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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/292,204	05/30/2014	Ryan Hardin	hardin-01 DPA	4598
41468	7590	02/23/2017	EXAMINER	
IVC Patent Agency 7637 PARKVIEW CIRCLE AUSTIN, TX 78731			NGUYEN, THUY N	
			ART UNIT	PAPER NUMBER
			3681	
			NOTIFICATION DATE	DELIVERY MODE
			02/23/2017	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):

dsimmons1@sbcglobal.net
uspto@dockettrak.com

Notice of Abandonment	Application No.	Applicant(s)
	14/292,204	HARDIN ET AL.
	Examiner	Art Unit
	THUY NHU NGUYEN	3681

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

This application is abandoned in view of:

1. ☒ Applicant's failure to timely file a proper reply to the Office letter mailed on 29 July 2016.
 - (a) ☐ A reply was received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the period for reply (including a total extension of time of _____ month(s)) which expired on _____.
 - (b) ☐ A proposed reply was received on _____, but it does not constitute a proper reply under 37 CFR 1.113 to the final rejection. (A proper reply under 37 CFR 1.113 to a final rejection consists only of: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) if this is utility or plant application, a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. Note that RCEs are not permitted in design applications.)
 - (c) ☐ A reply was received on _____ but it does not constitute a proper reply, or a bona fide attempt at a proper reply, to the non-final rejection. See 37 CFR 1.85(a) and 1.111. (See explanation in box 7 below).
 - (d) ☒ No reply has been received.
2. ☐ Applicant's failure to timely pay the required issue fee and publication fee, if applicable, within the statutory period of three months from the mailing date of the Notice of Allowance (PTOL-85).
 - (a) ☐ The issue fee and publication fee, if applicable, was received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the statutory period for payment of the issue fee (and publication fee) set in the Notice of Allowance (PTOL-85).
 - (b) ☐ The submitted fee of \$_____ is insufficient. A balance of \$_____ is due.
The issue fee required by 37 CFR 1.18 is \$_____. The publication fee, if required by 37 CFR 1.18(d), is \$_____.
 - (c) ☐ The issue fee and publication fee, if applicable, has not been received.
3. ☐ Applicant's failure to timely file corrected drawings as required by, and within the three-month period set in, the Notice of Allowability (PTO-37).
 - (a) ☐ Proposed corrected drawings were received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the period for reply.
 - (b) ☐ No corrected drawings have been received.
4. ☐ The letter of express abandonment which is signed by the attorney or agent of record or other party authorized under 37 CFR 1.33(b). See 37 CFR 1.138(b).
5. ☐ The letter of express abandonment which is signed by an attorney or agent (acting in a representative capacity under 37 CFR 1.34) upon the filing of a continuing application.
6. ☐ The decision by the Board of Patent Appeals and Interference rendered on _____ and because the period for seeking court review of the decision has expired and there are no allowed claims.
7. ☒ The reason(s) below:

No response has been received by due date.

/FONYA LONG/
Supervisory Patent Examiner, Art Unit 3681

/THUY NHU NGUYEN/
Examiner, Art Unit 3681

Petitions to revive under 37 CFR 1.137, or requests to withdraw the holding of abandonment under 37 CFR 1.181, should be promptly filed to minimize any negative effects on patent term.



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/292,204	05/30/2014	Ryan Hardin	hardin-01 DPA	4598

41468 7590 07/29/2016
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

EXAMINER

NGUYEN, THUY N

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07/29/2016

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uspto@dockettrak.com

Office Action Summary	Application No. 14/292,204	Applicant(s) HARDIN ET AL.	
	Examiner THUY NHU NGUYEN	Art Unit 3681	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 05/30/2014.
☐ 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) _____ is/are allowed.
- 7) ☒ Claim(s) 1-20 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 05/30/2014 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) | 3) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) ☒ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)
Paper No(s)/Mail Date <u>10/28/2014, 10/09/2014, 10/09/2014</u> | 4) ☐ Other: _____ |

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

DETAILED ACTION

1. The following is a non-final, First Office Action on the merits. **Claims 1-20 are pending.**

Double Patenting

2. **Claims 1-20** rejected on the ground of nonstatutory double patenting as being unpatentable over **claims 1-20 of U.S. Patent 8,977,247 B2.**

Instant Application	Co-pending Patent 8/977,247
1, 8 and 15: A method/system/non-transitory computer readable medium comprising: receiving, from one or more sponsors, at least one request to obtain an interest in a designated geographic area; determining if the interest in the designated geographic area is to be provided to the one or more sponsors; in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors, restricting content delivered to one or more instances of an application program to being from the one or more sponsors after it is determined that a target location has entered the designated geographic	1, 8 and 15: A method/system/non-transitory computer readable medium comprising:: registering a plurality of application programs for use with a content delivery platform; establishing a plurality of perimeters defining a plurality of geographic areas; receiving, from at least a particular one of the registered application programs, request to obtain an interest in a designated geographic area; determining if the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs; in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs, reserving content delivery to at least the particular one of the registered application programs to being from one or more sponsors after it is determined that an

area; receiving, from the one or more sponsors, content to be delivered to at least one of the one or more instances of the application program after it is determined that the target location has entered the designated geographic area; and providing, after it is determined that the target location has entered the designated geographic area, at least a portion of the content received from the one or more sponsors to at least one of the one or more instances of the application program. 2, 9 and 16: The method of claim 1 wherein: receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and the sponsor established perimeter definitions at least partially define the designated geographic area. 3, 10 and 17: The method of claim 1 wherein: receiving the at least one request to obtain the interest in the designated geographic area includes receiving a first request from a first sponsor and receiving a second request from a second sponsor; restricting the content delivered to the one or more instances of the application program includes restricting content	object of interest has entered the designated geographic area; receiving, from the one or more sponsors, content to be delivered to at least one of the registered application programs in response to said reserving; and providing, after it is determined that the object of interest has entered the designated geographic area, at least a portion of the content received from the one or more sponsors to at least the particular one of the registered application programs. 2, 9 and 16: The method of claim 1 wherein: receiving the request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and the sponsor established perimeter definitions at least partially define the designated geographic area. 3, 10 and 17: The method of claim 1 wherein: receiving the request to obtain the interest in the designated geographic area includes receiving a first request from a first one of the registered application programs and receiving a second request from a second one of the registered application programs; reserving content delivery to at least the particular one of the registered application programs includes restricting content delivery to being to the first one of the
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delivered to one or more instances of the application program to be from the first one of the sponsors during a first period of time and to be from the second one of the sponsors during a second period of time; receiving content to be delivered to the one or more instances of the application program includes receiving content from the first sponsor and receiving content from the second sponsor; and providing the at least a portion of the content to the one or more instances of the application program includes providing at least a portion of the content received from the first sponsor to an instance of the application program during the first period of time and providing at least a portion of the content received from the second sponsor to the instance of the application program during the second period of time. 4, 11 and 18: The method of claim 1 wherein the one or more sponsors is at least one of the one or more instances of the application program. 5, 12 and 19: The method of claim 1, further comprising: providing the one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors; and storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be	registered application programs during a first period of time and to being to from the second one of the registered application programs during a second period of time; receiving content to be delivered to at least the one of the registered application programs includes receiving content from a first sponsor and receiving content from a second sponsor; and providing the at least a portion of the content to at least the particular one of the registered application programs includes providing at least a portion of the content received from the first sponsor to the first one of the registered application programs during the first period of time and providing at least a portion of the content received from the second sponsor to the second one of the registered application programs during the second period of time. 4, 11 and 18: The method of claim 1 wherein the one or more sponsors is at least one of the registered application programs. 5, 7, 12, 14, 19: The method of claim 1, further comprising: providing at least the particular one of the registered application programs a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs; and storing a record of the interest in the designated geographic area in response to determining that the
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provided to the one or more sponsors. 6 and 13: The method of claim 5 wherein the one or more sponsors is at least one of the one or more instances of the application program. 7, 14 and 20: The method of claim 6 wherein: receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and the sponsor established perimeter definitions at least partially define the designated geographic area.	interest in the designated geographic area is to be provided to at least the particular one of the registered application programs. 6 and 13: The method of claim 2 wherein the one or more sponsors is at least one of the registered application programs. 20: The method of claim 6, further comprising: providing at least the particular one of the registered application programs a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs; and storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs.

In summary, Claims 1- 20 of **U.S. Patent 8,977,247 B2** teach all the features of **claims 1-20** of the instant application as indicated in the table above. Although claims 1, 8 and 15 of **U.S. Patent 8,977,247 B2** has additional features such as "registering a plurality of application programs for use with a content delivery platform; establishing a plurality of perimeters defining a plurality of geographic areas", however, it has been held that deleting

elements when the function of element is not desired is obvious. See MPEP 2144.04 Section II. Therefore, It would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify or to omit the additional elements of claim 1 to arrive at the claims 47 and 79 of the instant application because the person of ordinary skill would have realized that the remaining element would perform the same functions as before.

“Omission of element and its function in combination is obvious expedient if the remaining elements perform same functions as before.” See *In re Karlson* (CCPA) 136 USPQ 184, decide Jan 16, 1963, Appl. No. 6857, U. S. Court of Customs and Patent Appeals.

The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the “right to exclude” granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory obviousness-type double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on a nonstatutory double

patenting ground provided the conflicting application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement.

Effective January 1, 1994, a registered attorney or agent of record may sign a terminal disclaimer. A terminal disclaimer signed by the assignee must fully comply with 37 CFR 3.73(b).

Claim Rejections - 35 USC § 112

3. The following is a quotation of 35 U.S.C. 112(b):

(b) CONCLUSION.—The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the inventor or a joint inventor regards as the invention.

4. **Claims 3-4, 6, 10-11, 13 and 17-18** are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention:

Initially, independent claims 1, 8 and 15 recite the alternative option "...one or more sponsors...." in all of the steps/elements of "receiving..."; "determining...."; "in response to determining....., restricting...."; receiving...."; "providing....". However, **dependent claims 3, 10 and 17** recite "receiving....a first request from a **first** sponsor and receiving a second request from a **second** sponsor; restricting....from the **first** one of the sponsors...and....from the **second** one of the sponsors.....; receiving....from the **first** sponsor and...from the **second** sponsor; and providing.....content received from the **first** sponsor.....and providing....the

content received from the **second** sponsor.....". It is unclear if the option is "**one sponsor**", how could it be "**a first sponsor and second sponsor**"? Appropriated correction is required.

Dependent claims 4, 6, 11, 13 and 18 recites "*wherein the one or more sponsors is at least one of the one or more instances of the application program*". The scope of this limitation is indefinite/unclear because it appears to be **inconsistent meaning** with the Applicant's specification publication 20140279018 A1. Applicant's specification paras 0019-0021 indicate: "*System 100 can provide for exclusive delivery of advertising or other content to registered applications running on mobile devices located within a particular proximity to a reserved geographic area.....Content delivery platform 112 receives a request from developer platform 108 to register a program or other application for use on mobile devices*" (para 0019), "*...registering the application program with content delivery platform 112 allows developer 108 to receive revenue from sponsors for content displayed on the mobile device located within, or in proximity to, a geographical area reserved by one or more of the sponsors.....*" (para 0020) and "*Sponsor A121, sponsor C123 or B125.....sending request...for delivery for content to mobile devices running any application within given geographic areas.....*" (para 0021). Therefore, paras 0019-0020 mainly indicates application program is merely software that is running on the mobile devices, applicant program is registered by the Applicant developer/Applicant platform 108 but not the Sponsors, and the Applicant developer 108 and Sponsors are two different parties. Para 0020 mainly indicates sponsor requests for delivery of content to mobile devices running any application program..... These paras do not indicate "*wherein the one or more sponsors is at least one of the one or more instances of the application program*" as recited in these claims.

Further, it is so unclear how the one or more sponsors/advertisers is one of the application program (merely software that is running on the user mobile devices)? The Examiner has reviewed the rest of the Applicant's specification and has found no indication of "*wherein the one or more sponsors is at least one of the one or more instances of the application program*". For the purpose of examination, the Examiner construes "*wherein the one or more sponsors is at least one of the one or more instances of the application program*" (recited in claims 4, 6, 11, 13 and 18) **means the same as** "one or more sponsors request for delivery of content to mobile devices running one or more application program" (as shown in Applicant's specification para 0021 mentioned above).

Claim Rejections - 35 USC § 101

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

5. Claims 1-20 are rejected under 35 U.S.C. 101 because the claimed invention is directed to a judicial exception (i.e., a law of nature, a natural phenomenon, or an abstract idea) without significantly more.

Independent claim 1 (Step 2A): is directed to an abstract idea of "**an idea "of itself"**" which has been identified/found by the courts as abstract ideas in the **new guideline of "July 2015 Update: Interim Eligibility Guidance Identifying Abstract Ideas"**.

Steps 1-5 of *"receiving....at least one request to obtain an interest in a designated area" (step 1); "determining if the interest in the designated geographic area is to be provided to the one or more sponsor" (step 2); "in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors, restricting content delivered...from the one or more sponsors....." (step 3); "receiving content to be delivered....after it is determined that the target location has entered the designated geographic area" (step 4); and "providing, after it is determined that the target location has entered the designated geographic area, at least a portion of the content received from the one or more sponsors..." (step 5)* are directed to the abstract idea of **"comparing new and stored information and using rules to identify options"** (belongs to **"an idea "of itself"")** because they mainly describe the concept of comparing the requested interest designated geographic area data with stored data in order to determine if the interest in the designated geographic area is to be provided or not to be provided to one or more sponsors and if the designated geographic area is to be provided to the one or more sponsors, restricting/reserving content delivered from one or more sponsors after it is determined that the target location has entered the designated geographic area; and if it is determined that the target location has entered the designated geographic area, provide the received content to the user. Therefore, these steps are directed to an abstract idea similar to **SmartGene, Inc. v. Advance Biological Laboratories, SA.**

Independent claim 1 (Step 2B) does not include additional elements that are sufficient to amount to significantly more than the judicial exception because **Steps 1-5 of** *"receiving...."; "determining..."; "in response to...., restricting...."; "receiving...."; and*

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"providing...." are merely performed by a generic computer to implement the abstract idea of ""receiving...."; "determining..."; "in response to...., restricting...."; "receiving....", thus are **not** "significantly more" than the identified abstract idea. The additional element e.g., "application program" is well understood, routine and conventional activities previously known to the industry; thus is not significantly more than the abstract idea. Viewed as a whole, even in combination, the above steps do not amount to significantly more because these steps in combination merely applying the abstract idea to a generic computer. Furthermore, there is neither improvement to another technology or technical field nor an improvement to the functioning of the computer itself.

Dependent claims 2-7 are merely add further details of the abstract steps/elements recited in **claim 1** without including an improvement to another technology or technical field, an improvement to the functioning of the computer itself, or meaningful limitations beyond generally linking the use of an abstract idea to a particular technological environment. Therefore, dependent **claims 2-7** are also non-statutory subject matter.

As per independent claims 8 and 15: *Alice Corp.* also establishes that the **same** analysis should be used for all categories of claims. Therefore, **independent system claim 8 and a non-transitory computer-storage medium claim 15** are also rejected as ineligible subject matter under 35 U.S.C. 101 for substantially the same reasons as the method **claim(s) 1**. The components (i.e., computing apparatus, computing device, issue processor, acquirer processor, transaction handler, computer- storage media) described in

independent 8 and 15 add nothing of substance to the underlying abstract idea. At best, the claim(s) are merely providing an environment to implement the abstract idea.

Dependent claims 9-14 and 16-20 are merely add further details of the abstract steps/elements recited in **claims 8 and 15** without including an improvement to another technology or technical field, an improvement to the functioning of the computer itself, or meaningful limitations beyond generally linking the use of an abstract idea to a particular technological environment. Therefore, dependent **claims 9-14 and 16-20** are also non-statutory subject matter.

