



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/608,285	01/29/2015	Ryan Hardin	0075652.00004	9800
118653	7590	03/01/2024		
Ryan Hardin P.O. BOX 271861 Houston, TX 77277			EXAMINER AJIBADE AKONAI, OLUMIDE	
			ART UNIT	PAPER NUMBER
			2641	
			NOTIFICATION DATE	DELIVERY MODE
			03/01/2024	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patent.matters@pronetcorp.com



UNITED STATES PATENT AND TRADEMARK OFFICE

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

In re Patent No. 9,286,625 :
Issued: 15 Mar 2016 :
Application No. 14/608,285 : **DECISION ON PETITION**
Filed: 29 Jan 2015 :
For: Exclusive Delivery Of Content Within :
Geographic Areas :

This is a Notice regarding the request for acceptance of a fee deficiency submission under 37 CFR 1.28(c) filed November 14, 2023.

The Office no longer investigates or rejects original or reissue applications under 37 CFR 1.56. 1098 Off. Gaz. Pat. Office 502 (January 3, 1989). Therefore, nothing in this Notice is intended to imply that an investigation was done.

The fee deficiency submission under 37 CFR 1.28(c) is **ACCEPTED**. Accordingly, status as a small entity has been removed and any future fee(s) submitted must be paid at the undiscounted rate.

A surcharge fee of \$500.00 was included in the itemization, however the Office finance records do not show that a surcharge fee was paid. Therefore, a deficiency payment for the surcharge fee is not due. As such, petitioner may request a refund of the fees.

Inquiries related to this communication should be directed to Rachel Rizzo at (571) 272-8991.

/RACHEL R RIZZO/
Paralegal Specialist, OPET

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Ryan Hardin

Application No.: 14/608,285

Filing Date: 29 January 2015

Title: Exclusive Delivery of Content Within Geographic Areas

**DEFICIENCY PAYMENT UNDER 37 CFR § 1.28; NOTIFICATION OF LOSS OF
ENTITLEMENT TO SMALL ENTITY STATUS UNDER 37 CFR § 1.27; AND
INDEPENDENT INVENTOR UNDER 35 USC § 41(h)(1)**

Date: 14 November 2023

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

Dear Sir or Madam:

The inventors of the above-identified application, now U.S. Patent No. 9,286,625 ("the Patent"), established status as a small entity in good faith and paid fees as such. It was later discovered that through error the Office was not notified of a loss of entitlement to small entity status as required by 37 CFR § 1.27(g)(2). Under 37 CFR § 1.28(c)(2), an itemized calculation of deficiency owed is provided below:

Fee Type / 37 CFR §:	Maintenance Fee Due at 7.5 Years / 1.20(f)
Erroneously Paid under Fee Code:	2552
Current Fee Amount for Non-Small Entity:	\$3,760.00
Small Entity Fee Actually Paid:	\$1,504.00
Date Small Entity Fee Was Paid:	24 March 2023
Deficiency Owed:	\$2,256.00
Fee Type / 37 CFR §:	Surcharge – 7.5 Years / 1.20(h)
Surcharge Fee Owed for Non-Small Entity:	\$500.00
<u>Surcharge Fee Paid:</u>	<u>\$0.00</u>

Total Deficiency Payment Owed¹: \$2,756.00

¹ The first day to pay this maintenance fee was 15 March 2023, with a surcharge start date of 16 September 2023. Because the deficiency payment is being paid after this surcharge start date, an additional surcharge fee of \$500.00 for non-small entity is owed and calculated into the Total Deficiency Payment.

Payment for the total deficiency owed was provided on 14 November 2023 using PTO-2038 form submitted via fax to 571-273-8300. Accordingly, subject to compliance with 37 CFR §§ 1.28(c)(1) and 1.28(c)(2) and the deficiency payment requirement of paragraph (c)(2), the inventors respectfully request excusal of the error under 37 CFR §§ 1.28(c).

The inventors further understand that under 37 CFR § 1.28(d) the payment made herewith will be treated under 37 CFR § 1.27(g)(2) as a notification of a loss of entitlement to small entity status. The Office is hereby notified that small entity status is no longer appropriate.

Furthermore, the inventors (a) represent and warrant that they own all rights, title, and interest in the Patent; (b) declare that such notification is not an admission by the inventors that they are not independent inventors under 35 U.S.C. § 41(h)(1); and (c) regardless of any status to which the inventors under this application and/or the Patent may have sought entitlement for, asserted, or acknowledged or notified loss of, maintain that under this application and the Patent that they have been and remain independent inventors under 35 U.S.C. § 41(h)(1).

Respectfully Submitted,

By: /Ryan Hardin/
Ryan Hardin
Inventor

and

By: /Andrew Hill/
Andrew Hill
Inventor

Point of Contact

Name: Ryan J Hardin

Telephone: 903.702.5420

Email: patent.matters@pronetcorp.com

Address:

P.O. Box 271861

Houston, Texas 77277

RECEIVED
CENTRAL FAX CENTER

NOV 14 2023

Fax *sent via hellofax.com*

From

Ryan J. Hardin

To

Mail Stop Petition;
Commissioner for Patents

Number of pages

2

Message

To the Commissioner for Patents: Please find credit card payment form PTO-2038 herewith to use for deficiency owed under 37 CFR 1.28 (c) (2) for Maintenance Fee - Loss of Small Entity + Surcharge. If insufficiency in this transmission is discovered, please call 903.702.5420 or email patent.matters@pronetcorp.com. Signed: /Ryan Hardin/ and /Andrew Hill/

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Ryan Hardin

Application No.: 14/608,285

Filing Date: 29 January 2015

Title: Exclusive Delivery of Content Within Geographic Areas

**DEFICIENCY PAYMENT UNDER 37 CFR § 1.28; NOTIFICATION OF LOSS OF
ENTITLEMENT TO SMALL ENTITY STATUS UNDER 37 CFR § 1.27; AND
INDEPENDENT INVENTOR UNDER 35 USC § 41(h)(1)**

