

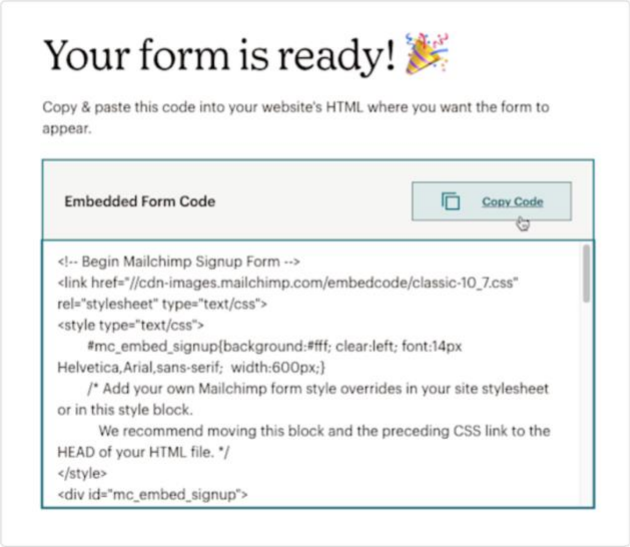
U.S. Patent No. 12,368,799 vs. Intuit Mailchimp

Accused Instrumentalities: Intuit's products and services that place a hosted input field on a third party's website to collect a user's electronic address, then send that address a message containing a link to a customized second document configured to let the user complete a transaction, including without limitation Intuit Mailchimp, and all versions and variations thereof since the issuance of the asserted patent.

Claim 1

Claim 1	Accused Instrumentalities
[1.0] 1. A system comprising:	To the extent the preamble is limiting, each Accused Instrumentality is a system as claimed. See claim limitations below.
[1.1] a processor; and	Each Accused Instrumentality comprises a processor. For example, one or more servers operated by Intuit to run Mailchimp includes a processor as claimed, as shown by the operation of the system.
[1.2] memory configured to store program instructions, wherein, when executed by the processor, the program instructions cause the processor to perform operations comprising:	Each Accused Instrumentality comprises memory configured to store program instructions, wherein, when executed by the processor, the program instructions cause the processor to perform the recited operations. For example, one or more servers operated by Intuit to run Mailchimp includes memory and instructions as claimed, as shown by the operation of the system.
[1.3] providing a hosted input field for inclusion in a first document associated with a third party;	Each Accused Instrumentality performs an operation of providing a hosted input field for inclusion in a first document associated with a third party. For example, Mailchimp provides an embedded signup form field for email or SMS/MMS targeting served in a merchant's website. <i>See, e.g.:</i>

Claim 1	Accused Instrumentalities
	Create a Popup Form up form form up form Copy Article URL Add stylish forms to your website and reach new contacts with Mailchimp's popup form builder. Popup forms can be an effective way to collect email addresses, phone numbers, and other information to grow your audience and build your brand. In this article, you'll learn how to create a popup form in Mailchimp. https://mailchimp.com/help/create-a-popup-form/ (Mailchimp popup form builder: “Add stylish forms to your website ... with Mailchimp’s popup form builder” to “collect email addresses [and] phone numbers.”) Add form to third-party website Many third-party website platforms make it easy to embed Mailchimp signup forms. Check your website provider's support page for guidance if your platform isn't listed here. • Blogger and Blogspot • Jimdo • Weebly • Webs • WordPress • Yola Depending on your website platform, manual changes to the form's code may be required. For more https://mailchimp.com/help/add-a-signup-form-to-your-website/ (“Add form to third-party website” — “Many third-party website platforms make it easy to embed Mailchimp signup forms” (listing WordPress, Weebly, Jimdo, and others).)