Claim Rejections - 35 USC § 103

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

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

7. **Claims 1-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta; (US 20100312646 A1) in view of Ozer et al; (US 20030101454 A1):**

8. Independent claims 1, 8 and 15: Gupta discloses a method and system comprising:

- *receiving, from one or more sponsors, at least one request to obtain an interest in a designated geographic area (step 1/element 1)* {At least paras 0070, 0080-0081 and 0018-0020, see revenue generators/sponsors (fig 1) may identify a geographic location or a geographic area to target the advertisement to. The revenue generators may enter one or more of a city name, a state name, a zip code, geographic coordinates, GPS coordinates....etc., for identifying a geographic area...etc. See at least fig. 6 para 0082, service provider server 240 may receive a request for an advertisement targeted to a geographic area.... Also see paras 0034-0035};
- *delivering to one or more instances of an application program (application running on the mobile device) to being from the one or more sponsors after it is determined that a target location (user) has entered the designated geographic area (part of step/element 3)* {At least paras 0019-0020, 0039, fig 5 paras 0080-0081, fig. 6, para 0082, claims 1, 4. See paras 0019, 0024 for mobile application running on the mobile device. The Examiner notes the limitation "to one or more instances....., after it is determined that a target location has entered the designated geographic area" is intended use and "determine" is not positively recited as a step; thus this limitation is given no patentable weight. Nevertheless, it has been covered by Gupta};
- *receiving, from the one or more sponsors, content to be delivered to at least one of the one or more instances of the application program after it is determined that*

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the target location has entered the designated geographic area (step/element 4) {At least paras 0018-0020, 0039, fig. 5 paras 0080-0081. The Examiner notes the limitation "after it is determined....." is given no patentable weight because "determine" is not positively recited as a step. Nevertheless, it has been covered by Gupta}; and

- *providing, after it is determined that the target location has entered the designated geographic area, at least a portion of the content received from the one or more sponsors to at least one of the one or more instances of the application program* {At least paras 0018-0020, 0034, 0039. The Examiner notes the limitation "after it is determined....." is given no patentable weight because "determine" is not positively recited as a step. Nevertheless, it has been covered by Gupta}.

However, Gupta does not explicitly teach **the underlined features**:

- determining if the interest in the designated geographic area is to be provided to the one or more sponsors (step /element 2)
- in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors, restricting content delivered to one or more instances of an application program to being from the one or more sponsors after it is determined that a target location has entered the designated geographic area (part of step/element 3);

Ozer teaches the general concept of:

- *determining if the interest in the designated geographic area* (advertisement inventory) *is to be provided to the one or more sponsors* {At least fig. 2, paras 0093-0094 discloses reservation module 32 compares current advertising inventory (inventory for a particular targeted market segment or target e.g., **geographic area** as indicated in para 0037) availability against the requested target criteria (e.g., geographic data as indicated in paras 0051, 0055). Based upon this comparison, reservation module identifies the various conflicts between the requested and currently committed advertising inventories (unavailable inventory). In the even that there is sufficient remaining available inventory (e.g., inventory not yet committed) to meet the goal of the requested advertising campaign, given the target criteria, reservations module 32 reserves the appropriate proportion of total advertising inventory meeting the target criteria for the request advertisement and campaign. Further, reservation module 32 marks the times and target information as being reserved for the particular campaign};
- *in response to determining that the interest in the designated geographic area is to be provided* (inventory is available) *to the one or more sponsors, restricting* (**reserving**) content delivered from the one or more sponsors (**part of step/element 3**) {At least fig. 2, paras 0093-0094 discloses reservation module 32 compares current advertising inventory (inventory for a particular targeted market segment or target e.g., **geographic area** as indicated in para 0037) availability against the requested target criteria (e.g., geographic data as indicated in paras 0051, 0055). Based upon this comparison, reservation module identifies the various

conflicts between the requested and currently committed advertising inventories.

In the even that there is sufficient remaining available inventory (e.g., inventory not yet committed) to meet the goal of the requested advertising campaign, given the target criteria, reservations module 32 reserves the appropriate proportion of total advertising inventory meeting the target criteria for the request advertisement and campaign. Further, reservation module 32 marks the times and target information as being reserved for the particular campaign

Therefore, it would have been obvious to one of the ordinary skill in the art at the time of the invention to modify the delivery content to the mobile devices at the requested targeted geographic areas of Gupta to include: *"determining if the interest in the designated geographic area (advertisement inventory) is to be provided to the one or more sponsors and in response to determining that the interest in the designated geographic area is to be provided (inventory is available) to the one or more sponsors, restricting (reserving) content delivered from the one or more sponsors"* taught by Ozer. One would be motivated to do this in order to enable the advertisement inventory/advertisement resources to be managed more effectively and efficiently.

9. Claims 2, 9 and 16: The combination of Gupta and Ozer teaches the claimed invention as in claims 1, 8 and 15. The combination further teaches *receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and the sponsor established perimeter definitions*

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at least partially define the designated geographic area {Gupta: Para 0080, see zip code, city name}.

10. Claims 3, 10 and 17: The combination of Gupta and Ozer teaches the claimed invention as in claims 1, 8 and 15. The combination further teaches:

- *receiving the at least one request to obtain the interest in the designated geographic area includes receiving a first request from a first sponsor and receiving a second request from a second sponsor {Gupta: At least Fig. 1, paras 0032, 0070. See examples in at least para 0034-};*
- *restricting (reserving) the content delivered to the one or more instances of the application program includes restricting (reserving) content delivered to one or more instances of the application program to be from the first one of the sponsors during a first period of time and to be from the second one of the sponsors during a second period of time {Ozer: At least paras 0094, paras 0100-0101};*
- *receiving content to be delivered to the one or more instances of the application program includes receiving content from the first sponsor and receiving content from the second sponsor {Gupta: At least fig- 1 Gupta: At least Fig. 1, paras 0032-0033, 0070} ; and*
- *providing the at least a portion of the content to the one or more instances of the application program includes providing at least a portion of the content received from the first sponsor to an instance of the application program during the first period of time and providing at least a portion of the content received from the second sponsor*

to the instance of the application program during the second period of time {Ozer: Paras 0100-0101}.

Therefore, it would have been obvious to one of the ordinary skill in the art at the time of the invention to modify the delivery content to the mobile devices at the requested targeted geographic areas of Gupta to include: *"restricting (reserving) the content delivered from the one or more sponsors includes restricting (reserving) content delivered from the first one of the sponsors during a first period of time and to be from the second one of the sponsors during a second period of time and providing the at least a portion of the content to the one or more instances of the application program includes providing at least a portion of the content received from the first sponsor to the user during the first period of time and providing at least a portion of the content received from the second sponsor to the user during the second period of time"* taught by Ozer. One would be motivated to do this in order to enable the advertisement inventory/advertisement resources to be managed more effectively and efficiently.

11. Claims 4, 11 and 18: The combination of Gupta and Ozer teaches the claimed invention as in claims 1, 8 and 15. The combination further teaches *wherein the one or more sponsors (revenue generators) is at least one of the one or more instances of the application program* {Gupta: Paras 0019, Abstract, 0057}.

12. Claims 5, 12 and 19: The combination of Gupta and Ozer teaches the claimed invention as in claims 1, 8 and 15. The combination of Gupta and Ozer further teaches:

- *providing the one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors* {Ozer: para 0118. See example in fig. 5 especially paras 0107-0110, see advertiser enters target criteria (e.g., geographic area) and the system responding back by providing the current available inventory (response) that is matching with the received target criteria e.g., geographic area}; and
- *storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors* {Ozer: At least paras 0050-0051, 0139-0140, 0142} and also {Gupta: fig. 3, para 0067, 0069} .

Therefore, it would have been obvious to one of the ordinary skill in the art at the time of the invention to modify the determination of whether the received requested in the designated geographic area is to be provided/available to the one or more sponsors of the combination of Gupta and Ozer to include *"providing the one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors and storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors"*, taught by Ozer. One would be motivated to do this in order to increase user/advertiser's satisfaction and experiences.

13. Claims 6 and 13: The combination of Gupta and Ozer teaches the claimed invention as in claims 5 and 12. The combination of Gupta and Ozer further teaches

wherein the one or more sponsors (revenue generators) is at least one of the one or more instances of the application program {Gupta: Paras 0019, Abstract, 0057}.

14. Claims 7, 14 and 20: The combination of Gupta and Ozer teaches the claimed invention as 6, 13 and 19. The combination further teaches *receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and the sponsor established perimeter definitions at least partially define the designated geographic area {Gupta: Para 0080, see zip code, city name...etc.,}*.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Thuy Nguyen whose telephone number is 571-272-4585 and fax number is 571-273-4585. The examiner can normally be reached on Mon-Thurs, 8:30 am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the Examiner's supervisor, Jamisue Plucinski can be reached on 571-272-6811. The **FAX 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

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/THUY NHU NGUYEN/

Examiner, Art Unit 3681

/Jamisue A Plucinski/

Supervisory Patent Examiner, Art Unit 3681

Notice of References Cited	Application/Control No. 14/292,204		Applicant(s)/Patent Under Reexamination HARDIN ET AL.	
	Examiner THUY NHU NGUYEN		Art Unit 3681	Page 1 of 1

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CONFIRMATION NO. 4598

SERIAL NUMBER 14/292,204	FILING or 371(c) DATE 05/30/2014 RULE	CLASS 705	GROUP ART UNIT 3681	ATTORNEY DOCKET NO. hardin-01 DPA	
APPLICANTS INVENTORS Ryan Hardin, Henderson, TX; Andrew Hill, Houston, TX; ** CONTINUING DATA ***** This application is a DIV of 13/856,392 04/03/2013 PAT 8977247 which is a CON of 12/434,094 05/01/2009 PAT 8433296 ** FOREIGN APPLICATIONS ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED *** MICRO ENTITY ** 06/10/2014					
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and Acknowledged <u>/THUY N NGUYEN/</u> Examiner's Signature	☐ Met after Allowance TNN Initials	STATE OR COUNTRY TX	SHEETS DRAWINGS 7	TOTAL CLAIMS 20	INDEPENDENT CLAIMS 3
ADDRESS IVC Patent Agency 7637 PARKVIEW CIRCLE AUSTIN, TX 78731 UNITED STATES					
TITLE Exclusive Delivery Of Content Within Geographic Areas					
FILING FEE RECEIVED 400	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit		

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Filed

Approved for use through 07/31/2012. OMB 0651-0031

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		14292204
	Filing Date		2014-05-30
	First Named Inventor	Hardin	
	Art Unit	3622	
	Examiner Name	STAMBER, ERIC W	
	Attorney Docket Number	hardin-01 DPA	

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Attorney Docket Number	hardin-01 DPA

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Attorney Docket Number		hardin-01 DPA

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First Named Inventor	Hardin
Art Unit	3622
Examiner Name	STAMBER, ERIC W
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Art Unit	3622
Examiner Name	STAMBER, ERIC W
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Application Number	12434094
Filing Date	2009-05-01
First Named Inventor	Hardin
Art Unit	2617
Examiner Name	/Thuy Nguyen/
Attorney Docket Number	000429.000002

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/Thuy Nguyen/

07/21/2016

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	63666	(app or application or prgram) same (location or LBS or location adj based or geographic\$6) same (advertisement or promotion or ads or content)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 13:57
L2	1	L1 and moible	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 13:58
L3	25580	(app or application or prgram) same (location or LBS or location adj based or geographic\$6) same (advertisement or promotion or ads or content) and (mobile near1 device\$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 13:58
L4	494	((app or application or prgram) same (location or LBS or location adj based or geographic\$6) same (advertisement or promotion or ads or content) and (mobile near1 device\$1)).ab.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 13:59
L5	1	(register\$5 or subcrib\$5) and (software or program or application or app) and (applicant near1 developer\$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:00
L6	2149	((register\$5 or subcrib\$5) and (software or program or application or app) and (advertisement or promotion for coupon or ads)).ab.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:01
L7	5	4 and 6	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:02
L8	92	("20030064705" "20030064705"	US-	OR	OFF	2016/07/21

		"7009556" "7080402" "7124370" "7200673" "20080004952" "20080163073" "20100312646" "6867733" "7814106" "7124370" "20080262897" "20030198346" "7207802" "20080162032" "7207802" "7219303" "7200673" "7219303" "20090024476" "20090063424" "7096117" "7103368" "20040214550" "20040214550" "20060064346" "20080098420" "20080215524" "20080307498" "20040253965" "20080154728" "20080313039" "6847888" "20040220906" "7814106" "20030198346" "20040220906" "20070185768" "6810323" "7089264").PN.	PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT			14:03
L9	15	8 and (geographic\$6 location\$6) same (advertisement\$1 content\$1 coupon\$1 promotion\$5) same (mobile)	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:04
L13	700	(application near2 developer\$1) with (register\$6) with (application program app) and (advertisement\$1 content\$1 promotion\$1)	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:06
L14	55	(application near2 developer\$1) near4 (register\$6) near4 (application program app) same (advertisement\$1 content\$1 promotion\$1)	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:07
L15	1	8 and 14	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:07
L16	19	1 and 14	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:08
L17	3	16 and (@ad<"20090430" @pd<"20090430" @rlad<"20090430")	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:10
L18	411	(advertiser\$1 sponsor\$1 generator\$1) near6 (enter\$6 input\$6 specif\$6) near6 (geographic\$6 location\$1 market\$1) same	US- PGPUB; USPAT;	OR	OFF	2016/07/21 14:14

		(advertisement\$1 content promotion\$6) same (mobile device)	USOCR; FPRS; EPO; JPO; DERWENT			
L19	8	L14 and L18	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:15
L20	12	4 and 18	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/21 14:15
S1	2	"20140279018"	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/15 21:31
S2	120	("6996460" "20100152893" "6041359" "6073168" "6260361" "6487606" "6888929" "7065216" "7072984" "7194470" "7245928" "7254635" "7254836" "7296074" "7349358" "7359952" "7502836" "7539306" "7567800" "7636768" "7639951" "7647292" "7694322" "7704377" "7711095" "7739715" "7787388" "7788395" "7836152" "7840680" "7844712" "7870999" "7886231" "7889765" "7890366" "7965839" "7970868" "8046478" "8073735" "7870999" "7886231" "7889765" "7890366" "7965839" "7970868" "8046478" "8073735" "8094788" "8112781" "8126977").pn.	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/17 16:49
S3	12	S2 and (geograph\$6) and (sponsor\$1 advertiser\$1 provider\$1)	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/17 16:50
S4	3	S3 AND ((G06Q10/10 OR G06Q30/02 OR G06Q30/04 OR G06Q10/06314 OR G06Q10/101 OR G06Q20/10 OR G06Q20/102 OR G06Q20/108 OR G06Q30/0201 OR G06Q30/0204 OR G06Q30/0207 OR G06Q30/0215 OR G06Q30/0224 OR G06Q30/0241 OR G06Q30/0251 OR G06Q30/0255 OR G06Q30/0265 OR G06Q30/0269 OR G06Q30/0271 OR G06Q30/0276 OR G06Q40/00 OR G06Q40/02 OR G06Q40/06 OR G06Q40/08 OR G06Q40/12 OR G06Q30/06 OR	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/17 16:54

		G06Q30/0601).CPC.)				
S5	5	"8977247"	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/17 18:11
S6	2	"20100312646"	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/17 18:25
S7	2	S6 and geographi\$4	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/17 18:26
S8	4	"9251520"	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/17 19:51
S9	2	S8 and (specif\$5 register\$5) with (mobile near2 device\$1)	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/17 19:52
S10	2	S6 and (geographic\$5 area\$1 region\$5)	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/17 19:52
S11	22	"7729709" and register\$5	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/18 00:48
S12	11	"7729709" and register\$5 with device\$1	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/18 00:50
S13	0	"7729709" and register\$5 with device\$1 with application\$1	US- PGPUB; USPAT; USOCR;	OR	OFF	2016/07/18 00:53

			FPRS; EPO; JPO; DERWENT			
S14	11	"7729709" and register\$5 with device\$1 and application\$1	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/18 00:53
S15	0	"20090198580" and register\$5 with application\$1	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/18 01:11
S16	1	"20090198580" and register\$5	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/18 01:11
S17	1	"9002975" and register\$5	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/18 01:18
S18	2	"20080004952" and developer\$1 with register\$5 same application	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/19 14:48
S19	14	"8433296"	US- PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT	OR	OFF	2016/07/20 16:42

EAST Search History (Interference)

<This search history is empty>

7/ 21/ 2016 2:19:00 PM

C:\Users\nguyen60\Documents\EAST\Workspaces\14292204.wsp

<i>Index of Claims</i> 	Application/Control No. 14292204	Applicant(s)/Patent Under Reexamination HARDIN ET AL.
	Examiner THUY N NGUYEN	Art Unit 3681

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47										
CLAIM		DATE								
Final	Original	07/21/2016								
	1	✓								
	2	✓								
	3	✓								
	4	✓								
	5	✓								
	6	✓								
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	16	✓								
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	18	✓								
	19	✓								
	20	✓								

Search Notes 	Application/Control No. 14292204	Applicant(s)/Patent Under Reexamination HARDIN ET AL.
	Examiner THUY N NGUYEN	Art Unit 3681

CPC- SEARCHED		
Symbol	Date	Examiner

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
Plus Serach	07/06/2016	TNN
EAST Search	07/21/2016	TNN
Google Patent Search	07/21/2016	TNN
Consulted Robert Weinhardt for second opinion regarding 101 and 101 is given.	07/19/2016	TNN

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner

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

Application Number	13856392
Filing Date	2013-04-03
First Named Inventor	Hardin
Art Unit	2698
Examiner Name	MORALES FERNANDEZ, BENJAMIN
Attorney Docket Number	0075652.00002

9	7124370		2006-10-17	Fish	
10	7200673		2007-04-03	Augart	
11	7207802		2007-04-24	Wilson	
12	7219303		2007-05-15	Fish	
13	7814106		2010-10-12	Guido et al.	