Date: 14 November 2023

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

Dear Sir or Madam:

The inventors of the above-identified application, now U.S. Patent No. 9,286,625 (“the Patent”), established status as a small entity in good faith and paid fees as such. It was later discovered that through error the Office was not notified of a loss of entitlement to small entity status as required by 37 CFR § 1.27(g)(2). Under 37 CFR § 1.28(c)(2), an itemized calculation of deficiency owed is provided below:

Fee Type / 37 CFR §:	Maintenance Fee Due at 7.5 Years / 1.20(f)
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Current Fee Amount for Non-Small Entity:	\$3,760.00
Small Entity Fee Actually Paid:	\$1,504.00
Date Small Entity Fee Was Paid:	24 March 2023
Deficiency Owed:	\$2,256.00
 Fee Type / 37 CFR §:	 Surcharge – 7.5 Years / 1.20(h)
Surcharge Fee Owed for Non-Small Entity:	\$500.00
<u>Surcharge Fee Paid:</u>	<u>\$0.00</u>

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Respectfully Submitted,

By: /Ryan Hardin/
Ryan Hardin
Inventor

and

By: /Andrew Hill/
Andrew Hill
Inventor

Point of Contact

Name: Ryan J Hardin

Telephone: 903.702.5420

Email: patent.matters@pronetcorp.com

Address:

P.O. Box 271861

Houston, Texas 77277

Electronic Acknowledgement Receipt

EFS ID:	48825680
Application Number:	14608285
International Application Number:	
Confirmation Number:	9800
Title of Invention:	Exclusive Delivery Of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	0075652.00004
Receipt Date:	14-NOV-2023
Filing Date:	29-JAN-2015
Time Stamp:	11:52:28
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	Petition for review by the Office of Petitions	geo_9286625_Payment_Of_De ficiency_Owed.pdf	170856 60c9b7e28969b5badd161bd09677a5440c8e914	no	2

Warnings:

Information:	
Total Files Size (in bytes):	170856
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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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/608,285	01/29/2015	Ryan Hardin	hardin-02 CPA

CONFIRMATION NO. 9800

POWER OF ATTORNEY NOTICE



OC000000101034261

Date Mailed: 07/18/2018

41468
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 07/13/2018.

- The Power of Attorney to you in this application has been revoked by the applicant. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at (571) 272-4000 or (571) 272-4200 or 1-888-786-0101.

/ytdemisse/



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/608,285	01/29/2015	Ryan Hardin	hardin-02 CPA

118653
Ryan Hardin
P.O. BOX 271861
Houston, TX 77277

CONFIRMATION NO. 9800
POA ACCEPTANCE LETTER



Date Mailed: 07/18/2018

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 07/13/2018.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at (571) 272-4000 or (571) 272-4200 or 1-888-786-0101.

/ytdemisse/

POWER OF ATTORNEY TO ONE OR MORE OF THE JOINT INVENTORS AND CHANGE OF CORRESPONDENCE ADDRESS	Application Number	14/608285
	Filing Date	29-JAN-2015
	First Named Inventor	Ryan Hardin
	Art Unit	
	Examiner Name	
	Title	Exclusive Delivery of Content Within Geographic Areas

NOTE: This form may be filed by *pro se* inventors (*i.e.*, prosecuting the application without a registered patent practitioner) who are identified as the Applicant in the above-identified application. For a Power of Attorney to one or more registered patent practitioners, see form PTO/AIA/82.

I hereby revoke all previous powers of attorney given in the above-identified application.



I hereby appoint the following joint inventor(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

Ryan J. Hardin

Please recognize or change the correspondence address for the above-identified application to:



The address associated with Customer Number. (if applicable):
-To Request A Customer Number see form PTO/SB/124

118653

OR

Individual Name			
Address			
City		State	Zip
Country			
Telephone		Email	

I am the Inventor.

SIGNATURE of Inventor

Signature /Andrew Hill/

Date 07/13/2018

Name Andrew Hill

Telephone

NOTE: Signatures of all the inventors are required. Submit multiple forms if more than one signature is required, see below*. See 37 CFR 1.4 for signature requirements and certifications.



*Total of 2 forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 15 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Privacy Act Statement

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

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

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

POWER OF ATTORNEY TO ONE OR MORE OF THE JOINT INVENTORS AND CHANGE OF CORRESPONDENCE ADDRESS	Application Number	14/608285
	Filing Date	29-JAN-2015
	First Named Inventor	Ryan Hardin
	Art Unit	
	Examiner Name	
	Title	Exclusive Delivery of Content Within Geographic Areas

NOTE: This form may be filed by *pro se* inventors (*i.e.*, prosecuting the application without a registered patent practitioner) who are identified as the Applicant in the above-identified application. For a Power of Attorney to one or more registered patent practitioners, see form PTO/AIA/82.

I hereby revoke all previous powers of attorney given in the above-identified application.

☒ I hereby appoint the following joint inventor(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

Ryan J. Hardin

Please recognize or change the correspondence address for the above-identified application to:

☐ The address associated with Customer Number. (if applicable):
-To Request A Customer Number see form PTO/SB/124

118653

OR

Individual Name			
Address			
City	State	Zip	
Country			
Telephone	Email		

I am the Inventor.

SIGNATURE of Inventor

Signature /Ryan Hardin/

Date 07/13/2018

Name Ryan Hardin

Telephone

NOTE: Signatures of all the inventors are required. Submit multiple forms if more than one signature is required, see below*. See 37 CFR 1.4 for signature requirements and certifications.

☒ *Total of 2 forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 15 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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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).
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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.

