom-rendered deeplink is initiated, and a mobile messaging application is opened on a user's mobile device. In some embodiments, a deeplink is a type of link used in mobile applications that allows the linking of one mobile application to another mobile application. In some implementations, deep linking uses a uniform resource identifier (URI) that links to a mobile application or a specific location within a mobile application. Deeplinks can be used across a set of mobile operating systems including, for example, the Apple® iOS system and the Android™ system.

[1015] In some implementations, the content of the message and the recipient's (e.g., the vendor's) phone number can be pre-filled in the messaging application of the mobile device. This information can be communicated to the messaging application using the deeplink specific to the vendor.

[1016] In some implementations, the user can switch from, for example, a mobile website, a mobile application, a link, an email, a mobile advertisement, a text message to a subscription

message or a purchase message on a mobile messaging application. In some implementations, the mobile device can receive user's selections to subscribe to and/or purchase a good or service via two touch screen taps on a touch screen mobile device. The mobile device can receive a first signal in response to the user selecting (or tapping) on the rendered link on a first mobile user interface (i.e., the first touch screen tap), and the mobile device can receive a second signal in response to the user selecting (or tapping) the "send" message button on a second mobile interface to send the message to the vendor (i.e., the second touch screen tap.) In such implementations, the mobile device receives the user's selections (touch screen tap) via the touch screen of mobile device and then produces a signal to represent the user's selections for further processing by the mobile messaging application.

[1017] In some implementations, the user can be subscribed to service to receive messaging based marketing information from the recipient when the message is sent. In some implementations, the user can initiate a process to purchase a product or service from the recipient when the message is sent.

[1018] In some embodiments, a method includes receiving a purchase identifier by a processor and in response to a signal generated by the mobile device in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

[1019] In some embodiments, a method includes determining a state of a page load of a page at a first user interface of a mobile device. In response to the state of the page load satisfying a criteria, the method includes providing, based on a set of configurable settings, a frame within the page at the first user interface. The frame includes purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface

is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase.

[1020] In some embodiments, a processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code includes code to cause the processor to determine a state of a page load of a page at a first user interface of a mobile device. The code further includes code to cause the processor to, in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface. The frame include purchase information and deeplink information. The code further includes code to cause the processor to receive a purchase identifier in response to an input entered by a user at the frame mobile device and based on the purchase information. The code includes code to cause the processor to determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The code includes code to cause the processor to render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

[1021] As used herein, the singular forms "a," "an" and "the" include plural referents unless the context clearly dictates otherwise. Thus, for example, the term "a message" is intended to mean a single message or a combination of messages. For another example, "a purchase identifier" is intended to mean a single purchase identifier or a combination of purchase identifiers.

[1022] As used herein, data can include, for example, information such as videos, audio, text, images, games, usernames, passwords, user input, user clicks, user screen taps, user browsing history, information associated with a user, information associated with a user's mobile device, URLs, banking transaction information (e.g., credit card information, back account information, etc.), healthcare information (e.g., prescription information, healthcare records, etc.), public data, protected data, proprietary data, personal data, private data, user generated content, Internet of Things (IoT) data, autonomous vehicle data (e.g., navigation data, status data, security data, etc.), and/or any other information.

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 132**

[1023] FIG. 1 is a block diagram illustrating a click-to-text server 100, a client's server 130 and a user's mobile device 150, according to an embodiment. The click-to-text server 100 can communicate with the client's server 130 and the user's mobile device 150 via a network (not shown). The network (not shown) can be any network or combination of networks capable of transmitting communication information (e.g., data and/or signals) and can include, for example, a wireless network, a cellular network, a telephone network, an Ethernet network, a fiber-optic network, and/or the like. The communication information can be transmitted over a connection(s) of a wireless network, such as, for example, a Wi-Fi® or wireless local area network ("WLAN") connection, a wireless wide area network ("WWAN") connection, a cellular connection and/or the like. A network connection can be a wired connection such as, for example, an Ethernet connection, a digital subscription line ("DSL") connection, a broadband coaxial connection, and/or a fiber-optic connection and/or the like.

[1024] The click-to-text server 100 can be or include a computer, a cell phone, a tablet, an electronic device, a critical embedded systems, coprocessors, field-programmable gate arrays (FPGAs) and/or the like. The click-to-text server 100 can include at least one processor 101 and at least one memory 103. The at least one processor 101 and the at least one memory 103 are operatively coupled with each other. The at least one memory 103 can be, for example, non-volatile memory, volatile memory, memory local to a server or networked, virtualized memory, a random-access memory (RAM) (e.g., a dynamic RAM, a static RAM), a flash memory, a removable memory, and/or so forth. In some embodiments, the memory 103 can store, for example, message data 107 (e.g., a set of promotional messages associated with a set of entities or clients), user data 108 (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, user agent, and/or the like), client data 109 (e.g., user white list associated with a set of clients/entities, user black list associated with a set of clients/entities, client preferences, client business rules, and/or the like). In some implementations, the memory 103 can store, for example, a database(s), process(es), application(s), virtual machine(s), instructions, and/or other software modules (stored and/or executing in hardware) or hardware modules configured to execute an integrator process and a click-to-text process. In such implementations, instructions for executing the click-to-text

process, and/or any associated methods can be stored within the memory 103 and executed at the processor 101. In some embodiments, the memory 103 can store code representing integrator instructions 105 (i.e., integration tag) to be executed by the at least one processor 101 or the user mobile device 150. The execution of the integrator instructions 105 at the user mobile device 150 can cause the user mobile device 150 to send a request to the click-to-text server 100 and receive from the click-to-text server 100 promotional messages associated with the client. In some embodiments, the memory 103 can store code representing click-to-text instructions 106 to be executed by the at least one processor 101 to cause the processor to execute the click-to-text process. In some implementations, at least a portion of the data and instructions stored at the memory 103 can be served from one of a single physical machine, multiple physical machines, a virtualized server, multiple virtualized servers, a public cloud, a private cloud, and/or a geographically distributed network of operatively coupled servers.

[1025] The at least one processor 101 can be any hardware module and/or component configured to receive and process data, and/or to execute code representing instructions. In some embodiments, the at least one processor 101 can be a general purpose processor, a Field Programmable Gate Array (FPGA), an Application Specific Integrated Circuit (ASIC), a Digital Signal Processor (DSP), and/or the like. The at least one processor 101 can implement a number of modules and/or server components. The at least one processor 101 can be configured to execute instructions generated by any of its modules and/or server components, and/or instructions stored in the memory 103, for example, the integrator instructions 105 and the click-to-text instructions 106. In some implementations, if the at least one processor 101 includes multiple processors, the modules and/or server components can be distributed among and/or executed by the multiple processors. The at least one memory 103 can be configured to store processor-readable instructions that are accessible and executable by the processor 101.

[1026] The client device 130 can be or include a computer, a cell phone, a tablet, an electronic device, a critical embedded systems, coprocessors, and field-programmable gate arrays (FPGAs), a smart TV, and/or another type of network-enabled machine. The client device 130 can include a processor (not shown) and a memory (not shown). In some implementations, the client device 130 is associated with a client (also referred to herein as an entity, a vendor) selling or providing

a good(s) or service(s) via the internet, and/or engaging in any marketing activities via the internet. In some implementations, the client device 130 can be served from one of a single physical machine, multiple physical machines, a virtualized server, multiple virtualized servers, a public cloud, a private cloud, and/or a geographically distributed network of operatively coupled servers.

[1027] The user mobile device 150 can be any mobile electronic devices. For example, in some embodiments, the user mobile device 150 can be, but are not limited to, a mobile phone, a tablet, a smart watch, a personal computer, a personal digital assistant (PDA), a smart phone, and/or the like. The user mobile device 150 can include a processor (not shown), a memory (not shown), a network interface (not shown), and an output device (not shown). For example, in some embodiments, the output device can be any suitable display that can provide at least a portion of a user interface for a software application (e.g., a mobile application, a PC application, an internet web browser, etc.) installed on (or accessible by) the user mobile device 150. In such embodiments, the display can be, for example, a cathode ray tube (CRT) monitor, a liquid crystal display (LCD) monitor, a light emitting diode (LED) monitor, and/or the like. In other embodiments, the output device can be an audio device, a haptic device, and/or any other suitable output device. In some implementations, the output device can be configured to receive user input via taps (contact) on a touch screen by a user gesture such as a finger tap, swipe, pinch, etc. The network interface of user mobile device 150 can be, for example, a network interface card and/or the like that can include at least an Ethernet port and/or a wireless radio (e.g., a WiFi® radio, a Bluetooth® radio, etc.). The memory of user mobile device 150 can be, for example, a random access memory (RAM), a memory buffer, a hard drive, a read-only memory (ROM), an erasable programmable read-only memory (EPROM), and/or the like. In some embodiments, the memory can include a set of software applications including, but not limited to, a messaging application, a web browser application, an email application, a book reader application, and/or any mobile applications. Each of the set of software applications can have a unique user interface. The processor can be any suitable processing device configured to run or execute a set of instructions or code. For example, the processor of user mobile device 150 can be a general purpose processor, a central processing unit (CPU), an accelerated processing unit (APU), and Application Specific Integrated Circuit (ASIC), and/or the like. The processor can be configured to run or execute a set of instructions or code stored in the memory associated with using, for example, a PC application,

a mobile application, an internet web browser, a cellular and/or wireless communication (via a network), and/or the like, as described in further detail herein.

[1028] In use, a user can provide a first input (a click, a screen tap, or a selection, etc.) a web link on a mobile website or a mobile application displayed the user mobile device 150. This user selection can be sensed by the touch screen of the user mobile device 150 such that a signal is produced and provided to the processor of the user mobile device 150. The web link is associated with a promotional message provided by a client. The client can be an entity selling or providing a good(s) or service(s) via the internet, and/or engaging in any marketing activities via the internet. In response to receiving the signal produced by the touch screen, the processor of user mobile device 150 can produce a notification and send it to the click-to-text server 100. The click-to-text server 100 can receive a notification (e.g., a HTTP POST request) in response to the user input. The click-to-text server 100 can initiate a messaging application at the user mobile device 150 with a message pre-populated with purchase or subscription information and a recipient's phone number. The user can provide a second input (a click, a screen tap, or a selection, etc.) to send the text message to the recipient's phone number. The recipient phone number is associated with the client and the client server 130. In response to sending the text message, the user, via the user mobile device 150, can subscribe to a messaging-based marketing service, or initiate a process of purchasing a product or service, provided by the client and/or the client server 130. In some implementations, this click-to-text process can be completed in just two taps, and in compliance with the Telephone Consumer Protection Act ("TCPA") and the regulations by trade associations representing the wireless communication industry (e.g., CTIA).

[1029] FIGS. 2A-2D illustrate screenshots of user interfaces at a user mobile device in a click-to-text subscription process, according to an embodiment. The user mobile device can be structurally and functionally similar to the user mobile device 150 described with regards to FIG. 1. The first user interface 201 displays a promotional message 202 (e.g., within a frame of the first user interface 201) at the user mobile device and provides a "sign-up" link 203, when selected, clicked or tapped by the user, initiating a second user interface 211 at the user mobile device. The promotional message 202 can be any advertising information related to a product or service that a client provides. The client can provide the product(s) or the service(s) for free or a fee. In some

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 136**

implementations, the first user interface 201 can be within or part of a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The second user interface 211 can be within or part of a messaging application, and/or the like. In response to user selections, clicks or taps at the "sign up" link 203, the second user interface 211 of a mobile application, for example, a messaging application, opens with a message pre-populated with a subscription request 213. The message also re-populates the phone number 214 of a client associated with the promotional message 202. In some implementations, the content of the message 213 and/or the phone number 214 can be customized (or defined or populated), based on client's preferences, by a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1). In some instances, the phone number 214 can be a short code cellular number or a long code cellular number. In some instances, the content of the message 213 can be related to, for example, a request to join a subscription list, a request to purchase a product or service, a request for customer service, or any number of other ways in which the user mobile device interacts with the client server. In some implementations, the message 213 and the phone number 214 are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message 213 and/or the phone number 214. The user can select, click or tap the "send" button 212 to send the message 213 to the client associated with the phone number 214. The message 213 can be sent to a client server (such as the client server 130 described with regards to FIG. 1) and/or the click-to-text server. In response to receiving the message 213, the client server can send a message(s) 222 via the second user interface 221 (the same second user interface shown as 211 in FIG. 2B; e.g., a messaging application) to confirm the user's subscription. In some implementations, the click-to-text server can send message 222 to confirm the user's subscription.

[1030] In some implementations, in response to receiving the message 213, the click-to-text server can authenticate the user based on a user identifier. In some implementations, the user identifier can be included in the signal sent to the click-to-text server in response to receiving the message 213. In other implementations, the click-to-text server can receive the user identifier prior to receiving the message 213. In such implementations, the click-to-text server can receive the user identifier in response to an execution of an integration tag (such as the integrator instructions 105 as described with regards to FIG. 1) during a page load event at the user mobile device. The

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 137**

user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. If the user is on a black list of the client, the click-to-text server can block the user from subscribing to the service provided by the client and/or the promotional messages 223 provided by the client. If the user is not on a black list of the client, or if the user is on a white list of the client , the user is authenticated by the click-to-text server and/or the client server and the click-to-text server and/or the client server can provide service and/or send promotional messages 223 to the user. In some implementations, data representing the black list and/or the while list associated with the client can be stored in a client database of the click-to-text server (such as the client data 109 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1031] In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new subscriber of the client or an existing subscriber of the client. If the user is a new subscriber, the client server and/or the click-to-text server can send a message(s) 222 via the second user interface 221 (the same second user interface shown as 211 in FIG. 2B; e.g., a messaging application) to confirm the user's subscription. If the user is an existing subscriber, the client server and/or the click-to-text server can send a message(s) 232 informing the user that the user is already subscribed to the client's service. In some implementations, the user's subscription status associated with the client (e.g., a new subscriber or an existing subscriber) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1032] In some implementations, the second user interface 211 is different from the first user interface 201. In some implementations, the second user interface 211 (e.g., a messaging application) is not a user interface provided by the client/entity/vendor from which the purchase/subscription is to be made. In some implementations, the first user interface 201 is not a user interface (e.g., a web browser) provided by the client/entity/vendor from which the purchase/subscription is to be made. In other words, a user does not need to install the vendor's mobile application to make the purchase from the vendor or subscribe to service provided by the

vendor. In situations where, for example, the user is browsing a website with a promotional message 202, the user can select, tap or click the "sign-up" link 203 and a messaging application (e.g., 211) is opened with a message 213 and a phone number 214 pre-populated to complete the purchase/subscription. In such situations, the user does not need to install or open any vendor application. Stated differently, the user can initiate the purchase/subscription upon providing a single user input within the second user interface (e.g., click "send" button at the messaging application) and without further interaction with a user interface associated with a vendor from which the purchase is to be made. The click-to-text process provides dynamic application deeplinking at a mobile device such that the user's interaction with a client via a first user interface of the mobile device can continue to a second user interface of the mobile device. The dynamic application deeplinking protocol improves the user experience for shopping and interacting, via a network, with a client via the mobile device and increases customer engagement with the promotional messages / marketing efforts by the client.

[1033] In some implementations, in response to the user selecting, clicking or tapping the "sign-up" link 203 via the first user interface 201, the user mobile device can send a HTTP POST request to the client-to-text server notifying the client-to-text server of the user's select/click/tap on the "sign-up" link 203. The HTTP POST request can include, for example, a purchase identifier associated with the promotional message 202, a purchase identifier associated with the client or the entity providing the promotional message 202 (e.g., a telephone number associated with the client/entity), purchase information associated with the promotional message, a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, a user agent field collected by the web browser, and/or any information identifying the user and/or user mobile device), and/or the like. The purchase information can include, for example, a subscription to service associated with the promotional message 202, information related to the product(s) or service(s) associated with the promotional message 202, a product identifier, a subscription identifier, and/or the like. An example HTTP form that POSTs to the client-to-text server is as follows:

~~<form action="/1/clicks" method="post" target="_top">~~
~~<input type="hidden" name="i" value="{impressionId}"></input>~~

~~<input type="hidden" name="id" value="{userId}"></input>~~
~~<button type="submit" className={ `${css.formSubmitButton} ${css.override}` }>~~
~~<svg viewBox='0 0 24 24' className={ `${css.clickToTextPhoneIcon} ${css.override}` }>~~
~~<path d='M16.3,0H7.7C6.8,0,6,0.9,6,1.9v20.1C6,23.1,6.8,24,7.7,24h8.6c0.9,0,1.7-0.9,1.7-1.9V1.9C18,0.9,17.2,0,16.3,0z M10.8,1.2h2.4c0.2,0,0.3,0.2,0.3,0.4c0,0.2-0.1,0.4-0.3,0.4h-2.4c-0.2,0-0.3-0.2-0.3-0.4C10.5,1.4,10.6,1.2,10.8,1.2z M12,23.2c-0.4,0-0.8-0.4-0.8-0.8c0-0.4,0.3-0.8,0.8-0.8s0.8,0.4,0.8,0.8C12.8,22.9,12.4,23.2,12,23.2z M16.9,20.9H7.1V3.1h9.8V20.9z'~~
~~/>~~
~~</svg>~~
~~<svg className={ `${css.clickToTextRightArrow} ${css.override}` } viewBox='0 0 24 24'>~~
~~<polygon points='18.5,12 7.5,24 5.5,22.1 14.8,12 5.5,1.9 7.5,0' />~~
~~</svg>~~
~~<div className={ `${css.clickToText} ${css.override}` }>~~
~~<div className={ `${css.text1} ${css.override}` }>{ ctaText1 } ~~
~~<div className={ `${css.text2} ${css.override}` }>{ ctaText2 } ~~
~~ ~~
~~</button>~~
~~</form>~~

<form action="/1/clicks" method="post" target="_top">
<input type="hidden" name="i" value="{impressionId}"></input>
<input type="hidden" name="id" value="{userId}"></input>
<button type="submit" className={ `${css.formSubmitButton} ${css.override}` }>
<svg viewBox='0 0 24 24' className={ `${css.clickToTextPhoneIcon} ${css.override}` }>
<path d='M16.3,0H7.7C6.8,0,6,0.9,6,1.9v20.1C6,23.1,6.8,24,7.7,24h8.6c0.9,0,1.7-0.9,1.7-1.9V1.9C18,0.9,17.2,0,16.3,0z M10.8,1.2h2.4c0.2,0,0.3,0.2,0.3,0.4c0,0.2-0.1,0.4-0.3,0.4h-2.4c-0.2,0-0.3-0.2-0.3-0.4C10.5,1.4,10.6,1.2,10.8,1.2z M12,23.2c-0.4,0-0.8-0.4-0.8-0.8c0-0.4,0.3-0.8,0.8-0.8s0.8,0.4,0.8,0.8C12.8,22.9,12.4,23.2,12,23.2z M16.9,20.9H7.1V3.1h9.8V20.9z'
/>
</svg>
<svg className={ `${css.clickToTextRightArrow} ${css.override}` } viewBox='0 0 24 24'>
<polygon points='18.5,12 7.5,24 5.5,22.1 14.8,12 5.5,1.9 7.5,0' />
</svg>
<div className={ `${css.clickToText} ${css.override}` }>
<div className={ `${css.text1} ${css.override}` }>{ ctaText1 }
<div className={ `${css.text2} ${css.override}` }>{ ctaText2 }

</button>

</form>

[1034] In response to receiving the HTTP request from the user mobile device, the client-to-text server can determine, based on a mobile device identifier, a uniform resource identifier (URI) (including, for example, a link syntax) of a second user interface at the user mobile device. In some implementations, the mobile device identifier can be a user agent field collected by the web browser, a platform type or an operating system type operated at the user mobile device. In some instances, the platform type is the operating system type operated at the user mobile device or information included in the user agent field collected by the web browser. The client-to-text server can determine the URI of the second user interface that is compatible with the operating system type of the user mobile device. The URI of the second user interface (e.g., a messaging application) may be the same or different for different mobile device operating systems. The client-to-text server can generate a response message including the URI of the second user interface and send the response message to the user mobile device to cause the second user interface to open with message and phone number pre-populated. The click-to-text server can receive the pre-populated message and phone number based on the purchase identifier from a database at the click-to-text server. In some implementations, the response message can be a HTTP 303 status code. In some implementations, the response message and the HTTP form that POSTs to the client-to-text server can be stored in the memory of the client-to-text server (e.g., the click-to-text 106 stored at the memory 103 of the client-to-text server 100.) In some implementations, a proper deeplinking (e.g., the HTTP POST request and the response message) can direct the user to the native text messaging application, enabling the two-tap signup. An example response message sent from the client-to-text server is as follows.

```
public class CreativeController {
  @Path(value = "/clicks", method = Method.POST)
    public void click(Request request, Response response) {
        // When POSTing to this endpoint, the facebook app actually
        // sends two requests - the first with query parameters and then
        // a second without. This check handles the second.
        if (request.getQueryParam("i") == null) {
            throw new InvalidParameterException("Click must have impression id");
```