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U.S.PATENT APPLICATION PUBLICATIONS

Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear
	1	20030064705		2003-04-03	Desiderio	
	2	20030198346		2003-10-23	Meifu et al.	
	3	20040214550		2004-10-28	Jenkins	
	4	20040220906		2004-11-04	Gargi et al.	

PLUS Search Results for S/N 14292204, Searched Wed Jul 06 11:11:33 EDT 2016

The Patent Linguistics Utility System (PLUS) is a USPTO automated search system for U.S. Patents from 1971 to the present PLUS is a query-by-example search system which produces a list of patents that are most closely related linguistically to the application searched. This search was prepared by the staff of the Scientific and Technical Information Center, SIRA.

6996460 81	8126977 66
20100152893 68	
6041359 66	
6073168 66	
6260361 66	
6487606 66	
6888929 66	
7065216 66	
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8094788 66	
8112781 66	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		14292204
	Filing Date		2014-05-30
	First Named Inventor	Hardin	
	Art Unit	3622	
	Examiner Name	STAMBER, ERIC W	
	Attorney Docket Number	hardin-01 DPA	

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Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	7009556		2006-03-06	Stewart	
	2	7080402		2006-07-18	Bates et al.	
	3	7096117		2006-08-22	Gale et al.	
	4	7124370		2006-10-17	Fish	
	5	7219303		2007-05-15	Fish	
	6	7089264		2006-08-08	Guido et al.	
	7	7200673		2007-04-03	Augart	
	8	7207802		2007-04-24	Wilson	

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Application Number		14292204
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First Named Inventor	Hardin	
Art Unit	3622	
Examiner Name	STAMBER, ERIC W	
Attorney Docket Number	hardin-01 DPA	

9	6810323		2004-10-26	Bullock et al.	
10	6847888		2005-01-25	Fox et al.	
11	6867733		2005-03-15	Sandhu et al.	
12	7103368		2006-09-05	Teshima, Toru	
13	7814106		2010-10-12	Guido et al.	

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	1	20080215524		2008-09-04	Fuchs et al.	
	2	20080262897		2008-10-23	Howarter et al.	
	3	20080307498		2008-12-11	Johnson et al.	
	4	20080313039		2008-12-18	Altberge et al.	

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

Application Number		14292204
Filing Date		2014-05-30
First Named Inventor	Hardin	
Art Unit		3622
Examiner Name	STAMBER, ERIC W	
Attorney Docket Number		hardin-01 DPA

5	20090063424		2009-03-05	Iwamura et al.	
6	20080154728		2008-06-26	Thomas	
7	20080163073		2008-07-03	Becker et al.	
8	20080162032		2008-07-03	Wuersch et al.	
9	20040214550		2004-10-28	Jenkins	
10	20070185768		2007-08-09	Vengroff et al.	
11	20030064705		2003-04-03	Desiderio	
12	20040220906		2004-11-04	Gargi et al.	
13	20030198346		2003-10-23	Meifu et al.	
14	20090024476		2009-01-22	Baar et al.	
15	20080004952		2008-01-03	Koli, Ari	

**INFORMATION DISCLOSURE
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(Not for submission under 37 CFR 1.99)

Application Number	14292204
Filing Date	2014-05-30
First Named Inventor	Hardin
Art Unit	3622
Examiner Name	STAMBER, ERIC W
Attorney Docket Number	hardin-01 DPA

16	20040253965		2004-12-16	Sato et al.	
17	20100312646		2010-12-09	Gupta et al.	
18	20060064346		2006-03-26	Steenstra et al.	
19	20080098420		2008-04-24	Khivesara et al.	

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	1	AdMob, Inc., "Help for Advertisers--Ad Pricing", http://www.admob.com/home/help/helpfiles/Advertisers/Ad Pricing , 2009-05-19	☐
	2	AdMob, Inc., "Help for Advertisers--Target the Specific User You Want to Reach", http://www.admob.com/home/help/helpfiles/Advertisers/Target , 2009-05-19	☐

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Filing Date	2014-05-30
First Named Inventor	Hardin
Art Unit	3622
Examiner Name	STAMBER, ERIC W
Attorney Docket Number	hardin-01 DPA

3	AdMob, Inc., "iPhone for Advertisers", http://www.admob.com/home/help/helpfiles/Advertisers/iPhone Ad , 2009-05-19	☐
4	Google, Inc., "What are the different options for targeting ads to mobile phones and devices?", https://adwords.google.com/support/bin/answer=107265&hl=en.sub.--US , 2009-05-18	☐
5	Google, Inc., "How does customized targeting work?", http://adwords.google.com/support/bin/answer.py?answer=116 , 2009-05-18	☐
6	Google, Inc., "How are ads ranked?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6111 , 2009-05-18	☐
7	Google, Inc., "How do ads cycle through the search page results?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=87402 , 2009-05-18	☐
8	Google, Inc., "How do I create a mobile ad?", http://adwords.google.com/support/bin/answer=29488&cbid , 2009-05-18	☐
9	Google, Inc., "Lesson 3c: Language & Location Targeting", http://www.google.com/adwords/learningcenter/text/print-19158.html , 2009-05-19	☐
10	Google, Inc., "What is position preference?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=31788 , 2009-05-19	☐
11	Google, Inc., "What are mobile ads?", http://adwords.google.com/support/bin/answer.py?answer=29492&cbid , 2009-05-18	☐
12	Google, Inc., "Why can't I see my ad?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6105 , 2009-05-18	☐
13	Wayback Machine, "Iphone App Advertisement", http://www.blog.yieldbuild.com/2008/08/21/iphone-app-advertising/ , 2008-08-24	☐

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

Application Number	14292204
Filing Date	2014-05-30
First Named Inventor	Hardin
Art Unit	3622
Examiner Name	STAMBER, ERIC W
Attorney Docket Number	hardin-01 DPA

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

Application Number	14292204
Filing Date	2014-05-30
First Named Inventor	Hardin
Art Unit	3622
Examiner Name	STAMBER, ERIC W
Attorney Docket Number	hardin-01 DPA

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☐ The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Ryan J. Hardin/	Date (YYYY-MM-DD)	2014-10-27
Name/Print	Ryan J. Hardin	Registration Number	

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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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.
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Date of Mailing or Transmission: 28 October 2014. I hereby certify that this correspondence and/or document(s) indicated herein on the date indicated above is being transferred to the USPTO via the Office electronic filing system in accordance with 37 C.F.R. Sec 1.6(a)(4).

BY: /Ryan J. Hardin/
Signature

Name: Ryan J. Hardin
Typed Name

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Hardin, Ryan; et al.

Examiner: Stamber, Eric W

Application No.: 14/292,204

Group Art Unit: 3622

Filing Date: 30-May-2014

Confirmation No.: 4598

Docket No.: hardin-01 DPA

Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

INFORMATION DISCLOSURE STATEMENT

Date: 28 October 2014

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

Dear Sir:

In compliance with the duty of candor and good faith to disclose all information known to be material to patentability under 37 C.F.R. § 1.56, the Examiner is requested to consider the references submitted herewith in accordance with 37 CFR §§ 1.97-1.98 and make them of record in the above-referenced application ("The Instant Application"). It should be noted that The Instant Application relies on one or more of the following parent, pending, and/or co-pending cases for an earlier effective filing date under 35 U.S.C. 120: co-pending case being properly identified as U.S. Application No. 13/856,392, filed 03-April-2013, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS"; parent case being properly identified as U.S. Application No. 12/434,094, filed 01-May-2009, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", now U.S. Patent No. 8,433,296. It should be noted that the information disclosure statement(s) submitted in the

aforementioned one or more parent, pending, and/or co-pending case(s) complies with 37 CFR § 1.98(a) through 37 CFR § 1.98(c); therefore, pursuant to 37 CFR § 1.98(d), a copy of any patent, publication, pending U.S. application or other information as specified in CFR § 1.98(a) previously submitted to, or cited by, the Office in the aforementioned one or more parent, pending, and/or co-pending case(s) that is listed herewith is not provided herewith. This Information Disclosure Statement is being filed prior to the mailing of a first office action on the merits.

In accordance with 37 CFR § 1.97(g), this Information Disclosure Statement is not intended and should not be considered as a representation that a search has been made or that no other material information as defined in 37 CFR § 1.56(b) exists.

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It is believed that no fee is required for this submission. However, if Applicant is mistaken or any fee is required, the Commissioner or the Office may notify Applicant of the amount due using the contact information as provided below so that Applicant may then send the appropriate fee.

RESPECTFULLY SUBMITTED,

By: /Ryan J. Hardin/

Ryan J. Hardin

P.O. Box 271861

Houston, Texas 77277

Date: 28 October 2014

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: 28 October 2014. I hereby certify that this correspondence and/or document(s) indicated herein on the date indicated above is being transferred to the USPTO via the Office electronic filing system in accordance with 37 C.F.R. Sec. 1.6(a)(4).

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Name: Ryan J. Hardin
Typed Name

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Hardin, Ryan; et al.

Examiner: Stamber, Eric W

Application No.: 14/292,204

Group Art Unit: 3622

Filing Date: 30-May-2014

Confirmation No.: 4598

Docket No.: hardin-01 DPA

Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

NOTICE FOR EXAMINER

Date: 28 October 2014

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

Dear Sir:

The Examiner should be advised that the divisional patent application listed above (hereinafter in this Notice For Examiner referred to as "This Application") having U.S. Application No. 14/292,204, filed 30-May-2014, claims priority from co-pending U.S. Non-provisional Patent Application No. 13/856,392, filed 03-April-2013, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", which claims priority from co-pending U.S. Non-provisional Application No. 12/434,094, filed 01-May-2009, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", now U.S. Patent No. 8,433,296, issued on 30-April-2013. This Notice For Examiner is being filed prior to the mailing of a first office action on the merits with regard to This Application.

The claims presented in This Application may have similar structure and/or terminology as claims in one or more other application(s) claiming priority to or from the above-referenced application(s).

The Examiner is advised that the prior art cited in the one or more other application(s) claiming priority to or from the above-referenced applications(s) may need to be visited in the examination of the pending claims in This Application.

The Examiner should also be advised that any disclaimer that may be made in This Application should not be read into or against the one or more other application(s) claiming priority to or from the above-referenced application(s). The Examiner should also be advised that any disclaimer that may be made in the one or more other application(s) claiming priority to or from the above-referenced application(s) should not be read into or against This Application.

RESPECTFULLY SUBMITTED,

By: /Ryan J. Hardin/

Ryan J. Hardin

P.O. Box 271861

Houston, Texas 77277

Date: 28 October 2014

Electronic Acknowledgement Receipt

EFS ID:	20540814
Application Number:	14292204
International Application Number:	
Confirmation Number:	4598
Title of Invention:	Exclusive Delivery Of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	hardin-01 DPA
Receipt Date:	28-OCT-2014
Filing Date:	30-MAY-2014
Time Stamp:	17:39:56
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	14292204_IDS.pdf	613803 0d907b96f04d210d23b319970f21919fc5014ace	no	8

Warnings:

Information:

2	Transmittal Letter	14292204_Letter_IDS.pdf	91943 90e3e606e369fe09b3bca8692722d1975c6bb88e	no	2
Warnings:					
Information:					
3	Transmittal Letter	14292204_Letter_Notice_For_Examiner.pdf	90800 aef191db19a8f1e0c23b1de0b5d4d0817c98b115	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			796546		
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.					

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

Application Number	12434094
Filing Date	2009-05-01
First Named Inventor	Hardin
Art Unit	2617
Examiner Name	
Attorney Docket Number	000429.000002

7	20080163073		2008-07-03	Becker at al.	
8	20080162032		2008-07-03	Wuersch et al.	
9	20040214550		2004-10-28	Jenkins	
10	20070185768		2007-08-09	Vengroff et al.	
11	20030064705		2003-04-03	Desiderio	
12	20040220906		2004-11-04	Gargi et al.	

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FOREIGN PATENT DOCUMENTS

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

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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T ⁵

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

Application Number	13856392
Filing Date	2013-04-03
First Named Inventor	Hardin
Art Unit	2698
Examiner Name	MORALES FERNANDEZ, BENJAMIN
Attorney Docket Number	0075652.00002

	9	7124370		2006-10-17	Fish	
	10	7200673		2007-04-03	Augart	
	11	7207802		2007-04-24	Wilson	
	12	7219303		2007-05-15	Fish	
	13	7814106		2010-10-12	Guido et al.	

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

U.S.PATENT APPLICATION PUBLICATIONS

Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear
	1	20030064705		2003-04-03	Desiderio	
	2	20030198346		2003-10-23	Meifu et al.	
	3	20040214550		2004-10-28	Jenkins	
	4	20040220906		2004-11-04	Gargi et al.	

Electronic Acknowledgement Receipt

EFS ID:	20376567
Application Number:	14292204
International Application Number:	
Confirmation Number:	4598
Title of Invention:	Exclusive Delivery Of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	hardin-01 DPA
Receipt Date:	09-OCT-2014
Filing Date:	30-MAY-2014
Time Stamp:	15:51:07
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	ids_1.pdf	22502 4eb0b4acc8f34c36e2b258285f1477a64b4bf1b5	no	1

Warnings:

Information:

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2	Information Disclosure Statement (IDS) Form (SB08)	ids_2.pdf	27350	no	1
			b611438fe651a3a1e9f6bcdab8adb5e4ef0cb2e		
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
			Total Files Size (in bytes):	49852	
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.					



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UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/292,204	05/30/2014	Ryan Hardin	hardin-01 DPA

CONFIRMATION NO. 4598

PUBLICATION NOTICE



OC000000070842052

41468
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

Title:Exclusive Delivery Of Content Within Geographic Areas

Publication No.US-2014-0279018-A1

Publication Date:09/18/2014

NOTICE OF PUBLICATION OF APPLICATION

The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

The publication may be accessed through the USPTO's publically available Searchable Databases via the Internet at www.uspto.gov. The direct link to access the publication is currently <http://www.uspto.gov/patft/>.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Office of Public Records. The Office of Public Records can be reached by telephone at (703) 308-9726 or (800) 972-6382, by facsimile at (703) 305-8759, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at www.uspto.gov using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently <http://pair.uspto.gov/>. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of PAIR.

Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 14/292,204	
APPLICATION AS FILED - PART I							
(Column 1)		(Column 2)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	70
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A	150
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	180
TOTAL CLAIMS (37 CFR 1.16(j))	20	minus 20 = *			OR	x 20 =	0.00
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 = *				x 105 =	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
			TOTAL			TOTAL	400
* If the difference in column 1 is less than zero, enter "0" in column 2.							
APPLICATION AS AMENDED - PART II							
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	OR	x =
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	OR	x =
	Application Size Fee (37 CFR 1.16(s))					OR	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR	
			TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)
	Total (37 CFR 1.16(i))	*	Minus **	=	x =	OR	x =
	Independent (37 CFR 1.16(h))	*	Minus ***	=	x =	OR	x =
	Application Size Fee (37 CFR 1.16(s))					OR	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR	
			TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.							