Electronic Acknowledgement Receipt

EFS ID:	33168062
Application Number:	14608285
International Application Number:	
Confirmation Number:	9800
Title of Invention:	Exclusive Delivery Of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	hardin-02 CPA
Receipt Date:	13-JUL-2018
Filing Date:	29-JAN-2015
Time Stamp:	07:50:11
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	Power of Attorney	aia00081-andrew-14608285.pdf	282411	no	2
			0536c7eae29a4798dd7ddfebdc070b0dbb2448c7		

Warnings:

Information:					
2	Power of Attorney	aia00081-ryan-14608285.pdf	283014	no	2
			0ec7180791d3aea92db7c33a6ab96f2bd7058687		
Warnings:					
Information:					
Total Files Size (in bytes):			565425		
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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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/608,285	03/15/2016	9286625	hardin-02 CPA	9800

41468 7590 02/24/2016
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment is 0 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site <http://pair.uspto.gov> for additional applicants):

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

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UNITED STATES PATENT AND TRADEMARK OFFICE

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P.O. Box 1450
Alexandria, Virginia 22313-1450
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/608,285	01/29/2015	Ryan Hardin	hardin-02 CPA	9800

41468 7590 02/12/2016
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

EXAMINER

AJIBADE AKONAI, OLUMIDE

ART UNIT	PAPER NUMBER
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2641

NOTIFICATION DATE	DELIVERY MODE
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02/12/2016

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

**Corrected
Notice of Allowability**

Application No.
14/608,285

Examiner
OLUMIDE T. AJIBADE AKONAI

Applicant(s)
HARDIN ET AL.

Art Unit
2641

**AIA (First Inventor to File)
Status**
No

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

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

1. ☒ This communication is responsive to claims submitted 1/29/2016.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 1-32. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

- a) ☐ All b) ☐ Some *c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
3. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material
4. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____
5. ☐ Examiner's Amendment/Comment
6. ☐ Examiner's Statement of Reasons for Allowance
7. ☒ Other PTO-271.

/OLUMIDE T AJIBADE AKONAI/
Primary Examiner, Art Unit 2641

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al. : By the Examiner: Olumide Ajibade Akonai

Serial No.: 14/608,285 : Group Art Unit: 2641

Filed: January 29, 2015 : Atty. Docket No.: hardin-02 CPA

Title: **EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS**

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

OK TO ENTER: /O.A/

02/09/2016

AMENDMENT UNDER 37 CFR 1.312

Examiner Akonai:

This is an amendment filed under 37 CFR 1.312 in view of the Notice of Allowance mailed on November 6, 2015 by the United States Patent and Trademark Office (the Office). The above-identified applicants (the Applicants) request that amendment of the claims, as presented below, be entered in this case.

Amendment in the Claims begin on page 2 of this correspondence;

Remarks begin on page 10 of this correspondence; and

Conclusions begin on page 12 of this correspondence.

Issue Classification 	Application/Control No. 14608285	Applicant(s)/Patent Under Reexamination HARDIN ET AL.	
	Examiner OLUMIDE T AJIBADE AKONAI	Art Unit 2641	

CPC					
Symbol				Type	Version
G06Q	30	0261		F	2013-01-01
G06Q	30	02		I	2013-01-01
H04M	3	42357		I	2013-01-01
H04M	2242	14		A	2013-01-01
H04W	4	02		I	2013-01-01
H04W	4	021		I	2013-01-01
H04W	4	18		I	2013-01-01
G06Q	30	0266		I	2013-01-01
H04L	67	20		A	2013-01-01
G06Q	30	0267		I	2013-01-01

CPC Combination Sets				
Symbol	Type	Set	Ranking	Version

NONE		Total Claims Allowed:	
		32	
(Assistant Examiner)	(Date)		
/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641	02/09/2016	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Issue Classification 	Application/Control No. 14608285	Applicant(s)/Patent Under Reexamination HARDIN ET AL.
	Examiner OLUMIDE T AJIBADE AKONAI	Art Unit 2641

US ORIGINAL CLASSIFICATION						INTERNATIONAL CLASSIFICATION										
CLASS		SUBCLASS				CLAIMED					NON-CLAIMED					
455		456.3				H	0	4	W	24 / 00 (2009.01.01)						
CROSS REFERENCE(S)																
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)															
455	456.1	456.2	456.5	456.6	414.1											
455	456.2															

NONE		Total Claims Allowed:	
		32	
(Assistant Examiner)	(Date)		
/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641	02/09/2016	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Issue Classification 	Application/Control No. 14608285	Applicant(s)/Patent Under Reexamination HARDIN ET AL.
	Examiner OLUMIDE T AJIBADE AKONAI	Art Unit 2641

☒ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
	1		17												
	2		18												
	3		19												
	4		20												
	5		21												
	6		22												
	7		23												
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	10		26												
	11		27												
	12		28												
	13		29												
	14		30												
	15		31												
	16		32												

NONE	Total Claims Allowed: 32	
(Assistant Examiner)	(Date)	
/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641	02/09/2016	O.G. Print Claim(s) 1
(Primary Examiner)	(Date)	O.G. Print Figure 1

Response to Rule 312 Communication	Application No. 14/608,285	Applicant(s) HARDIN ET AL.
	Examiner OLUMIDE T. AJIBADE AKONAI	Art Unit 2641

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

1. ☒ The amendment filed on 29 January 2016 under 37 CFR 1.312 has been considered, and has been:

a) ☐ entered.

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

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

d) ☐ disapproved. See explanation below.

e) ☐ entered in part. See explanation below.

	/OLUMIDE T AJIBADE AKONAI/ Primary Examiner, Art Unit 2641
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al. : By the Examiner: Olumide Ajibade Akonai

Serial No.: 14/608,285 : Group Art Unit: 2641

Filed: January 29, 2015 : Atty. Docket No.: hardin-02 CPA

Title: **EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS**

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

AMENDMENT UNDER 37 CFR 1.312

Examiner Akonai:

This is an amendment filed under 37 CFR 1.312 in view of the Notice of Allowance mailed on November 6, 2015 by the United States Patent and Trademark Office (the Office). The above-identified applicants (the Applicants) request that amendment of the claims, as presented below, be entered in this case.