~~}~~

~~Impression impression = new Impression();~~
~~impression.setId(Long.valueOf(request.getQueryParam("i")));~~
~~Creative creative = creativeRepository.getImpressionCreative(impression);~~
~~if (creative == null) {~~
~~throw new InvalidParameterException("invalid impression id");~~
~~}~~
~~statsCounter.incrementClickCounter(creative.getId());~~

~~if (creative.getPhone() == null) {~~
~~creative.setPhone(defaultPhone);~~
~~}~~

~~Click click = buildClick(request);~~
~~click.setImpression(impression);~~
~~click.setCreative(creative);~~
~~creativeRepository.createClick(click);~~
~~kinesisProducerService.add(click);~~

~~if (request.getQueryParam("r") != null && request.getQueryParam("r").equals("false")) {~~
~~response.setStatus(204);~~
~~} else {~~
~~response.setStatus(303);~~
~~response.setHeader("Location", getSmsLink(click, request.getUserAgent()));~~
~~}~~
~~}~~

~~private String getSmsLink(Click click, UserAgent userAgent) {~~
~~String fullSmsBody = click.getCreative().getSmsBody() + " (ref: " + click.getFingerprint() + ")";~~
~~if (userAgent.isInstagramIos()) {~~
~~fullSmsBody = fullSmsBody.replace(' ', '_');~~
~~}~~
~~return "sms:" + click.getCreative().getPhone() + userAgent.getSmsDeeplinkDelimiter() + "body=" + fullSmsBody;~~
~~}~~
~~}~~

public class CreativeController {

@Path(value = "/clicks", method = Method.POST)

public void click(Request request, Response response) {

// When POSTing to this endpoint, the facebook app actually

```
        // sends two requests - the first with query parameters and then
        // a second without. This check handles the second.
        if (request.getQueryParam("i") == null) {
            throw new InvalidParameterException("Click must have impression id");
        }

        Impression impression = new Impression();
        impression.setId(Long.valueOf(request.getQueryParam("i")));
        Creative creative = creativeRepository.getImpressionCreative(impression);
        if (creative == null) {
            throw new InvalidParameterException("invalid impression id");
        }
        statsCounter.incrementClickCounter(creative.getId());

        if (creative.getPhone() == null) {
            creative.setPhone(defaultPhone);
        }

        Click click = buildClick(request);
        click.setImpression(impression);
        click.setCreative(creative);
        creativeRepository.createClick(click);
        kinesisProducerService.add(click);

        if (request.getQueryParam("r") != null && request.getQueryParam("r").equals("false")) {
            response.setStatus(204);
        } else {
            response.setStatus(303);
            response.setHeader("Location", getSmsLink(click, request.getUserAgent()));
        }
```

```
    }

    private String getSmsLink(Click click, UserAgent userAgent) {
        String fullSmsBody = click.getCreative().getSmsBody() + " (ref: " + click.getFingerprint()
+ ")";
        if (userAgent.isInstagramIos()) {
            fullSmsBody = fullSmsBody.replace(' ', '_');
        }
        return "sms:" + click.getCreative().getPhone() + userAgent.getSmsDeeplinkDelimiter() +
"body=" + fullSmsBody;
    }
}
```

[1035] In some implementations, in response to the user selecting, clicking or tapping the "sign-up" link 203 via the first user interface 201, the click-to-text server can dynamically request and receive, from, for example, the client database stored at the memory of the click-to-text server, the client's short code (e.g. 24321), the SMS message body (e.g. "Just send this message to join [Company Name] exclusive insiders, or Just send to purchase this red hat"). The client-to-text server can request and receive a platform specific deeplink (e.g., a URI of the second user interface) that causes the user mobile device's messaging application to be rendered at the user mobile device.

[1036] In some implementations, when the user selects/clicks/taps the "send" button via the messaging application to send the message, the message can be sent to the wireless communication provider server (e.g., AT&T, Verizon) of the user mobile device. The wireless communication provider server can then make an application programming interface (API) call to the click-to-text server. The API call can trigger a response message back to the user mobile device with a link to set user's preferences. In some instances, this user preference page can use the same client_domain. attn. tv domain specified in the site integration tag as described below.

[1037] In some implementations, the click-to-text server can send an integration tag (or site integration tag, or integrator 105 as described in FIG. 1) to the client server. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server and receive from the click-to-text server promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be sent to the click-to-text server because the page is integrated with the integration tag provided by the click-to-text server. In some instances, the integration tag is triggered or executed only when the page associated with the client is fully loaded at the user mobile device (i.e., a criteria). In some instances, the integration tag can check the ready state of a page (or a document of the page) and only proceeds when the page is fully ready. In some instances, the site integration tag can be stored in the memory of the click-to-text server (such as the integrator 105 stored at the memory 103 of the click-to-text server 100 as described with regards to FIG. 1.) In some instances, the site integration tag can be stored in a public cloud or a private cloud server.

[1038] In response to the execution of the integration tag, the user mobile device can generate a unique visitor identifier and store at least a portion of the integration tag in a local storage of the user mobile device, or as a cookie at the user mobile device. The execution of the integration tag can produce, for example, a HTML iframe that allows messages to be sent and received between the user mobile device and the click-to-text server. In some implementations, the execution of the integration tag at the user mobile device sends to the click-to-text server user data (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, a user agent field collected by the web browser, and/or the like). In some implementations, the integration tag can include code that manages, stores, and governs client business rules (e.g., whitelists, blacklists, timeouts, and/or the like). In some implementations, the execution of the integration tag at the user mobile device can send a request to the click-to-text server and receive, from the click-to-text server, promotional messages 202 associated with the client, the client configurable settings/preferences to display the promotional message 202 (e.g., the location of the frame relative to the page, the size of the frame

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 145**

relative to the page, and/or the like.) The user mobile device can then render the frame with the promotional message 202 at its output device. The frame can also include purchase information and deeplink information such that in response to an input entered by the user, the second user interface 211 can be rendered at the mobile device to initiate a purchase/subscription. An example integration tag includes code as follows:

~~<script>~~
~~__attentive_domain="example.attn.tv",function(){window.__attentive={invoked:!1,show:functio~~
~~n(){this.invoked=!0}};var~~
~~t=!1,e=function(){if(document.readyState&&!/loaded|complete/.test(document.readyState))retur~~
~~n void setTimeout(e,10);if(!t)return t=!0,void setTimeout(e,50);var~~
~~n=document.createElement("script");n.setAttribute("async","true"),n.type="text/javascript",n.src~~
~~="https://cdn.attn.tv/loader.js",((document.getElementsByTagName("head")||[null])[0]||documen~~
~~t.getElementsByTagName("script")[0].parentNode).appendChild(n)};window.addEventListener?~~
~~window.addEventListener("load",e,!1):window.attachEvent("onload",e)}(),window.__attentive.s~~
~~how();~~
~~</script>~~

<script>
__attentive_domain="example.attn.tv",function(){window.__attentive={invoked:!1,show:functio
n(){this.invoked=!0}};var
t=!1,e=function(){if(document.readyState&&!/loaded|complete/.test(document.readyState))retur
n void setTimeout(e,10);if(!t)return t=!0,void setTimeout(e,50);var
n=document.createElement("script");n.setAttribute("async","true"),n.type="text/javascript",n.src
="https://cdn.attn.tv/loader.js",((document.getElementsByTagName("head")||[null])[0]||documen
t.getElementsByTagName("script")[0].parentNode).appendChild(n)};window.addEventListener?
window.addEventListener("load",e,!1):window.attachEvent("onload",e)}(),window.__attentive.s
how();
</script>

[1039] In some implementations, the integration tag can be customized based on client's preferences. For example, the integration tag can be executed when any webpage associated with the client's website is accessed by the user mobile device. In some instances, the integration tag can be executed only when a webpage from a set of webpages associated with the client's website

is accessed by the user mobile device. The set of webpages can be selected via a specific URL slug (e.g., /p/mens_category), a specific rooting (e.g., /p/mens_category /* would cover every page with root of /p/mens_category/, including, for example, /p/mens_category/tshirts/philadephia_phillies/G72 91), a specific query parameter (e.g., clientdomain.com/utm_source=lorem&utm_medium=320b anner&utm_campaign=ipsum), all pages except a specified page (e.g., execute the integration tag on all pages except the checkout page), and/or the like. In some instances, the integration tag can be customized to be executed only by a set of devices that are on a device whitelist or blacklist (e.g., do or do not show the sign-up link 203 for devices on the whitelist or blacklist.) In some instances, the integration tag can be customized to be executed only for users from a set of countries so that the sign-up link 203 can be shown only to users from a set of countries. In some instances, the integration tag can be customized to be executed based on a referrer whitelist or blacklist (e.g., do/do not show sign-up link 203 for users from particular page referrers (e.g. Facebook, Google, etc).) In some instances, the integration tag can be customized to be executed only after a period of time since the last execution of the integration tag (e.g., a length of time until a sign-up unit is displayed again). In some instances, the integration tag can be customized to be executed only after a period of time since a certain event occurs (e.g., a length of time until a sign-up link is displayed again if the user subscribes or makes a purchase, a length of time until a sign-up link is displayed again if the user performs any measured action (close, privacy, terms, click, and/or the like.)

[1040] In some implementations, in response to a user sending a message to the client's phone number, the click-to-text server can collect data about the user. In some instances, the click-to-text server can collect transaction payment data including, but not limited to, the user's payment information (e.g. credit card information, bank account information, or other information), shipping address, and preferred shipping-related settings. The click-to-text server can use the data collected to provide a user-friendly purchase experience in subsequent transactions. In some instances, the click-to-text server can collect marketing-based data to help the client send improved marketing-related messages to the user. The marketing-based data can include, but not limited to, the type of messages the user prefers to receive, when the user prefers to receive the message, the type of website content the user has viewed ,what items the user has previously purchased, and/or the like. In some instances, the click-to-text server can append additional data, directly collected

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 147**

or through a third party that is appended to the user's phone number as a key value. The data can be used, for example, for fraud protection or to disable a recently changed number.

[1041] FIGS. 3A-3E illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment. The user mobile device can be structurally and functionally similar to the user mobile device 150 described with regards to FIG. 1. Similar to the first user interface with a promotion message described with regards to FIG. 2A, the first user interface 301 displays a promotional message 302 on the screen of the user mobile device as shown in FIG. 3A. The promotional message 302 includes a "sign-up" link 304, when selected, clicked or tapped by the user, initiating a second user interface (not shown here) at the user mobile device. The second user interface of a mobile application (e.g., a messaging application) opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1042] As shown in FIG. 3A, the promotional message 302 can be displayed within a frame 305 of a webpage 303. The promotional message can also be displayed in a frame with different sizes relative to the size of the webpage and different location relative to the center of the webpage. For example, as shown in FIG. 3A, the promotional message 302 can be displayed in a frame 305 within the webpage 303 (i.e., a partial take-over). The frame 305 can be displayed at the bottom of the screen 301 and a portion of the webpage 303 can be displayed at the top portion of the screen 301. For another example, as shown in FIG. 3B, the promotional message 312 can be displayed in a frame that has the same size as the size of the webpage (i.e., full screen). The user can close the promotional message and the screen can display the webpage. For another example, as shown in FIG. 3C, the promotional message 322 can be displayed as a webpage or as a landing page of a website. For another example, as shown in FIG. 3D, the promotional message 332 can also be displayed within an email 333. For another example, as shown in FIG. 3E, the promotional message 342 can be displayed in a frame as a pop-up from the webpage 343. A portion of the webpage 343 can be displayed at the top portion of the screen 341 and/or the lower portion of the screen 341. In response to a user selects/click/tap at the "sign-up" links within the promotional messages (302, 312, 322, 332, and 342), a second user interface of a mobile application opens

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 148**

with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1043] The promotional messages (302, 312, 322, 332, and 342) can be retrieved from a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1) in response to an execution of an integration tag. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server and receive from the click-to-text server promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be sent to the click-to-text server because the page is integrated with (includes or incorporates) the integration tag provided by the click-to-text server. The execution of the integration tag can generate, for example, a HTML iframe which allows messages to be sent and received between the user mobile device and the click-to-text server. In some implementations, the execution of the integration tag at the user mobile device sends to the click-to-text server user data, manages client business rules, client configurable settings to display the promotional message (e.g., the location of the frame relative to the page, the size of the frame relative to the page, and/or the like.)

[1044] The "sign-up" link (304, 314, 324, 334, or 344), when selected, clicked or tapped by the user, initiates a second user interface (not shown here) at the user mobile device. The "sign-up" link (304, 314, 324, 334, or 344) can be displayed differently based on client's preferences by the click-to-text server. In some instances, the "sign-up" link (304, 314, 324, 334, or 344) can be shown as a button having different sizes (up to a size of a full screen). In some instances, the "sign-up" link (304, 314, 324, 334, or 344) can be a standalone landing page, or a clickable link (a button, or an image) in line with the text displayed in a webpage, an email, a promotional message (302, 312, 322, 332, and 342), a mobile application, a pop-up window, and/or the like.

[1045] FIGS. 4A-4B illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment. In some implementations, the first user interface 401 at the user mobile device displays a promotional bubble 402 that can expand into a promotional message 404 in response to a user select/click/tap at the promotional bubble

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 149**

402. The promotional message 404 can be similar to the promotional messages (302, 312, 322, 332, and 342) shown in FIGS. 3A-3E. The promotional message 404 includes a "sign-up" link 405, when selected, clicked or tapped by the user, initiating a second user interface (not shown here) at the user mobile device. The second user interface of a mobile application (e.g., a messaging application) opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1046] FIGS. 5A-5I illustrate screenshots of user interfaces at a user mobile device in a click-to-text purchase process, according to an embodiment. The first user interface 501 (e.g., a website browser) at the user mobile device displays a shopping cart 503 with products 504 to be purchased. The first user interface 501 also displays a promotional message 502, when selected, clicked or tapped by the user, initiating a second user interface 511 at the user mobile device. In some implementations, the first user interface 501 can be a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The second user interface 511 can be a messaging application, and/or the like. In response to a user selection, click or tap at the "1-Step Checkout" link 502, the second user interface 511 of a mobile application, for example, a messaging application, opens with a message pre-populated with a purchase request 513. The purchase request 513 can include a shopping cart identifier, a product identifier, a product name, a product description, a price of each product, a total price for the shopping cart, and/or the like. The message also re-populates the phone number 512 of a client associated with the promotional message 502. In some implementations, the content of the message 513 and/or the phone number 512 can be customized, based on client's preferences, by a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1). The "1-Step Checkout" link 502 can be displayed differently based on client's preferences by the click-to-text server. In some instances, the "1-Step Checkout" link 502 can be shown as a button. The button can have different sizes (up to a size of a full screen). In some instances, the "1-Step Checkout" link 502 can be a standalone landing page, or a clickable link (a button, or an image) in line with the text displayed in a webpage, an email, a promotional message, a mobile application, a pop-up window, and/or the like.

[1047] In some instances, the phone number 512 can be a short code cellular number or a long code cellular number. In some implementations, the message 513 and the phone number 512 are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message 513 and/or the phone number 512. The user can select, click or tap the "send" button 514 to send the message 513 to the client with the phone number 512. The message 513 can be sent to a client server (such as the client server 130 described with regards to FIG. 1) and/or the click-to-text server.

[1048] In some implementations, in response to receiving the message 513, the click-to-text server can authenticate the user based on a user identifier. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new customer of the client or an existing customer of the client. If the user is a new customer, the client server and/or the click-to-text server can send a message(s) 522 via the second user interface 521 (e.g., a messaging application) to request shipping information and payment information. The message 522 can also include a link ("checkout link") that when clicked/tapped, opens a third user interface with a checkout page 531. The third user interface 531 can be the same as the first user interface 501 (e.g., a website browser). Upon receiving the user input on the shipping information and the payment information at the checkout page 531, the third user interface 541 can display an order confirmation page. The client server and/or the click-to-text server can send a message(s) 552 via the second user interface 551 confirming the order has been placed.

[1049] If the user is an existing customer of the client, the client server and/or the click-to-text server can send, via the second user interface, a message(s) 562 including the product information in the shopping cart, and a message 563 informing the user of the shipping information and the payment information on file associated with the user. In some implementations, the message 563 can include a link ("checkout link") that, when selected/clicked/tapped, opens a third user interface (not shown) that shows a checkout page in which the user can change the shipping information

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 151**

and the payment information. In some implementations, the user can send, via the second user interface, a message 572 to confirm the purchase, the payment information and the shipping information. Upon receiving the message 572 from the client, the client server and/or the click-to-text server can send, via the second user interface, a message 582 confirming the order has been placed. In some implementations, the user's purchase history associated with the client (e.g., a new/existing customer, previous orders, previous shopping carts, user payment information, user shipping information, and/or the like) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1050] Similar to the click-to-text subscription process described with regards to FIGS. 2A-2D, the click-to-text server can implement the integration tag at the client's server in the click-to-text purchase process. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server for promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be send to the click-to-text server because the page is integrated with the integration tag provided by the click-to-text server. The execution of the integration tag can collect user data (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, a user agent field collected by the web browser, and/or the like). The integration tag can include code that manages, stores, and governs client business rules (e.g., whitelists, blacklists, timeouts, and/or the like). The execution of the integration tag at the user mobile device can send a request to the click-to-text server and receive, from the click-to-text server, promotional messages associated with the client, the client configurable settings/preferences to display the promotional message.

[1051] FIGS. 6A-6I illustrate screenshots of a user interface at a user mobile device in a click-to-text purchase process, according to an embodiment. The click-to-text purchase process can be completed via a single user interface (e.g., a messaging application) at the user mobile device. The second user interface 601 can display a promotional image 602 and a promotional message 603.

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 152**

The second user interface 601 can receive a message 604 from the user instructing the click-to-text server to initiate the "checkout" process. In response to receiving the message 604 from the user, in some implementations, the click-to-text server can authenticate the user based on a user identifier. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new customer of the client or an existing customer of the client. If the user is a new customer, the client server and/or the click-to-text server can send a message(s) 605 via the second user interface to request shipping information and payment information. The message 605 can also include a link ("checkout link") that when clicked/tapped, opens a first user interface with a checkout page 606. In some instances, the first user interface (e.g., a messaging application) can be the same as the second user interface. In some instances, the first user interface (e.g., a website browser) can be different from the second user interface. Upon receiving the user input on the shipping information and the payment information at the checkout page 606, the first user interface 607 can display an order confirmation page. The client server and/or the click-to-text server can send a message(s) 608 via the second user interface confirming the order has been placed.

[1052] If the user is an existing customer of the client, the client server and/or the click-to-text server can send, via the second user interface 610, a message(s) 609 including the product information in the shopping cart, the shipping information and the payment information on file associated with the user. In some implementations, the message 609 can include a link ("checkout link") that, when clicked/tapped, opens a second user interface (not shown) that shows a checkout page in which the user can change the shipping information and the payment information. In some implementations, the user can send, via the second user interface, a message 611 to confirm the purchase, the payment information and the shipping information. Upon receiving the message 611 from the client, the client server and/or the click-to-text server can send, via the second user interface, a message 612 confirming the order has been placed. In some implementations, the user's purchase history associated with the client (e.g., a new/existing customer, previous orders, previous shopping carts, user payment information, user shipping information, and/or the like) can

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 153**

be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1053] FIG. 7 is a flow chart illustrating a click-to-text process 700, according to an embodiment. The click-to-text process 700 can be executed at, for example, a processor at a server such as the processor 101 of the click-to-text server 100 shown and described with respect to FIG. 1. The server can include, for example, a processor and a memory operatively coupled to the memory. The memory can include, for example, code representing click-to-text instructions (such as the click-to-text instructions 106 described with respect to FIG. 1) to be executed by the at least one processor 101 to cause the processor to execute the click-to-text process 700. Furthermore, the server can be operatively coupled to a network, and in communication with a client server such as the client server 130 and a user mobile device such as the user mobile device 150 shown and described with respect to FIG. 1. The click-to-text subscription process as described with regards to FIGS. 2A-2D and the click-to-text purchase process as described with regards to FIGS. 5A-5I and FIGS. 6A-6I can be implemented using the click-to-text process 700.

[1054] At 702, the method includes receiving a purchase identifier in response to an input entered by a user at a first user interface of a mobile device. The first user interface displays a promotional message within a frame of a page at the first user interface. The promotional message can be any advertising information related to a product(s) or service(s) that a client provides. The client can provide the product(s) or the service(s) for free or a fee. In some implementations, the first user interface can be a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The location of the frame relative to the page, the size of the frame relative to the page, and/or the like can be customized based on the client's preferences. The promotional message includes a link, which can be clicked or tapped by the user.