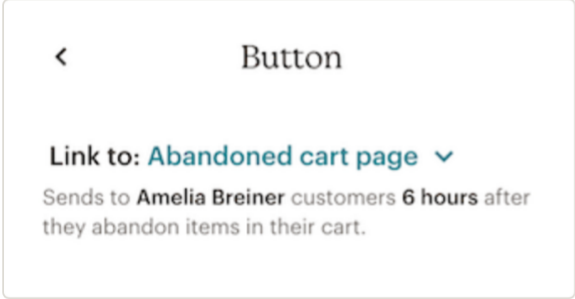
Claim 1	Accused Instrumentalities
	6. Click Form Fields, Settings, Tags, or Referral Badge to customize your form. Collect email and subscribed SMS contacts on your embedded form. Either an Email Address or SMS Phone Number input field is required. 7. When you're ready, click Continue. 8. Click Copy Code.  <pre> <!-- Begin Mailchimp Signup Form --> <link href="//cdn-images.mailchimp.com/embedcode/classic-10_7.css" rel="stylesheet" type="text/css"> <style type="text/css"> #mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; width:600px;} /* Add your own Mailchimp form style overrides in your site stylesheet or in this style block. We recommend moving this block and the preceding CSS link to the HEAD of your HTML file. */ </style> <div id="mc_embed_signup"> </pre> 9. Paste the code into your website where you want the form to appear. https://mailchimp.com/help/add-a-signup-form-to-your-website/ (Mailchimp generates HTML embed code (e.g. <div id="mc_embed_signup">) with the instruction to "Paste the code into your website where you want the form to appear.")
[1.4] receiving, information indicating activation of the hosted input field in the first document, wherein the information comprises an electronic address associated with an electronic device and	Each Accused Instrumentality performs an operation of receiving information indicating activation of the hosted input field in the first document, wherein the information comprises an electronic address associated with an electronic device and an indication of a willingness to receive one or more messages.

Claim 1	Accused Instrumentalities
an indication of a willingness to receive one or more messages;	For example, Mailchimp receives a form-submission event comprising the subscriber's email address and/or mobile phone number, indicating an opt-in consent (checkbox/signup/double opt-in). <i>See, e.g.:</i> https://mailchimp.com/help/create-a-popup-form/ (Popup form builder setup: “What type of data would you like to collect?” with “Email address” and “SMS phone number” selected.) Popup forms can be a good way to connect with potential customers, get email addresses, phone numbers, and other information. After setting a goal for your form, you'll select customizable pre-built templates that offer incentives to get visitors to sign up. Create as many popup forms as needed per audience and tailor them to suit your marketing needs. Choose if you want to engage with customers via email, text message, or both. Data fields provide an opportunity for you to collect information about visitor preferences. Before you can collect SMS contacts, you'll need to submit an SMS Marketing application and be approved. SMS marketing consent is different from email marketing consent, so make sure you send marketing texts only to people who've opted into them. Use advanced targeting, geotargeting, and trigger capabilities to optimize your marketing strategy. When you've completed customizing your popup form and publish it to your website, we'll automatically add the form to your connected site, Shopify store, or provide the code you need to connect your site. https://mailchimp.com/help/create-a-popup-form/ (Popup forms let a merchant “engage with customers via email, text message, or both,” with the instruction to send marketing texts “only to people who’ve opted into them.”)

Claim 1	Accused Instrumentalities
	How double opt-in works In step 1, a potential subscribed contact fills out and submits your online signup form. In step 2, they'll receive a confirmation email or text message and click a link to verify their email or phone number. Then, they're added to your Mailchimp audience as a subscribed contact. https://mailchimp.com/help/about-double-opt-in/
[1.5] generating, a second document that includes information about one or more events of interest for a user associated with the electronic address, the second document being customized to the user;	Each Accused Instrumentality performs an operation of generating a second document that includes information about one or more events of interest for a user associated with the electronic address, the second document being customized to the user. For example, Mailchimp generates a personalized cart/offer page assembled for the user, including pending orders, offers, and/or recommended offers of interest to the user. <i>See, e.g.:</i>