Amendment in the Claims begin on page 2 of this correspondence;

Remarks begin on page 10 of this correspondence; and

Conclusions begin on page 12 of this correspondence.

AMENDMENT IN THE CLAIMS

Please amend the claims as follows. This listing of the claims will replace all prior versions, and listings, of the claims in the Application.

1. (previously presented) A method comprising:
 - registering an application program for having content associated with one or more sponsors delivered to one or more application program instances after it is determined that an object of interest has one of entered and exited a designated geographic area thereby designating the application program as a registered application program;
 - receiving, from the registered application program, a request to obtain an interest in the designated geographic area for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area;
 - after it is determined that the interest in the designated geographic area is to be granted to the registered application program, storing a reservation associating the designated geographic area with the registered application program;
 - restricting content delivery to the one or more application program instances to being content associated with at least one of the one or more sponsors after it is determined that the object of interest has entered the designated geographic area; and
 - after it is determined that the object of interest has entered the designated geographic area, causing registered application program content associated with at least one of the one or more sponsors to be provided for use by the one or more application program instances.
2. (previously presented) The method of claim 1 wherein restricting content delivery to the one or more application program instances includes restricting content delivery after receiving the request to obtain the interest in the designated geographic area.

3. (previously presented) The method of claim 1 wherein receiving the request to obtain the interest in the designated geographic area includes receiving perimeter definitions that at least partially define the designated geographic area.
4. (previously presented) The method of claim 3 wherein the perimeter definitions that at least partially define the designated geographic area comprises a latitude, a longitude, and a radius.
5. (previously presented) The method of claim 3 wherein the perimeter definitions are sponsor established.
6. (previously presented) The method of claim 1, further comprising:
receiving, from at least one of the one or more sponsors, registered application program content thereof, wherein causing the registered application program content associated with at least one of the one or more sponsors to be provided for use by the one of more application program instances includes causing at least a portion of said received registered application program content to be provided for use by the one or more application program instances.
7. (previously presented) The method of claim 1 wherein at least one of a user or a developer of the registered application program is the at least one of the one or more sponsors.
8. (previously presented) The method of claim 1 wherein an entity representing the object of interest is the at least one of the one or more sponsors.
9. (previously presented) The method of claim 1 wherein the registered application program is the at least one of the one or more sponsors.

10. (previously presented) The method of claim 1, further comprising:
receiving, from at least one of the one or more sponsors, one or more designated times, wherein causing the registered application program content associated with at least one of the one or more sponsors to be provided for use by the one or more application program instances includes causing the registered application program content to be provided for use by the one or more application program instances during the one or more designated times.
11. (previously presented) The method of claim 10 wherein restricting content delivery to the one or more application program instances includes restricting content delivery to being content to be delivered during the one or more designated times.
12. (previously presented) The method of claim 1 wherein receiving the request to obtain the interest in the designated geographic area includes receiving one or more designated times for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area during the one or more designated times.
13. (previously presented) The method of claim 1 wherein receiving the request to obtain the interest in the designated geographic area includes receiving a value representing a specified length of time for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area and has remained within the designated geographic area for the specified length of time.
14. (previously presented) The method of claim 1, further comprising:
providing, to a mobile device, the registered application program.
15. (previously presented) The method of claim 1, further comprising:

displaying, on a mobile device, at least a portion of the registered application program content associated with the at least one of the one or more sponsors in response to the causing.

16. (previously presented) The method of claim 15 wherein displaying at least a portion of the registered application program content includes displaying at least a portion of the registered application program content via the one or more application program instances.
17. (previously presented) The method of claim 1 wherein receiving the request to obtain the interest in the designated geographic area includes receiving the request on a mobile device.
18. (previously presented) The method of claim 17 wherein the registered application program is being executed on the mobile device.
19. (previously presented) 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 registering an application program for having content associated with one or more sponsors delivered to one or more application program instances after it is determined that an object of interest has one of entered and exited a designated geographic area thereby designating the application program as a registered application program;
 - at least one instruction for receiving, from the registered application program, a request to obtain an interest in the designated geographic area for having content associated with the one or

more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area;

at least one instruction for storing a reservation associating the designated geographic area with the registered application program after it is determined that the interest in the designated geographic area is to be granted to the registered application program;

at least one instruction for restricting content delivery to the one or more application program instances to being content associated with at least one of the one or more sponsors after it is determined that the object of interest has entered the designated geographic area; and

at least one instruction for causing registered application program content associated with at least one of the one or more sponsors to be provided for use by the one or more application program instances after it is determined that the object of interest has entered the designated geographic area.

20. (previously presented) A non-transitory computer readable medium tangibly embodying a program of computer executable instructions, the program of instructions comprising:

at least one instruction for registering an application program for having content associated with one or more sponsors delivered to one or more application program instances after it is determined that an object of interest has one of entered and exited a designated geographic area thereby designating the application program as a registered application program;

at least one instruction for receiving, from the registered application program, a request to obtain an interest in the designated geographic area for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area;

- at least one instruction for storing a reservation associating the designated geographic area with the registered application program after it is determined that the interest in the designated geographic area is to be granted to the registered application program;
 - at least one instruction for restricting content delivery to the one or more application program instances to being content associated with at least one of the one or more sponsors after it is determined that the object of interest has entered the designated geographic area; and
 - at least one instruction for causing registered application program content associated with at least one of the one or more sponsors to be provided for use by the one or more application program instances after it is determined that the object of interest has entered the designated geographic area.
21. (new) The system of claim 19 wherein receiving the request to obtain the interest in the designated geographic area includes receiving sponsor-established perimeter definitions comprising a latitude, a longitude, and a radius and that at least partially define the designated geographic area.
22. (new) The system of claim 19 wherein the program of instructions further comprises:
at least one instruction for receiving, from at least one of the one or more sponsors, registered application program content thereof, wherein causing the registered application program content associated with at least one of the one or more sponsors to be provided for use by the one of more application program instances includes causing at least a portion of said received registered application program content to be provided for use by the one or more application program instances.
23. (new) The system of claim 19 wherein receiving the request to obtain the interest in the designated geographic area includes receiving one or more designated times for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area during the one or more designated times.