[1055] In response to the user selecting, clicking or tapping the link via the first user interface, the client-to-text server receives a HTTP POST request notifying the client-to-text server of the user's click/tap on the link. The HTTP POST request can include, for example, a purchase identifier associated with the promotional message, a purchase identifier associated with the client

providing the promotional message (e.g., a telephone number associated with the client/entity), a shopping cart identifier, purchase information associated with the promotional message, a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, a user agent field collected by the web browser, and/or any information identifying the user and/or user mobile device), and/or the like.

[1056] At step 704, the method includes receiving purchase information associated with the purchase identifier in response to receiving the HTTP POST request. The purchase identifier and the purchase information can be stored in a database at the click-to-text server. The click-to-text server can look up the purchase information based on the purchase identifier. The purchase information can include, for example, a subscription to service associated with the promotional message 202, information related to the products or service associated with the promotional message 202, a product identifier, a subscription identifier, and/or the like.

[1057] At step 706, the method includes determining a uniform resource identifier (URI) of a second user interface at the mobile device. In response to receiving the HTTP request from the user mobile device, the client-to-text server can determine, based on a mobile device identifier, a uniform resource identifier (URI) (including, for example, a link syntax) of a second user interface at the user mobile device. The second user interface can be a messaging application, and/or the like. In some implementations, the mobile device identifier can be a user agent field collected by the web browser, a platform type or an operating system type operated at the user mobile device. In some implementations, the mobile device identifier can be a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, and/or any information identifying the user and/or user mobile device). The client-to-text server can determine the URI of the second user interface that is compatible with the operating system type of the user mobile device. The URI of the second user interface (e.g., a messaging application) may be the same or different for different mobile device operating systems.

[1058] At step 708, the method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user. The client-to-text server can generate a

response message including the URI of the second user interface and send the response message to the user mobile device to cause the second user interface to open with message and phone number pre-populated. The click-to-text server can receive the pre-populated message and phone number based on the purchase identifier from a database at the click-to-text server or a databased stored at the client device. In some implementations, the response message can be a HTTP 303 status code. In some implementations, the response message and the HTTP form that POSTs to the client-to-text server can be stored in the memory of the client-to-text server (e.g., the click-to-text 106 stored at the memory 103 of the client-to-text server 100.) In some implementations, a proper deeplinking (the HTTP POST request and the response message) can direct the user to the native text messaging application, enabling the two-tap subscription or purchase.

[1059] The content of the message and/or the phone number can be customized, based on client's preferences, by a click-to-text server. In some instances, the phone number can be a short code cellular number or a long code cellular number. In some instances, the content of the message can be related to, for example, join a subscription list, purchase a product or service, request customer service, or any number of other ways in which the user interacts with the client. In some implementations, the message and the phone number are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message and/or the phone number. The user can click or tap the "send" button to send the message to the client associated with the phone number. The message can be sent to a client and/or the click-to-text server. In response to receiving the message, the client server can send a message(s) via the second user interface (e.g., a messaging application) to confirm the user's subscription or purchase. In some implementations, the click-to-text server can send message to confirm the user's subscription or purchase.

[1060] In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new subscriber/customer of the client or an existing subscriber/customer of the client. If the user is a new subscriber/customer, the client server and/or the click-to-text server can send a message(s) via the second user interface (e.g., a messaging application) to confirm the user's subscription, and/or direct the user to a checkout page to provide shipping information and product information for the purchase. If the user is an existing

subscriber/customer, the client server and/or the click-to-text server can send a message(s) informing the user that the user are already subscribed to the client's service, or confirming the shipping information and payment information with the user. In some implementations, the user's subscription/customer status associated with the client (e.g., a new subscriber or an existing subscriber) can be stored in a user database of the click-to-text server.

[1061] In some implementations, the second user interface is different from the first user interface. In some implementations, the second user interface (e.g., a messaging application) is not a user interface provided by the client/entity/vendor from which the purchase/subscription is to be made. In some implementations, the first user interface is not a user interface (e.g., a web browser) provided by the client/entity/vendor from which the purchase/subscription is to be made. In other words, a user does not need to install the vendor's mobile application to make the purchase from the vendor or subscribe to service provided by the vendor. In situations where, for example, the user is browsing a website with a promotional message, the user can click the "sign-up" link and a messaging application is opened with a message and a phone number pre-populated to complete the purchase/subscription. In such situations, the user do not need to install or open any vendor application. Stated differently, the user can initiate the purchase/subscription upon providing a single user input the second user interface (e.g., click "send" button at the messaging application) within and without interaction with a user interface associated with a vendor from which the purchase is to be made. The click-to-text process provides dynamic application deeplinking at a mobile device such that the user's interaction with a client via a first user interface of the mobile device continues to a second user interface of the mobile device. The dynamic application deeplinking protocol improves the user experience for shopping and interacting, via a network, with a client via the mobile device and increases customer engagement with the promotional messages / marketing efforts by the client.

[1062] It is intended that the systems and methods described herein can be performed by software (stored in memory and/or executed on hardware), hardware, or a combination thereof. Hardware modules may include, for example, a general-purpose processor, a field programmable gate array (FPGA), and/or an application specific integrated circuit (ASIC). Software modules (executed on hardware) can be expressed in a variety of software languages (e.g., computer code),

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 157**

including Unix utilities, C, C++, Objective-C Java™, Ruby, SQL, SAS®, the R programming language/software environment, Visual Basic™, and other object-oriented, procedural, scripted, machine language or other programming language and development tools. Examples of computer code include, but are not limited to, micro-code or micro-instructions, machine instructions, such as produced by a compiler, code used to produce a web service, and files containing higher-level instructions that are executed by a computer using an interpreter. Additional examples of computer code include, but are not limited to, control signals, encrypted code, and compressed code. Each of the devices described herein can include one or more processors as described above.

[1063] Some embodiments described herein relate to devices with a non-transitory computer-readable medium (also can be referred to as a non-transitory processor-readable medium or memory) having instructions or computer code thereon for performing various computer-implemented operations. The computer-readable medium (or processor-readable medium) is non-transitory in the sense that it does not include transitory propagating signals per se (e.g., a propagating electromagnetic wave carrying information on a transmission medium such as space or a cable). The media and computer code (also can be referred to as code) may be those designed and constructed for the specific purpose or purposes. Examples of non-transitory computer-readable media include, but are not limited to: magnetic storage media such as hard disks, floppy disks, and magnetic tape; optical storage media such as Compact Disc/Digital Video Discs (CD/DVDs), Compact Disc-Read Only Memories (CD-ROMs), and holographic devices; magneto-optical storage media such as optical disks; carrier wave signal processing modules; and hardware devices that are specially configured to store and execute program code, such as Application-Specific Integrated Circuits (ASICs), Programmable Logic Devices (PLDs), Read-Only Memory (ROM) and Random-Access Memory (RAM) devices. Other embodiments described herein relate to a computer program product, which can include, for example, the instructions and/or computer code discussed herein.

[1064] While various embodiments have been described above, it should be understood that they have been presented by way of example only, and not limitation. Where methods and steps described above indicate certain events occurring in certain order, the ordering of certain steps may be modified. Additionally, certain of the steps may be performed concurrently in a parallel

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 158**

process when possible, as well as performed sequentially as described above. Although various embodiments have been described as having particular features and/or combinations of components, other embodiments are possible having any combination or sub-combination of any features and/or components from any of the embodiments described herein. Furthermore, although various embodiments are described as having a particular entity associated with a particular compute device, in other embodiments different entities can be associated with other and/or different compute devices.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 159

What is claimed is:

1. A method, comprising:

receiving an interaction identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device, the input associated with a frame within a page displayed at the first user interface;

receiving interaction information and application deeplinking information associated with the interaction identifier;

determining, based on the application deeplinking information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface; and

sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the interaction information pre-populated to complete an interaction requested by the user.

2. The method of claim 1, wherein the first user interface is a web browser operating on the mobile device.

3. The method of claim 1, wherein the second user interface is a text messaging user interface operating on the mobile device.

4. The method of claim 1, wherein the interaction information includes a telephone number of a vendor from which the interaction is to be made.

5. The method of claim 1, wherein the interaction information includes (1) a subscription to a service or (2) a purchase to a product or a service.

6. The method of claim 1, further comprising:

determining a platform type of the mobile device based on information received via the first user interface of the mobile device,

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 160**

the determining the URI of the second user interface including determining the URI of the second user interface based on the platform type of the mobile device.

7. The method of claim 1, wherein the second user interface is not a user interface of a vendor from which the interaction is to be made.

8. The method of claim 1, wherein the second user interface is configured to cause the interaction to be initiated (1) upon receiving a single user input within the second user interface and (2) without displaying a user interface associated with a vendor from which the interaction is to be made.

9. A method, comprising:

determining a state of a page load of a page at a first user interface of a mobile device; and

in response to the state of the page load satisfying a criteria, providing, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase.

10. The method of claim 9, wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device.

11. The method of claim 9, wherein a size of the frame relative to a size of the page is configurable.

12. The method of claim 9, wherein a location of the frame on the page is configurable.

13. The method of claim 9, wherein:

the input is a first input; and

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 161

the method further includes:

receiving a second input entered by the user via the second user interface at the mobile device to confirm the purchase; and

sending the purchase information to fulfill the purchase.

14. The method of claim 9, wherein the deeplink information includes a request for a uniform resource identifier (URI) of the second user interface.

15. The method of claim 9, wherein the first user interface is a web browser operating on the mobile device.

16. The method of claim 9, wherein the second user interface is a text messaging user interface operating on the mobile device.

17. The method of claim 9, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

18. The method of claim 9, wherein the purchase includes a subscription to a service.

19. The method of claim 9, wherein the second user interface is configured to cause the purchase to be initiated (1) upon receiving a single user input within the second user interface and (2) without interaction with a user interface associated with a vendor from which the purchase is to be made.

20. A processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code comprising code to cause the processor to:

determine a state of a page load of a page at a first user interface of a mobile device;

in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information;

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 162**

receive a purchase identifier in response to an input entered by a user at the frame mobile device and based on the purchase information;

determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface; and

render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 163

Abstract

In one embodiment, a method includes receiving an interaction identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving interaction information and application deeplinking purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the interaction information pre-populated to complete an interaction requested by the user.

182761073 v1

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 164

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002

CONFIRMATION NO. 5236

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

FORMALITIES LETTER

OC000000100402173

Date Mailed: 06/20/2018

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

An application number and filing date have been accorded to this application. The application is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given TWO MONTHS from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

The required item(s) identified below must be timely submitted to avoid abandonment:

- A substitute specification in compliance with 37 CFR 1.52, 1.121(b)(3), and 1.125, is required. The substitute specification must be submitted with markings and be accompanied by a clean version (without markings) as set forth in 37 CFR 1.125(c) and a statement that the substitute specification contains no new matter (see 37 CFR 1.125(b)). The specification, claims, and/or abstract page(s) submitted is not acceptable and cannot be scanned or properly stored because:
  - The line spacing on the specification, claims, and/or abstract is not 1½ or double spaced (see 37 CFR 1.52(b)).

Applicant is cautioned that correction of the above items may cause the specification and drawings page count to exceed 100 pages. If the specification and drawings exceed 100 pages, applicant will need to submit the required application size fee.

Items Required To Avoid Processing Delays:

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

- A properly executed inventor's oath or declaration has not been received for the following inventor(s):
  Brian LONG
  Brooke BURDGE
  Andrew JONES
  Eric MIAO
  Ryan TSANG
  Ethan LO
  Elyssa ALBERT

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 165

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

Mail Stop Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice". https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html

For more information about EFS-Web please call the USPTO Electronic Business Center at 1-866-217-9197 or visit our website at http://www.uspto.gov/ebc.

If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

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**.

/tle/

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 166

Electronic Acknowledgement Receipt

EFS ID:	33404877
Application Number:	15986569
International Application Number:	
Confirmation Number:	5236
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Xianhua Kong/Rebecca Phelan
Filer Authorized By:	Xianhua Kong
Attorney Docket Number:	FRNK-001/01US 331846-2002
Receipt Date:	08-AUG-2018
Filing Date:	22-MAY-2018
Time Stamp:	17:00:03
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Response to Pre-Exam Formalities Notice	FRNK-001-01US_Response_to_NTFCAP.pdf	117133 25aee02a93e1343d2794c0139d0720b259c6c58d	no	2

Warnings:

Information:					
2		FRNK-001-01US_Substitute_Spec_Clean.PDF	246883 0c818047c6c8b00c9ea1b7cab8ff1015c01ea904	yes	35
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Specification		1	30	
	Claims		31	34	
	Abstract		35	35	
Warnings:					
Information:					
3		FRNK-001-01US_Substitute_Spec_Marked_Up.PDF	252858 0572522629 6f2cc4899fa3699d3ad38c3218 6db1	yes	37
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Specification		1	32	
	Claims		33	36	
	Abstract		37	37	
Warnings:					
Information:					
4	Applicant Response to Pre-Exam Formalities Notice	FRNK-001_01US_NTFCAP.pdf	204856 12f6358a2af98fd61190c8ec4e642ccc52a9c134	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	821730		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
15/986,569	05/22/2018	2414	865	FRNK-001/01US 331846-2002	20	3

CONFIRMATION NO. 5236

UPDATED FILING RECEIPT

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004



Date Mailed: 09/05/2018

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

Inventor(s)

Brian LONG, New York, NY;
Brooke BURDGE, New York, NY;
Andrew JONES, Brooklyn, NY;
Eric MIAO, Brooklyn, NY;
Ryan TSANG, Brooklyn, NY;
Ethan LO, New York, NY;
Elyssa ALBERT, New York, NY;

Applicant(s)

Attentive Mobile Inc., New York, NY

Power of Attorney: None

Domestic Priority data as claimed by applicant

This appln claims benefit of 62/511,413 05/26/2017

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: No

Permission to Access Search Results: No

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: 06/19/2018
The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/986,569**
Projected Publication Date: Request for Non-Publication Acknowledged
Non-Publication Request: Yes
Early Publication Request: No
**** SMALL ENTITY ****
Title

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Preliminary Class

370

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 171

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).

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.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 173

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 15/986,569

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	75		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	330		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	380		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	20 minus 20 =	*	x 50 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*	x 230 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	785		TOTAL	

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($)	ADDITIONAL FEE($)	OR	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

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002

CONFIRMATION NO. 5236

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

INFORMAL NOTICE

OC000000102052610

Date Mailed: 09/05/2018

INFORMATIONAL NOTICE TO APPLICANT

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

The item(s) indicated below are also required and should be submitted with any reply to this notice to avoid further processing delays.

- A properly executed inventor's oath or declaration has not been received for the following inventor(s):
  Brian LONG
  Brooke BURDGE
  Andrew JONES
  Eric MIAO
  Ryan TSANG
  Ethan LO
  Elyssa ALBERT

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**.

/mmasfaw/

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

PTO/AIA/82B (07-13)
Approved for use through 01/31/2018. 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
15/986,569	May 22, 2018

(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: 58249

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):

Attentive Mobile Inc.

Inventor or Joint Inventor (title not required below)

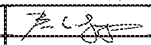
Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)

☑ 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		Date (Optional)	
Name	Brian Long		
Title	CEO		

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 1 forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. 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 3 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.

PTO/AIA/96 (08-12)
Approved for use through 01/31/2013. 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)

Applicant/Patent Owner: Attentive Mobile Inc.

Application No./Patent No.: 15/986,569 Filed/Issue Date: May 22, 2018

Titled: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Attentive Mobile Inc., a corporation

(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2, 3 or 4 below):

1. ☑ The assignee of the entire right, title, and interest.

2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):

   ☐ The extent (by percentage) of its ownership interest is _____%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.

   ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

   Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

   Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

4. ☐ The recipient, via a court proceeding or the like (*e.g.*, bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose **one** of options A or B below):

A. ☑ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: _____ To: _____

   The document was recorded in the United States Patent and Trademark Office at

   Reel _____, Frame _____, or for which a copy thereof is attached.

2. 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.

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450**.

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

PTO/AIA/96 (08-12)
Approved for use through 01/31/2013. 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.

/Xianhua Kong/	September 11, 2018
Signature	Date
Xianhua Kong	69,431
Printed or Typed Name	Title or Registration Number

Privacy Act Statement

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

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

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

Attorney Docket No. FRNK-001/01US 331846-2002

ASSIGNMENT

Brian LONG, residing at 229 E 13th St., 7C, New York, NY 10003; Brooke BURDGE, residing at 114 W 76th St., 3R, New York, NY 10023; Andrew JONES, residing at 435 76th St., Brooklyn, NY 11209; Eric MIAO, residing at 200 Warren St., Apt 2, Brooklyn, NY 11201; Ryan TSANG, residing at 391 Adelphi St., Apt H, Brooklyn, NY 11238; Ethan LO, residing at 333 Schermerhorn St., #7F, Brooklyn, NY 11217; and Elyssa ALBERT, residing at 1040 Dean Street, #312, Brooklyn, NY 11238 (each referred to as "Assignor") have made an invention(s) (the "Invention(s)") set forth in an application for patent, and which is a:

(1) [x] provisional application
- (a) [ ] to be filed herewith; or
- (b) [x] bearing Application No. 62/511,413, entitled "A TECHNOLOGY PLATFORM FOR MESSAGING-BASED SUBSCRIPTIONS AND PAYMENTS INITIATED FROM A MOBILE WEBSITE," and filed on May 26, 2017;

(2) [x] non-provisional application
- (a) [ ] to be filed herewith; or
- (b) [x] bearing Application No. 15/986,569, entitled " METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE," and filed on May 22, 2018; and/or

(3) [ ] PCT application
- (a) [ ] bearing Application No. , and filed on .

and/or

(4) [ ] attached hereto.

WHEREAS, Attentive Mobile Inc., a corporation having its principal place of business at 156 5th Ave. Suite 303, New York, NY 10010, its successors, legal representatives and assigns, (the "Assignee"), is desirous of acquiring the entire right, title, and interest in: the Invention(s); the application(s) for patent identified above; the right to file applications for patent of the United States or other countries on the Invention(s); any application(s) for patent of the United States or other countries claiming priority to, and/or the benefit of, these applications; any provisional or other right to recover any and all past, present, and future damages, including royalties, for any and all past, present, and future infringements of these application(s); and any and all patent(s) of the United States or other countries that may be granted therefor or thereon.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, and to the extent that the Assignor has not done so already via a prior agreement with the Assignee or a predecessor in interest of the Assignee, or if the Assignor has already done so via a prior agreement with the Assignee or a predecessor in interest of the Assignee then in confirmation of any obligation to do so in said prior agreement, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns, the Assignor's entire right, title, and interest in:

(a) the Invention(s);

(b) the application(s) for patent identified above;

(c) the right to file applications for patent of the United States or other countries on the Invention(s), including all rights under the Hague Convention, the Paris Convention for the Protection of Industrial Property, and under the Patent Cooperation Treaty, and all rights of claiming priority in any country of the world;

(d) any application(s) for patent of the United States or other countries claiming the Invention(s);

(e) any application(s) for patent of the United States or other countries claiming priority to, and/or the benefit of, at least one of the application(s) for patent identified above or any application(s) for patent claiming the Invention(s), including any priority application(s), substitute application(s), division(s), continuation(s), and continuation(s)-in-part;

(f) any provisional or other right to recover any and all past, present, and future damages, including royalties, for any and all past, present, and future infringements of any application for patent identified in the preceding paragraphs (b)-(e) and of any and all patent(s) granted based thereon in the United States and in all other countries; and

(g) any patent(s) of the United States or other countries that may be granted for or on any application for patent identified in the preceding paragraphs (b)-(e), including any reissue(s), reexamination(s), revival(s), renewal(s) and extension(s) of said patent(s).

The above-granted rights, titles, and interests are to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.

The Assignor hereby represents to the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, or if applicable, at such time said prior agreement was executed, the Assignor is a lawful

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 181**

owner of an undivided interest in the entire right, title, and interest in and to the Invention(s), that the Invention(s) are unencumbered, except, if applicable, by obligation to assign in accordance with said prior agreement, and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner set forth herein, and that Assignor will not make or enter into any assignment, sale, agreement or encumbrance which would conflict with these presents.

The Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done in connection with any and all proceedings for the procurement, maintenance, enforcement and defense of the Invention(s), said application(s), and said patent(s), including interference and derivation proceedings, and any post-grant proceedings (e.g., opposition proceedings, post-grant reviews, *Inter partes* reviews, supplemental examinations, etc.) without charge to the Assignee, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns.