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www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
14/292,204	05/30/2014	2642	400	hardin-01 DPA	20	3

CONFIRMATION NO. 4598

41468
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

FILING RECEIPT



Date Mailed: 06/11/2014

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)

Ryan Hardin, Henderson, TX;
Andrew Hill, Houston, TX;

Applicant(s)

Ryan Hardin, Henderson, TX;
Andrew Hill, Houston, TX;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a DIV of 13/856,392 04/03/2013
which is a CON of 12/434,094 05/01/2009 PAT 8433296

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 - A proper **Authorization to Permit Access to Application by Participating Offices** (PTO/SB/39 or its equivalent) has been received by the USPTO.

If Required, Foreign Filing License Granted: 06/10/2014

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/292,204**

Projected Publication Date: 09/18/2014

Non-Publication Request: No

Early Publication Request: No

**** MICRO ENTITY ****

Title

Exclusive Delivery Of Content Within Geographic Areas

Preliminary Class

455

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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

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This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

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CERTIFICATION OF MICRO ENTITY STATUS
(GROSS INCOME BASIS)

Application Number or Control Number (if applicable):	Patent Number (if applicable):
First Named Inventor: Ryan Hardin	Title of Invention: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

The applicant hereby certifies the following—

- (1) **SMALL ENTITY REQUIREMENT** - The applicant qualifies as a small entity as defined in 37 CFR 1.27.
- (2) **APPLICATION FILING LIMIT** - Neither the applicant nor the inventor nor a joint inventor has been named as the inventor or a joint inventor on more than four previously filed U.S. patent applications, excluding provisional applications and international applications under the Patent Cooperation Treaty (PCT) for which the basic national fee under 37 CFR 1.492(a) was not paid, and also excluding patent applications for which the applicant has assigned all ownership rights or is obligated to assign all ownership rights as a result of the applicant's previous employment.
- (3) **GROSS INCOME LIMIT ON APPLICANTS AND INVENTORS** - Neither the applicant nor the inventor nor a joint inventor, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986 (26 U.S.C. 61(a)), exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.
- (4) **GROSS INCOME LIMIT ON PARTIES WITH AN "OWNERSHIP INTEREST"** - Neither the applicant nor the inventor nor a joint inventor has assigned, granted, or conveyed, nor is under an obligation by contract or law to assign, grant, or convey, a license or other ownership interest in the application concerned to an entity that, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986, exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.

SIGNATURE by a party set forth in 37 CFR 1.33(b)

Signature	/David O. Simmons/				
Name	David O. Simmons				
Date	04-19-2014	Telephone	512-345-9767	Registration No.	43124



There is more than one inventor and I am one of the inventors who are jointly identified as the applicant. Additional certification form(s) signed by the other joint inventor(s) are included with this form.

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

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	hardin-01 DPA
		Application Number	
Title of Invention	Exclusive Delivery Of Content Within Geographic Areas		
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		
	Ryan		Hardin			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Henderson	State/Province	TX	Country of Residence i	US	
Mailing Address of Inventor:						
Address 1		P. O. Box 271861				
Address 2						
City	Houston	State/Province	TX			
Postal Code	77277	Country i	US			
Inventor 2					Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Andrew		Hill			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Houston	State/Province	TX	Country of Residence i	US	
Mailing Address of Inventor:						
Address 1		P. O. Box 271861				
Address 2						
City	Houston	State/Province	TX			
Postal Code	77277	Country i	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).

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	hardin-01 DPA
		Application Number	
Title of Invention	Exclusive Delivery Of Content Within Geographic Areas		

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

Customer Number	41468		
Email Address	dsimmons1@sbcglobal.net	Add Email	Remove Email

Application Information:

Title of the Invention	Exclusive Delivery Of Content Within Geographic Areas		
Attorney Docket Number	hardin-01 DPA	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	7	Suggested Figure for Publication (if any)	1

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	41468		

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	hardin-01 DPA
		Application Number	
Title of Invention	Exclusive Delivery Of Content Within Geographic Areas		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this 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 blank.

Prior Application Status	Pending	Remove			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)		
	Division of	13856392	2013-04-03		
Prior Application Status	Patented	Remove			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
13856392	Continuation of	12434094	2009-05-01	8433296	2013-04-30
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.					Add

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55(d). When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX) the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(h)(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 ^j (if applicable)
Additional Foreign Priority Data may be generated within this form by selecting the Add button.			Add

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	hardin-01 DPA
		Application Number	
Title of Invention	Exclusive Delivery Of Content Within Geographic Areas		

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.
--

Authorization to Permit Access:

☒ Authorization to Permit Access to the Instant Application by the Participating Offices
If 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 World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application. In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application. In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.

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.
--

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	hardin-01 DPA
		Application Number	
Title of Invention	Exclusive Delivery Of Content Within Geographic Areas		

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. ☐			

Prefix	Given Name	Middle Name	Family Name	Suffix
Mailing Address Information:				
Address 1				
Address 2				
City		State/Province		
Country ⁱ		Postal Code		
Phone Number		Fax Number		
Email Address				
Additional Applicant Data may be generated within this form by selecting the Add button. Add				

Assignee Information including Non-Applicant Assignee Information:

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

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	hardin-01 DPA	
		Application Number		
Title of Invention	Exclusive Delivery Of Content Within Geographic Areas			

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.

Signature:

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications

Signature	/David O. Simmons/		Date (YYYY-MM-DD)	2014-05-27
First Name	David	Last Name	Simmons	Registration Number
			43124	

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

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

Privacy Act Statement

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

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

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

RULES 63 AND 67 (37 C.F.R. 1.63 and 1.67)
DECLARATION AND POWER OF ATTORNEY

FOR UTILITY/DESIGN/CIP/PCT NATIONAL APPLICATIONS

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name; and I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter, which is claimed and for which a patent is sought on the invention entitled: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS, the application of which was made or was authorized to be made by me and: (mark only one)

- X (a) is attached hereto.
- (b) was filed on as Application Serial No. and was amended on (if applicable)
- (c) was filed as PCT International Application No. on
- (d) was filed on as Application Serial No. and was issued a Notice of Allowance on .
- (e) was filed on and bearing attorney docket number as Application Serial No. .

I hereby state that I have reviewed and understand the contents of the above identified application, including the claims as amended by any amendment referred to above or as allowed as indicated above. I also hereby state that this application was made or authorized to be made by the person executing this declaration.

I acknowledge the duty to disclose all information known to me to be material to the patentability of this application as defined in 37 CFR § 1.56. If this is a continuation-in-part (CIP) application, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose to the Office all information known to me to be material to patentability of the application as defined in 37 CFR § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this CIP application.

I hereby claim foreign priority benefits under 35 U.S.C. § 119/365 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate filed by me or my assignee disclosing the subject matter claimed in this application and having a filing date (1) before that of the application on which my priority is claimed or, (2) if no priority is claimed, before the filing date of this application:

[hardin-01 DPA]

PATENT APPLICATION

PRIOR FOREIGN PATENTS

<u>Number</u>	<u>Country</u>	<u>Month/Day/Year</u> <u>Filed</u>	<u>Date first</u> <u>laid-open or</u> <u>Published</u>	<u>Date</u> <u>patented or</u> <u>Granted</u>	<u>Priority Claimed</u>	
					<u>Yes</u>	<u>No</u>

I hereby claim the benefit under 35 U.S.C. § 120/365 of any United States application(s) listed below and PCT international applications listed above or below:

PRIOR U.S. OR PCT APPLICATIONS

<u>Application No. (series code/serial no.)</u>	<u>Month/Day/Year Filed</u>	<u>Status</u>
13/856,392	04/03/2013	Pending
12/434,094	05/01/2009	Patented

Authorization To Permit Access To Application by Participating Offices

The undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), and any other intellectual property offices in which a foreign application claiming priority to the above-identified application is filed access to the above-identified patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, or other intellectual property office in which a foreign application claiming priority to the above-identified application is filed to have access to the application. In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the application-as-filed with respect to: 1) the above-identified application, 2) any foreign application to which the above-identified application claims priority under 35 USC 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the above-identified US application, and 3) any U.S. application from which benefit is sought in the above-identified application. In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing the Authorization to Permit Access to Application by Participating Offices.

I hereby appoint **David O. Simmons, Reg. No. 43,124**, as my attorney and/or agents, with full power of substitution and revocation, to prosecute this application, provisionals thereof, continuations, continuations-in-part, divisionals, appeals, reissues, substitutions, and extensions thereof and to transact all business in the United States Patent and Trademark Office connected therewith, to appoint any individuals under an associate power of attorney and to file and prosecute any international patent application filed thereon before any international authorities, and I hereby authorize them to act and rely on instructions from and communicate directly with the person/assignee/attorney/ firm/organization who/which first sent this case to them and by whom/which I hereby declare that I have consented after full disclosure to be represented unless/until I instruct them in writing to the contrary.

PATENT APPLICATION

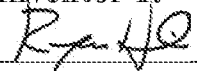
Please address all correspondence and direct all telephone calls to:

IVC Patent Agency
7637 Parkview Circle
Austin, Texas 78731
Telephone: (512) 345-9767
Facsimile: (512) 345-0021

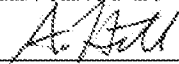
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAMED INVENTOR(S)

Inventor 1:

	
Signature	Date
Ryan Hardin	USA
Full Legal Name	Country of Citizenship
Henderson, Texas, USA	
Residence (city, state, country)	
P. O. Box 271861, Houston, Texas 77277 USA	
Mailing Address (street address, street, city, state, zip code, country)	

Inventor 2:

	
Signature	Date
Andrew Hill	USA
Full Legal Name	Country of Citizenship
Houston, Texas, USA	
Residence (city, state, country)	
P. O. Box 271861, Houston, Texas 77277 USA	
Mailing Address (street address, street, city, state, zip code, country)	

RULES 63 AND 67 (37 C.F.R. 1.63 and 1.67)
DECLARATION AND POWER OF ATTORNEY

FOR UTILITY/DESIGN/CIP/PCT NATIONAL APPLICATIONS

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name; and I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter, which is claimed and for which a patent is sought on the invention entitled: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS, the application of which was made or was authorized to be made by me and: (mark only one)

- X (a) is attached hereto.
- (b) was filed on as Application Serial No. and was amended on (if applicable)
- (c) was filed as PCT International Application No. on
- (d) was filed on as Application Serial No. and was issued a Notice of Allowance on .
- (e) was filed on and bearing attorney docket number as Application Serial No. .

I hereby state that I have reviewed and understand the contents of the above identified application, including the claims as amended by any amendment referred to above or as allowed as indicated above. I also hereby state that this application was made or authorized to be made by the person executing this declaration.

I acknowledge the duty to disclose all information known to me to be material to the patentability of this application as defined in 37 CFR § 1.56. If this is a continuation-in-part (CIP) application, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose to the Office all information known to me to be material to patentability of the application as defined in 37 CFR § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this CIP application.

I hereby claim foreign priority benefits under 35 U.S.C. § 119/365 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate filed by me or my assignee disclosing the subject matter claimed in this application and having a filing date (1) before that of the application on which my priority is claimed or, (2) if no priority is claimed, before the filing date of this application:

[hardin-01 DPA]

PATENT APPLICATION

PRIOR FOREIGN PATENTS

<u>Number</u>	<u>Country</u>	<u>Month/Day/Year</u> <u>Filed</u>	<u>Date first</u> <u>laid-open or</u> <u>Published</u>	<u>Date</u> <u>patented or</u> <u>Granted</u>	<u>Priority Claimed</u>	
					<u>Yes</u>	<u>No</u>

I hereby claim the benefit under 35 U.S.C. § 120/365 of any United States application(s) listed below and PCT international applications listed above or below:

PRIOR U.S. OR PCT APPLICATIONS

<u>Application No. (series code/serial no.)</u>	<u>Month/Day/Year Filed</u>	<u>Status</u>
13/856,392	04/03/2013	Pending
12/434,094	05/01/2009	Patented

Authorization To Permit Access To Application by Participating Offices

The undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), and any other intellectual property offices in which a foreign application claiming priority to the above-identified application is filed access to the above-identified patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, or other intellectual property office in which a foreign application claiming priority to the above-identified application is filed to have access to the application. In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the application-as-filed with respect to: 1) the above-identified application, 2) any foreign application to which the above-identified application claims priority under 35 USC 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the above-identified US application, and 3) any U.S. application from which benefit is sought in the above-identified application. In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing the Authorization to Permit Access to Application by Participating Offices.

I hereby appoint **David O. Simmons, Reg. No. 43,124**, as my attorney and/or agents, with full power of substitution and revocation, to prosecute this application, provisionals thereof, continuations, continuations-in-part, divisionals, appeals, reissues, substitutions, and extensions thereof and to transact all business in the United States Patent and Trademark Office connected therewith, to appoint any individuals under an associate power of attorney and to file and prosecute any international patent application filed thereon before any international authorities, and I hereby authorize them to act and rely on instructions from and communicate directly with the person/assignee/attorney/ firm/organization who/which first sent this case to them and by whom/which I hereby declare that I have consented after full disclosure to be represented unless/until I instruct them in writing to the contrary.

PATENT APPLICATION

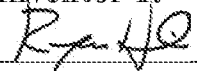
Please address all correspondence and direct all telephone calls to:

IVC Patent Agency
7637 Parkview Circle
Austin, Texas 78731
Telephone: (512) 345-9767
Facsimile: (512) 345-0021

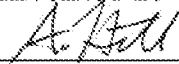
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAMED INVENTOR(S)

Inventor 1:

	
Signature	Date
Ryan Hardin	USA
Full Legal Name	Country of Citizenship
Henderson, Texas, USA	
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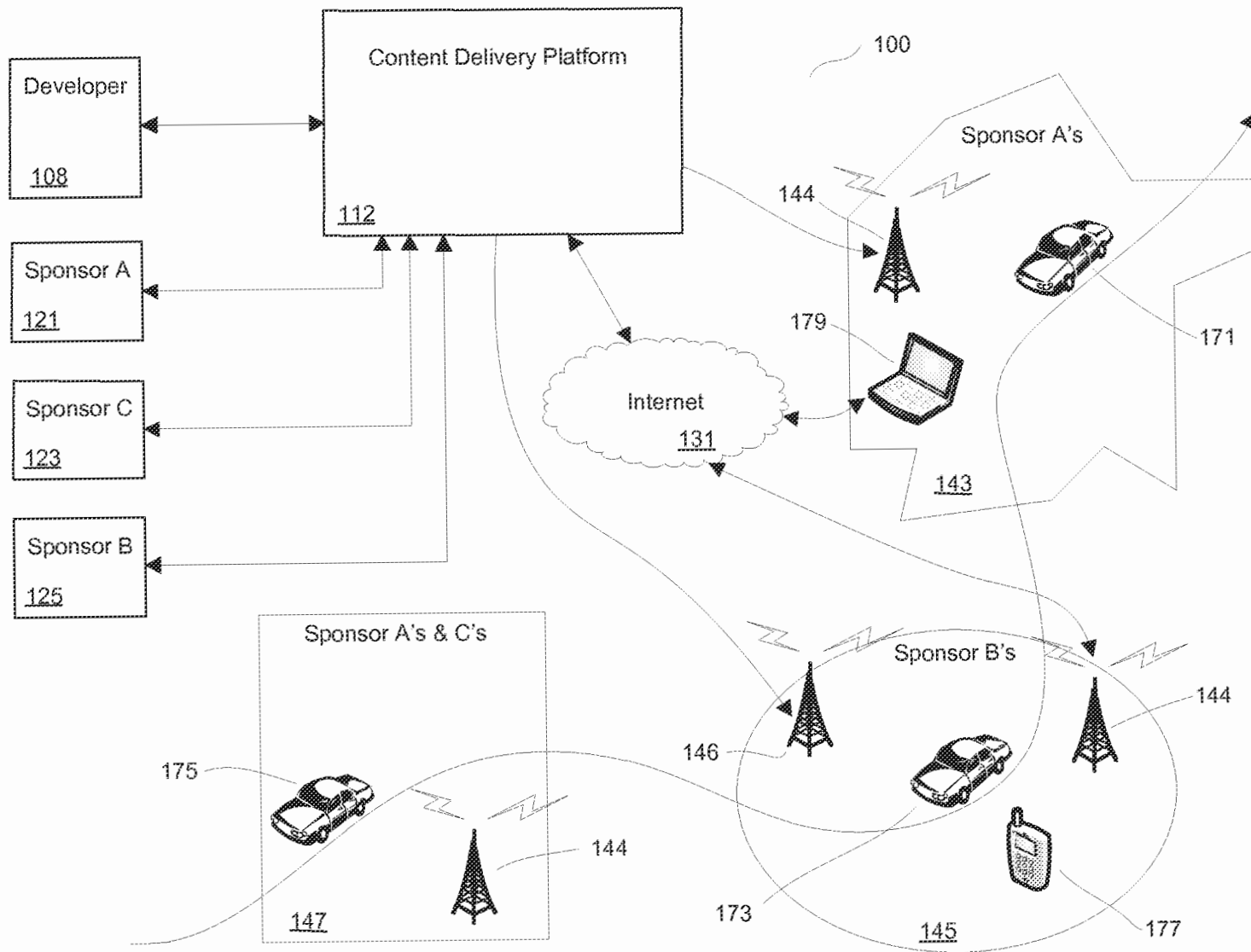