24. (new) The system of claim 19 wherein receiving the request to obtain the interest in the designated geographic area includes receiving a value representing a specified length of time for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area and has remained within the designated geographic area for the specified length of time.
25. (new) The system of claim 19 further comprising the processor configured to execute at least one computer executable instruction for providing, to a mobile device, the registered application program.
26. (new) The system of claim 19 further comprising the processor configured to execute at least one computer executable instruction for displaying, on a mobile device, at least a portion of the registered application program content associated with the at least one of the one or more sponsors in response to the causing.
27. (new) The non-transitory computer readable medium of claim 20 wherein receiving the request to obtain the interest in the designated geographic area includes receiving sponsor-established perimeter definitions comprising a latitude, a longitude, and a radius and that at least partially define the designated geographic area.
28. (new) The non-transitory computer readable medium of claim 20 wherein the program of instructions further comprises:
at least one instruction for receiving, from at least one of the one or more sponsors, registered application program content thereof, wherein causing the registered application program content associated with at least one of the one or more sponsors to be provided for use by the one of more application program instances includes causing at least a portion of said received registered application program content to be provided for use by the one or more application program instances.

29. (new) The non-transitory computer readable medium of claim 20 wherein receiving the request to obtain the interest in the designated geographic area includes receiving one or more designated times for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area during the one or more designated times.
30. (new) The non-transitory computer readable medium of claim 20 wherein receiving the request to obtain the interest in the designated geographic area includes receiving a value representing a specified length of time for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area and has remained within the designated geographic area for the specified length of time.
31. (new) The non-transitory computer readable medium of claim 20 further comprising at least one tangibly embodied computer executable instruction for providing, to a mobile device, the registered application program.
32. (new) The non-transitory computer readable medium of claim 20 further comprising at least one tangibly embodied computer executable instruction for displaying, on a mobile device, at least a portion of the registered application program content associated with the at least one of the one or more sponsors in response to the causing.

REMARKS

The Notice of Allowance indicated that claims 1-20 are allowed. After review of the allowed claims of record, Applicants present the indicated new dependent claims for addition to the claims of record

The Applicants submit that the limitations in the added dependent claims are found in the previously allowed claims of record and therefore do not contradict with any reasons for allowance in this case and do not require additional search or examination. The Applicants also submit that the added claims do not involve the introduction of any new matter.

Dependent claims 21 and 27 have been added and incorporate the limitation(s) found in previously allowed dependent claim 3 – “wherein receiving the request to obtain the interest in the designated geographic area includes receiving perimeter definitions that at least partially define the designated geographic area”, previously allowed dependent claim 4 – “wherein the perimeter definitions that at least partially define the designated geographic area comprises a latitude, a longitude, and a radius”, and previously allowed dependent claim 5 – “wherein the perimeter definitions are sponsor established”.

Dependent claims 22 and 28 have been added and incorporate the limitation(s) found in previously allowed dependent claim 6 – “further comprising: receiving, from at least one of the one or more sponsors, registered application program content thereof, wherein causing the registered application program content associated with at least one of the one or more sponsors to be provided for use by the one of more application program instances includes causing at least a portion of said received registered application program content to be provided for use by the one or more application program instances”.

Dependent claims 23 and 29 have been added and incorporate the limitation(s) found in previously allowed dependent claim 12 – “wherein receiving the request to obtain the interest

in the designated geographic area includes receiving one or more designated times for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area during the one or more designated times”.

Dependent claims 24 and 30 have been added and incorporate the limitation(s) found in previously allowed dependent claim 13 – “wherein receiving the request to obtain the interest in the designated geographic area includes receiving a value representing a specified length of time for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area and has remained within the designated geographic area for the specified length of time”.

Dependent claims 25 and 31 have been added and incorporate the limitation(s) found in previously allowed dependent claim 14 – “further comprising: providing, to a mobile device, the registered application program”.

Dependent claims 26 and 32 have been added and incorporate the limitation(s) found in previously allowed dependent claim 15 – “further comprising: displaying, on a mobile device, at least a portion of the registered application program content associated with the at least one of the one or more sponsors in response to the causing”.

CONCLUSIONS

If there are any matters that can be discussed by telephone to further the prosecution of the Application, the Applicants invite the Examiner to contact the undersigned at 512-345-9767 at the Examiner's convenience.

Respectfully submitted,
By: /David O. Simmons/
David O. Simmons
Reg. No. 43124

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

Electronic Patent Application Fee Transmittal

Application Number:	14608285			
Filing Date:	29-Jan-2015			
Title of Invention:	Exclusive Delivery Of Content Within Geographic Areas			
First Named Inventor/Applicant Name:	Ryan Hardin			
Filer:	David Odell Simmons			
Attorney Docket Number:	hardin-02 CPA			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Claims in excess of 20	2202	12	40	480
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				480

Electronic Acknowledgement Receipt

EFS ID:	24761068
Application Number:	14608285
International Application Number:	
Confirmation Number:	9800
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-02 CPA
Receipt Date:	29-JAN-2016
Filing Date:	29-JAN-2015
Time Stamp:	10:00:53
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$480
RAM confirmation Number	10387
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		14608285_312_amendment.pdf	127615 6e4280018480a40d98375269b8bbc71ca142d5f1	yes	12
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Amendment after Notice of Allowance (Rule 312)		1	1	
	Claims		2	9	
	Applicant Arguments/Remarks Made in an Amendment		10	12	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30359 40c0b2b1aa6b507f4661951704537118c92070f4	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			157974		
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.					