The Assignor hereby authorizes and requests the attorneys of COOLEY LLP to insert in the spaces provided above the filing date, the application number, and the attorney docket number of the application(s) identified above when known.

The Assignor hereby requests the Commissioner of Patents to issue said patents of the United States to the Assignee for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

Date: 8/21/18 By: _____
Brian Long

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Brian Long, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

_____
Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/24/18 By: Brooke Burdge
Brooke Burdge

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of Newyork)
) ss.
County of Newyork)

On 24th, before me, Tania Jeanbaptiste, Notary Public, personally appeared Brooke Burdge, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

TANIA JEAN BAPTISTE
Notary Public - State of New York
NO. 01JE6348837
Qualified in Kings County
My Commission Expires Oct 3, 2020

Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 10/3/2020

177013242 v1

Date: 8/21/18 By: _____
Andrew Jones

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Andrew Jones, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

_____
Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/21/18 By: _____
Eric Miao

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Eric Miao, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

WITNESS my hand and official seal.

_____
Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/21/18 By: Ryan Tsang

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of Newyork)

On Aug. 21 2018, before me, Michael Senz, Notary Public, personally appeared Ryan Tsang, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

WITNESS my hand and official seal.

Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/21/18 By: _____
Ethan Lo

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Ethan Lo, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

WITNESS my hand and official seal.

_____
Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/24/18 By: Elyssa Albert
Elyssa Albert

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NewYork)
) ss.
County of NewYork)

On 24th, before me, TANIA JEANBAPTISTE, Notary Public, personally appeared Elyssa Albert, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature of Notary Public

TANIA JEAN BAPTISTE
Notary Public - State of New York
NO. 01JE6348837
Qualified in Kings County
My Commission Expires Oct 3, 2020

Place Notary Seal Above

My Commission Expires: 10/3/2020

177013242 v1

For and on behalf of ASSIGNEE:

Date: 8/21/2018

By: Brian C. Long

Name: BRIAN LONG
Title: CEO
Company: Attentive Mobile Inc.

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Brian Long, CEO, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114962
Qualified in New York County
My Comm. Expires Aug. 30, 2020

WITNESS my hand and official seal.

Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

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	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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 15/986,569 filed on May 22, 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.

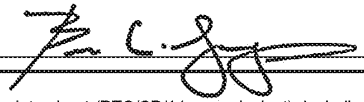
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

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: Brian LONG 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.

176024318 v1

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	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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 15/986,569 filed on May 22, 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: Brooke BURDGE Date (Optional) : _____

Signature: Brooke Burdge

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.

176024318 v1

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	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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 15/986,569 filed on May 22, 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: Andrew JONES Date (Optional) : _____

Signature: andrew jones

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.

176024318 v1

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	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC 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 15/986,569 filed on May 22, 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: Eric MIAO Date (Optional) :

Signature: Eric Miao

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.

Doc ID: c791de3c2f70841d5d5bb92a5a638de788ef6e27

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 194**

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	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:
- [ ] The attached application, or
- [x] United States application or PCT international application number 15/986,569 filed on May 22, 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.

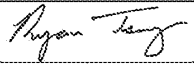
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

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: Ryan TSANG 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.

176024318 v1

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	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:
- [ ] The attached application, or
- [x] United States application or PCT international application number 15/986,569 filed on May 22, 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: Ethan LO Date (Optional) :

Signature: Ethan Lo

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.

176024318 v1

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	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:
- [ ] The attached application, or
- [x] United States application or PCT international application number 15/986,569 filed on May 22, 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: Elyssa ALBERT Date (Optional) : _____

Signature: Elyssa Albert

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.

Doc ID: c791de3c2f70841d5d5bb92a5a638de788ef6e27

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 197**

Electronic Acknowledgement Receipt	
EFS ID:	33683793
Application Number:	15986569
International Application Number:	
Confirmation Number:	5236
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Xianhua Kong/Jennifer Scott
Filer Authorized By:	Xianhua Kong
Attorney Docket Number:	FRNK-001/01US 331846-2002
Receipt Date:	11-SEP-2018
Filing Date:	22-MAY-2018
Time Stamp:	17:07:28
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	FRNK-001-01US_Power_Attentive_Mobile.pdf	85342 c816825c5905bf9ef441284db14d244d9c4d4bf3	no	1

Warnings:

Information:					
2	Assignee showing of ownership per 37 CFR 3.73	FRNK-001-01US_373c_Statement.PDF	120503 3772bd0badc7be8c523a9fd59f449ea4794fc1ad	no	3
Warnings:					
Information:					
3	Assignee showing of ownership per 37 CFR 3.73	FRNK-001-01US_Assignment.PDF	457325 8162115e232748bf70a09cdc7b74993e3b39d129	no	11
Warnings:					
Information:					
4	Oath or Declaration filed	FRNK-001-01US_Declarations.pdf	186260 eaf0e85ffcfcce2fa862d60b396e1951cbd1fe81	no	7
Warnings:					
Information:					
		Total Files Size (in bytes):	849430		

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.

<u>New Applications Under 35 U.S.C. 111</u>
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
<u>National Stage of an International Application under 35 U.S.C. 371</u>
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
<u>New International Application Filed with the USPTO as a Receiving Office</u>
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002

CONFIRMATION NO. 5236

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

POA ACCEPTANCE LETTER

OC000000102298207

Date Mailed: 09/14/2018

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 09/11/2018.

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**.

/dtdinh/

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.
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002	5236

58249 7590 09/17/2018

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	

ART UNIT	PAPER NUMBER
2143	

NOTIFICATION DATE	DELIVERY MODE
09/17/2018	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):

zIPPatentDocketingMailboxUS@cooley.com

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450
www.uspto.gov

Doc Code:
TRACK1.GRANT

Decision Granting Request for Prioritized Examination (Track I or After RCE)	Application No.: 15/986,569

1. THE REQUEST FILED May 22, 2018 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:

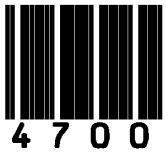
A. filing a **petition for extension of time** to extend the time period for filing a reply;
B. filing an **amendment to amend the application to contain more than four independent claims, more than thirty total claims**, or a multiple dependent claim;
C. filing a **request for continued examination**;
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 Irvin Dingle at (571)272-3210, Office of Petitions.

Irvin Dingle
/Irvin Dingle/
[*Signature*]

Lead Paralegal Specialist
(Title)

Office of Petitions: Routing Sheet



Application No. 15986569

This application is being forwarded to your office for further processing. A decision has been rendered on a petition filed in this application, as indicated below. For details of this decision, please see the document PET.OP.DEC filed on the same date as this document.

- [X] **GRANTED**
- [ ] **DISMISSED**
- [ ] **DENIED**

Office of Petitions: Decision Count Sheet

Mailing Month: 9

Application No.: 15986569

15986569

For US serial numbers: enter number only, no slashes or commas. Ex: 10123456
For PCT: enter "51+single digit of year of filing+last 5 numbers", Ex. for PCT/US05/12345, enter 51512345

Deciding Official: Dingle, Irvin

Count (1) - Palm Credit 15986569

Decision: GRANT

FINANCE WORK NEEDED
☐ Select Check Box for YES

GRANT

Decision Type: 643 - Track One request

643

Notes:

Count (2)

Decision: n/a

FINANCE WORK NEEDED
☐ Select Check Box for YES

Decision Type: NONE

Notes:

Count (3)

Decision: n/a

FINANCE WORK NEEDED
☐ Select Check Box for YES

Decision Type: NONE

Notes:

Initials of Approving Official (if required)

If more than 3 decisions, attach 2nd count sheet & mark this box ☐

Printed on: *9/13/2018*

Office of Petitions Internal Document - Ver. 5.0

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.
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002	5236

58249 7590 10/29/2018

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
DAHIR, BILLE M	

ART UNIT	PAPER NUMBER
2172	

NOTIFICATION DATE	DELIVERY MODE
10/29/2018	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):

zIPPatentDocketingMailboxUS@cooley.com

Office Action Summary	Application No. 15/986,569	Applicant(s) LONG et al.	
	Examiner BILLE DAHIR	Art Unit 2172	AIA Status Yes

-- 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 08 August 2018.

☐ 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) 1-20 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☑ Claim(s) 9-20 is/are allowed.

7) ☑ Claim(s) 1-8 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 05/22/2018 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: _____.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 206

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Specification

The disclosure is objected to because of the following informalities:

- Paragraph [1028], "In use, a user can provide a first input (a click, a screen tap, or a selection, etc.) a web link on a mobile website or a mobile application displayed the user mobile device 150."
- Paragraph [1030], line 14 "…the user is on a white list of the **client ,** the user…"

Appropriate correction is required.

Claim Rejections - 35 USC § 103

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

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

Claims 1-2, 5, and 7-8 are rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Schechter (US 2012/0144281).

Regarding Independent Claim 1,

Nath teaches a method, comprising:

receiving an interaction identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device, the input associated with a frame within a page displayed at the first user interface **(Claim 1: extracting, from the user interaction with the deep-linked ad on the page of the first site or application, values corresponding to the one or more of the set of computer-readable field identifiers used by the first site or application)**;

receiving interaction information and application deeplinking information associated with the interaction identifier **(Claim 1: passing the values corresponding to the one or more of the set of computer-readable field identifiers used by the first site)**;

determining, based on the application deeplinking information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface **(Claim 1: in response to user interaction with the deep-linked ad on the page of the first site or application on a user device… automatically directing the user device to display a page of the second site or application)**;

and sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the interaction information pre-populated to

complete an interaction requested by the user **(Claim 1: in response to user interaction with the deep-linked ad automatically directing the user device to display a page of the second site or application and one or more fields on the page of the second set or application are explicitly or implicitly pre-populated with the values extracted from the user interaction with the deep-linked ad on the page of the first site or application)**.

Nath does not teach and sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the interaction information pre-populated to complete an interaction requested by the user**.**

However, Schechter teaches causing a second user interface to be rendered at the mobile device with interaction information pre-populated to complete an interaction requested by the user **([0043], Fig. 2: a second user interface with pre-populated information receives user input to save the data in a calendar application)**.

Nath and Schechter are analogous art because they are related to displaying user interfaces on mobile devices.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Schechter so that the second user interface is rendered at the mobile device with the interaction information pre-populated to complete an interaction requested by the user.

One of ordinary skill in the art would be motivated to do so in order to minimize the amount of information a user must input **(Schechter [0003])**.

Regarding Dependent Claim 2,

Nath and Schechter teach the method of claim 1. Nath further teaches wherein the first user interface is a web browser operating on the mobile device **(Col. 7 38-50, Fig. 1: user 101 at user device 110 may direct a browser application running on device 110 to a particular Internet Protocol (IP) address of publisher site 140 on Internet 120)**.

Regarding Dependent Claim 5,

Nath and Schechter teach the method of claim 1. Nath further teaches wherein the interaction information includes (1) a subscription to a service or (2) a purchase to a product or a service **(Col. 18, 15-25: the user's input can be parsed, decomposed into the pertinent values for the appropriate variables…the user's browser "fast forwards" from a horizontal search page to a deep vertical form page where the user can purchase a flight ticket to travel by air from London to Amsterdam on March 13; Col. 18 26-28: a user may not be required to type in information, but may be required to click or otherwise select an icon representing a target of interest)**.

Regarding Dependent Claim 7,

Nath and Schechter teach the method of claim 1. Nath does not teach wherein the second user interface is not a user interface of a vendor from which the interaction is to be made.

However, Schechter teaches wherein the second user interface is not a user interface of a vendor from which the interaction is to be made **([0032], [0043], Fig. 2: the second user**

interface containing the pre-populated information is a separate application dedicated to perform a service).

Nath, Schechter are analogous art because they are related to displaying user interfaces on mobile devices.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Schechter so that the second user interface is not a user interface of a vendor from which the interaction is to be made.

One of ordinary skill in the art would be motivated to do so in order to save user information in a separate application **(Schechter [0005])**.

Regarding Dependent Claim 8,

Nath and Schechter teach the method of claim 1. Nath does not teach wherein the second user interface is configured to cause the interaction to be initiated (1) upon receiving a single user input within the second user interface and (2) without displaying a user interface associated with a vendor from which the interaction is to be made.

However, Schechter teaches wherein the second user interface is configured to cause the interaction to be initiated (1) upon receiving a single user input within the second user interface **([0043], Fig. 2: a second user interface with pre-populated information receives user input to save the data in a calendar application)** and (2) without displaying a user interface associated with a vendor from which the interaction is to be made **([0032], [0043], Fig. 2: the**

second user interface containing the pre-populated information is a separate application dedicated to perform a service).

Nath and Schechter are analogous art because they are related to displaying user interfaces on mobile devices.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Schechter so that a single user input within the second user interface initiates the interaction without displaying a user interface associated with a vendor from which the interaction is to be made.

One of ordinary skill in the art would be motivated to do so in order to minimize the amount of information a user must input **(Schechter [0003])**.

Claim 3 is rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Schechter (US 2012/0144281) in further view of Saxena (US 2015/0156061).

Regarding Dependent Claim 3,

Nath and Schechter teach the method of claim 1. Neither Nath nor Schechter teach wherein the second user interface is a text messaging user interface operating on the mobile device.

However, Saxena teaches a mobile device with deep linking capability to switch from any mobile application to another mobile application **([0011]: One or more computing devices are configured to implement a first application programming interface (API) configured to receive input from a first mobile application operating on a mobile device, and to identify a**

first one of the plurality of information needs represented by the input. The one or more computing devices are also configured to implement resolver logic configured to identify a second mobile application corresponding to the first information need).

Nath, Schechter, and Saxena are analogous art because they are related to user interfaces running on mobile devices.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Schechter with Saxena so that the second user interface is a text messaging user interface operating on the mobile device.

One of ordinary skill in the art would be motivated to do so in order to switch from one application to another to meet different information needs **(Saxena [0002])**.

Claim 4 is rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Schechter (US 2012/0144281) in further view of Blackhurst (US 2015/0100468).

Regarding Dependent Claim 4,

Nath and Schechter teach the method of claim 1. Neither Nath nor Schechter teach wherein the interaction information includes a telephone number of a vendor from which the interaction is to be made.

However, Blackhurst teaches wherein interaction information includes a telephone number of a vendor from which the interaction is to be made **([0017]: a confirmation for a transaction includes a merchant's phone number)**.

Nath, Schechter, and Blackhurst are analogous art because they are related to user interfaces running on mobile devices.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Schechter with Blackhurst so that interaction information includes a telephone number of a vendor from which the interaction is to be made.

One of ordinary skill in the art would be motivated to do so in order to provide detailed information about a vendor **(Blackhurst [0017])**.

Claim 6 is rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Schechter (US 2012/0144281) in further view of Greenwood (US 9,811,395).

Regarding Dependent Claim 6,

Nath and Schechter teach the method of claim 1. Neither Nath nor Schechter teach wherein determining a platform type of the mobile device based on information received via the first user interface of the mobile device, the determining the URI of the second user interface including determining the URI of the second user interface based on the platform type of the mobile device.

However, Greenwood teaches determining a platform specific URI for a mobile device **(Col. 14, 1-22: a server can generate a platform-specific URI and can provide the platform-specific URI to the user device)**.

Nath, Schechter, and Greenwood are analogous art because they are related to user interfaces rendered on mobile devices.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Schechter with Greenwood so that a platform type of the mobile device is determined based on information received via the first user interface and the URI of the second user interface is determined based on the platform type of the mobile device.

One of ordinary skill in the art would be motivated to do so in order to link two or more software applications using a multi-platform application programming interface **(Greenwood Col. 1, 5-8)**.

Allowable Subject Matter

Claims 9-20 are allowed. The following is a statement of reasons for the indication of allowable subject matter:

Nath teaches a method of generating deep-linked ads on a page of a first site or application and in response to an interaction by a user navigating to a second page or application with pre-populated information based on information extracted from the user interaction. Schechter teaches a method of providing context transfer pages that can accept context to redirect a user from a first page to a second page containing pre-populated information related to an associated service. The prior art of record fails to fairly teach and/or fairly suggest all of the featured claim elements of independent claim 9 alone or in combination. Specifically, the prior art fails to teach "<u>determining a state of a page load of a</u>

page at a first user interface of a mobile device; and in response to the state of the page load satisfying a criteria, providing, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase".

The same rationale applies to independent claim 20. Dependent claims 10-18 are allowed for being dependent on independent claim 9.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BILLE DAHIR whose telephone number is (571)270-1493. The examiner can normally be reached on 8:30AM-5:00PM EST M-F.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey Gaffin can be reached on 571-272-4146. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications

may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/JEFFREY A GAFFIN/
Supervisory Patent Examiner, Art Unit 2172

/B.M.D./
Examiner, Art Unit 2172

Notice of References Cited	Application/Control No. 15/986,569	Applicant(s)/Patent Under Reexamination	
	Examiner BILLE DAHIR	Art Unit 2172	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-9633378-B1	04-2017	Nath; Narendra	G06Q30/0277	1/1
*	B	US-20150156061-A1	06-2015	Saxena; Sanchan	H04W4/50	715/733
*	C	US-9811395-B1	11-2017	Greenwood; Benjamin	G06F9/541	1/1
*	D	US-20150100468-A1	04-2015	BLACKHURST; JASON P.	G06Q40/02	705/35
*	E	US-20120144281-A1	06-2012	Schechter; Greg	G06F17/30867	715/205
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 218

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/986,569	LONG et al.
	Examiner	Art Unit
	BILLE DAHIR	2172

CPC - Searched*		
Symbol	Date	Examiner
H04M1/72561	10/15/2018	BD
G06Q20/127	10/15/2018	BD
H04L67/02	10/15/2018	BD
H04L67/146	10/15/2018	BD
H04M1/72552	10/15/2018	BD

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
Inventor/Assignee EAST search	10/15/2018	BD
Text and CPC EAST search	10/15/2018	BD

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

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 219

Bibliographic Data

Application No: 15/986,569

Foreign Priority claimed: ○ Yes ◉ No

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

Verified and Acknowledged: /BILLE M DAHIR/ (Examiner's Signature) | (Initials)

Title: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
05/22/2018	715	2172	FRNK-001/01US 331846-2002
RULE			

APPLICANTS

Attentive Mobile Inc., New York, NY, UNITED STATES

INVENTORS

Brian LONG New York, NY, UNITED STATES

Brooke BURDGE New York, NY, UNITED STATES

Andrew JONES Brooklyn, NY, UNITED STATES

Eric MIAO Brooklyn, NY, UNITED STATES

Ryan TSANG Brooklyn, NY, UNITED STATES

Ethan LO New York, NY, UNITED STATES

Elyssa ALBERT New York, NY, UNITED STATES

CONTINUING DATA

This application has PRO of 62511413 05/26/2017

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

06/19/2018

**** SMALL ENTITY ****

STATE OR COUNTRY

UNITED STATES

ADDRESS

COOLEY LLP

ATTN: IP Docketing Department

1299 Pennsylvania Avenue, NW

Suite 700

Washington, DC 20004
UNITED STATES

FILING FEE RECEIVED

$2,855

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S2	133	(determin$3 | identify$3) near10 (platform | (operating adj system) | OS) near10 (URI | (uniform adj resource identifier))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 12:05
S4	9669	(URI | (uniform adj resource | identifier) | deep$1link$3) near10 second near5 (application | GUI | UI | (user near3 interface))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 14:44
S5	466	(URI | (uniform adj resource adj identifier) | deep$1link$3) near10 second near5 (application | GUI | UI | (user near3 interface))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 14:46
S6	5	(URI | (uniform adj resource adj identifier) | deep$1link$3) near10 second near5 (application | GUI | UI | (user near3 interface)) near10 (SMS | text) near3 application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 14:56
S7	0	(deep$1link$3) near10 second near5 (application | GUI | UI | (user near3 interface)) near10 (SMS | text) near3 application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 14:57
S8	2919	second near5 (application | GUI | UI | (user near3 interface)) near10 (SMS | text) near3 application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 14:57
S9	8	S8 and (deep$1link$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 15:02
S13	7	(pre$1populat$3) near10 (user near	US-PGPUB;	WITH	ON	2018/10/15

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 222

		interface) near10 (respons$3 | based) near10 (purchas$3 | interact$3)	USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			17:23
S14	69	(pre$1populat$3) near10 (respons$3 | based) near10 (purchas$3 | interact$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 17:26
S15	12	S14 and (pre$1populat$3 near10 (window | GUI | UI | user near3 interface))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 17:35
S16	114	(determin$3) near10 (webpage | website | site | page) near10 load$3 near10 (status)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 19:24
S17	10	(determin$3) near10 (webpage | website | site | page) near10 (load$3 near10 (time | duration | period)) near10 (status)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 19:28
S18	8	(webpage | website | site | page) near10 (load$3 near10 (time | duration | period)) near10 (status) near10 (criteria | criterion | threshold | condition)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 19:55
S20	45	(vendor | business | company) near10 (cellphone | cell | telephone) near5 (number | information | data) near10 (metadata)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 20:23
S23	728	(vendor | business | company) near10 (cellphone | cell | telephone) near5 (number | information | data) near10 (identifier | metadata)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 20:28
S25	683	S23 not S20	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT;	WITH	ON	2018/10/15 20:28

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 223

			IBM_TDB			
S26	1	(website | webpage | site | page) near10 (transaction | purchase) near10 (vendor | business | company) near10 (cellphone | cell | telephone) near5 (number | information | data) near10 (identifier | metadata)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 20:30
S27	0	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	USPAT	WITH	ON	2018/10/15 20:48
S28	1337	((("LONG") near3 ("Brian")) OR (("BURDGE") near3 ("Brooke")) OR (("JONES") near3 ("Andrew")) OR (("MIAO") near3 ("Eric")) OR (("TSANG") near3 ("Ryan")) OR (("LO") near3 ("Ethan")) OR (("ALBERT") near3 ("Elyssa"))).INV.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	WITH	ON	2018/10/15 20:48
S29	0	S28 and (deep$1link$3 and user near3 interface).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 20:48
S30	2	("9633378").PN.	US-PGPUB; USPAT; USOCR; DERWENT	OR	OFF	2018/10/15 20:51
S31	109148	(H04M1/72561.cpc. | G06Q20/127.cpc. | H04L67/02.cpc. | H04L67/146.cpc. | H04M1/72552.cpc.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 20:54
S32	9669	(URI | (uniform adj resource | identifier) | deep$1link$3) near10 second near5 (application | GUI | UI | (user near3 interface))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 20:54
S33	715	S31 and S32	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2018/10/15 20:54

EAST Search History (Interference)

< This search history is empty>

10/15/2018 8:55:47 PM
C:\Users\bdahir\Documents\EAST\Workspaces\case 60 15,986,569 - METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE.wsp

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 225

Docket No.: FRNK-001/01US 331846-2002
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	5236
Application No.:	15/986,569	Group Art Unit:	2172
Filed:	May 22, 2018	Examiner:	Bille M. Dahir

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

REPLY AND AMENDMENT UNDER 37 C.F.R. § 1.111

In response to the Office Action dated October 29, 2018, the response to which is due January 29, 2019, the Applicant submits the following Amendments and Remarks. The Applicant respectfully requests reconsideration of the Application in view of the amendments and remarks below.