Claim 1	Accused Instrumentalities
	Shopping activity triggers These triggers add contacts to an automation flow based on activity from your <u>connected e-commerce store</u>. • Buys any product Adds a subscribed contact after they purchase any product from your store. • Buys a specific product Adds a subscribed contact after they purchase a specific product from your store. • Time since last purchased Adds a subscribed contact if they have not purchased anything from your store within a specific timeframe. This trigger looks at purchase activity after your flow is activated. • Abandons cart Adds a contact who created a cart in your store and didn't complete the checkout process. To learn more about this trigger, check out <u>Create an Abandoned Cart Marketing Automation Flow</u>. This can't be used with any other trigger, but it can be used with Send email or Send SMS actions. https://mailchimp.com/help/all-the-starting-points/ (“Shopping activity triggers” include “Abandons cart” — “Adds a contact who created a cart in your store and didn’t complete the checkout process” — usable with Send email or Send SMS actions.) How purchase history product recommendations work After you <u>connect your store</u> and turn on <u>e-commerce tracking</u>, purchase data is sent to your account each time someone clicks a link and makes a purchase. Mailchimp analyzes this data to identify and rank up to 10 unique product recommendations for each subscribed contact. You can then add these recommendations to regular and automated emails. https://mailchimp.com/help/about-product-recommendations/ (Mailchimp “analyzes this data to identify and rank up to 10 unique product recommendations for each subscribed contact” — content targeted to the individual contact.)
[1.6] sending a message to the electronic address, wherein the message comprises a link to the second document, the link being configured to enable the user to access the second	Each Accused Instrumentality performs an operation of sending a message to the electronic address, wherein the message comprises a link to the second document, the link being configured to enable the user to access the second document to execute one or more transactions associated with the one or more events.

Claim 1	Accused Instrumentalities
document to execute one or more transactions associated with the one or more events; and	For example, Mailchimp sends the automated email/SMS/MMS to the subscriber, comprising a tracked/redirect link to the page, including a link that opens the cart/offer page where the user can make the purchase. <i>See, e.g.:</i> In this article Things to know Definitions About Marketing Automation Flows Copy Article URL https://mailchimp.com/help/about-customer-journeys/ (Mailchimp “About Marketing Automation Flows” help page (the URL formerly titled Customer Journeys).) Actions • Send email Sends your contacts an email that you design. • Send email with a survey Sends your contacts an email with a Mailchimp survey that you design. • Send SMS Sends your contacts an SMS message that you create. SMS Marketing is available as an add-on with the Standard plan or higher. https://mailchimp.com/help/about-customer-journeys/ (Flow “Actions” include “Send email” (“Sends your contacts an email that you design.”) and “Send SMS” (“Sends your contacts an SMS message that you create.”).)

Claim 1	Accused Instrumentalities
	We also include a Button block that links to your customer’s abandoned cart. Use the Link to dropdown menu to set the link to the Abandoned cart page, a Web address, or an Email address.  https://mailchimp.com/help/create-an-abandoned-cart-email/ (“We also include a Button block that links to your customer’s abandoned cart” (“Link to: Abandoned cart page”).)
[1.7] in response to determining activation of the link has occurred, causing provision of the second document to the electronic address, wherein the second document is configured to facilitate completion of a given transaction in the one or more transactions.	Each Accused Instrumentality performs an operation of, in response to determining activation of the link has occurred, causing provision of the second document to the electronic address, wherein the second document is configured to facilitate completion of a given transaction in the one or more transactions. For example, when Mailchimp’s click-tracking redirect registers the click, it provides the page to the user, to allow the user to check out or complete the purchase. <i>See, e.g.:</i>  How click tracking works When click tracking is enabled for an email, Mailchimp adds tracking information to each click-through URL. Each time a recipient clicks a link in the email, the tracking information redirects them through Mailchimp’s servers and sends them to the intended web address. That redirect through our server is logged in your email report as a click. https://mailchimp.com/help/enable-and-view-click-tracking/ (When a recipient clicks a tracked link, “the tracking information redirects them through Mailchimp’s servers and sends them to the intended web address. That redirect through our server is logged in your email report as a click.”)

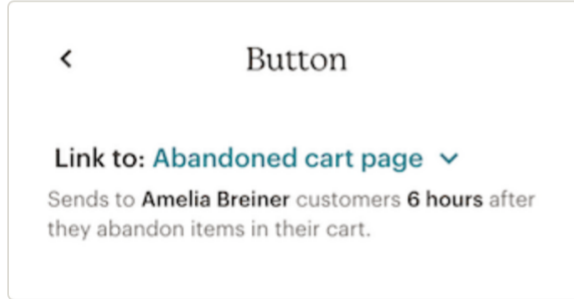
Claim 1	Accused Instrumentalities
	In Clicked activity Your Clicked activity includes a list of all recipients who clicked any tracked link in the email. To view Clicked activity in your report, follow these steps. https://mailchimp.com/help/enable-and-view-click-tracking/ (showing that activation of the link is determined per individual contact.)