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
 or **Fax** (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

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

41468 7590 11/06/2015
 IVC Patent Agency
 7637 PARKVIEW CIRCLE
 AUSTIN, TX 78731

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

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

DAVID O. SIMMONS	(Depositor's name)
<i>[Signature]</i>	(Signature)
1-29-2016	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/608,285	01/29/2015	Ryan Hardin	hardin-02 CPA	9800

TITLE OF INVENTION: Exclusive Delivery Of Content Within Geographic Areas

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	02/08/2016

EXAMINER	ART UNIT	CLASS-SUBCLASS
AJIBADE AKONAI, OLUMIDE	2641	455-414100

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list

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

1. DAVID O. SIMMONS
 2. _____
 3. _____

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

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☒ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☐ The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

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

- ☐ Applicant certifying micro entity status. See 37 CFR 1.29
- ☐ Applicant asserting small entity status. See 37 CFR 1.27
- ☐ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature

Typed or printed name

Date

Registration No.

[Signature]
 DAVID O. SIMMONS

1-29-2016

43124

Electronic Patent Application Fee Transmittal

Application Number:	14608285			
Filing Date:	29-Jan-2015			
Title of Invention:	Exclusive Delivery Of Content Within Geographic Areas			
First Named Inventor/Applicant Name:	Ryan Hardin			
Filer:	David Odell Simmons			
Attorney Docket Number:	hardin-02 CPA			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl Issue Fee	2501	1	480	480

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				480

Electronic Acknowledgement Receipt

EFS ID:	24763108
Application Number:	14608285
International Application Number:	
Confirmation Number:	9800
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-02 CPA
Receipt Date:	29-JAN-2016
Filing Date:	29-JAN-2015
Time Stamp:	11:57:37
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 480
RAM confirmation Number	11730
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	issue_fee_transmittal.PDF	743707	no	1
			06ca03e05c4c45a521e37da16ca7a7631483b849		
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30433	no	2
			b55d6355e73919e8d6a012534e5a7d53d9026013		
Warnings:					
Information:					
Total Files Size (in bytes):			774140		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					



UNITED STATES PATENT AND TRADEMARK OFFICE

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

41468 7590 11/06/2015
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

EXAMINER

AJIBADE AKONAI, OLUMIDE

ART UNIT

PAPER NUMBER

2641

DATE MAILED: 11/06/2015

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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14/608,285

01/29/2015

Ryan Hardin

hardin-02 CPA

9800

TITLE OF INVENTION: Exclusive Delivery Of Content Within Geographic Areas

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	02/08/2016

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the ENTITY STATUS shown above. If the ENTITY STATUS is shown as SMALL or MICRO, verify whether entitlement to that entity status still applies.

If the ENTITY STATUS is the same as shown above, pay the TOTAL FEE(S) DUE shown above.

If the ENTITY STATUS is changed from that shown above, on PART B - FEE(S) TRANSMITTAL, complete section number 5 titled "Change in Entity Status (from status indicated above)".

For purposes of this notice, small entity fees are 1/2 the amount of undiscounted fees, and micro entity fees are 1/2 the amount of small entity fees.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

**Complete and send this form, together with applicable fee(s), to: Mail Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885**

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

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

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

41468 7590 11/06/2015
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/608,285	01/29/2015	Ryan Hardin	hardin-02 CPA	9800

TITLE OF INVENTION: Exclusive Delivery Of Content Within Geographic Areas

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	02/08/2016

EXAMINER	ART UNIT	CLASS-SUBCLASS
AJIBADE AKONAI, OLUMIDE	2641	455-414100

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

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

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

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies _____

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

- ☐ A check is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☐ The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

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

- ☐ Applicant certifying micro entity status. See 37 CFR 1.29
- ☐ Applicant asserting small entity status. See 37 CFR 1.27
- ☐ Applicant changing to regular undiscounted fee status.

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NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/608,285	01/29/2015	Ryan Hardin	hardin-02 CPA	9800
41468	7590	11/06/2015	EXAMINER	
IVC Patent Agency 7637 PARKVIEW CIRCLE AUSTIN, TX 78731			AJIBADE AKONAI, OLUMIDE	
			ART UNIT	PAPER NUMBER
			2641	
DATE MAILED: 11/06/2015				

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (Applications filed on or after May 29, 2000)

The Office has discontinued providing a Patent Term Adjustment (PTA) calculation with the Notice of Allowance.

Section 1(h)(2) of the AIA Technical Corrections Act amended 35 U.S.C. 154(b)(3)(B)(i) to eliminate the requirement that the Office provide a patent term adjustment determination with the notice of allowance. See Revisions to Patent Term Adjustment, 78 Fed. Reg. 19416, 19417 (Apr. 1, 2013). Therefore, the Office is no longer providing an initial patent term adjustment determination with the notice of allowance. The Office will continue to provide a patent term adjustment determination with the Issue Notification Letter that is mailed to applicant approximately three weeks prior to the issue date of the patent, and will include the patent term adjustment on the patent. Any request for reconsideration of the patent term adjustment determination (or reinstatement of patent term adjustment) should follow the process outlined in 37 CFR 1.705.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

OMB Clearance and PRA Burden Statement for PTOL-85 Part B

The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain Office of Management and Budget approval before requesting most types of information from the public. When OMB approves an agency request to collect information from the public, OMB (i) provides a valid OMB Control Number and expiration date for the agency to display on the instrument that will be used to collect the information and (ii) requires the agency to inform the public about the OMB Control Number's legal significance in accordance with 5 CFR 1320.5(b).

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. 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.