The Applicant does not believe that extensions of time or fees for net addition of claims 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 fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 50-1283.

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

Amendments to the Claims are reflected in the listing of the claims which begins on page 4 of this paper.

Remarks begin on page 8 of this paper.

IN THE SPECIFICATION:

The following listing of amended paragraphs will replace all prior versions, and listings. The amended paragraphs are shown with additions underlined and deletions in ~~strikethrough text~~. No new matter is added by this amendment to the Specification.

[1028] In use, a user can provide a first input (a click, a screen tap, or a selection, etc.) to a web link on a mobile website or a mobile application displayed on the user mobile device 150. This user selection can be sensed by the touch screen of the user mobile device 150 such that a signal is produced and provided to the processor of the user mobile device 150. The web link is associated with a promotional message provided by a client. The client can be an entity selling or providing a good(s) or service(s) via the internet, and/or engaging in any marketing activities via the internet. In response to receiving the signal produced by the touch screen, the processor of user mobile device 150 can produce a notification and send it to the click-to-text server 100. The click-to-text server 100 can receive a notification (e.g., a HTTP POST request) in response to the user input. The click-to-text server 100 can initiate a messaging application at the user mobile device 150 with a message pre-populated with purchase or subscription information and a recipient's phone number. The user can provide a second input (a click, a screen tap, or a selection, etc.) to send the text message to the recipient's phone number. The recipient phone number is associated with the client and the client server 130. In response to sending the text message, the user, via the user mobile device 150, can subscribe to a messaging-based marketing service, or initiate a process of purchasing a product or service, provided by the client and/or the client server 130. In some implementations, this click-to-text process can be completed in just two taps, and in compliance with the Telephone Consumer Protection Act ("TCPA") and the regulations by trade associations representing the wireless communication industry (e.g., CTIA).

[1030] In some implementations, in response to receiving the message 213, the click-to-text server can authenticate the user based on a user identifier. In some implementations, the user identifier can be included in the signal sent to the click-to-text server in response to receiving the message 213. In other implementations, the click-to-text server can receive the user identifier prior to receiving the message 213. In such implementations, the click-to-text server can receive the user identifier in response to an execution of an integration tag (such as the integrator instructions

105 as described with regards to FIG. 1) during a page load event at the user mobile device. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. If the user is on a black list of the client, the click-to-text server can block the user from subscribing to the service provided by the client and/or the promotional messages 223 provided by the client. If the user is not on a black list of the client, or if the user is on a white list of the client[[ ]], the user is authenticated by the click-to-text server and/or the client server and the click-to-text server and/or the client server can provide service and/or send promotional messages 223 to the user. In some implementations, data representing the black list and/or the [[while]] white list associated with the client can be stored in a client database of the click-to-text server (such as the client data 109 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 228

IN THE CLAIMS:

Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by [[double brackets]],~~strikethrough~~ and /or underlining. This listing also reflects any cancellation and/or addition of claims.

1-8. (Cancelled).

9. (Original) A method, comprising:

determining a state of a page load of a page at a first user interface of a mobile device; and

in response to the state of the page load satisfying a criteria, providing, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase.

10. (Original) The method of claim 9, wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device.

11. (Original) The method of claim 9, wherein a size of the frame relative to a size of the page is configurable.

12. (Original) The method of claim 9, wherein a location of the frame on the page is configurable.

13. (Original) The method of claim 9, wherein:

the input is a first input; and

the method further includes:

receiving a second input entered by the user via the second user interface at the mobile device to confirm the purchase; and

sending the purchase information to fulfill the purchase.

14. (Original) The method of claim 9, wherein the deeplink information includes a request for a uniform resource identifier (URI) of the second user interface.

15. (Original) The method of claim 9, wherein the first user interface is a web browser operating on the mobile device.

16. (Original) The method of claim 9, wherein the second user interface is a text messaging user interface operating on the mobile device.

17. (Original) The method of claim 9, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

18. (Original) The method of claim 9, wherein the purchase includes a subscription to a service.

19. (Original) The method of claim 9, wherein the second user interface is configured to cause the purchase to be initiated (1) upon receiving a single user input within the second user interface and (2) without interaction with a user interface associated with a vendor from which the purchase is to be made.

20. (Currently Amended) A processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code comprising code to cause the processor to:

determine a state of a page load of a page at a first user interface of a mobile device;

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 230

in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information;

receive a purchase identifier in response to an input entered by a user at the frame on the mobile device and based on the purchase information;

determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface; and

render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

21. (New) The method of claim 9, wherein the purchase includes an agreement to accepting a service.

22. (New) The processor-readable non-transitory medium of claim 20, wherein the first user interface is a web browser on the mobile device.

23. (New) The processor-readable non-transitory medium of claim 20, wherein the second user interface is a text messaging user interface on the mobile device.

24. (New) The processor-readable non-transitory medium of claim 20, wherein:

the input is a first input; and

the code further comprising code to cause the processor to:

receive a second input entered by the user via the second user interface at the mobile device to confirm the purchase; and

send the purchase information to fulfill the purchase.

25. (New) The processor-readable non-transitory medium of claim 20, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 231

26. (New) The processor-readable non-transitory medium of claim 20, wherein the purchase includes a subscription to a service.

27. (New) The processor-readable non-transitory medium of claim 20, wherein the second user interface is configured to cause the purchase to be initiated (1) upon receiving a single user input within the second user interface and (2) without interaction with a user interface associated with a vendor from which the purchase is to be made.

28. (New) The processor-readable non-transitory medium of claim 20, wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 232

REMARKS

Reconsideration of this application is respectfully requested. Claims 9-28 are currently pending, with claims 9 and 20 being the independent claims. Claim 20 has been currently amended; claims 21-28 have been newly added; claims 1-8 have been cancelled without prejudice or disclaimer of the subject matter contained therein. No new matter has been added. Based on the above Amendments and the following Remarks, the Applicant respectfully requests that the Examiner reconsider and withdraw all outstanding objections and rejections.

Allowable Subject Matter

The Applicant thanks the Examiner for allowing claims 9-20. The Applicant submits that the newly added claims 21-28 depend from the independent claims 9 and 20, and thus do not necessitate a new search and are allowable due to the allowance of their respective independent claims. Thus, the Applicant respectfully requests allowance of claims 9-28.

Objection to the Specification

The specification was objected to due to purported informalities. Amended paragraphs [1028] and [1030] of the specification remove any purported informalities specified in the Office Action. Accordingly, the Applicant respectfully requests that the Examiner reconsider and withdraw the outstanding objections.

Claim Rejections under 35 U.S.C. 103

Claims 1-2, 5, and 7-8 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over U.S. Patent No. 9,633,378 to Nath, et al., (hereinafter "*Nath*") in view of Schechter U.S. Patent Publication No. 2012/0144281 to Schechter, et al., (hereinafter "*Schechter*"). Claim 3 stands rejected under 35 U.S.C. § 103 as purportedly being unpatentable over *Nath* in view of *Schechter*, and in further view of U.S. Patent Publication No. 2015/0156061 to Saxena, et al., (hereinafter "*Saxena*"). Claim 4 stands rejected under 35 U.S.C. § 103 as

purportedly being unpatentable over *Nath* in view of *Schechter*, and in further view of U.S. Patent Publication No. 2015/0100468 to Blackhurst, et al., (hereinafter "*Blackhurst*"). Claim 6 stands rejected under 35 U.S.C. § 103 as purportedly being unpatentable over *Nath* in view of *Schechter*, and in further view of U.S. Patent No. 9,811,395 to Greenwood, et al., (hereinafter "*Greenwood*"). Each of the rejections is traversed.

In the interest of furthering prosecution, the Applicant has cancelled claims 1-8 without prejudice or disclaimer of the subject matter contained therein. Accordingly, the Applicant submits that the application is in condition for allowance.

CONCLUSION

All of the stated grounds of rejection have been properly overcome. The Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding objections and rejections. The Applicant believes that a full and complete response 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 further personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Respectfully submitted,
COOLEY LLP

Date: December 5, 2018

By: /Xianhua Kong/
Xianhua Kong
Reg. No. 69,431

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Ave. NW, Suite 700
Washington, DC 20004
Tel: (650) 843-5067
Fax: (202) 842-7899

Electronic Acknowledgement Receipt

EFS ID:	34486972
Application Number:	15986569
International Application Number:	
Confirmation Number:	5236
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Xianhua Kong/Jennifer Scott
Filer Authorized By:	Xianhua Kong
Attorney Docket Number:	FRNK-001/01US 331846-2002
Receipt Date:	05-DEC-2018
Filing Date:	22-MAY-2018
Time Stamp:	15:22:27
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		FRNK-001_01US_Response.pdf	183335 cde74e420abb3736e367d71d6d55632d84949f6e	yes	9

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Specification	2	3
	Claims	4	7
	Applicant Arguments/Remarks Made in an Amendment	8	9
Warnings:			
Information:			
	Total Files Size (in bytes):	183335	

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

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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 15/986,569	Filing Date 05/22/2018	☐ 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 $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ 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	12/05/2018	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 $50 =	0
	Independent (37 CFR 1.16(h))	* 2	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/ROSS W BROWN/
*** 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.
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002	5236

58249 7590 03/21/2019

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
DAHIR, BILLE M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
03/21/2019	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):

zIPPatentDocketingMailboxUS@cooley.com

Office Action Summary	**Application No.** 15/986,569	**Applicant(s)** LONG et al.	
	Examiner BILLE DAHIR	**Art Unit** 2176	**AIA (FITF) Status** Yes

-- 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 05 December 2018.

☐ 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) 9-28 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) 9-28 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 22 May 2018 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: _____.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 239

DETAILED ACTION

1. This non-final office action is in response to claims filed 12/05/2018

2. Claims 1-8 have been cancelled. Claim 20 has been amended. Claims 9-28 are pending.

Notice of Pre-AIA or AIA Status

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

Response to Amendment

In response to further search and consideration a new grounds of rejection is made. See below for the detailed rejection.

Claim Rejections - 35 USC § 103

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

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

Claims 9-12, 14-15, 18, 20-22, 26, and 28 are rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Hui (US 2018/0052943) in further view of Agarwal (US 2010/0099441)

Regarding Independent Claim 9,

Nath teaches a method, comprising:

providing a frame within the page at the first user interface **(Col. 13 53-50: a deep-linked ad is displayed on a first website)**, the frame including purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase **(Col. 5 17-29, Col. 19 1-10: the deep-linked ad presented on the first user interface can direct a user to a second user interface to purchase a product; the second user interface may have as much data pre-populated as available based on the user's input)**.

Nath does not teach determining a state of a page load of a page at a first user interface of a mobile device; and in response to the state of the page load satisfying a criteria, providing, based on a set of configurable settings, a frame within the page at the first user interface .

However, Hui teaches determining a state of a page load of a page at a first user interface of a mobile device **([0096]: a number of frames for webpage load may be determined when webpage loading 534 is complete)**; and in response to the state of the page load satisfying a criteria, providing a frame within the page at the first user interface. **([0074]: a received user input to scroll the webpage results in pre-rendered content being displayed in the next frame)**

Nath and Hui are analogous art because they are related to displaying generated content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Hui so that a state of a page load is determined and based on the state of the page load satisfying a criteria, a frame within the page at the first user interface is provided.

One of ordinary skill in the art would be motivated to do so in order to improve the efficiency of displayed content on a web page **(Hui [0005])**.

Nath and Hui do not teach providing, based on a set of configurable settings, a frame within the page at the first user interface.

However, Agrawal teaches providing, based on a set of configurable settings, a frame within the page at the first user interface **([0016], [0027], [0035]: the display of an advertisement banner on a user interface is determined based on a set of criteria determined by a mobile advertisement server)**.

Nath, Hui, and Agrawal are analogous art because they are related to displaying generated content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Hui with Agrawal so that a frame is provided within the page based on a set of configurable settings.

One of ordinary skill in the art would be motivated to do so in order to customize the display of content on a user interface **(Agrawal [0002])**.

Regarding Dependent Claim 10,

Nath, Hui, and Agrawal teach the method of claim 9. Hui further teaches wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device **([0088], [0096]: the criteria for displaying the next frame is the completion of the webpage loading)**.

Regarding Dependent Claim 11,

Nath, Hui, and Agrawal teach the method of claim 9. Agrawal teaches wherein a size of the frame relative to a size of the page is configurable **([0035]: the advertiser can specify the size of the banner))**.

Regarding Dependent Claim 12,

Nath, Hui, and Agrawal teach the method of claim 9. Agrawal further teaches wherein a location of the frame on the page is configurable **([0035]: the advertiser can specify where the banner is delivered)**.

Regarding Dependent Claim 13,

Nath, Hui, and Agrawal teach the method of claim 9. Nath further teaches wherein: the input is a first input **(Col. 14 1-11: a first input selects the deep-linked ad)**; and the method further includes: receiving a second input entered by the user via the second user interface at the mobile device to confirm the purchase and sending the purchase information to fulfill the purchase **(Col. 18 15-25: the user is brought to a checkout page for a product to complete the order)**.

Regarding Dependent Claim 14,

Nath, Hui, and Agrawal teach the method of claim 9. Nath further teaches wherein the deeplink information includes a request for a uniform resource identifier (URI) of the second user interface **(Col. 14 1-11: When a user selects (either explicitly or implicitly) deep link 1120 on Search Site 2, the user's browser is automatically directed to a network address indicated by deep link 1120)**.

Regarding Dependent Claim 15,

Nath, Hui, and Agrawal teach the method of claim 9. Nath further teaches wherein the first user interface is a web browser operating on the mobile device **(Col. 7 38-50, Fig. 1: user 101 at user device 110 may direct a browser application running on device 110 to a particular Internet Protocol (IP) address of publisher site 140 on Internet 120)**.

Regarding Independent Claim 20,

This claim is similar in scope as claim 9. Nath also teaches a processor-readable non-transitory medium storing code representing instructions to be executed by a processor **(Col. 21 27-32: one or more non-transitory computer readable media storing computer instructions translatable by one or more processors)**, to receive a purchase identifier in response to an input entered by a user at the frame on the mobile device and based on the purchase information **(Col. 14 1-11: a user selection of the deep-linked ad passes along a product identifier)**, determine, based on the deeplink information, a uniform resource identifier (URI) of

a second user interface at the mobile device, the second user interface different from the first user interface **(Col. 14 1-11: When a user selects (either explicitly or implicitly) deep link 1120 on Search Site 2, the user's browser is automatically directed to a network address indicated by deep link 1120)**. Therefore this claim is rejected using the same rationale.

Regarding Dependent Claim 21,

The method of claim 9, wherein the purchase includes an agreement to accepting a service.

Regarding Dependent Claim 22,

This claim is similar in scope as claim 15 and is rejected using the same rationale.

Regarding Dependent Claim 24,

This claim is similar in scope as claim 13 and is rejected using the same rationale.

Regarding Dependent Claim 28,

This claim is similar in scope as claim 10 and is rejected using the same rationale.

Claims 16 and 23 are rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Hui (US 2018/0052943) in view of Agarwal (US 2010/0099441) in further view of Saxena (US 2015/0156061).

Regarding Dependent Claim 16,

Nath, Hui, and Agrawal teach the method of claim 9, but do not teach wherein the second user interface is a text messaging user interface operating on the mobile device.

However, Saxena teaches *a mobile device with deep linking capability to switch from any mobile application to another mobile application* **([0011]: One or more computing devices are configured to implement a first application programming interface (API) configured to receive input from a first mobile application operating on a mobile device, and to identify a first one of the plurality of information needs represented by the input. The one or more computing devices are also configured to implement resolver logic configured to identify a second mobile application corresponding to the first information need)**.

Nath, Hui, Agarwal, and Saxena are analogous art because they are related to displaying generated content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath Hui, and Agarwal with Saxena so that the second user interface is a text messaging user interface operating on the mobile device.

One of ordinary skill in the art would be motivated to do so in order to switch from one application to another to meet different information needs **(Saxena [0002])**.

Regarding Dependent Claim 23,

This claim is similar in scope as claim 16 and is rejected using the same rationale.

Claims 17 and 25 are rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Hui (US 2018/0052943) in view of Agarwal (US 2010/0099441) in further view of Blackhurst (US 2015/0100468).

Regarding Dependent Claim 17,

Nath, Hui, and Agrawal teach the method of claim 9, but do not teach wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

However, Blackhurst teaches wherein purchase information includes a telephone number of a vendor from which the purchase is to be made **([0017]: a confirmation for a transaction includes a merchant's phone number)**.

Nath, Hui, Agarwal, and Blackhurst are analogous art because they are related to displaying generated content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath, Hui, and Agarwal with Blackhurst so that interaction information includes a telephone number of a vendor from which the interaction is to be made.

One of ordinary skill in the art would be motivated to do so in order to provide detailed information about a vendor **(Blackhurst [0017])**.

Regarding Dependent Claim 25,

This claim is similar in scope as claim 17 and is rejected using the same rationale.

Claims 18 and 26 are rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Hui (US 2018/0052943) in view of Agarwal (US 2010/0099441) in further view of Gaidemak (US 2006/0224693).

Regarding Dependent Claim 18,

Nath, Hui, and Agrawal teach the method of claim 9, but do not teach wherein the purchase includes a subscription to a service.

However, Gaidemak teaches wherein the purchase includes a subscription to a service **([0004]: a transaction includes a purchase of a subscription)**.

Nath, Hui, Agrawal, and Gaidemak are analogous art because they are related to displaying content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath, Hui, and Agrawal with Gaidemak so that the purchase includes a subscription to a service.

One of ordinary skill in the art would be motivated to do so in order to purchase a subscription to a product **(Gaidemak [0004])**.

Regarding Dependent Claim 26,

This claim is similar in scope as claim 18 and is rejected using the same rationale.

Claims 19 and 27 are rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Hui (US 2018/0052943) in view of Agarwal (US 2010/0099441) in further view of Schecther (US 2012/0144281).

Regarding Dependent Claim 19,

Nath, Hui, and Agrawal teach the method of claim 9, but do not teach wherein the second user interface is configured to cause the purchase to be initiated (1) upon receiving a single user input within the second user interface and (2) without interaction with a user interface associated with a vendor from which the purchase is to be made.