FIG. 1

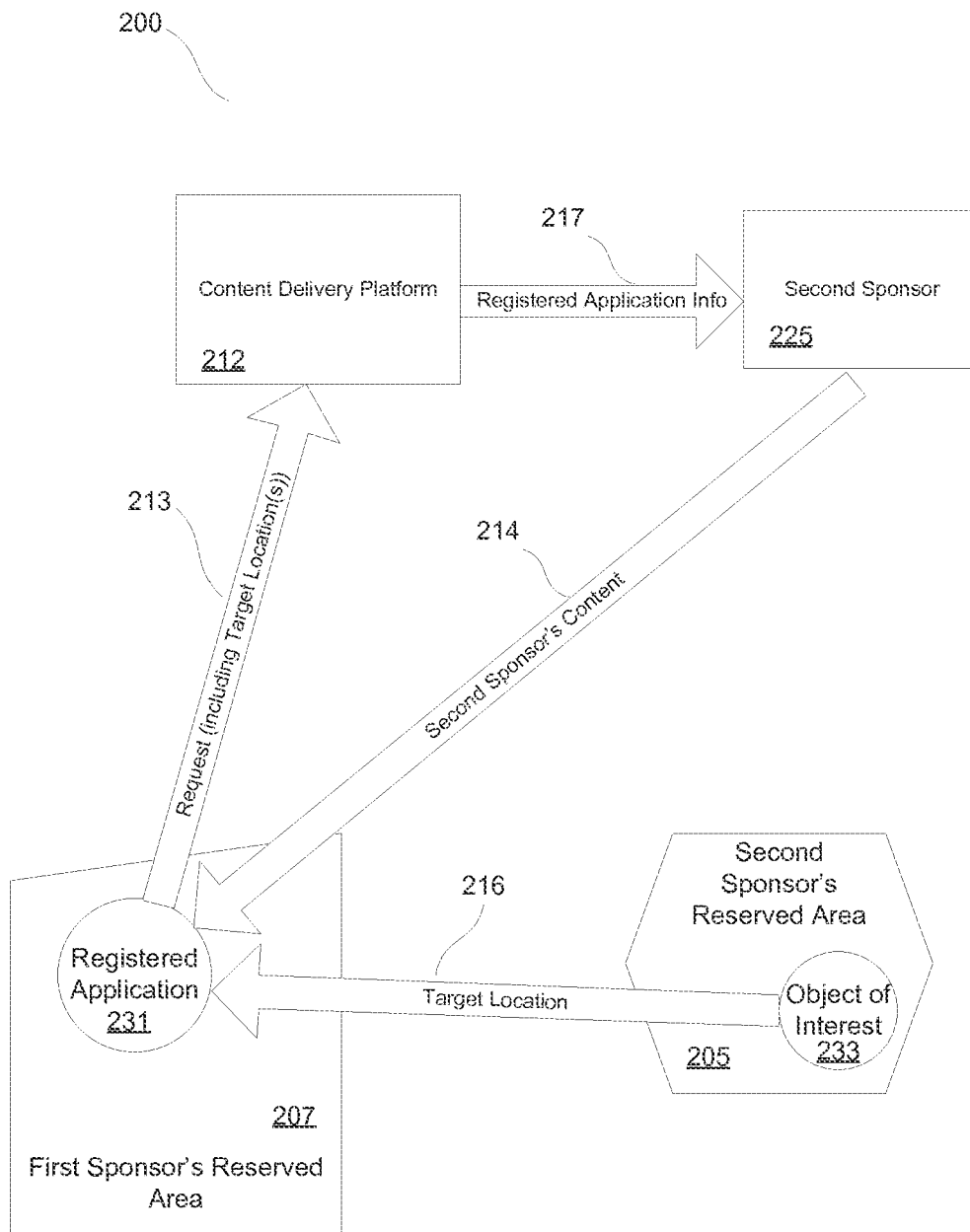
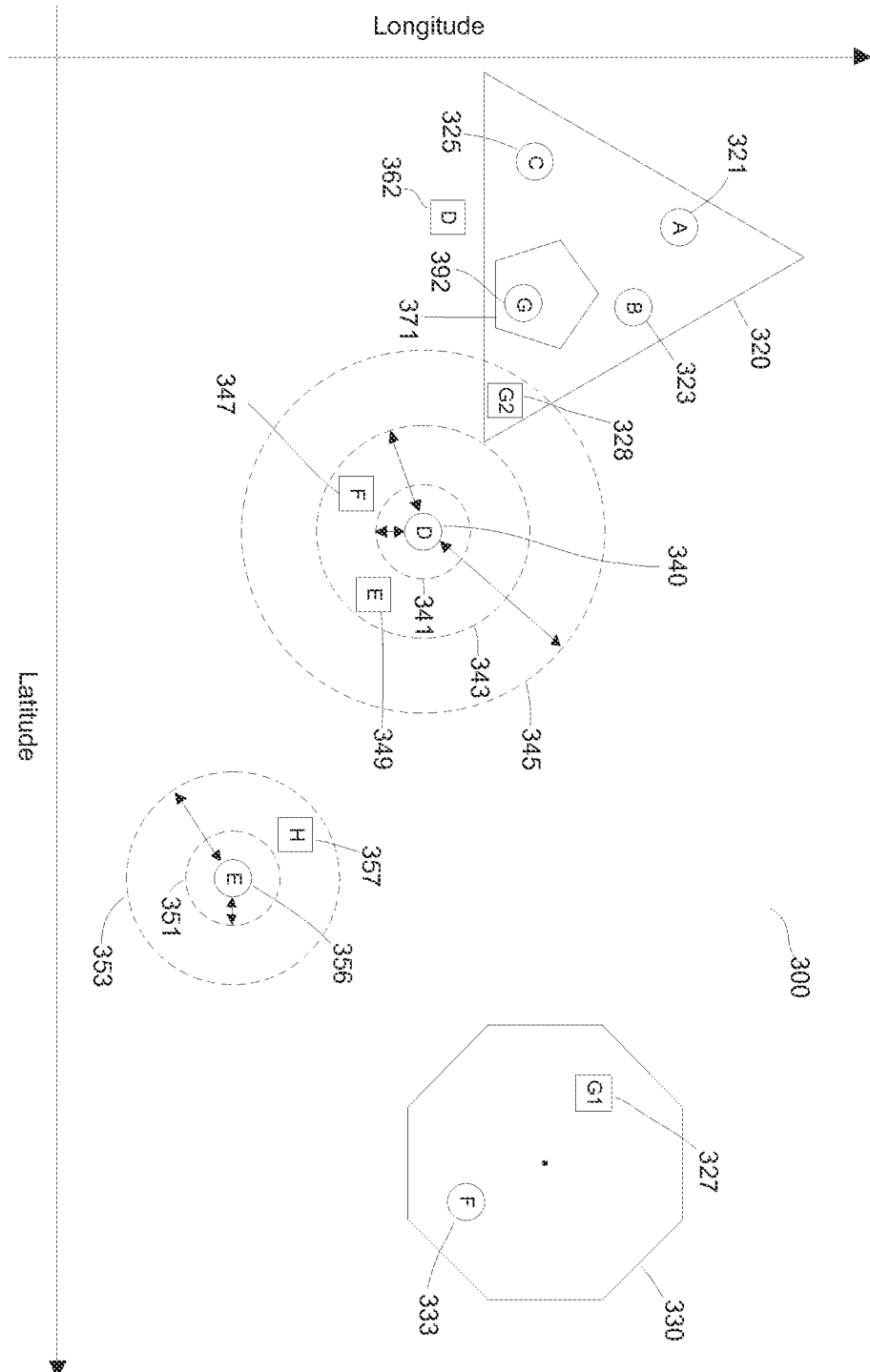


FIG. 2

FIG. 3



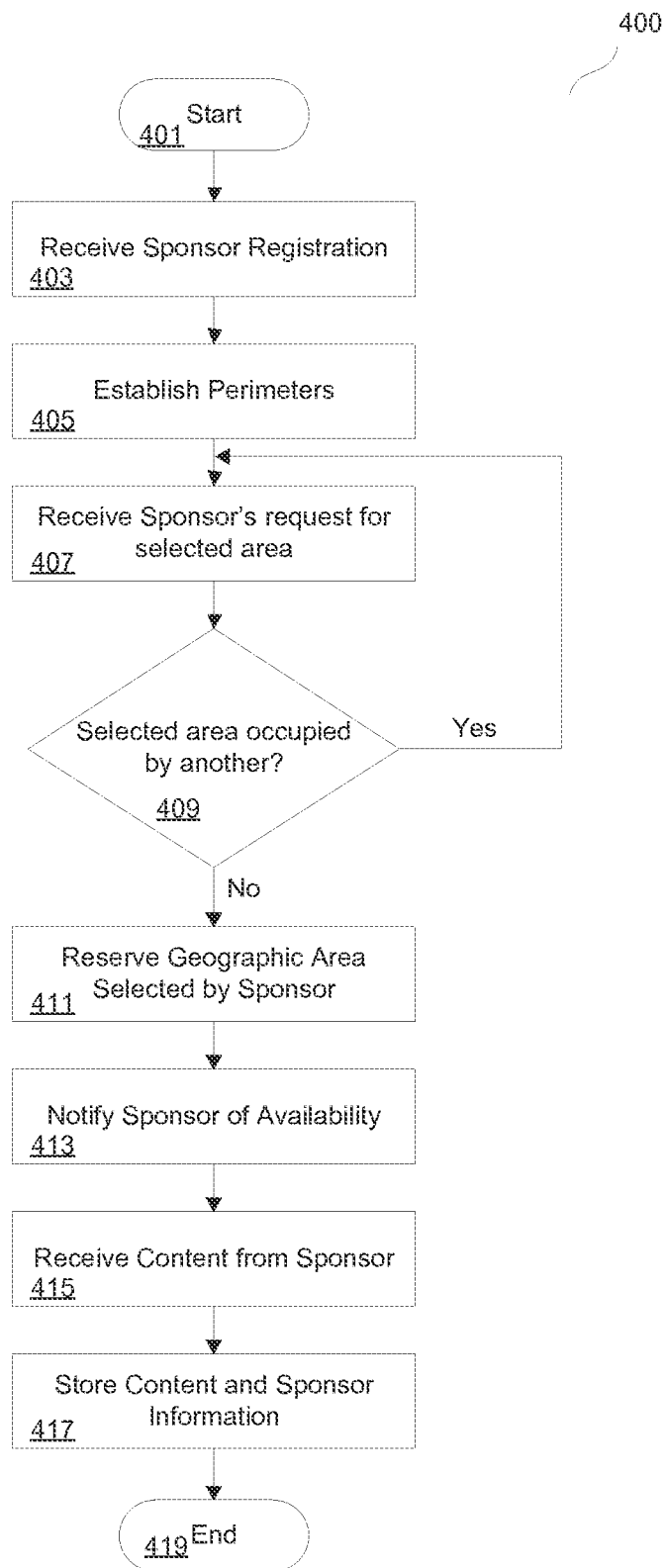


FIG. 4

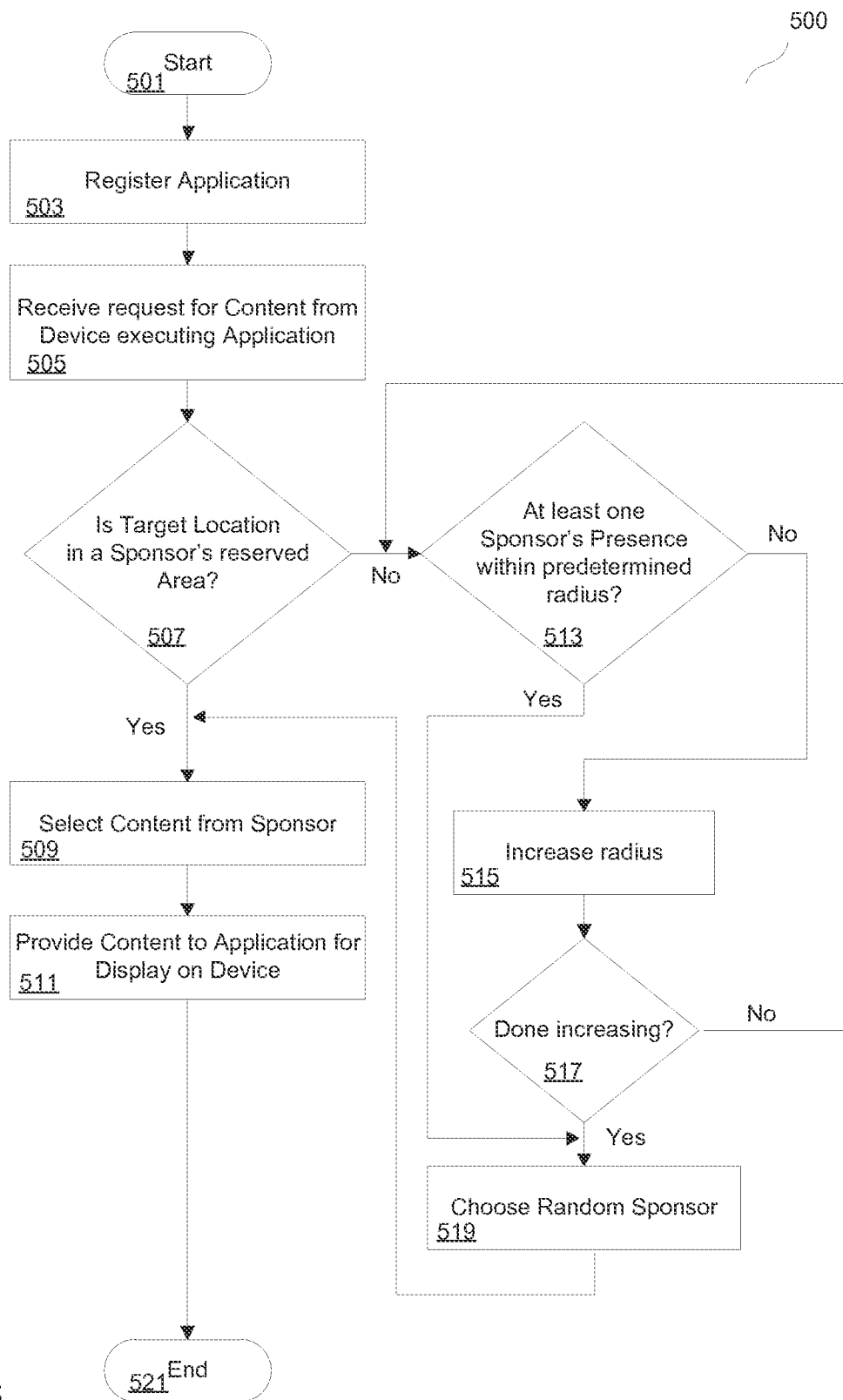
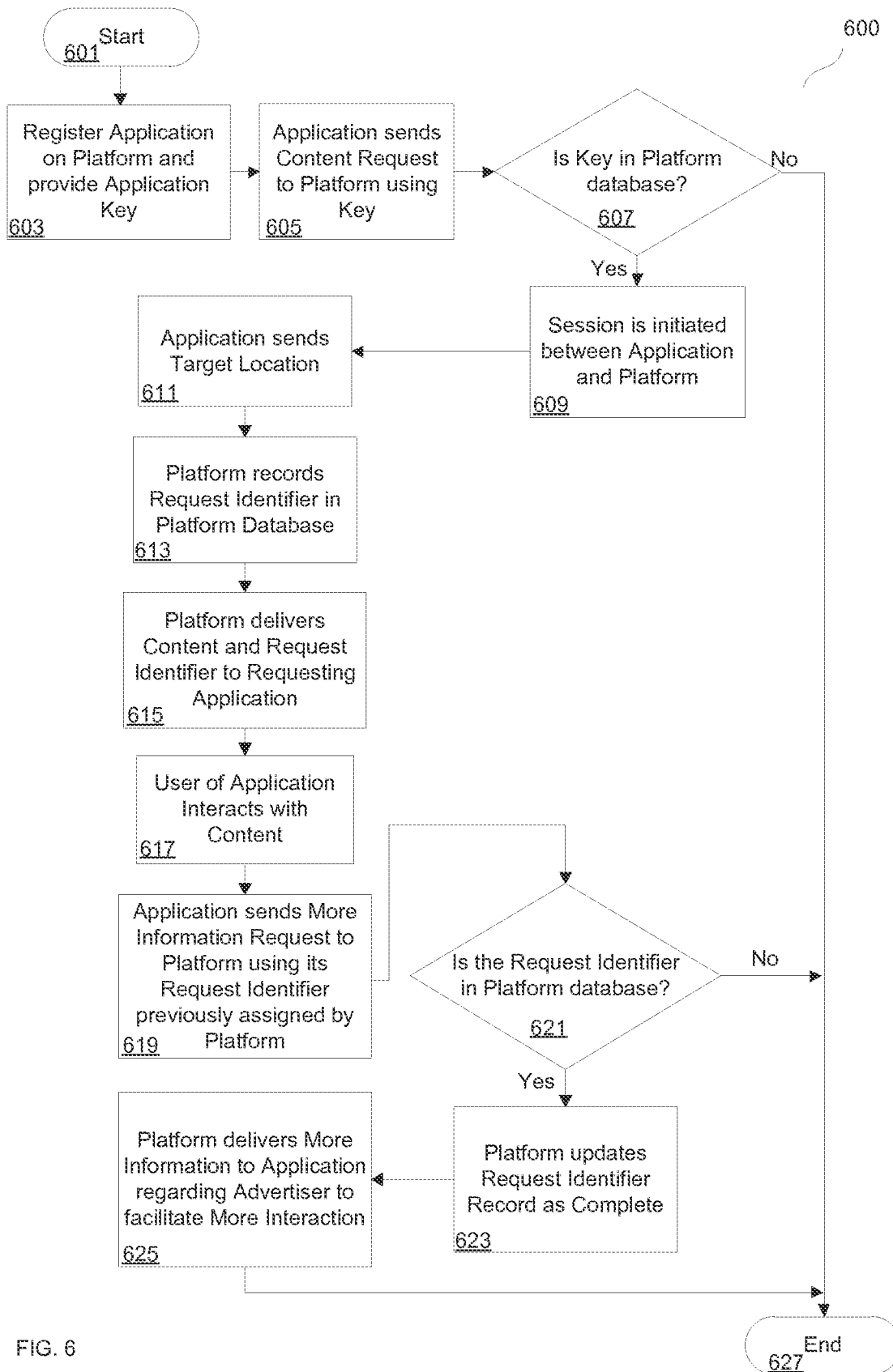