Claim 9

Claim 9	Accused Instrumentalities
9. The system of claim 1, wherein the link is further configured with a security layer to provide augmented access or navigation attributes to the user.	In each Accused Instrumentality, the link is further configured with a security layer to provide augmented access or navigation attributes to the user. <i>See</i> evidence and discussion of limitations [1.6] and [1.7]. <i>See also, e.g.:</i>

Claim 9	Accused Instrumentalities
	Email ID tracking parameter The <code>mc_eid</code> parameter is a unique Mailchimp ID that identifies the recipient's email address, which you can use to associate orders with a contact. To find a contact's email address, make an API call to the Members endpoint with the <code>mc_eid</code> as the value for the <code>unique_email_id</code> parameter. For example, if your subscriber's link contains the tracking parameter <code>mc_eid=18d3c1adfe</code>, you can find that customer's email address by making a GET request to <code>/lists/{list_id}/members?unique_email_id=18d3c1adfe</code>.  Note: The <code>mc_eid</code> value is distinct from the MD5 hash of the lowercase email address, which is used by some other Marketing API endpoints. Campaign ID tracking parameter The <code>mc_cid</code> parameter is the Mailchimp ID for the campaign that generated the link. You can add e-commerce orders with the <code>mc_cid</code> as the value for the <code>campaign_id</code> parameter to indicate that the order resulted from a specific campaign. https://mailchimp.com/developer/marketing/docs/e-commerce/

Claim 10

Claim 10	Accused Instrumentalities
10. The system of claim 1, wherein the link is further configured to enable the user to resume an online user journey associated with the given transaction.	In each Accused Instrumentality, the link is further configured to enable the user to resume an online user journey associated with the given transaction. <i>See evidence and discussion of limitation [1.6].</i> <i>See also, e.g.:</i> We also include a Button block that links to your customer's abandoned cart. Use the Link to dropdown menu to set the link to the Abandoned cart page, a Web address, or an Email address.  https://mailchimp.com/help/create-an-abandoned-cart-email/ (The Button block links the recipient back to “your customer’s abandoned cart” page.)

Claim 10	Accused Instrumentalities
	Help Center > Automation Create a Classic Abandoned Cart Email  Copy Article URL When customers leave items in their shopping cart, encourage them to complete their purchase with a custom email that includes product links or special offers. https://mailchimp.com/help/create-an-abandoned-cart-email/ (Abandoned-cart emails “encourage them to complete their purchase with a custom email that includes product links or special offers.”)

Claim 12

Claim 12	Accused Instrumentalities
[12.0] 12. A computer-implemented method comprising:	To the extent the preamble is limiting, Intuit, through the Accused Instrumentalities, performs a computer-implemented method comprising the recited steps.
[12.1] providing a hosted input field for inclusion in a first document associated with a third party;	Each Accused Instrumentality performs a step of providing a hosted input field for inclusion in a first document associated with a third party. <i>See evidence and discussion of limitation [1.3].</i>
[12.2] receiving, information indicating activation of the hosted input field in the first document, wherein the information comprises an electronic address associated	Each Accused Instrumentality performs a step of receiving information indicating activation of the hosted input field in the first document, wherein the information comprises an electronic address associated with an electronic device and an indication of a willingness to receive one or more messages. <i>See evidence and discussion of limitation [1.4].</i>

Claim 12	Accused Instrumentalities
with an electronic device and an indication of a willingness to receive one or more messages;	
[12.3] generating, a second document that includes information about one or more events of interest for a user associated with the electronic address, the second document being customized to the user;	Each Accused Instrumentality performs a step of generating a second document that includes information about one or more events of interest for a user associated with the electronic address, the second document being customized to the user. <i>See evidence and discussion of limitation [1.5].</i>
[12.4] sending a message to the electronic address, wherein the message comprises a link to the second document, the link being configured to enable the user to access the second document to execute one or more transactions associated with the one or more events; and	Each Accused Instrumentality performs a step of sending a message to the electronic address, wherein the message comprises a link to the second document, the link being configured to enable the user to access the second document to execute one or more transactions associated with the one or more events. <i>See evidence and discussion of limitation [1.6].</i>
[12.5] in response to determining activation of the link has occurred, causing provision of the second document to the electronic address, wherein the second document is configured to facilitate completion of a given transaction in the one or more transactions.	Each Accused Instrumentality performs a step of, in response to determining activation of the link has occurred, causing provision of the second document to the electronic address, wherein the second document is configured to facilitate completion of a given transaction in the one or more transactions. <i>See evidence and discussion of limitation [1.7].</i>