However, Schechter teaches wherein the second user interface is configured to cause the purchase to be initiated (1) upon receiving a single user input within the second user interface **([0043], Fig. 2: a second user interface with pre-populated information receives user input to save the data in a calendar application)** and (2) without displaying a user interface associated with a vendor from which the purchase is to be made **([0032], [0043], Fig. 2: the second user interface containing the pre-populated information is a separate application dedicated to perform a service)**.

Nath, Hui, Agarwal, and Schechter are analogous art because they are related to displaying generated content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath Hui, and Agarwal with Schechter so that a single user input within the second user interface initiates the interaction without displaying a user interface associated with a vendor from which the purchase is to be made.

One of ordinary skill in the art would be motivated to do so in order to minimize the amount of information a user must input **(Schechter [0003])**.

Regarding Dependent Claim 27,

This claim is similar in scope as claim 19 and is rejected using the same rationale.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BILLE DAHIR whose telephone number is (571)270-1493. The examiner can normally be reached on 8:30AM-5:00PM EST M-F.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, KAVITA PADMANABHAN can be reached on 571-272-8352. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/B.M.D./
Examiner, Art Unit 2176

/Mandrita Brahmachari/
Primary Examiner, Art Unit 2176

Notice of References Cited	Application/Control No. 15/986,569	Applicant(s)/Patent Under Reexamination LONG et al.	
	Examiner BILLE DAHIR	Art Unit 2176	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20060224693-A1	10-2006	Gaidemak; Samuel Robert	H04L67/34	709/217
*	B	US-20100099441-A1	04-2010	Agarwal; Sanjay	G06Q10/0637	455/466
*	C	US-20180052943-A1	02-2018	Hui; Shiu Wai	G06F16/9577	1/1
	D					
	E					
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 252

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/986,569	LONG et al.
	Examiner	Art Unit
	BILLE DAHIR	2176

CPC - Searched*		
Symbol	Date	Examiner
H04M1/72561, G06Q20/127, H04L67/02, H04L67/146, H04M1/72552	03/08/2019	BD

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
Inventor/Assignee EAST search	10/15/2018	BD
Text and CPC EAST search	10/15/2018	BD
Updated EAST search	03/08/2019	BD

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

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 253

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S34	0	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	USPAT	WITH	ON	2019/03/08 15:14
S35	1379	((("LONG") near3 ("Brian")) OR (("BURDGE") near3 ("Brooke")) OR (("JONES") near3 ("Andrew")) OR (("MIAO") near3 ("Eric")) OR (("TSANG") near3 ("Ryan")) OR (("LO") near3 ("Ethan")) OR (("ALBERT") near3 ("Elyssa"))).INV.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	WITH	ON	2019/03/08 15:17
S36	0	(deep$1link$3 near10 ((user adj interface) | GUI | UI) near10 (purchas$3 | buy$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/08 18:00
S37	46	(deep$1link$3 near10 ((user adj interface) | GUI | UI))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/08 18:01
S39	2	(deep$1link$3 near10 ((user adj interface) | GUI | UI) near10 field)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/08 18:07
S40	4	(deep$1link$3 near10 ((user adj interface) | GUI | UI) and (field | entry) near10 (pre$1fill$3 | pre$1populat$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/08 18:10
S41	57	(web$4 | site | page) near10 (frame | panel) near10 user near10 (configur$4 | customiz$4) near10 (options | settings)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 16:34
S42	19	(web$4 | site | page) near10 (frame) near10 user near10 (configur$4 | customiz$4) near10 (options | settings)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT;	WITH	ON	2019/03/16 16:39

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 254

			IBM_TDB			
S43	22	(web$4 | site | page | document) near10 (frame) near10 user near10 (configur$4 | modif$7 | customiz$4) near10 (options | settings)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 16:50
S44	3	S43 not S42	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 16:50
S45	101	(web$4 | site | page | document) near10 (frame | panel | banner) near10 user near10 (configur$4 | modif$7 | customiz$4) near10 (options | settings)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 16:51
S46	79	S45 not S43	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 16:53
S47	126	(web$4 | page | site) near10 (ad | advertisement | advert | promotion) near10 (frame | banner) near10 (customiz$5 | configur$4 | modif$5) near10 user	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 16:56
S48	2	S47 and ((web$4 | page | site) near10 (complet3 | full$1 | finish$3) near5 (load$3 | render$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 17:05
S49	366	(determin$3 | detect$3) near10 (web$4 | page | site) near10 (complet3 | full$1 | finish$3) near5 (load$3 | render$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 17:57
S50	12687	(web$4 | site | page) near10 (ad | advertisement | advert | promotion) near10 (frame | banner)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 17:58
S51	33	S49 and S50	US-PGPUB; USPAT; USOCR; FPRS; EPO;	WITH	ON	2019/03/16 17:59

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 255

			JPO; DERWENT; IBM_TDB			
S52	54	(web$4 | site | page) near10 (ad | advertisement | advert | promotion) near10 (frame | banner) near10 (load$3 | render$3 | generat$3) near10 (complet$3 | full$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 18:09
S53	161	(web$4 | site | page) near10 (ad | advertisement | advert | promotion) near10 (frame | banner) near10 (load$3 | render$3 | generat$3) near10 (time | state | status)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 18:10
S54	27	(web$4 | site | page) near10 (ad | advertisement | advert | promotion) near10 (frame | banner) near10 (load$3 | render$3 | generat$3) near10 (state | status)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 18:16
S55	730	(determin$3 | detect$3) near10 (web$4 | site | page) near10 (finish$3 | complet$3 | done) near10 (render$3 | load$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 18:31
S56	10	(determin$3 | detect$3) near10 (web$4 | site | page) near10 (finish$3 | complet$3 | done) near10 (render$3 | load$3) near10 (frame | banner)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 18:33
S58	2956	(web$4 | site | page) near10 (advertisement | advert | ad) near5 (subscription | subscrib$3 | register$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 21:40
S59	1271	(web$4 | site | page) near10 (advertisement | advert | ad) near5 (subscription | subscrib$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 21:40
S60	204	(web$4 | site | page) near10 (select$3 | click$3) near10 (advertisement | advert | ad) near5 (subscription | subscrib$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 21:42
S61	35	(web$4 | site | page) near10 (select$3 | click$3) near10 (advertisement |	US-PGPUB; USPAT;	WITH	ON	2019/03/16 21:42

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 256

		advert | ad) near5 (subscription)	USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			
S62	39	(web$4 | site | page) near10 (advertisement | ad | advert) near10 (purchas$3 | buy$3) near10 (subscription)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/03/16 21:43

EAST Search History (Interference)

< This search history is empty>

3/16/2019 9:47:47 PM
C:\Users\bdahir\Documents\EAST\Workspaces\Final 56 15,986,569 - METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE.wsp

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 257

Docket No.: FRNK-001/01US 331846-2002
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	5236
Application No.:	15/986,569	Group Art Unit:	2176
Filed:	May 22, 2018	Examiner:	Bille M. Dahir

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

REPLY AND AMENDMENT UNDER 37 C.F.R. § 1.111

In response to the Office Action dated March 21, 2019, the response to which is due June 21, 2019, the Applicant submits the following Amendments and Remarks. The Applicant respectfully requests reconsideration of the Application in view of the amendments and remarks below.

The Applicant does not believe that extensions of time or fees for net addition of claims 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 fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 50-1283.

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.

IN THE CLAIMS:

Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by [[double brackets]],~~strikethrough~~ and /or underlining. This listing also reflects any cancellation and/or addition of claims.

1-8. (Cancelled).

9. (Currently Amended) A method, comprising:

determining a state of a page load of a page at a first user interface of a mobile device; [[and]]

in response to the state of the page load satisfying a criteria, providing, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information such that in response to [[an]] a first user input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message; and

initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface.

10. (Original) The method of claim 9, wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device.

11. (Original) The method of claim 9, wherein a size of the frame relative to a size of the page is configurable.

12. (Original) The method of claim 9, wherein a location of the frame on the page is configurable.

13. (Cancelled)

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 259

14. (Original) The method of claim 9, wherein the deeplink information includes a request for a uniform resource identifier (URI) of the second user interface.

15. (Original) The method of claim 9, wherein the first user interface is a web browser operating on the mobile device.

16. (Original) The method of claim 9, wherein the second user interface is a text messaging user interface operating on the mobile device.

17. (Original) The method of claim 9, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

18. (Original) The method of claim 9, wherein the purchase includes a subscription to a service.

19. (Currently Amended) The method of claim 9, further comprising: ~~wherein~~ fulfilling the purchase ~~the second user interface is configured to cause the purchase to be initiated~~ (1) ~~upon receiving a single~~ with no user input other than the first user input and the second user input ~~within the second user interface~~ and (2) without redirecting to ~~interaction with~~ a third user interface after the text message is sent ~~associated with a vendor from which the purchase is to be made~~.

20. (Currently Amended) A processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code comprising code to cause the processor to:

determine a state of a page load of a page at a first user interface of a mobile device;

in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information and deeplink information;

receive a purchase identifier in response to [[an]] a first input entered by a user at the frame on the mobile device and based on the purchase information;

determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface; [[and]]

render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated in an input field of a text message to fulfill a purchase requested by the user via the text message; and

initiate the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second input entered by the user within the second user interface.

21. (Previously Presented) The method of claim 9, wherein the purchase includes an agreement to accepting a service.

22. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the first user interface is a web browser on the mobile device.

23. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the second user interface is a text messaging user interface on the mobile device.

24. (Cancelled)

25. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

26. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the purchase includes a subscription to a service.

27. (Currently Amended) The processor-readable non-transitory medium of claim 20, further comprising code to cause the processor to:

complete the purchase ~~wherein the second user interface is configured to cause the purchase to be initiated (1) upon receiving a single~~ with no user input other than the first user input and the second user input ~~within the second user interface and (2) without interaction with a user interface associated with a vendor from which the purchase is to be made~~.

28. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device.

29. (New) The processor-readable non-transitory medium of claim 20, further comprising code to cause the processor to:

complete the purchase without redirecting to a third user interface after the text message is sent.

REMARKS

Reconsideration of this application is respectfully requested. Claims 9-12, 14-23, and 25-29 are currently pending, with claims 9 and 20 being the independent claims. Claims 9, 19, 20, and 27 have been currently amended; claim 29 has been newly added; claims 13 and 24 have been currently cancelled without prejudice or disclaimer of the subject matter contained therein; claims 1-8 have been previously cancelled without prejudice or disclaimer of the subject matter contained therein. No new matter has been added. Based on the above Amendments and the following Remarks, the Applicant respectfully requests that the Examiner reconsider and withdraw all outstanding objections and rejections.

Interview Summary

The undersigned appreciates the time and attention extended by Examiner Dahir and Examiner Brahmachari during the telephonic interview of April 11, 2019. During the interview, the undersigned discussed the rejections to claims 9 and 19 under 35 U.S.C. § 103. Specifically, the undersigned discussed that U.S. Patent Publication No. 2018/0052943 to Hui et al. (hereinafter "*Hui*") fails to disclose or suggest the recited "determining a state of a page load … [and] in response to the state of the page load satisfying a criteria, providing … a frame" in claim 9. The Office Action stated that paragraphs [0096] and [0074] of *Hui* discloses the above recitations in claim 9. *Hui* discloses "a number of frames for webpage load may be determined when webpage loading is complete." (*Hui*, [0096]) In other words, *Hui* determines *the number* of frames *after* determining that the webpage loading is complete. *Hui* also discloses "the webpage browser 114 may scroll … in response to a received user input … the webpage 300 down to the pre-rendered content." (*Hui*, [0074]) *Hui*, however, fails to disclose or suggest "determining a state of a page load … [and] **in response to the state of the page load satisfying a criteria**, **providing … a frame**" recited in claim 9.

In addition, the undersigned discussed that U.S. Patent Publication No. 2012/0144281 to Schecther et al. (hereinafter "*Schecther*") fails to disclose or suggest the recited claim 19. *Schecther* discloses automatically opening a calendar user interface to save a reservation into a calendar after a purchase is completed. (*Schecther*, [0041-0043]) *Schecther*, however, fails to

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 263

disclose or suggest the recited "cause the purchase to be initiated" in the previously-presented claim 19, or the recited "fulfilling the purchase" in the currently-amended claim 19, much less than the "fulfilling the purchase (1) with no user input other than the first user input and the second user input and (2) without redirecting to a third user interface after the text message is sent" recited in the currently-amended claim 19.

No agreements were reached. The undersigned believes the arguments presented herein are consistent with those discussed during the interview.

Claims 9-12, 13-23 and 25-29 are Patentable over the Cited References

Claims 9-12, 14, 15, 18, 20-22, 26, and 28 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over U.S. Patent No. 9,633,378 to Nath et al., (hereinafter "*Nath*") in view of *Hui* in further view of U.S. Publication No. 2010/0099441 to Agarwal et al. (hereinafter "*Agarwal*"). Claims 16 and 23 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over *Nath,* in view of *Hui, Agarwal*, and U.S. Patent Publication No. 2015/0156061 to Saxena et al., (hereinafter "*Saxena*"). Claims 17 and 25 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over *Nath* in view of *Hui, Agarwal*, and U.S. Patent Publication No. 2015/0100468 to Blackhurst, et al., (hereinafter "*Blackhurst*"). Claims 18 and 26 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over *Nath* in view of *Hui, Agarwal*, and U.S. Patent Publication No. 2006/0224693 to Gaidemark, et al. (hereinafter "*Gaidemark*"). Claims 19 and 27 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over *Nath* in view of *Hui, Agarwal*, and *Schecther*. Each of the rejections is traversed.

Independent Claim 9 and its Dependent Claims are Patentable over the Cited References

The Applicant submits that *Nath* in view of *Hui* and *Agarwal* fails to disclose or suggest the currently-amended claim 9. As discussed during the interview, the Applicant submits that *Hui* fails to disclose or suggest the recited "determining a state of a page load … [and[in response to the state of the page load satisfying a criteria, providing … a frame" in claim 9. The Office Action stated that paragraphs [0096] and [0074] of *Hui* discloses the above recitations in

claim 9. *Hui* discloses "a number of frames for webpage load may be determined when webpage loading is complete." (*Hui*, [0096]) In other words, *Hui* determines *the number* of frames *after* determining that the webpage loading is complete. *Hui* also discloses "the webpage browser 114 may scroll … in response to a received user input … the webpage 300 down to the pre-rendered content." (*Hui*, [0074]) *Hui*, however, fails to disclose or suggest "determining a state of a page load … **in response to the state of the page load satisfying a criteria**, **providing … a frame**" recited in claim 9.

In addition, *Nath,* in view of *Hui* and *Agarwal* fails to disclose or suggest

> a second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message; and
>
> initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface

recited in the currently-amended claim 9.

Accordingly, the Applicant submits that the currently-amended claim 9 (and all claims depending therefrom) are patentable over the cited references.

Independent Claim 20 and its Dependent Claims are Patentable over the Cited References

Similar to the discussions above with respect to amended independent claim 9, the Applicant submits that *Hui* fails to disclose or suggest the recited "determine a state of a page load … [and] in response to the state of the page load satisfying a criteria, provide … a frame" in claim 20. In addition, *Nath* in view of *Hui* and *Agarwal* fails to disclose or suggest

> render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated in an input field of a text message to fulfill a purchase requested by the user via the text message; and
>
> initiate the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second input entered by the user within the second user interface.

recited in the currently-amended claim 20.

Accordingly, the Applicant submits that the currently-amended claim 20 (and all claims depending therefrom) are patentable over the cited references.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 266

CONCLUSION

All of the stated grounds of rejection have been properly overcome. The Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding objections and rejections. The Applicant believes that a full and complete response 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 further personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Respectfully submitted,
COOLEY LLP

Date: April 19, 2019

By: /Xianhua Kong/
Xianhua Kong
Reg. No. 69,431

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Ave. NW, Suite 700
Washington, DC 20004
Tel: (650) 843-5067
Fax: (202) 842-7899

202405106 v2

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 267

Electronic Acknowledgement Receipt

EFS ID:	35775774
Application Number:	15986569
International Application Number:	
Confirmation Number:	5236
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Xianhua Kong/Jennifer Scott
Filer Authorized By:	Xianhua Kong
Attorney Docket Number:	FRNK-001/01US 331846-2002
Receipt Date:	19-APR-2019
Filing Date:	22-MAY-2018
Time Stamp:	12:27:09
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		FRNK-001-01US_Response.pdf	174133 7ca63bfbd28c6f7478718c9dbe9accfca36b7c1e	yes	10

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	5
	Applicant Arguments/Remarks Made in an Amendment	6	10
Warnings:			
Information:			
	Total Files Size (in bytes):	174133	

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

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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 15/986,569	Filing Date 05/22/2018	☐ 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 $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ 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

AMENDMENT	04/19/2019	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 19	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) 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".	/TAMMY D MCBETH BROWN/
*** 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.
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002	5236

58249 7590 08/08/2019

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
DAHIR, BILLE M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
08/08/2019	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):

zIPPatentDocketingMailboxUS@cooley.com

Office Action Summary	**Application No.** 15/986,569	**Applicant(s)** LONG et al.	
	Examiner BILLE DAHIR	**Art Unit** 2176	**AIA (FITF) Status** Yes

-- 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 19 April 2019.

☐ 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) 9-12,14-23 and 25-29 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) 9-12,14-23 and 25-29 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 22 May 2018 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: _____.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 272

DETAILED ACTION

1. This final office action is in response to claims filed 04/19/2019.

2. Claims 9, 19-20, and 27 have been amended. Claims 13 and 24 have been cancelled. Claim 29 has been added. Claims 9-12, 14-23, and 25-29 are pending.

Notice of Pre-AIA or AIA Status

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

Response to Arguments

Applicant's prior art arguments have been fully considered but they are not persuasive.

Applicant argues "Hui, however, fails to disclose or suggest 'determining a state of a page load ... in response to the state of the page load satisfying a criteria, providing ... a frame' recited in claim 9." However, the examiner disagrees.

Hui teaches ([0096]) a number of frames for webpage load may be determined when webpage loading is complete, therefore the system is aware of a state of the webpage's load progress. Hui further teaches ([0074]) when the webpage loading is complete the user is able to provide a scroll command to display pre-rendered content in the next frame.

Applicant further argues Schechter "fails to disclose or suggest the recited claim 19". However, the examiner disagrees.

Schechter teaches using context transfer pages to change focus from a first user interface to a second user interface. Fig. 2 illustrates a first user interface displaying details for a

list of restaurants. When the user selects one of the displayed results a transfer is made to a second user interface with pre-populated fields matching the selected restaurant details in the previous page. In the example provided the user selects a reservation for a restaurant. By creating a reservation for the restaurant the user is initiating a purchase.

Applicant further argues "in addition, Nath, in view of Hui and Agarwal fails to disclose or suggest

> a second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message; and
>
> initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface
>
> recited in the currently-amended claim 9."

The examiner agrees however the Oliver reference is cited to teach these limitations.

Claim Rejections - 35 USC § 103

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

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

Claims 9-12, 14-17, 19-23, 25 and 27-28 are rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Hui (US 2018/0052943) in view of Agarwal (US 2010/0099441) in further view of Oliver (US 2015/0178784).

Regarding Independent Claim 9,

Nath teaches a method, comprising:

providing, a frame within the page at the first user interface **(Col. 13 53-60: a deep-linked ad is displayed on a first website)**, the frame including purchase information and deeplink information such that in response to a first user input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase **(Col. 5 17-29, Col. 19 1-10: the deep-linked ad presented on the first user interface can direct a user to a second user interface to purchase a product; the second user interface may have as much data pre-populated as available based on the user's input)**.

Nath does not teach determining a state of a page load of a page at a first user interface of a mobile device; in response to the state of the page load satisfying a criteria, providing, based on a set of configurable settings, a frame within the page at the first user interface ; a second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message; and initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface.

However, Hui teaches determining a state of a page load of a page at a first user interface of a mobile device **([0096]: a number of frames for webpage load may be determined when webpage loading 534 is complete)**; and in response to the state of the page load satisfying a criteria, providing a frame within the page at the first user interface **([0074]: a**

received user input to scroll the webpage results in pre-rendered content being displayed in the next frame).

Nath and Hui are analogous art because they are related to displaying generated content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Hui so that a state of a page load is determined and based on the state of the page load satisfying a criteria, a frame within the page at the first user interface is provided.

One of ordinary skill in the art would be motivated to do so in order to improve the efficiency of displayed content on a web page **(Hui [0005])**.

Nath and Hui do not teach providing, based on a set of configurable settings, a frame within the page at the first user interface; a second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message; and initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface.

However, Agrawal teaches providing, based on a set of configurable settings, a frame within the page at the first user interface **([0016], [0027], [0035]: the display of an advertisement banner on a user interface is determined based on a set of criteria determined by a mobile advertisement server)**.