FIG. 5



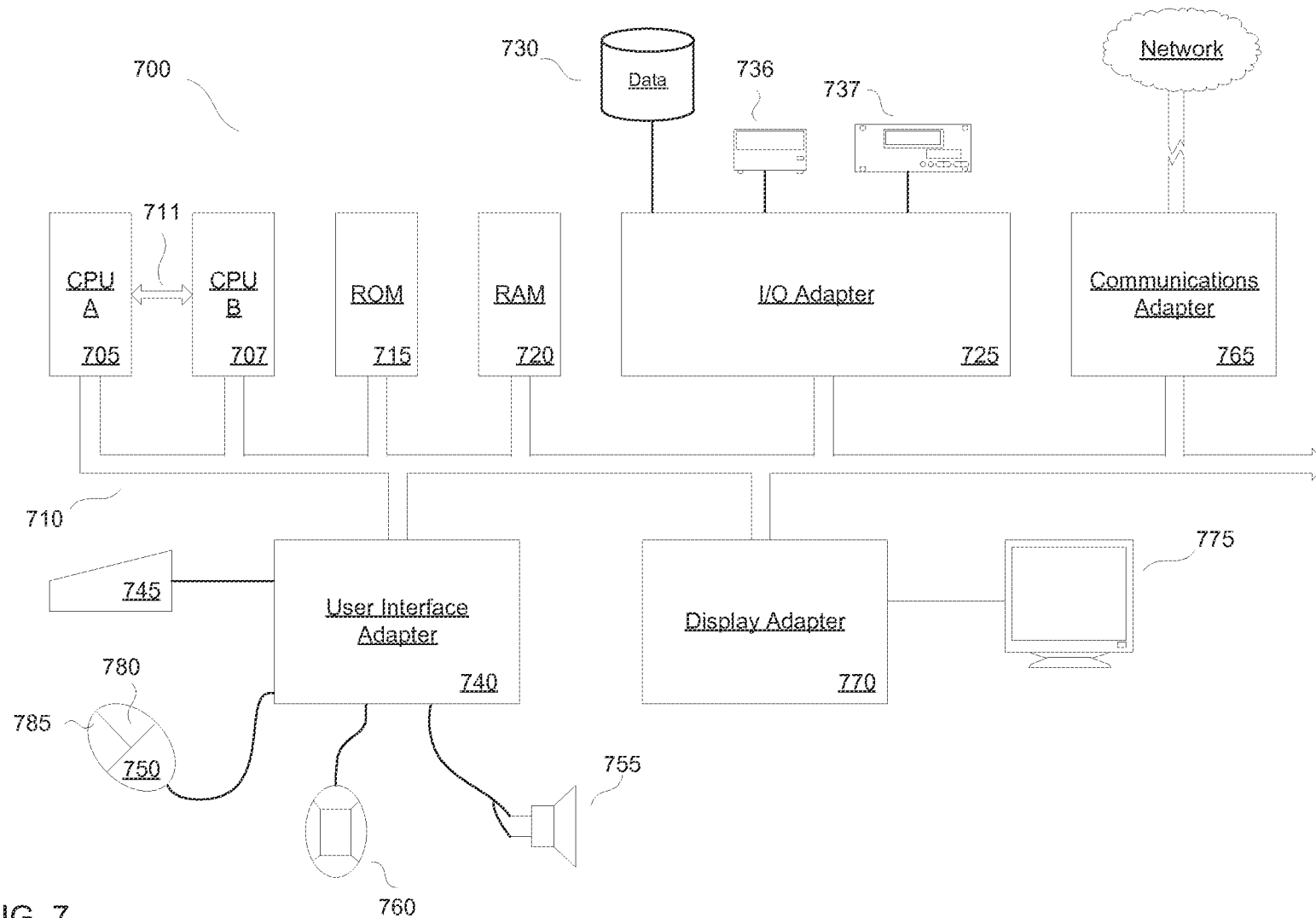


FIG. 7

Electronic Patent Application Fee Transmittal

Application Number:

Filing Date:

Title of Invention:

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

First Named Inventor/Applicant Name:

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Filer:

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Attorney Docket Number:

Filed as Micro Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
BASIC UTILITY PATENT FILING FEE-MCRO-ENT	3011	1	70	70
Utility Search Fee	3111	1	150	150
Utility Examination Fee	3311	1	180	180

Pages:

Claims:

Miscellaneous-Filing:

Petition:

Patent-Appeals-and-Interference:

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				400

Electronic Acknowledgement Receipt

EFS ID:	19175004
Application Number:	14292204
International Application Number:	
Confirmation Number:	4598
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	
Receipt Date:	30-MAY-2014
Filing Date:	
Time Stamp:	17:00:46
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 400
RAM confirmation Number	4025
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part / of	Pages (if appl.)
		Home Depot Exhibit 1016		Page 90	

1		application.pdf	214673	yes	29
			57ce9a3131936d5378b81decf9b8176c1a3fb8c		
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	Specification	1	21		
	Claims	22	28		
	Abstract	29	29		
Warnings:					
Information:					
2	Certification of Micro Entity (Gross Income Basis)	microentity.pdf	131526	no	2
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Total Files Size (in bytes)			440140	Page 91	

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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.

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This divisional patent application claims priority from co-pending United States Non-provisional Patent Application having Serial No. 13/856,392, filed 03-April 2013, entitled “EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS, which claims priority from co-pending United States Non-provisional Patent Application having Serial No. 12/434,094, filed 01-May 2009, entitled “EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS”, now U.S. Patent No. 8,433,296 issued on 30-April 2013, both having a common applicant herewith and being incorporated herein in their entirety by reference.

FIELD

[0002] This disclosure relates generally to delivery of content, and more particularly to delivery of content within reserved geographic areas.

BACKGROUND

[0003] Advertisements can be delivered to various devices, including mobile devices, within communications range of areas transmitters or other information providers. For example, advertisements can be delivered to cellular phones within range of a particular cellular phone provider’s network area. Furthermore, advertisements can be delivered using digital billboards, or via the Internet, based on user interactions and preferences.

[0004] When delivering advertisements and other content to some mobile devices, currently available technologies can broadcast the content to all devices equipped to receive them. In some cases, advertisements are broadcast to any mobile device within a city, or a similar area. When delivering non-broadcast content, for example via the Internet, it is common to deliver the content in response to a request, received from the receiving device. In some cases, push technology can be used to deliver content to multiple users concurrently.

[0005] In each of these cases, a mobile device can usually receive content from multiple different content providers. Current technologies are, therefore, less than perfect.

SUMMARY

[0006] Various embodiments disclosed herein include registering an application program for use with a content delivery platform, establishing multiple perimeters defining respective geographic areas, and maintaining records associating sponsors with particular geographic areas. The content delivery platform can receive a request from a registered application program for content to be displayed on a mobile device, and the request can be used to determine a target location. In some embodiments, a sponsor is selected based on a relationship between the target location and one or more reserved geographic areas. Content is then provided to the application program.

[0007] In some embodiments, the content delivery platform can record a request identifier associated with a received request, and provide the request identifier to the mobile device to assist in tracking future actions relating to the request for content. The content delivery platform can also receive information related to user interaction with the provided content, including the request identifier, and provide additional content in response to the received information.

[0008] Content can be delivered to a mobile device running a registered application if a target location is at least partially within a predetermined radial distance of a geographical area associated with a sponsor; if the mobile device is not located within the predetermined radial distance, the radial distance can be increased. In some embodiments, content is delivered if the target location, e.g. the location of the mobile device or another location of interest, is located entirely within a geographic area exclusively reserved by a particular sponsor. In some embodiments, the content delivery platform can select from among several sponsors in deciding which content to deliver to a mobile device.

[0009] In at least one embodiment, the content delivery system reserves exclusive interests in geographic areas for particular sponsors based on the sponsors' requests, and store a record of that interest. In some embodiments, the content delivery system receives, from a sponsor,

content to be delivered to mobile devices based on a target location being positioned within particular geographic areas. The content delivery system can also reserve an interest in geographic areas that remain unreserved by other sponsors. Furthermore, some embodiments include time based restrictions.

[0010] Various embodiments can be implemented as a system that includes memory, a communications interface, and a processor that cooperate to store and execute a program of instructions implementing various methods and techniques described herein. Furthermore, some embodiments can be implemented as a computer readable medium tangibly embodying a program of instructions.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] FIG. 1 is an abstract representation of exclusive content delivery to particular reserved areas according to various embodiments of the present disclosure;

[0012] FIG. 2 is a diagram illustrating a target location other than the location of the mobile device executing a registered application, according to embodiments of the present disclosure;

[0013] FIG. 3 is a graph representing expanded search areas to determine which content is delivered according to various embodiments of the present disclosure;

[0014] FIG. 4 is a flowchart illustrating a method of reserving a geographic area according to embodiments of the present disclosure;

[0015] FIG. 5 is a flowchart illustrating registration of an application for content delivery according to embodiments of the present disclosure;

[0016] FIG. 6 is a flowchart illustrating delivery of content to particular applications in a reserved area according to embodiments of the present disclosure;

[0017] FIG. 7 is a diagram illustrating a processing system according to embodiments of the present disclosure.

DETAILED DESCRIPTION

[0018] Various embodiments of the present disclosure provide for delivering content, such as advertising, to registered applications being run on any of various mobile electronic devices configured to be readily moved, carried, or otherwise transported between different various geographic areas defined by perimeters. Sponsors can reserve an exclusive interest, or in some embodiments a semi-exclusive interest, in a geographic area, so that other sponsors' advertisements are excluded from being broadcast or otherwise provided to a registered program being executed on a mobile device located within a reserved geographic area.

[0019] Referring first to Figure 1, system 100, is illustrated. System 100 can provide for exclusive delivery of advertising or other content to registered applications running on mobile devices located within a particular proximity to a reserved geographic area. System 100, as illustrated, includes content delivery platform 112, which is in communication with developer platform 108, and systems or individuals operating under control of sponsor A 121, sponsor C 123, and sponsor B 125. Content delivery platform 112 receives a request from developer platform 108 to register a program or other application for use on mobile devices. Content delivery platform 112 can use the registered application program to provide selected content to mobile devices.

[0020] In some embodiments, a registered application program is provided to mobile devices by developer platform 108, content delivery platform 112, one of sponsor A 121, sponsor C 123, or sponsor B 125, or by another desired delivery mechanism. In some embodiments, registering the application program with content delivery platform 112 allows developer 108 to receive revenue from sponsor A 121, sponsor C 123, or sponsor B 125 for content displayed on a mobile device located within, or in proximity to, a geographical area reserved by one or more of the sponsors.

[0021] Sponsor A 121, sponsor C 123, or sponsor B 125 can reserve an exclusive interest in a particular geographic area by sending a request to content delivery platform 112. In some embodiments, the request can be for exclusive delivery of content to mobile devices running any registered application within given geographic areas, or for content to be delivered to particular

registered applications based on a target location. The request can also include time limitations, limitations based on the length of time a mobile device remains within a given geographic area, or other desired limitations. Furthermore, the reserved interest can be either completely exclusive, or semi-exclusive.

[0022] System 100 can include a network, for example Internet 131, through which content delivery platform 112, can communicate to other networked devices; and communication towers 144, which can include AM or FM broadcast towers, mobile telephone stations, or other suitable communication infrastructure, including satellites (not illustrated) that might be useful in providing content based on a target location. Content delivery platform 112 can use this communication infrastructure to communicate with various computing devices, including portable computer 179, which may include laptop computers, desktop computers, palmtop computers, tablet computers, digital video recorders (DVRs), television set-top boxes, or any of various general or dedicated purpose computers that can be carried or transported; wireless device 177, which can include personal digital assistants (PDAs), cellular telephones, personal communication system (PCS) devices, music players, video players, gaming consoles, or portable televisions; or any of various devices that may be included in, or carried by, motor vehicles 171, 173, or 175, including navigation systems, satellite radios, or the like. It should be noted that the term "mobile device" can include all computing devices as listed above that can communicate with content delivery platform 112, that the above listing of devices is not exhaustive, and that a device that qualifies as one type of device may also be considered to be of another type. For example, a mobile phone may also be a general purpose computing device, a radio, a television, and a navigation system.

[0023] Still referring to Figure 1, consider first motor vehicle 171, which is located within sponsor A's reserved geographic area 143. A driver of first motor vehicle 171 can receive advertisements or other content from Sponsor A via a registered application running on a radio, a PDA, a cellular telephone, a laptop, or a global positioning navigation device (none of which are specifically illustrated). In this example, because first motor vehicle 171 is located within sponsor A's reserved geographic area 143, content delivery platform 121 provides content

exclusively related to sponsor A 121; advertisements or other content from sponsor C 123 and sponsor B 125 can be excluded.