Notice of Allowability	Application No. 14/608,285	Applicant(s) HARDIN ET AL.	
	Examiner OLUMIDE T. AJIBADE AKONAI	Art Unit 2641	AIA (First Inventor to File) Status No

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

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

1. ☒ This communication is responsive to claims submitted 01/29/2015.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 1-20. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

- a) ☐ All b) ☐ Some *c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|--|
| 1. ☐ Notice of References Cited (PTO-892) | 5. ☐ Examiner's Amendment/Comment |
| 2. ☒ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date <u>03/11/2015</u> | 6. ☒ Examiner's Statement of Reasons for Allowance |
| 3. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 7. ☐ Other _____. |
| 4. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____. | |

/OLUMIDE T AJIBADE AKONAI/
Primary Examiner, Art Unit 2641

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

DETAILED ACTION

Allowable Subject Matter

1. Claims 1-20 are allowed.

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

Conclusion

2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to OLUMIDE T. AJIBADE AKONAI whose telephone number is (571)272-6496. The examiner can normally be reached on M-F, 8.30p-5p.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Charles Appiah can be reached on 571-272-7904. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2641

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/OLUMIDE T AJIBADE AKONAI/
Primary Examiner, Art Unit 2641

Search Notes 	Application/Control No. 14608285	Applicant(s)/Patent Under Reexamination HARDIN ET AL.
	Examiner OLUMIDE T AJIBADE AKONAI	Art Unit 2641

CPC- SEARCHED		
Symbol	Date	Examiner
H04W4/02 64/006 88/18 4/021 64/00 4/18 4/025 4/027 4/00 4/001	11/2/2015	OA
G06Q30/0261 30/02 30/0267 50/01	11/2/2015	OA
H04L67/18 67/04 67/16 67/26	11/2/2015	OA
H04M2242/14 3/42348	11/2/2015	OA

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
455	414.1,414.2,456.1-456.3,456.5,456.6	11/2/2015	OA

SEARCH NOTES		
Search Notes	Date	Examiner
EAST search	11/2/2015	OA
Google patents search	11/2/2015	OA

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
H04W	4/02 64/006 88/18 4/021 64/00 4/18 4/025 4/027 4/00 4/001	11/2/2015	OA
G06Q	30/0261 30/02 30/0267 50/01	11/2/2015	OA
H04L	67/18 67/04 67/16 67/26	11/2/2015	OA
H04M	2242/14 3/42348	11/2/2015	OA

	/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641
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Issue Classification 	Application/Control No. 14608285	Applicant(s)/Patent Under Reexamination HARDIN ET AL.	
	Examiner OLUMIDE T AJIBADE AKONAI	Art Unit 2641	

CPC					
Symbol				Type	Version
G06Q	30	0261		F	2013-01-01
G06Q	30	02		I	2013-01-01
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CPC Combination Sets				
Symbol	Type	Set	Ranking	Version

NONE		Total Claims Allowed:	
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(Assistant Examiner)	(Date)	O.G. Print Claim(s)	O.G. Print Figure
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(Primary Examiner)	(Date)		

Issue Classification 	Application/Control No. 14608285	Applicant(s)/Patent Under Reexamination HARDIN ET AL.
	Examiner OLUMIDE T AJIBADE AKONAI	Art Unit 2641

US ORIGINAL CLASSIFICATION						INTERNATIONAL CLASSIFICATION									
CLASS		SUBCLASS				CLAIMED					NON-CLAIMED				
455		456.3				H	0	4	W	24 / 00 (2009.01.01)					
CROSS REFERENCE(S)															
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)														
455	456.1	456.2	456.5	456.6	414.1										
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NONE		Total Claims Allowed:	
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(Primary Examiner)	(Date)	1	1

Issue Classification 	Application/Control No. 14608285	Applicant(s)/Patent Under Reexamination HARDIN ET AL.
	Examiner OLUMIDE T AJIBADE AKONAI	Art Unit 2641

☒ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
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(Primary Examiner)	(Date)	O.G. Print Figure 1



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CONFIRMATION NO. 9800

SERIAL NUMBER 14/608,285	FILING or 371(c) DATE 01/29/2015 RULE	CLASS 455	GROUP ART UNIT 2641	ATTORNEY DOCKET NO. hardin-02 CPA		
APPLICANTS INVENTORS Ryan Hardin, Henderson, TX; Andrew Hill, Houston, TX; ** CONTINUING DATA ***** This application is a CON 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 *** SMALL ENTITY ** 02/09/2015						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and / OA / Acknowledged Examiner's Signature		☐ Met after Allowance 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 730	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			

EAST Search History

EAST Search History (Prior Art)

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	Filing Date		2015-01-29
	First Named Inventor	Hardin	
	Art Unit	2642	
	Examiner Name	Perez Gutierrez, Rafael	
	Attorney Docket Number	hardin-02 CPA	

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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.	
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Attorney Docket Number	hardin-02 CPA	

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Application Number	14608285
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Examiner Name	Perez Gutierrez, Rafael
Attorney Docket Number	hardin-02 CPA

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

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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	/David O. Simmons/	Date (YYYY-MM-DD)	2014-03-11
Name/Print	David O. Simmons	Registration Number	43124

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
14/608,285	01/29/2015	Ryan Hardin	hardin-02 CPA

CONFIRMATION NO. 9800

PUBLICATION NOTICE



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41468
IVC Patent Agency
7637 PARKVIEW CIRCLE
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	Filing Date		2015-01-29
	First Named Inventor	Hardin	
	Art Unit	2642	
	Examiner Name	Perez Gutierrez, Rafael	
	Attorney Docket Number	hardin-02 CPA	

U.S.PATENTS						Remove
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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(Not for submission under 37 CFR 1.99)

Application Number		14608285
Filing Date		2015-01-29
First Named Inventor	Hardin	
Art Unit		2642
Examiner Name	Perez Gutierrez, Rafael	
Attorney Docket Number		hardin-02 CPA

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.	