Nath, Hui, and Agrawal are analogous art because they are related to displaying generated content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath and Hui with Agrawal so that a frame is provided within the page based on a set of configurable settings.

One of ordinary skill in the art would be motivated to do so in order to customize the display of content on a user interface **(Agrawal [0002])**.

Nath, Hui, and Agrawal do not teach a second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message; and initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface.

However, Oliver teaches a second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message **([0026], [0033], Fig. 2: a text message application has sales information prepopulated in a text field)**; and initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface **([0051], Fig. 8: the user can send the prepopulated message by selecting the send button to complete the transaction)**.

Nath, Hui, Agrawal, and Oliver are analogous art because they are related to displaying generated content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath, Hui, Agrawal, and Oliver so that purchase information is pre-populated in an input field of a text message for the user to

initiate a purchase via the text message by causing the text message to be sent, upon receiving a second user input.

One of ordinary skill in the art would be motivated to do so in order to alleviate the potential errors found in conventional techniques of responding to promotions **(Oliver [0006])**.

Regarding Dependent Claim 10,

Nath, Hui, Agrawal, and Oliver teach the method of claim 9. Hui further teaches wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device **([0088], [0096]: the criteria for displaying the next frame is the completion of the webpage loading)**.

Regarding Dependent Claim 11,

Nath, Hui, Agrawal, and Oliver teach the method of claim 9. Agrawal teaches wherein a size of the frame relative to a size of the page is configurable **([0035]: the advertiser can specify the size of the banner)**.

Regarding Dependent Claim 12,

Nath, Hui, Agrawal, and Oliver teach the method of claim 9. Agrawal further teaches wherein a location of the frame on the page is configurable **([0035]: the advertiser can specify where the banner is delivered)**.

Regarding Dependent Claim 14,

Nath, Hui, Agrawal, and Oliver teach the method of claim 9. Nath further teaches wherein the deeplink information includes a request for a uniform resource identifier (URI) of the second user interface **(Col. 14 1-11: When a user selects (either explicitly or implicitly) deep link 1120 on Search Site 2, the user's browser is automatically directed to a network address indicated by deep link 1120)**.

Regarding Dependent Claim 15,

Nath, Hui, Agrawal, and Oliver teach the method of claim 9. Nath further teaches wherein the first user interface is a web browser operating on the mobile device **(Col. 7 38-50, Fig. 1: user 101 at user device 110 may direct a browser application running on device 110 to a particular Internet Protocol (IP) address of publisher site 140 on Internet 120)**.

Regarding Dependent Claim 16,

Nath, Hui, Agrawal, and Oliver teach the method of claim 9. Oliver further teaches wherein the second user interface is a text messaging user interface operating on the mobile device **(Fig. 2: a text messaging application is used as the second user interface)**.

Regarding Dependent Claim 17,

Nath, Hui, Agrawal, and Oliver teach the method of claim 9. Oliver further teaches wherein purchase information includes a telephone number of a vendor from which the

purchase is to be made **([0029]: the pre-coded message body 220 and destination number or short code 210 will populate the user's screen 200 using the device's SMS application)**.

Regarding Dependent Claim 19,

Nath, Hui, Agrawal, and Oliver teach the method of claim 9. Oliver further teaches wherein fulfilling the purchase (1) with no user input other than the first user input and the second user input **([0051]: a first user input is used to retrieve the prepopulated text message and a second input is used to send the text message)** and (2) without redirecting to a third user interface after the text message is sent **([0051]: the device continues to display the text messaging application after the user sends the text message)**.

Regarding Independent Claim 20,

This claim is similar in scope as claim 9. Nath also teaches a processor-readable non-transitory medium storing code representing instructions to be executed by a processor **(Col. 21 27-32: one or more non-transitory computer readable media storing computer instructions translatable by one or more processors)**, to receive a purchase identifier in response to an input entered by a user at the frame on the mobile device and based on the purchase information **(Col. 14 1-11: a user selection of the deep-linked ad passes along a product identifier)**, determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface **(Col. 14 1-11: When a user selects (either explicitly or implicitly) deep link 1120**

on Search Site 2, the user's browser is automatically directed to a network address indicated by deep link 1120). Therefore this claim is rejected using the same rationale.

Regarding Dependent Claim 21,

Nath, Hui, Agrawal, and Oliver teach the claim 9. Nath further teaches wherein the purchase includes an agreement to accepting a service **(Col. 18,15-25: the user's input can be parsed, decomposed into the pertinent values for the appropriate variables...the user's browser "fast forwards" from a horizontal search page to a deep vertical form page where the user can purchase a flight ticket to travel by air from London to Amsterdam on March 13; Col. 18 26-28: a user may not be required to type in information, but may be required to click or otherwise select an icon representing a target of interest).**

Regarding Dependent Claim 22,

This claim is similar in scope as claim 15 and is rejected using the same rationale.

Regarding Dependent Claim 23,

This claim is similar in scope as claim 16 and is rejected using the same rationale.

Regarding Dependent Claim 25,

This claim is similar in scope as claim 17 and is rejected using the same rationale.

Regarding Dependent Claim 27,

This claim is similar in scope as claim 19 and is rejected using the same rationale.

Regarding Dependent Claim 28,

This claim is similar in scope as claim 10 and is rejected using the same rationale.

Regarding Dependent Claim 29,

This claim is similar in scope as claim 19 and is rejected using the same rationale.

Claims 18 and 26 are rejected under 35 U.S.C. 103 as being unpatentable over Nath (US 9,633,378) in view of Hui (US 2018/0052943) in view of Agarwal (US 2010/0099441 in view of Oliver (US 2015/0178784) in further view of Gaidemak (US 2006/0224693).

Regarding Dependent Claim 18,

Nath, Hui, Agrawal, and Oliver teach the method of claim 9, but do not teach wherein the purchase includes a subscription to a service.

However, Gaidemak teaches wherein the purchase includes a subscription to a service **([0004]: a transaction includes a purchase of a subscription)**.

Nath, Hui, Agrawal, Oliver, and Gaidemak are analogous art because they are related to displaying content on user interfaces.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Nath, Hui, Agrawal, and Oliver with Gaidemak so that the purchase includes a subscription to a service.

One of ordinary skill in the art would be motivated to do so in order to purchase a subscription to a product **(Gaidemak [0004])**.

Regarding Dependent Claim 26,

This claim is similar in scope as claim 18 and is rejected using the same rationale.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

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

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BILLE DAHIR whose telephone number is (571)270-1493. The examiner can normally be reached on 8:30AM-5:00PM EST M-F.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is

encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, KAVITA PADMANABHAN can be reached on 571-272-8352. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/B.M.D./
Examiner, Art Unit 2176

/Mandrita Brahmachari/
Primary Examiner, Art Unit 2176

Notice of References Cited	Application/Control No. 15/986,569	Applicant(s)/Patent Under Reexamination LONG et al.	
	Examiner BILLE DAHIR	Art Unit 2176	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20150178784-A1	06-2015	Oliver; Christopher	G06Q30/0267	705/14.64
	B					
	C					
	D					
	E					
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 285

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/986,569	LONG et al.
	Examiner	Art Unit
	BILLE DAHIR	2176

CPC - Searched*		
Symbol	Date	Examiner
H04M1/72561, G06Q20/127, H04L67/02, H04L67/146, H04M1/72552	08/03/2019	BD

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
Inventor/Assignee EAST search	10/15/2018	BD
Text and CPC EAST search	10/15/2018	BD
Updated EAST search	03/08/2019	BD
Updated EAST search	08/01/2019	BD

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

/B.M.D./ Examiner, Art Unit 2176	

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 286

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S63	0	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	USPAT	WITH	ON	2019/08/01 13:20
S64	1423	((("LONG") near3 ("Brian")) OR (("BURDGE") near3 ("Brooke")) OR (("JONES") near3 ("Andrew")) OR (("MIAO") near3 ("Eric")) OR (("TSANG") near3 ("Ryan")) OR (("LO") near3 ("Ethan")) OR (("ALBERT") near3 ("Elyssa"))).INV.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	WITH	ON	2019/08/01 13:20
S65	0	S64 and (deep$1link$3 and user near3 interface).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 13:23
S66	654	(web$1site | web$1page) near10 (ad | advert | advertisement) and (text | sms) near3 (message) near15 (purchas$3 | subscrib$3 | buy$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 13:32
S67	36	S66 and (deep$1link$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 13:34
S68	4	(deep$1link$3 near10 ((user adj interface) | GUI | UI) and (field | entry) near10 (pre$1fill$3 | pre$1populat$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:24
S69	146	first near3 (UI | GUI | (user adj interface)) and second near3 (UI | GUI | (user adj interface)) near10 (text | SMS) near3 (message)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:31
S70	15	S69 and (purchas$3 | buy$3 | subscrib$3) near10 (sms | text$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT;	WITH	ON	2019/08/01 14:36

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 287

			IBM_TDB			
S71	0	S69 and (pre$1populat$3) near10 (SMS | text) near3 (message)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:40
S72	0	second near5 (UI | GUI | (user adj interface)) near10 (pre$1populat$3) near10 (SMS | text) near3 (message)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:47
S73	0	(UI | GUI | (user adj interface)) near10 (pre$1populat$3) near10 (SMS | text) near3 (message) near10 (purchas$3 | subscrib$3 | buy$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:48
S74	0	(ad | advert | advertisement) near10 (pre$1populat$3) near10 (SMS | text) near3 (message) near10 (purchas$3 | subscrib$3 | buy$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:48
S75	0	(ad | advert | advertisement) near10 (pre$1populat$3) near10 (SMS | text) near10 (purchas$3 | subscrib$3 | buy$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:48
S76	1148	(ad | advert | advertisement) near10 (SMS | text) near10 (purchas$3 | subscrib$3 | buy$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:49
S77	35	S76 and (deep$1link$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:49
S78	4	S76 and second near3 (UI | GUI | (user adj interface)) near10 (text | SMS)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 14:51
S79	558	(select$3 | click$3 | touch$3) near10 (banner | pop$1up | link) near25 (purchas$3 | buy$3 | subscrib$3) near10 (SMS | text$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO;	WITH	ON	2019/08/01 15:37

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 288

			JPO; DERWENT; IBM_TDB			
S80	0	S79 and deep$1link$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 15:37
S81	391	(select$3 | click$3 | touch$3) near10 (banner | pop$1up | link) near25 (purchas$3 | buy$3) near10 (SMS | text$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 15:40
S82	57	(select$3 | click$3 | touch$3) near10 (banner | pop$1up | link) near25 (purchas$3 | buy$3) near10 (SMS | text$3) near3 (messag$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 15:51
S83	0	(banner | frame | ad) near10 deep$1link$3 near10 (sms | text) near3 messag$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 15:53
S84	5	(banner | frame | ad) near10 deep$1link$3 near10 (sms | text)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 15:53
S85	10	(banner | frame | ad) near10 redirect$3 near10 (sms | text) near3 (messag$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/01 15:54
S86	3868	((text adj messag$3) | chat | instant | SMS | messaging) near3 application and (link$3 | redirect$3 | deep$1link$3) near10 (purchas$3 | buy$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/02 21:17
S87	21	((text adj messag$3) | chat | instant | SMS | messaging) near3 application and (deep$1link$3) near10 (purchas$3 | buy$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/02 21:21
S88	3	(deep$1link$3) near25 (SMS | chat | instant) near3 (application)	US-PGPUB; USPAT;	WITH	ON	2019/08/03 10:54

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 289

			USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			
S89	1413	(purchas$3 | buy$3 | subscrib$3) near10 (SMS | chat | instant) near3 (application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 10:58
S90	0	(purchas$3 | buy$3 | subscrib$3) near10 (SMS | chat | instant) near3 (application) near10 second near3 (UI | GUI (user adj interface))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 10:59
S91	0	second near3 (UI | GUI (user adj interface)) near10 (purchas$3 | buy$3 | subscrib$3) near10 (SMS | chat | instant) near3 (application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 11:00
S92	1413	(purchas$3 | buy$3 | subscrib$3) near10 (SMS | chat | instant) near3 (application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 11:04
S93	486	user near10 (SMS | chat | instant) near3 (application) near10 (pay$4 | subscrib$3 | buy$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 11:30
S94	31	S93 and (pre$1populat$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 11:40
S95	619	user near10 (provid$3 | send$3 | mak$3) near10 (pay$4 | purchas$3) near10 (SMS | chat | instant) near3 (messag$3 | application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 11:47
S96	122054	(H04M1/72561 | G06Q20/127 | H04L67/02 | H04L67/146 | H04M1/72552).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 11:49

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 290

S97	30	S95 and S96	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 11:53
S98	44	S95 and (pre$1populat$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 11:59
S99	32	(pre$1populat$3) near10 (SMS | field | text) near10 (chat | instant | messag$3) near3 (application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 12:22
S100	333	(pre$1populat$3) near10 (SMS | field | text) near10 (chat | instant | messag$3) and (pay$4 | purchas$3 | subscrib$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 13:03
S101	321	S100 not S99	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 13:03
S102	11	(pre$1populat$3) near10 (SMS | field | text) near10 (chat | instant | messag$3) near15 (pay$4 | purchas$3 | subscrib$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 13:40
S103	41	(pre$1populat$3) near10 (chat | instant | messag$3) near15 (pay$4 | purchas$3 | subscrib$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 13:49
S104	580	(pre$1populat$3) near10 (chat | instant | messag$3) and (pay$4 | purchas$3 | subscrib$3) near10 user	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2019/08/03 14:17

EAST Search History (Interference)

< This search history is empty>

8/ 3/ 2019 8:52:16 PM

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 291

C:\ Users\ bdahir\ Documents\ EAST\ Workspaces\ Fina 76 15,986,569 - METHODS AND APPARATUS FOR DYNAMI C APPLI CATI ON DEEPLI NKI NG AT A MOBI LE ELECTRONI C DEVI CE.wsp

**Intuit Inc. / IQX Corp.
Exhibit 1013
Page 292**

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.
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002	5236

58249 7590 09/26/2019

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
DAHIR, BILLE M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
09/26/2019	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):

zIPPatentDocketingMailboxUS@cooley.com

Applicant-Initiated Interview Summary	**Application No.** 15/986,569	**Applicant(s)** LONG et al.	
	Examiner BILLE DAHIR	**Art Unit** 2176	**AIA (FITF) Status** Yes

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

(1) BILLE DAHIR.

(2) Mandrita Brahmachari.

(3) Wendy Kong.

(4) Chris Hutter.

Date of Interview: 19 September 2019.

Type: ☑ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☑ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☑103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: 9 and 14.

Identification of prior art discussed: Nath, Oliver.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

Discussed the rejection of claim 9. Applicant's representative argued Nath and Oliver cannot be combined because Oliver requires the user to scan a QR code using a QR code reader while Nath requires a user to make a selection on an ad displayed on a website. Examiner argued Oliver teaches creating a passive entity which may be a QR code, image, or any identifier that may be encoded with information. The user is redirected to a messaging application by reading, scanning, or any other type of input that acquires the information from the passive entity and because the two references relate to acquiring information from promotional ads they can be combined. Claim 14 was also discussed. Applicant's representative argued the deeplink information disclosed by Nath does not teach a request for a URI. Examiner argued Nath teaches retrieving a URL and any retrieval of information is a request. No agreement was reached regarding the allowability of the claims.
.

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

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

☑ Attachment

/B.M.D./ Examiner, Art Unit 2176	/Mandrita Brahmachari/ Primary Examiner, Art Unit 2176

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 294

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiners responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicants correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,-
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicants record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiners version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, Interview Record OK on the paper recording the substance of the interview along with the date and the examiners initials.

Doc Code: M865 or FAI.REQ.INTV

PTOL-413A (07-16)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form

Application No.: 15/986,569 First Named Applicant: Bring LONG
Examiner: Bille M DAHIR Art Unit: 2176 Status of Application: Pending

Tentative Participants:
(1) Bille M DAHIR (2) Mandrita Brahmachari
(3) Xianhua (Wendy) KONG (4) Chris HUTTER

Proposed Date of Interview: September 17, 2019 **Proposed Time:** 1 (◎AM◎PM)

Type of Interview Requested:
(1) ☑ Telephonic (2) ☐ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☐ YES ☑ NO
If yes, provide brief description:

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) 103	9	Nath (col. 3-4)	☐	☐	☐
(2) 103	9	Schechter ([38-41])	☐	☐	☐
(3) 103	9, 19	Oliver (26, 33, 37, 51)	☐	☐	☐
(4)			☐	☐	☐

☐ Continuation Sheet Attached ☐ Proposed Amendment or Arguments Attached

Brief Description of Arguments to be Presented: (1) The combined references fail to teach "in response to a first user input associated with the frame ... a second user interface is provided ...pre-populated in an input field of a text message." (2) Only two UIs without redirecting to a third UI.

An interview was conducted on the above-identified application on

NOTE: This form should be completed and filed by applicant in advance of the interview (see MPEP § 713.01). If this form is signed by a registered practitioner not of record, the Office will accept this as an indication that he or she is authorized to conduct an interview on behalf of the principal (37 CFR 1.32(a)(3)) pursuant to 37 CFR 1.34. This is not a power of attorney to any above named practitioner. See the Instruction Sheet for this form, which is incorporated by reference. By signing this form, applicant or practitioner is certifying that he or she has read the Instruction Sheet. After the interview is conducted, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible. This application will not be delayed from issue because of applicant's failure to submit a written record of this interview.

/Xianhua Kong/
Applicant/Applicant's Representative Signature

Examiner/SPE Signature

Xianhua Kong
Typed/Printed Name of Applicant or Representative

(650) 843-5067
Applicant's/Applicant's Representative's Telephone Number

69,431
Registration Number, if applicable

This collection of information is required by 37 CFR 1.133. 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 24 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.

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

PTOL-413A (08-10)
Approved for use through 11/30/2020. 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.

Instruction Sheet for:
APPLICANT INITIATED INTERVIEW REQUEST FORM

(Not to be Submitted to the USPTO)

1. If this form is signed by a registered practitioner not of record, the authority to submit the Applicant Initiated Interview Request Form is pursuant to limited authority to act in a representative capacity under 37 CFR 1.34 and further proof of authority to act in a representative capacity may be required. *See* 37 CFR 1.34.

   The Office will accept the signed form as an indication that the registered practitioner not of record is authorized to conduct an interview on behalf of the principal in pursuant to 37 CFR 1.34.

   For more information, see the "Conducting an Interview with a Registered Practitioner Acting in a Representative Capacity" notice which is available on the USPTO Web site at: http://www.uspto.gov/patents/law/notices/2010.jsp.

2. This is not a power of attorney to any named practitioner. Accordingly, any registered practitioner not of record named on the form does not have authority to sign a request to change the correspondence address, a request for express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate power of attorney to the named practitioner should be executed and filed in the US Patent and Trademark Office.

3. Any interview concerning an unpublished application under 35 U.S.C. § 122(b) with a registered practitioner not of record who obtains authorization through use of the PTOL-413A will be conducted based on the information and files supplied by the practitioner in view of the confidentiality requirements of 35 U.S.C. § 122(a).

Privacy Act Statement

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

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

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

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 15/986,569	Filing Date 05/22/2018	☐ 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 $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ 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	10/07/2019	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 23	Minus	** 20	= 3		x $50 =	150
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	150

		(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".	/BRENDA V HARRISON/
*** 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.

Doc code: RCEX
Doc description: Request for Continued Examination (RCE)

PTO/SB/30EFS (07-09)
Approved for use through 07/31/2012. 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	15/986,569	Filing Date	2018-05-22	Docket Number (if applicable)	FRNK-001/01US 331846-200	Art Unit	2176
First Named Inventor	Brian LONG			Examiner Name	Bille M. Dahir		

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 501283

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

☒ Patent Practitioner Signature

Applicant Signature

PTO/SB/30EFS (07-09)
Approved for use through 07/31/2012. 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	/Xianhua Kong/	Date (YYYY-MM-DD)	2019-10-07
Name	Xianhua Kong	Registration Number	69431

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.

Docket No.: FRNK-001/01US 331846-2002
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	5236
Application No.:	15/986,569	Group Art Unit:	2176
Filed:	May 22, 2018	Examiner:	Bille M. Dahir

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

REPLY AND AMENDMENT UNDER 37 C.F.R. § 1.114

In response to the Office Action dated August 8, 2019, the response to which is due November 8, 2019, the Applicant submits the following Amendments and Remarks, in view of the concurrently filed "Request for Continued Examination". The Applicant respectfully requests reconsideration of the Application in view of the amendments and remarks below.

The Applicant does not believe that extensions of time or fees for net addition of claims 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 fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 50-1283.