[0024] Portable computer 179 can be connected to Internet 131 via a hardwired network connection, a Wi-Fi connection or other suitable communication connection. In some embodiments, if portable computer 179 is running a registered program application, the user of portable computer 179 will receive content related exclusively to sponsor A as long as he is within sponsor A's reserved geographic area 143. In some embodiments, the driver of first motor vehicle 171 and the user of laptop 179 will still be able to receive advertisements from other sponsors through devices not running a program that has been registered on content delivery platform 112, or through non-registered programs running on the same device.

[0025] In some embodiments, the location of mobile devices, or another target location, can be determined using various suitable methods. For example, a mobile device running a registered application can provide location information to content delivery platform 112 in the form of latitude or longitude coordinates, raw or processed GPS data, or other location information received and recorded by either the device itself or another device. In some embodiments, a target location, e.g. the location of a mobile device, can be determined based on signals received from cellular transmission towers, satellites, or methods such as triangulation or dead reckoning, or by IP address. Content delivery platform 112 can receive the location of mobile devices from a third source, for example a location provider, a cellular telephone network provider, or a third party tracking source, rather than from the mobile device itself. Thus, the location of a mobile device can be received from the mobile device, determined by content delivery platform 112, received from a third-party source, or determined based on a combination of these or other methods.

[0026] Sponsor A's reserved geographic area 143 illustrates an embodiment in which a perimeter can be defined by streets, county boundaries, city boundaries, landmarks, or other features commonly found on maps. In contrast, sponsor B's reserved geographic area 145 can be an ellipse, circle, oval, or other geometric shape that can be determined, at least in part, based on a radius.

[0027] In this example, both second motor vehicle 173 and wireless device 177 are located within sponsor B's reserved geographic area 145. The driver of second motor vehicle 173 and the user of wireless device 177 can receive advertisements or other content via towers 144. For example, if the driver of second motor vehicle 173 is operating a navigation device executing an application program registered by developer 108, advertisements and other content received on the navigation device can be determined based on the location within sponsor B's reserved geographic area 145. Likewise, the user of wireless device 177 will receive advertisements related to sponsor B from within a registered application. In some embodiments, content delivery platform 112 can prevent content from sponsor A 121 and sponsor C 123 from being delivered to a mobile device carried by second motor vehicle 173 and wireless device 177, because both motor vehicle 173 and wireless device 177 are located in sponsor B's reserved geographic area 145.

[0028] Turning next to sponsor A and sponsor C's reserved geographic area 147, note that the perimeter is a square, rectangle or similarly shaped. In some embodiments, the perimeter may be defined entirely by longitude and latitude lines and/or coordinates that constitute an area. In other embodiments, sponsor A and sponsor C's reserved geographic area 147 can be partially bounded by a longitude or latitude line, a road, river, railway, county, state, parish, city, locality, or other desired boundary. In some embodiments, the perimeter of a sponsor A and sponsor C's reserved geographic area 147 can be defined by a combination of longitude or latitude lines, with one or more remaining boundaries defined based on radius or diameter.

[0029] Because third motor vehicle 175 is within sponsor A and sponsor C's reserved geographic area 147, a mobile device carried by third motor vehicle 175 can receive advertising content from either or both sponsor A and sponsor C. In some embodiments, the interest in sponsor A and sponsor C's reserved geographic area 147 can be equally divided between sponsor A 121 and sponsor C 123, while in other embodiments one of sponsor A 121 and sponsor C 123 can have an interest superior to that of the other. In some embodiments, content delivery platform 112 can deliver advertisements or other content related to Sponsor A at selected times, while content related to Sponsor C is delivered at other times. Additionally, content related to sponsor A may be delivered via a first registered application, while content related to sponsor C

can be delivered via a second registered application. Thus, sponsors can advertise or provide other content to members of particular demographics based on a type of application a particular demographic is more likely to use.

[0030] Referring next to Figure 2, a target location other than a mobile device in a system 200 is illustrated according to embodiments of the present disclosure. As shown in Figure 2, a user of registered application 231 is located within the perimeter defining first sponsor's reserved area 207. Object of interest 233 is located in second sponsor's reserved area 205. In some embodiments, object of interest 233 can be any type of object of interest to the user of registered application 231. For example, object of interest 233 could be a friend of the user of registered application 231, and this friend may be employing a mobile phone, a laptop, a kiosk computer, a PDA, or any other device capable of sending location information 216 directly or indirectly to registered application 231. In some embodiments, target location information 216 can be any type of information that can be used to determine the location of the object of interest 233. In at least one embodiment, target location information 216 may be a geocoded twitter message. In another example, object of interest 233 could be an end destination on a map, and the location information 216 of this end destination can be sent to registered application 231.

[0031] In response to receiving the target location information 216 from object of interest 233, registered application 231 can send a request 213 to content delivery platform 212. The request can include, but is not limited to, information indicating the location of object of interest 233, a request for content, information indicating the location of registered application 231, information indicating the identity of the registered application 231, and a previously received request identifier.

[0032] Content delivery platform 212 can receive and process request 213 to identify the location of registered application 231 and the location of object of interest 233. In some embodiments, both locations need not be identified. Furthermore, in some embodiments the specific location need not be identified, as long as a determination that object of interest 233 is located within a given proximity of second sponsor's reserved area 205, or that registered application 231 is located within first sponsor's reserved area 207.

[0033] Content delivery platform 212 can provide registered application information 217 to second sponsor 225 to allow second sponsor 225 to deliver second sponsor's content 214 to registered application 231. The registered application information 217 can be an application identifier, a request identifier, a target location, a communications address, or other information that can be utilized by second sponsor 225. In some embodiments, application information 217 need not be provided to second sponsor 225, but instead can be processed internally by content delivery platform 212, and a determination can be made for second sponsor's content 214 to be delivered directly to application 231 from content delivery platform 212, or a third party (not illustrated).

[0034] Note that in the illustrated embodiment, despite the fact that registered application 231 is located within first sponsor's reserved area 207, the information delivered to registered application 231 can be content related exclusively to second sponsor's reserved area 205, in which object of interest 233 is located. This is because, in the illustrated embodiment, the target location is the location of object of interest 233, rather than the location of a mobile device executing registered application 231.

[0035] In some embodiments, information from the first sponsor can also be delivered to registered application 231, because the locations of the device running registered application 231 and object of interest 233 are both considered target locations. Furthermore, in some embodiments content need not be delivered directly from second sponsor 225, but instead can be provided by content delivery platform 212, or a third party (not illustrated).

[0036] Referring next to Figure 3, a graph showing various geographic areas with reference to longitude and latitude is illustrated according to some embodiments of the present disclosure. The geographic areas in Figure 3 are for illustration only and carry no particular significance with respect to their geometric shapes. Graph 300 includes a triangular area 320, reserved for sponsor A; pentagonal area 371, reserved for sponsor G; and octagonal area 330, also reserved for sponsor G. In the illustrated example, sponsor G has two physical addresses: G1 327, which lies within sponsor G's reserved octagonal area 330, and G2 328 which, lies within sponsor A's reserved triangular area 320. Furthermore, in the illustrated embodiment, sponsor A does not

have a physical location within sponsor A's reserved triangular area 320. These examples help illustrate that there is not necessarily a correlation between a sponsor's physical address and a reserved geographic area, although in some embodiments there may be such a correlation.

[0037] As illustrated by Figure 3, a single target location F 333 is located within sponsor G's reserved octagonal area 330, and target location F 333 can be a mobile device running a registered application, or target location F 333 can represent a target location other than the location of a mobile device, as illustrated in Figure 2. In some embodiments, the mobile device with target location F 333 receives advertising exclusively from advertiser G.

[0038] As further illustrated by Figure 3, there are four target locations: target location A 321, target location B 323, target location C 325, and target location G 392 within advertiser A's reserved triangular area 320. Note also, however, that target location G 392 also lies within one of sponsor G's reserved geographic areas, pentagonal area 371. Consider the following example in which target location A 321 and target location B 323 each are mobile devices executing a first application registered with a content delivery platform, such as content delivery platform 112, of Figure 1. Further assume, for purposes of this example, that target location C 325 is a mobile device executing a second, different application, which is also registered with the content delivery platform. Because both the first and second applications are registered with the content delivery platform, each of the three devices, with target location A 321 target location B 323 and target location C 325 can receive advertisements or other content from within their respective applications. In this example, the content delivered to all three devices can be related exclusively to sponsor A, regardless of which registered application is being executed, because sponsor A has the only reserved interest in the portions of triangular area 320 occupied by mobile devices having target locations A 321 B 323 and C 325.

[0039] In some embodiments, target location G 392 can be a mobile device running two or more registered applications, and can receive content related to sponsor A, because the mobile device lies within triangular area 320. But, target location G 392 also lies within pentagonal area 371, and the mobile device can therefore receive content associated with sponsor G. In some embodiments, content related to sponsor A can be delivered via one of the registered

applications, while another registered application receives and displays content related to sponsor G. In other embodiments, one of sponsor A or sponsor G can have a superior interest to the other, and a preference can be given to that sponsor's content for delivery. For example, sponsor G may have a superior interest in pentagonal area 371, which also forms part of triangular area 320. In such a case, if content related to sponsor G is available for delivery to the application on the mobile device with target location G 392, that content will be delivered in preference to content related to sponsor A. However, if there is no high priority content related to sponsor G to be delivered, content related to sponsor A may be provided in its stead. Various other priority and time sharing mechanisms and methods can be implemented according to the teachings set forth herein. Note that in some embodiments, multiple registered applications are not required to implement priority and time sharing mechanisms.

[0040] In some instances, a mobile device can have target locations, such as target location D 324 or target location E 356, located outside of areas reserved by sponsors. In such a case, a check can be made to determine if either target location D 340 or target location E 356 are located within a given proximity of a sponsor-reserved area such as triangular area 320 or octagonal area 330. So, for example, a check can be made to determine whether any reserved areas lie within a given radius of target location D 340, defining a search area 341, or within a given radius of target location E 356, defining a search area 351. In some embodiments, if no sponsor reserved area intersects an area within an initially small radius, further checks can be performed by incrementally increasing the radius. So, for example, after a first check finds no advertiser reserved areas within search areas 341 or 351, the search areas can be increased to encompass areas 343 and 353, respectively.

[0041] In the illustrated example, there is no reserved area intersecting search area 353, but sponsor H 357 has a physical address within area 353. In some embodiments, once it is determined that a registered sponsor has a physical address location within a search radius, but there are no sponsor reserved geographic areas in proximity to or encompassing a target location, an advertisement or other content can be delivered to a mobile device, such as the device with target location 356.

[0042] Another situation arises when there are no sponsor reserved geographic areas intersecting a search area, but there are multiple sponsor physical locations within a given radius. Consider area 343, which contains sponsor E's location 349, and sponsor F's location 347. Because neither sponsor E nor sponsor F has established a reserved area that intersects with search area 343, a random choice can be made between these two sponsors to determine which sponsor's content to provide to the registered application on the device with target location D 340. In other embodiments, preference may be given to one of sponsor E's location 349 and sponsor F's location 347 based on each physical locations' proximity to target location D 340, based on a travel time between the device with target location D 340 and the sponsors' locations, or based on some other desired parameter. In further embodiments, if no sponsor's reserved geographic area intersects any portion of area 343, no content is sent to mobile device D with target location 340, despite the fact that location sponsor E's location 359, and sponsor F's location 347 are both within the perimeter defining search area 343.

[0043] In some embodiments, the search radius can continue to be expanded until a search area 345 intersects with a sponsor reserved geographic area. In the illustrated embodiment, search area 345 intersects sponsor A's reserved triangular area 320. Note that sponsor G2's physical location 328 is also located within search area 345. In some embodiments, content from either sponsor A or sponsor G can be selected using any of various processes, because target location D 340 is not located entirely within triangular area 320. In some embodiments, however, because the expanded search area 345 encompasses even a portion of sponsor A's reserved triangular area 320, content related to sponsor G will be excluded, and content related to sponsor A will be exclusively provided to mobile device with target location D 340. In some embodiments, because target location D 340 is not located within sponsor A's reserved triangular area 320, content related to sponsor A will be excluded, and content related to sponsor G will be exclusively provided to mobile device with target location D 340.

[0044] Additional techniques accounting for the proximity of exclusively reserved advertising areas and sponsor's physical locations with respect to mobile device locations can be implemented according to the teaching set forth herein. For example, in some embodiments, sponsors may obtain an interest in all otherwise unreserved geographic areas. For example, a

content delivery system can deliver content from a “default” sponsor, if it is determined that no other content is to be delivered to a mobile device.

[0045] Referring next to Figure 4, a method 400 for allowing sponsors to reserve particular geographic areas will be discussed according to embodiments of the present disclosure. Method 400 begins, as illustrated by block 401. As illustrated by block 403, a content delivery platform, for example content delivery platform 112 as illustrated in Figure 1, can receive a request for sponsor registration, which can also include receiving physical address location from the sponsor. As illustrated by block 405, the sponsor can establish perimeters defining geographic areas of exclusive or semi-exclusive control. These geographic areas are areas the sponsor wishes to reserve for delivery of his own advertisements or other content controlled by the sponsor.

[0046] The perimeters established can be based on map features, such as streets, rivers, landmarks, or any of the other various map features. The perimeters can also be defined by latitude and longitude, or various geometric constructs having a given relative position to either a point location, a map location, a physical address, or otherwise. Some embodiments allow for establishing perimeters defining areas based on a combination of the various types of constructs. So, for example, latitude, longitude and map features may be used to establish the reserved area, or a combination of coordinates and geometric constructs can be used in conjunction with other suitable boundary identifiers to establish an area that may be reserved specifically for content related to a particular advertiser or sponsor.

[0047] In some embodiments, the perimeters may be generated interactively, using sponsor established perimeter definitions, or other unique sponsor requests. Some embodiments employ pre-defined areas, or allow selection of areas based on predetermined factors, and present sponsors a choice from among previously established options.

[0048] As illustrated by block 407, a sponsor’s request for a selected area is received. As illustrated by block 409, a check is made to determine if the selected area, or a portion of the selected area, has already been reserved by another sponsor. If the area selected by the sponsor is already owned or is otherwise unavailable, method 400 may return to block 407, and the

sponsor can choose another area. In some embodiments, overlap of various sponsor areas may be allowed based on type of business, type of application used to deliver the content, or otherwise.

[0049] As illustrated by block 411, if an area selected for exclusive or semi-exclusive content delivery is available, the selected geographic area can be reserved for the sponsor. And as illustrated by block 413, the sponsor can be notified that an interest in the geographic area has been reserved for him.

[0050] A sponsor can provide content for delivery to mobile devices having target locations contained within its reserved area, as illustrated by block 415. This content can include advertisements, still image content, animated content, video content, audio content, alphanumeric identifiers, or other content suitable for delivery to mobile devices via registered applications. As illustrated by block 417, the content received from the sponsor can be stored for later delivery to registered applications running on mobile devices having target locations that exist within the sponsor's reserved area, which such target locations may include, but are not limited to, when the mobile device or target location physically enters or remains within the sponsor's reserved area for a desired length of time. In some embodiments, content can be delivered to a mobile device by the sponsor or another party in response to a notification that the mobile device or target location has entered or is contained within the sponsor's reserved area. Method 400 ends, as illustrated at block 419.

[0051] Referring next to Figure 5, a method 500 of registering an application program for use in conjunction with a content delivery platform is illustrated according to various embodiments of the present disclosure. Method 500 begins as illustrated by block 501. As illustrated by block 503, an application can be registered on a content delivery platform in response to a request by a developer, for example developer 108 as illustrated in Figure 1. As illustrated by block 505, a request for content can be received from a device running a registered application. In some embodiments, the same registered application may be executed on any of various mobile devices, including mobile telephones, personal digital assistants, laptops, and the like. Furthermore, multiple devices may execute copies of the same registered application, multiple

different registered applications may be executed on a single mobile device, and multiple different registered applications may be executed on multiple devices.

[0052] As illustrated by block 507 a determination is made as to whether the application sending the request for content has a target location that is located within a sponsor's reserved geographic area. In some embodiments, the target location may be the location of the device. In some embodiments, the target location may be a location other than the location of the device, as illustrated in Figure 2. As illustrated by block 509, if the target location is located within a sponsor's reserved area, content from the corresponding sponsor can be chosen for delivery to the mobile device. The content can be chosen based on a number of different parameters or combinations of parameters. In some embodiments, different sponsors may designate particular content to be provided on different days of the week or at different times of day. Some such embodiments allow a single geographic area to be shared by different advertisers or sponsors. For example, content associated with a first sponsor may be selected for delivery in a particular geographic area during the lunch hour, while content related to a second sponsor is selected for delivery in that same geographic area between the hours of midnight and 2 am.