Claim 19

Claim 19	Accused Instrumentalities
19. The computer-implemented method of claim 12, wherein the link is further configured with a security layer to provide augmented access or navigation attributes to the user.	In each Accused Instrumentality, the link is further configured with a security layer to provide augmented access or navigation attributes to the user. <i>See evidence and discussion of limitation [9.0].</i>

Claim 20

Claim 20	Accused Instrumentalities
20. The computer-implemented method of claim 12, wherein the link is further configured to enable the user to resume an online user journey associated with the given transaction.	In each Accused Instrumentality, the link is further configured to enable the user to resume an online user journey associated with the given transaction. <i>See evidence and discussion of limitation [10.0].</i>

Claim 22

Claim 22	Accused Instrumentalities
[22.0] 22. A non-transitory computer-readable storage medium for use in conjunction with a processor, the computer-readable storage medium storing program instructions that, when executed by the processor,	To the extent the preamble is limiting, each Accused Instrumentality comprises a non-transitory computer-readable storage medium storing program instructions that, when executed by the processor, cause the processor to carry out the recited operations.

Claim 22	Accused Instrumentalities
cause the processor to carry out operations comprising:	
[22.1] providing a hosted input field for inclusion in a first document associated with a third party;	The program instructions cause the processor to carry out an operation of providing a hosted input field for inclusion in a first document associated with a third party. <i>See evidence and discussion of limitation [1.3].</i>
[22.2] receiving, information indicating activation of the hosted input field in the first document, wherein the information comprises an electronic address associated with an electronic device and an indication of a willingness to receive one or more messages;	The program instructions cause the processor to carry out an operation of receiving information indicating activation of the hosted input field in the first document, wherein the information comprises an electronic address associated with an electronic device and an indication of a willingness to receive one or more messages. <i>See evidence and discussion of limitation [1.4].</i>
[22.3] generating, a second document that includes information about one or more events of interest for a user associated with the electronic address, the second document being customized to the user;	The program instructions cause the processor to carry out an operation of generating a second document that includes information about one or more events of interest for a user associated with the electronic address, the second document being customized to the user. <i>See evidence and discussion of limitation [1.5].</i>
[22.4] sending a message to the electronic address, wherein the message comprises a link to the second document, the link being configured to enable the user to access the second document to execute one or more transactions associated	The program instructions cause the processor to carry out an operation of sending a message to the electronic address, wherein the message comprises a link to the second document, the link being configured to enable the user to access the second document to execute one or more transactions associated with the one or more events. <i>See evidence and discussion of limitation [1.6].</i>

Claim 22	Accused Instrumentalities
with the one or more events; and	
[22.5] in response to determining activation of the link has occurred, causing provision of the second document to the electronic address, wherein the second document is configured to facilitate completion of a given transaction in the one or more transactions.	The program instructions cause the processor to carry out an operation of, in response to determining activation of the link has occurred, causing provision of the second document to the electronic address, wherein the second document is configured to facilitate completion of a given transaction in the one or more transactions. <i>See evidence and discussion of limitation [1.7].</i>

Claim 28

Claim 28	Accused Instrumentalities
28. The non-transitory computer-readable storage medium of claim 22, wherein the link is further configured with a security layer to provide augmented access or navigation attributes to the user.	In each Accused Instrumentality, the link is further configured with a security layer to provide augmented access or navigation attributes to the user. <i>See evidence and discussion of claim 9.</i>

Claim 29

Claim 29	Accused Instrumentalities
29. The non-transitory computer-readable storage medium of claim 22, the link is further configured to enable	In each Accused Instrumentality, the link is further configured to enable the user to resume an online user journey associated with the given transaction. <i>See evidence and discussion of claim 10.</i>

Claim 29	Accused Instrumentalities
the user to resume an online user journey associated with the given transaction.	