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks begin on page 8 of this paper.

IN THE CLAIMS:

Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by [[double brackets]],~~strikethrough~~ and /or underlining. This listing also reflects any cancellation and/or addition of claims.

1-8. (Cancelled).

9. (Currently Amended) A method, comprising:

determining a state of a page load of a page at a first user interface of a mobile device;

in response to the state of the page load satisfying a criteria, providing, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information ~~and deeplink information;~~

~~such that~~ in response to a first user input associated with the frame entered by a user, sending a Hyper Text Transfer Protocol (HTTP) POST request from the mobile device and including the purchase information;

receiving, at the mobile device and in response to the HTTP POST request, a response message including a uniform resource identifier (URI) of a second user interface at the mobile device to deeplink to the [[a]] second user interface such that the second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message, the URI of the second user interface being uniquely associated with an operating system of the mobile device; and

initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface.

10. (Original) The method of claim 9, wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device.

11. (Original) The method of claim 9, wherein a size of the frame relative to a size of the page is configurable.

12. (Original) The method of claim 9, wherein a location of the frame on the page is configurable.

13-14. (Cancelled)

15. (Original) The method of claim 9, wherein the first user interface is a web browser operating on the mobile device.

16. (Original) The method of claim 9, wherein the second user interface is a text messaging user interface operating on the mobile device.

17. (Original) The method of claim 9, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

18. (Original) The method of claim 9, wherein the purchase includes a subscription to a service.

19. (Previously Presented) The method of claim 9, further comprising:

fulfilling the purchase (1) with no user input other than the first user input and the second user input and (2) without redirecting to a third user interface after the text message is sent.

20. (Currently Amended) A processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code comprising code to cause the processor to:

determine a state of a page load of a page at a first user interface of a mobile device;

in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface, the frame including purchase information;

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 305

~~receive a purchase identifier~~ in response to a first input entered by a user at the frame on the mobile device [[and]], send, based on the purchase information[[;]], a Hyper Text Transfer Protocol (HTTP) POST request;

receive, in response to the HTTP POST request, a response message including ~~determine, based on the deeplink information,~~ a uniform resource identifier (URI) of a second user interface at the mobile device to deeplink to the second user interface, the second user interface different from the first user interface;

render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated in an input field of a text message to fulfill a purchase requested by the user via the text message; and

initiate the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second input entered by the user within the second user interface.

21. (Previously Presented) The method of claim 9, wherein the purchase includes an agreement to accepting a service.

22. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the first user interface is a web browser on the mobile device.

23. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the second user interface is a text messaging user interface on the mobile device.

24. (Cancelled)

25. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.

26. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the purchase includes a subscription to a service.

27. (Previously Presented) The processor-readable non-transitory medium of claim 20, further comprising code to cause the processor to:

complete the purchase with no user input other than the first user input and the second user input.

28. (Previously Presented) The processor-readable non-transitory medium of claim 20, wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device.

29. (Previously Presented) The processor-readable non-transitory medium of claim 20, further comprising code to cause the processor to:

complete the purchase without redirecting to a third user interface after the text message is sent.

30. (New) The method of claim 9, wherein the HTTP POST request does not include the URI of the second user interface.

31. (New) The method of claim 9, wherein the response message is a HTTP 303 status code.

32. (New) The method of claim 9, further comprising:

executing, at the mobile device, an integration tag included in the page;

in response to the execution of the integration tag, sending , from the mobile device, a request to retrieve the purchase information associated with the purchase;

receiving, after sending the request to retrieve, the purchase information prior to providing the frame within the page at the first user interface.

33. (New) The method of claim 9, further comprising:

executing, at the mobile device, an integration tag included in the page;

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 307

in response to the execution of the integration tag, sending , from the mobile device, a request to retrieve the set of configurable settings associated with the frame and the purchase; and

receiving the set of configurable settings prior to providing the frame based on the set of configurable settings.

34. (New) A method, comprising:

in response to an integration tag being executed at a mobile device, receiving, at a processor remote from a mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve a purchase identifier associated with the integration tag and a set of configurable settings associated with the integration tag;

sending, in response to receiving the request to retrieve, the purchase identifier from the processor to the mobile device;

in response to a loading status of a webpage including the integration tag satisfying a criteria, sending, from the processor to the mobile device and based on the mobile device identifier, a first signal causing a frame to be provided within the webpage at a first user interface of the mobile device and based on the set of configurable settings, the frame associated with the purchase identifier;

in response to a first user input associated with the frame entered by a user via the mobile device, receiving, at the processor, a Hyper Text Transfer Protocol (HTTP) POST request from the mobile device and including the purchase identifier;

determining, at the processor and based on the HTTP POST request and the mobile device identifier, a uniform resource identifier (URI) of a second user interface at the mobile device, the URI of the second user interface being uniquely associated with an operating system of the mobile device;

retrieving, at the processor and based on the HTTP POST request, purchase information;

sending, from the processor to the mobile device, a HTTP response message including the URI of the second user interface and the purchase information to deeplink to the second user interface and to cause the second user interface to be provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message; and

sending, from the processor to the mobile device, a second signal to initiate the purchase via the second user interface by causing the text message to be sent, upon receiving a second user input within the second user interface.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 309

REMARKS

Reconsideration of this application is respectfully requested. Claims 9-12, 15-23, and 25-34 are currently pending, with claims 9, 20, and 34 being the independent claims. Claims 9 and 20 have been currently amended; claims 30-34 has been newly added. Claim 14 has been cancelled without prejudice or disclaimer of the subject matter contained therein; claims 1-8, 13 and 24 were previously cancelled without prejudice or disclaimer of the subject matter contained therein. No new matter has been added. Based on the above Amendments and the following Remarks, the Applicant respectfully requests that the Examiner reconsider and withdraw all outstanding objections and rejections.

Interview Summary

The undersigned appreciates the time and attention extended by Examiner Dahir and Examiner Brahmachari during the telephonic interview of September 19, 2019. During the interview, the undersigned discussed the rejections to claim 9 and previously-presented, now cancelled, claim 14 under 35 U.S.C. § 103. The subject matter of the previously-presented claim 14 has been incorporated into claim 9. Specifically, the undersigned discussed that U.S. Patent No. 9,633,378 to Nath et al., (hereinafter "*Nath*") relates to redirecting a user from a first website to another website when the user clicks on an ad with a URL link (e.g., col. 5, lines 21-29; col. 14, lines 4-12; col. 17 lines 27-35; col. 19 lines 1-19.) In addition, the undersigned discussed U.S. Publication No. 2015/0178784 to Oliver et al., (hereinafter "*Oliver*") relates to using a QR Code Reader, a RFID reader, or other image recognition device(s) to extract the information encoded in the image. (*Oliver*, [0023], [0024]) One would simply not consider combining *Nath* with *Oliver* to include the intervening image recognition device, nor do *Nath* or *Oliver* provide any motivation for such a combination. No agreement was reached.

Claims 9-12, 15-23 and 25-34 are Patentable over the Cited References

Claims 9-12, 14-17, 19-23, 25, and 27-29 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over *Nath,* in view of U.S. Patent Publication No. 2018/0052943 to Hui et al. (hereinafter "*Hui*"), in view of U.S. Publication No. 2010/0099441 to Agarwal et al.

(hereinafter "*Agarwal*"), and in further view of *Oliver*. Claims 18 and 26 stand rejected under 35 U.S.C. § 103 as purportedly being unpatentable over *Nath,* in view of *Hui, Agarwal*, *Oliver,* and in further view of U.S. Patent Publication No. 2006/0224693 to Gaidemark, et al. (hereinafter "*Gaidemark*"). Each of the rejections is traversed for at least the reasons below.

Independent Claim 9 and its Dependent Claims are Patentable over the Cited References

The Applicant submits that *Nath,* in view of *Hui, Agarwal*, and *Oliver* fails to disclose or suggest the currently-amended claim 9, which recites

> sending a Hyper Text Transfer Protocol (HTTP) POST request from the mobile device including the purchase information;
>
> receiving, at the mobile device and in response to the HTTP POST request, a response message including a uniform resource identifier (URI) of a second user interface at the mobile device to deeplink to the second user interface.

The Applicant submits that *Nath's* deeplink is a URL link (e.g., *Nath*, col. 14, lines 1-12; 1120 in FIGS 11A, 11B). The URL link is a network address to a webpage. Thus, *Nath's* deeplink links to a specific webpage. In contrast, a HTTP POST request requests that a web server accept data enclosed in the body of the HTTP POST request, which is different from linking to a network address to a webpage. Thus, *Nath* fails to disclose or suggest "sending a Hyper Text Transfer Protocol (HTTP) POST request." In addition, *Nath*'s mobile device does not receive any identifiers for a user interface at the mobile device in response to clicking on the ad. For example, *Nath* discusses "clicking on the ad might take the user directly to the iPhone 4G checkout page on the advertising site." Thus, *Nath* fails to disclose or suggest "receiving … in response to the HTTP POST request, a response message including a uniform resource identifier (URI) of a second user interface at the mobile device to deeplink to the second user interface," as recited in claim 9.

Hui, Agarwal, or *Oliver* fails to remedy the deficiencies identifier above in *Nath.* Accordingly, the Applicant submits that the currently-amended claim 9 (and all claims depending therefrom) are patentable over the cited references.

Independent Claim 20 and its Dependent Claims are Patentable over the Cited References

Similar to the discussions above with respect to amended independent claim 9, the Applicant submits that *Nath* , in view of *Hui*, *Agarwal*, and *Oliver*, fails to disclose or suggest the recited

> send, based on the purchase information, a Hyper Text Transfer Protocol (HTTP) POST request;
>
> receive, in response to the HTTP POST request, a response message including a uniform resource identifier (URI) of a second user interface at the mobile device to deeplink to the second user interface

in the currently-amended claim 20. *Hui*, *Agarwal*, or *Oliver* fails to remedy the deficiencies identifier above in *Nath*. Accordingly, the Applicant submits that the currently-amended claim 20 (and all claims depending therefrom) are patentable over the cited references.

CONCLUSION

All of the stated grounds of rejection have been properly overcome. The Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding objections and rejections. The Applicant believes that a full and complete response 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 further personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Respectfully submitted,
COOLEY LLP

Date: October 7, 2019

By: /Xianhua Kong/
Xianhua Kong
Reg. No. 69,431

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Ave. NW, Suite 700
Washington, DC 20004
Tel: (650) 843-5067
Fax: (202) 842-7899

211875219 v2

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 313

Electronic Patent Application Fee Transmittal

Application Number:	15986569
Filing Date:	22-May-2018
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Xianhua Kong/Jennifer Scott
Attorney Docket Number:	FRNK-001/01US 331846-2002

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
CLAIMS IN EXCESS OF 20	2202	3	50	150
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
RCE- 1ST REQUEST	2801	1	650	650
		Total in USD ($)		**800**

Electronic Acknowledgement Receipt	
EFS ID:	37381948
Application Number:	15986569
International Application Number:	
Confirmation Number:	5236
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Xianhua Kong/Jennifer Scott
Filer Authorized By:	Xianhua Kong
Attorney Docket Number:	FRNK-001/01US 331846-2002
Receipt Date:	07-OCT-2019
Filing Date:	22-MAY-2018
Time Stamp:	14:31:23
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$800
RAM confirmation Number	E201907E31520851
Deposit Account	
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Continued Examination (RCE)	FRNK-001-01US_RCE_Transmittal.PDF	697728 faccf706f356670dc4ea9a863df9c9fcd094a53d	no	3
Warnings:					
Information:					
2		FRNK-001-01US_Response.pdf	174269 284f5ebd638fb763116c64c89d12a82c2af8636c	yes	11

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment Submitted/Entered with Filing of CPA/RCE	1	1
	Claims	2	7
	Applicant Arguments/Remarks Made in an Amendment	8	11

Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	32492 272df33640b7370ee4173494220108 9e59186b33	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	904489		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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.
15/986,569	05/22/2018	Brian LONG	FRNK-001/01US 331846-2002	5236

58249 7590 02/20/2020

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
DAHIR, BILLE M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
02/20/2020	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):

zIPPatentDocketingMailboxUS@cooley.com

Office Action Summary	Application No. 15/986,569	Applicant(s) LONG et al.	
	Examiner BILLE DAHIR	Art Unit 2176	AIA (FITF) Status Yes

-- 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 07 October 2019.

☐ 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) 9-12,15-23 and 25-34 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) 9-12,15-23 and 25-34 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 22 May 2018 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: _____.

Intuit Inc. / IQX Corp.
Exhibit 1013
Page 320

DETAILED ACTION

1. This non-final office action is in response to claims filed 10/07/2019.
2. Claims 9 and 20 have been amended. Claim 14 has been cancelled. Claims 30-34 have been added. Claims 9-12, 15-23, and 25-34 are pending.

Notice of Pre-AIA or AIA Status

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

Continued Examination Under 37 CFR 1.114

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 10/07/2019 has been entered.

Response to Arguments

Applicant's prior art arguments have been fully considered, but since they pertain to the amended sections of the claim they are moot in view of the new grounds of rejection presented in this action.

Claim Rejections - 35 USC § 103

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

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

Claims 9-12, 15-17, 19-23, 25, and 27-28 are rejected under 35 U.S.C. 103 as being unpatentable over Khoo (US 2008/0059571) in view of Chou (US 2011/0302316) in view of Oliver (US 2015/0178784) in further view of Dossick (US 2015/0220943).

Regarding Independent Claim 9,

Khoo teaches a method, comprising:

determining a state of a page load of a page at a first user interface of a mobile device **([0100]: "Once a new page is being loaded, its load progress, as displayed in a progress bar of the web browser, is monitored to determine the percentage of the page loaded")**;

in response to the state of the page load satisfying a criteria **([0095]: "conditions include the elapsed time for the display of the ad, the percentage of the new page loaded, and the status of the ad screen and active screen")**, providing, based on a set of configurable settings, a frame within the page at the first user interface **([0056]: "The intermediate message display can be displayed in an HTML frame or display area that can display text, graphics, streaming video, or other type of data")**,

the frame including purchase information **([0085]: "typical example of an intermediate message might be an advertising message generated and provided by a product ")**.

Khoo does not teach:

in response to a first user input associated with the frame entered by a user , sending a Hyper Text Transfer Protocol (HTTP) POST request from the mobile device and including the purchase information;

receiving, at the mobile device and in response to the HTTP POST request, a response message including a uniform resource identifier (URI) of a second user interface at the mobile device to deeplink to the second user interface such that the second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message, the URI of the second user interface being uniquely associated with an operating system of the mobile device;

and initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface.

However, Chou teaches in response to a first user input associated with the frame entered by a user, sending a Hyper Text Transfer Protocol (HTTP) POST request from the mobile device and including the purchase information **([0051], [0059]: a client sends an HTTP POST containing information to request content from a web server)**;

receiving, at the mobile device and in response to the HTTP POST request, a response message including a uniform resource identifier (URI) of a second user interface at the mobile

device **([0051]: "The GET method is used to retrieve whatever information (in the form of an entity) is identified by the Request-URI")**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Khoo and Chou so that the mobile device obtains a response message including a URI of a second user interface in response to a HTTP POST request including the purchase information.

One of ordinary skill in the art would be motivated to do so in order to pass information retrieved from a web server to a second user interface.

Khoo and Chou do not teach to deeplink to the second user interface such that the second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message, the URI of the second user interface being uniquely associated with an operating system of the mobile device; and initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface.

However, Oliver teaches to deeplink to the second user interface such that the second user interface is provided at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message **([0026], [0033], Fig. 2: a text message application has sales information prepopulated in a text field)**; and initiating the purchase, via the second user interface and by causing the text message to be sent, upon receiving a second user input within the second user interface **([0051], Fig. 8: the**

user can send the prepopulated message by selecting the send button to complete the transaction).

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Khoo and Chou with Oliver so that purchase information is pre-populated in an input field of a text message for the user to initiate a purchase via the text message by causing the text message to be sent, upon receiving a second user input.

One of ordinary skill in the art would be motivated to do so in order to alleviate the potential errors found in conventional techniques of responding to promotions **(Oliver [0006])**.

Khoo, Chou, and Oliver do not teach the URI of the second user interface being uniquely associated with an operating system of the mobile device.

However, Dossick teaches the URI of the second user interface being uniquely associated with an operating system of the mobile device **([0031]: "An application (e.g., native application 106) may, however, submit a request to OS 104 to determine if a specific URI scheme is supported")**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Khoo, Chou, and Oliver with Dossick so that the URI of the second user interface is uniquely associated with an operating system of the mobile device.

One of ordinary skill in the art would be motivated to do so in order to activate applications that are specific to an operating system.

Regarding Dependent Claim 10,

Khoo, Chou, Oliver, and Dossick teach the method of claim 9. Khoo teaches wherein the state of the page load satisfies the criteria when the page is substantially loaded at the mobile device **([0094]: the advertisement is displayed when at least 60% of the webpage is displayed)**.

Regarding Dependent Claim 11,

Khoo, Chou, Oliver, and Dossick teach the method of claim 9. Khoo teaches wherein a size of the frame relative to a size of the page is configurable **([0043]: the advertiser can specify the size of the advertisement)**.

Regarding Dependent Claim 12,

Khoo, Chou, Oliver, and Dossick teach the method of claim 9. Khoo teaches wherein a location of the frame on the page is configurable **([0043]: the location of the advertisement can be modified)**.

Regarding Dependent Claim 15,

Khoo, Chou, Oliver, and Dossick the method of claim 9. Khoo wherein the first user interface is a web browser operating on the mobile device **([0034]: "the client computer 102 typically runs a "web browser" program 114 to access the web pages served by server computer 104")**.

Regarding Dependent Claim 16,

Khoo, Chou, Oliver, and Dossick the method of claim 9. Oliver further teaches wherein the second user interface is a text messaging user interface operating on the mobile device **(Fig. 2: a text messaging application is used as the second user interface)**.

Regarding Dependent Claim 17,

Khoo, Chou, Oliver, and Dossick the method of claim 9. Oliver further teaches wherein purchase information includes a telephone number of a vendor from which the purchase is to be made **([0029]: the pre-coded message body 220 and destination number or short code 210 will populate the user's screen 200 using the device's SMS application)**.

Regarding Dependent Claim 19,

Khoo, Chou, Oliver, and Dossick the method of claim 9. Oliver further teaches wherein fulfilling the purchase (1) with no user input other than the first user input and the second user input **([0051]: a first user input is used to retrieve the prepopulated text message and a second input is used to send the text message)** and (2) without redirecting to a third user interface after the text message is sent **([0051]: the device continues to display the text messaging application after the user sends the text message)**.

Regarding Independent Claim 20,

This claim is similar in scope as claim 9. Khoo also teaches a processor-readable non-transitory medium storing code representing instructions to be executed by a processor

([0118]: "Computer-readable media in which such formatted data and/or instructions may be embodied"). Chou teaches an input entered by a user at the frame on the mobile device and based on the purchase information **([0051], [0059]: a client sends an HTTP POST containing information to request content from a web server)**. Oliver teaches to determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device, the second user interface different from the first user interface **([0051], Fig. 8: the user can send the prepopulated message by selecting the send button to complete the transaction)**. Therefore this claim is rejected using the same rationale.

Regarding Dependent Claim 21,

Khoo, Chou, Oliver, and Dossick the method of claim 9. Oliver further teaches wherein the purchase includes an agreement to accepting a service **([0025]: a possible service could be a virtual tour)**

Regarding Dependent Claim 22,

This claim is similar in scope as claim 15 and is rejected using the same rationale.

Regarding Dependent Claim 23,

This claim is similar in scope as claim 16 and is rejected using the same rationale.

Regarding Dependent Claim 25,

This claim is similar in scope as claim 17 and is rejected using the same rationale.

Regarding Dependent Claim 27,

This claim is similar in scope as claim 19 and is rejected using the same rationale.

Regarding Dependent Claim 28,

This claim is similar in scope as claim 10 and is rejected using the same rationale.

Regarding Dependent Claim 29,

This claim is similar in scope as claim 19 and is rejected using the same rationale.

Regarding Dependent Claim 30,

Khoo, Chou, Oliver, and Dossick teach the method of claim 9. Chou further teaches wherein the HTTP POST request does not include the URI of the second user interface **([0051]: the POST method requests a first URI)**.

Claims 18 and 26 are rejected under 35 U.S.C. 103 as being unpatentable over Khoo (US 2008/0059571) in view of Chou (US 2011/0302316) in view of Oliver (US 2015/0178784) in view of Dossick (US 2015/0220943) in further view of Gaidemak (US 2006/0224693).

Regarding Dependent Claim 18,

Khoo, Chou, Oliver, and Dossick teach the method of claim 9, but do not teach wherein the purchase includes a subscription to a service.