[0053] In some embodiments, content from one sponsor can be selected for delivery in a particular geographic area in specific situations, even though a different sponsor has generally reserved that same geographic area. For example, content from a first sponsor can be delivered during a football game to mobile devices located in a geographic area normally reserved by a second sponsor, effectively trumping content related to the second sponsor that would otherwise be delivered. In some embodiments, additional criteria can be applied to determine which sponsors' content will be provided to mobile devices in a particular geographic area.

[0054] As illustrated by block 511, selected content can be provided to an application for display on a mobile device. In at least one embodiment, different content from the same sponsor can be provided to the same device for display within different applications, or the same content from the same sponsor can be displayed for all mobile devices running all registered applications that have target locations within the delivery area for the content. For example, a first program run on a mobile device may display a first advertisement within that program while a second

program running on the same device may display a second advertisement, which is different from the first advertisement. In some embodiments in which an interest in a particular geographic area is shared between multiple sponsors, a primary sponsor's content can be exclusively displayed via a first registered application running on a particular mobile device, while content from other sponsors can be displayed via a second and subsequent applications running on the same mobile device.

[0055] As illustrated by block 513, if the target location is not within a sponsor's reserved area, a determination can be made regarding whether at least one sponsor's presence is within a first predetermined radius of the target location. In some embodiments, a determination is made regarding whether a sponsor's physical location is within a predetermined radius of the target location. In some embodiments, a determination is made regarding whether a sponsor's geographic area, or a portion of a sponsor's geographic area, is contained within a predetermined radius of the target location. If at least one sponsor's presence is within a predetermined radius of the target location, a sponsor is chosen from a random or pseudo-random process, as illustrated by block 519. Content is then selected for delivery, as illustrated by block 509. As illustrated by block 515, if a sponsor's presence is not within a predetermined radius of the target location, the search radius can be increased. As illustrated by block 517, a check can be made to determine whether any more increases should be made. In some embodiments, the search radius can continue to be increased incrementally, in a logarithmic manner, or otherwise, until at least a portion of a sponsor's reserved area intersects the search area defined by the search radius. In some embodiments, the search radius can be increased a predetermined number of times, or can be limited based on system resources, time constraints, or other desired parameters. The processes illustrated by blocks 513, 515, and 517 can be repeated until a positive indication is produced by the process at block 517.

[0056] As illustrated by block 519, content from a randomly or pseudo-randomly selected sponsor can be delivered to a mobile device if the target location is not within a desired proximity to a sponsor's reserved area. In some embodiments, rather than delivering content randomly, content selections can be made based on desired criteria. Content related to a sponsor that reserved all otherwise unallocated space can be delivered to a mobile device executing a

registered application. In some such embodiments, if any particular geographic areas have not yet been reserved, or if any device requesting content does not have a target location contained within a reserved geographic area, the default sponsor's content can be delivered to the mobile device. Method 500 ends as illustrated by block 521.

[0057] Preferring next to Figure 6, a method of interaction between a mobile device and a content providing platform is illustrated according to various embodiments of the present disclosure. Method 600 begins as illustrated by block 601. As illustrated by block 603 an application platform key can be provided to a developer in response to the developer registering an application for use on the application platform. The developer can, in turn, provide the key to mobile devices on which the registered application is installed. As illustrated by block 605, when a mobile device requests content from the content providing platform, the mobile device can send the key along with its request. As illustrated by block 607, the content providing platform can verify that the key matches a valid key stored in its database, or elsewhere, before providing content to the application.

[0058] In some embodiments, key verification can be performed by an entity other than the content providing platform. As illustrated by block 627, if a verification check on the key fails, no content is provided to the requesting application, and the method 600 ends.

[0059] As illustrated by block 609, if the key is validated a session can be initiated between the application on the mobile device, and the content delivery platform. As illustrated by block 611 in at least one embodiment, the application running on the mobile device sends the mobile device's location, or another target location, to the content delivery platform. However, in some embodiments the actual location is not sent by the device, but may be provided to the content delivery platform from another source. Furthermore, the content delivery platform, or a subsystem of a communications system employed by the content delivery platform, can determine the location of the mobile device based on raw, partially, or completely processed information received from the mobile device or from another source. For example, the mobile device can forward information associated with a target location to the content delivery platform, or the content delivery server can obtain location information from a third party application or

device, from a home location register (HLR), from a visiting location register (VLR), from raw, differential, processed or semi-processed GPS data, from power signals used in code-division multiple access (CDMA) or other wireless communications systems, or otherwise.

[0060] As illustrated by block 613, the content delivery platform records the request from the registered application in a request identifier in the platform database, or some other suitable storage location. The request identifier can be used in some embodiments to track further interaction with the registered application, or to deliver additional content to a requesting mobile device. Thus, in some embodiments, a mobile device or other target location that is only temporarily located within a particular sponsor's reserved geographic area may continue to receive information from that sponsor after the mobile device, or the target location, exits the sponsor's reserved area. In other embodiments, content related to a sponsor is discontinued in response to a mobile device exiting, or the target location losing focus within, the sponsor's reserved area.

[0061] As illustrated by block 615, the content delivery platform can deliver the request identifier to the requesting application along with the requested content. As illustrated by block 617, a user of the mobile device can interact with the provided content using any of various methods such as pressing a button, selecting a user selectable object on a graphical user interface, or otherwise. The application on the mobile device can send an indication of the interaction to the content delivery platform via the same communication channel used to send the request, or via a different communications channel.

[0062] As illustrated by block 619, a registered application running on a mobile device can send an additional information request to the platform using the previously assigned request identifier. In some embodiments, using the previously assigned platform request identifier permits tracking of a series of interactions between a particular application and the content delivery platform. Furthermore, using the request identifier can allow individualized content to be delivered to different registered applications which may or may not be running on the same mobile device.

[0063] As illustrated by block 621, a determination is made regarding whether a request identifier sent in conjunction with a request for further information is maintained in the platform database or other suitable storage. As illustrated by block 623, if the request identifier is contained in the database or other storage area, the content delivery platform can update a request identifier record as being complete. And as illustrated by block 625, the content delivery platform can deliver more content to the requesting application. As illustrated by block 627, method 600 can proceed to end after delivering the additional content.

[0064] The methods and processes discussed previously, as well as other embodiments, may be implemented in a processing system executing a set of instructions stored in memory, or on a removable computer readable medium. An example of a system according to some embodiments is illustrated in Figure 7. Referring now to Figure 7, a high-level block diagram of a processing system is illustrated and discussed. Processing system 700 includes one or more central processing units, such as CPU A 705 and CPU B 707, which may be conventional microprocessors interconnected with various other units via at least one system bus 710. CPU A 705 and CPU B 707 may be separate cores of an individual, multi-core processor, or individual processors connected via a specialized bus 711. In some embodiments, CPU A 705 or CPU B 707 may be a specialized processor, such as a graphics processor, other co-processor, or the like.

[0065] Processing system 700 includes random access memory (RAM) 720; read-only memory (ROM) 715, wherein the ROM 715 could also be erasable programmable read-only memory (EPROM) or electrically erasable programmable read-only memory (EEPROM); and input/output (I/O) adapter 725, for connecting peripheral devices such as disk units 730, optical drive 736, or tape drive 737 to system bus 710; a user interface adapter 740 for connecting keyboard 745, mouse 750, speaker 755, microphone 760, or other user interface devices to system bus 710; communications adapter 765 for connecting processing system 700 to an information network such as the Internet or any of various local area networks, wide area networks, telephone networks, or the like; and display adapter 770 for connecting system bus 710 to a display device such as monitor 775. Mouse 750 has a series of buttons 780, 785 and may be used to control a cursor shown on monitor 775.

[0066] It will be understood that processing system 700 may include other suitable data processing systems without departing from the scope of the present disclosure. For example, processing system 700 may include bulk storage and cache memories, which provide temporary storage of at least some program code in order to reduce the number of times code must be retrieved from bulk storage during execution.

[0067] Various disclosed embodiments can be implemented in hardware, software, or a combination containing both hardware and software elements. In one or more embodiments, the invention is implemented in software, which includes but is not limited to firmware, resident software, microcode, etc. Some embodiments may be realized as a computer program product, and may be implemented as a computer-usable or computer-readable medium embodying program code for use by, or in connection with, a computer, a processor, or other suitable instruction execution system.

[0068] For the purposes of this description, a computer-usable or computer readable medium can be any apparatus that can contain, store, communicate, propagate, or transport the program for use by or in connection with the instruction execution system, apparatus, or device. By way of example, and not limitation, computer readable media may comprise any of various types of computer storage media, including volatile and non-volatile, removable and non-removable media implemented in any suitable method or technology for storage of information such as computer readable instructions, data structures, program modules, or other data. Computer storage media include, but are not limited to, RAM, ROM, EEPROM, flash memory or other memory technology, CD-ROM, digital versatile disks (DVD) or other optical storage, magnetic cassettes, magnetic tape, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store the desired information and which can be accessed by a computer. Data structures and transmission of data (including wireless transmission) particular to aspects of the disclosure are also encompassed within the scope of the disclosure.

[0069] Various embodiments have been described for delivering content related to a commercial media program. Other variations and modifications of the embodiments disclosed

may be made based on the description provided, without departing from the scope of the invention as set forth in the following claims.

WHAT IS CLAIMED IS:

1. A method comprising:

receiving, from one or more sponsors, at least one request to obtain an interest in a designated geographic area;
determining if the interest in the designated geographic area is to be provided to the one or more sponsors;
in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors, restricting content delivered to one or more instances of an application program to being from the one or more sponsors after it is determined that a target location has entered the designated geographic area;
receiving, from the one or more sponsors, content to be delivered to at least one of the one or more instances of the application program after it is determined that the target location has entered the designated geographic area; and
providing, after it is determined that the target location has entered the designated geographic area, at least a portion of the content received from the one or more sponsors to at least one of the one or more instances of the application program.

2. The method of claim 1 wherein:

receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and
the sponsor established perimeter definitions at least partially define the designated geographic area.

3. The method of claim 1 wherein:

receiving the at least one request to obtain the interest in the designated geographic area includes receiving a first request from a first sponsor and receiving a second request from a second sponsor;

restricting the content delivered to the one or more instances of the application program includes restricting content delivered to one or more instances of the application program to be from the first one of the sponsors during a first period of time and to be from the second one of the sponsors during a second period of time;

receiving content to be delivered to the one or more instances of the application program includes receiving content from the first sponsor and receiving content from the second sponsor; and

providing the at least a portion of the content to the one or more instances of the application program includes providing at least a portion of the content received from the first sponsor to an instance of the application program during the first period of time and providing at least a portion of the content received from the second sponsor to the instance of the application program during the second period of time.

4. The method of claim 1 wherein the one or more sponsors is at least one of the one or more instances of the application program.
5. The method of claim 1, further comprising:
 - providing the one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors; and
 - storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors.
6. The method of claim 5 wherein the one or more sponsors is at least one of the one or more instances of the application program.

7. The method of claim 6 wherein:

receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and
the sponsor established perimeter definitions at least partially define the designated geographic area.

8. A system comprising:

memory;

a communications interface operably coupled to the memory; and

at least one processor operably coupled to the memory and the communications interface, the processor configured to execute a program of instructions, the program of instructions comprising:

at least one instruction for receiving, from one or more sponsors, at least one request to obtain an interest in a designated geographic area;

at least one instruction for determining if the interest in the designated geographic area is to be provided to the one or more sponsors;

at least one instruction for restricting content delivered to one or more instances of an application program to being from the one or more sponsors after it is determined that a target location has entered the designated geographic area and in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors;

at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the one or more instances of the application program after it is determined that the target location has entered the designated geographic area; and

at least one instruction for providing, after it is determined that the target location has entered the designated geographic area, at least a portion of

the content received from the one or more sponsors to at least one of the one or more instances of the application program.

9. The system of claim 8 wherein:

receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and the sponsor established perimeter definitions at least partially define the designated geographic area.

10. The system of claim 8 wherein:

receiving the at least one request to obtain the interest in the designated geographic area includes receiving a first request from a first sponsor and receiving a second request from a second sponsor;

restricting the content delivered to the one or more instances of the application program includes restricting content delivered to one or more instances of the application program to be from the first one of the sponsors during a first period of time and to be from the second one of the sponsors during a second period of time;

receiving content to be delivered to the one or more instances of the application program includes receiving content from the first sponsor and receiving content from the second sponsor; and

providing the at least a portion of the content to the one or more instances of the application program includes providing at least a portion of the content received from the first sponsor to an instance of the application program during the first period of time and providing at least a portion of the content received from the second sponsor to the instance of the application program during the second period of time.

11. The system of claim 8 wherein the one or more sponsors is at least one of the one or more instances of the application program.
12. The system of claim 8 wherein the program of instructions further comprises:
 - at least one instruction for providing the one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors; and
 - at least one instruction for storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors.
13. The system of claim 12 wherein the one or more sponsors is at least one of the one or more instances of the application program.
14. The system of claim 13 wherein:
 - receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and
 - the sponsor established perimeter definitions at least partially define the designated geographic area.
15. A non-transitory computer readable medium tangibly embodying a program of computer executable instructions, the program of instructions comprising:
 - at least one instruction for receiving, from one or more sponsors, at least one request to obtain an interest in a designated geographic area;
 - at least one instruction for determining if the interest in the designated geographic area is to be provided to the one or more sponsors;
 - at least one instruction for restricting content delivered to one or more instances of an application program to being from the one or more sponsors after it is determined

that a target location has entered the designated geographic area and in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors;

at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the one or more instances of the application program after it is determined that the target location has entered the designated geographic area; and

at least one instruction for providing, after it is determined that the target location has entered the designated geographic area, at least a portion of the content received from the one or more sponsors to at least one of the one or more instances of the application program.

16. The non-transitory computer readable medium of claim 15 wherein:

receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and
the sponsor established perimeter definitions at least partially define the designated geographic area.

17. The non-transitory computer readable medium of claim 15 wherein:

receiving the at least one request to obtain the interest in the designated geographic area includes receiving a first request from a first sponsor and receiving a second request from a second sponsor;

restricting the content delivered to the one or more instances of the application program includes restricting content delivered to one or more instances of the application program to be from the first one of the sponsors during a first period of time and to be from the second one of the sponsors during a second period of time;

- receiving content to be delivered to the one or more instances of the application program includes receiving content from the first sponsor and receiving content from the second sponsor; and
- providing the at least a portion of the content to the one or more instances of the application program includes providing at least a portion of the content received from the first sponsor to an instance of the application program during the first period of time and providing at least a portion of the content received from the second sponsor to the instance of the application program during the second period of time.
18. The non-transitory computer readable medium of claim 15 wherein the one or more sponsors is at least one of the one or more instances of the application program.
19. The non-transitory computer readable medium of claim 15, wherein the program of instructions further comprises:
- at least one instruction for providing the one or more sponsors a response to the request in response to determining that the interest in the designated one or more of the plurality of geographic areas is to be provided to the one or more sponsors; and
 - at least one instruction for storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors.
20. The non-transitory computer readable medium of claim 19 wherein:
- receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; and
 - the sponsor established perimeter definitions at least partially define the designated geographic area.

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

ABSTRACT

Application developers can request to have their applications registered for use with a content delivery platform. The operator of the content delivery platform establishes perimeters defining geographic areas, and maintains records reserving particular areas for delivery of content associated with particular sponsors. Registered applications running on mobile devices can request content from the content delivery platform. Based at least in part on the request, the content delivery platform can identify a target location, which may be the location of the mobile device, or some other location indicated in the request. A mobile device can be provided content based on the relationship of the target location to the geographic areas, so that a registered application running on a mobile device with a target location contained within a geographic area assigned to a particular sponsor will receive content related to that sponsor.

SCORE Placeholder Sheet for IFW Content

Application Number: 14292204

Document Date: 05/30/2014

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.

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