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First Named Inventor	Hardin	
Art Unit		2642
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Attorney Docket Number		hardin-02 CPA

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	

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STATEMENT BY APPLICANT**
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Application Number	14608285
Filing Date	2015-01-29
First Named Inventor	Hardin
Art Unit	2642
Examiner Name	Perez Gutierrez, Rafael
Attorney Docket Number	hardin-02 CPA

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	2015-01-29
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Attorney Docket Number	hardin-02 CPA

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	☐

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STATEMENT BY APPLICANT**
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Application Number	14608285
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Art Unit	2642
Examiner Name	Perez Gutierrez, Rafael
Attorney Docket Number	hardin-02 CPA

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Examiner Signature		Date Considered	
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STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number	14608285
Filing Date	2015-01-29
First Named Inventor	Hardin
Art Unit	2642
Examiner Name	Perez Gutierrez, Rafael
Attorney Docket Number	hardin-02 CPA

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	/David O. Simmons/	Date (YYYY-MM-DD)	2014-03-11
Name/Print	David O. Simmons	Registration Number	43124

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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Electronic Acknowledgement Receipt

EFS ID:	21733501
Application Number:	14608285
International Application Number:	
Confirmation Number:	9800
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-02 CPA
Receipt Date:	11-MAR-2015
Filing Date:	29-JAN-2015
Time Stamp:	09:27:31
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.pdf	613928 da183440403f2b25f53cb31e383db980772f4f98	no	8

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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

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
14/608,285	01/29/2015	2642	730	hardin-02 CPA	20	3

CONFIRMATION NO. 9800

41468
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

FILING RECEIPT



Date Mailed: 02/09/2015

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:

David Simmons--43124

Domestic Priority data as claimed by applicant

This application is a CON 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.

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If Required, Foreign Filing License Granted: 02/09/2015

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/608,285**

Projected Publication Date: 05/21/2015

Non-Publication Request: No

Early Publication Request: No

**** SMALL 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

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 14/608,285	
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	70		N/A	
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	300		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	360		N/A	
TOTAL CLAIMS (37 CFR 1.16(j))	20	minus 20 = *	x 40 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 = *	x 210 =	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	730		TOTAL	
* 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.							

RULES 63 AND 67 (37 C.F.R. 1.63 and 1.67)
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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-02 CPA]

PATENT APPLICATION

PRIOR FOREIGN PATENTS

<u>Number</u>	<u>Country</u>	<u>Month/Day/Year Filed</u>	<u>Date first laid-open or Published</u>	<u>Date patented or 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

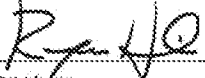
Please address all correspondence and direct all telephone calls to:

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

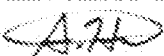
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, 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:

	01/28/2015
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:

	01/28/2015
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)	

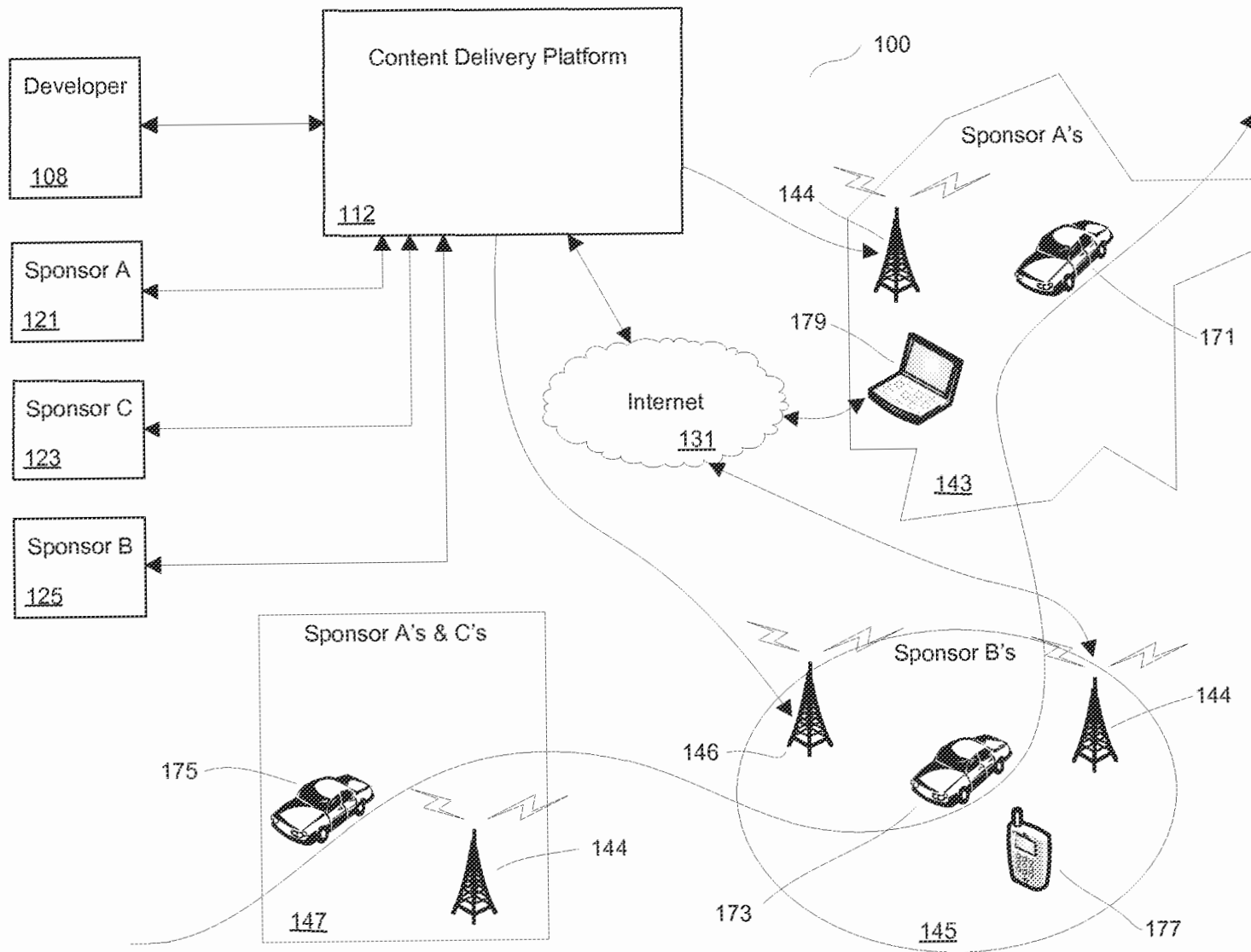


FIG. 1

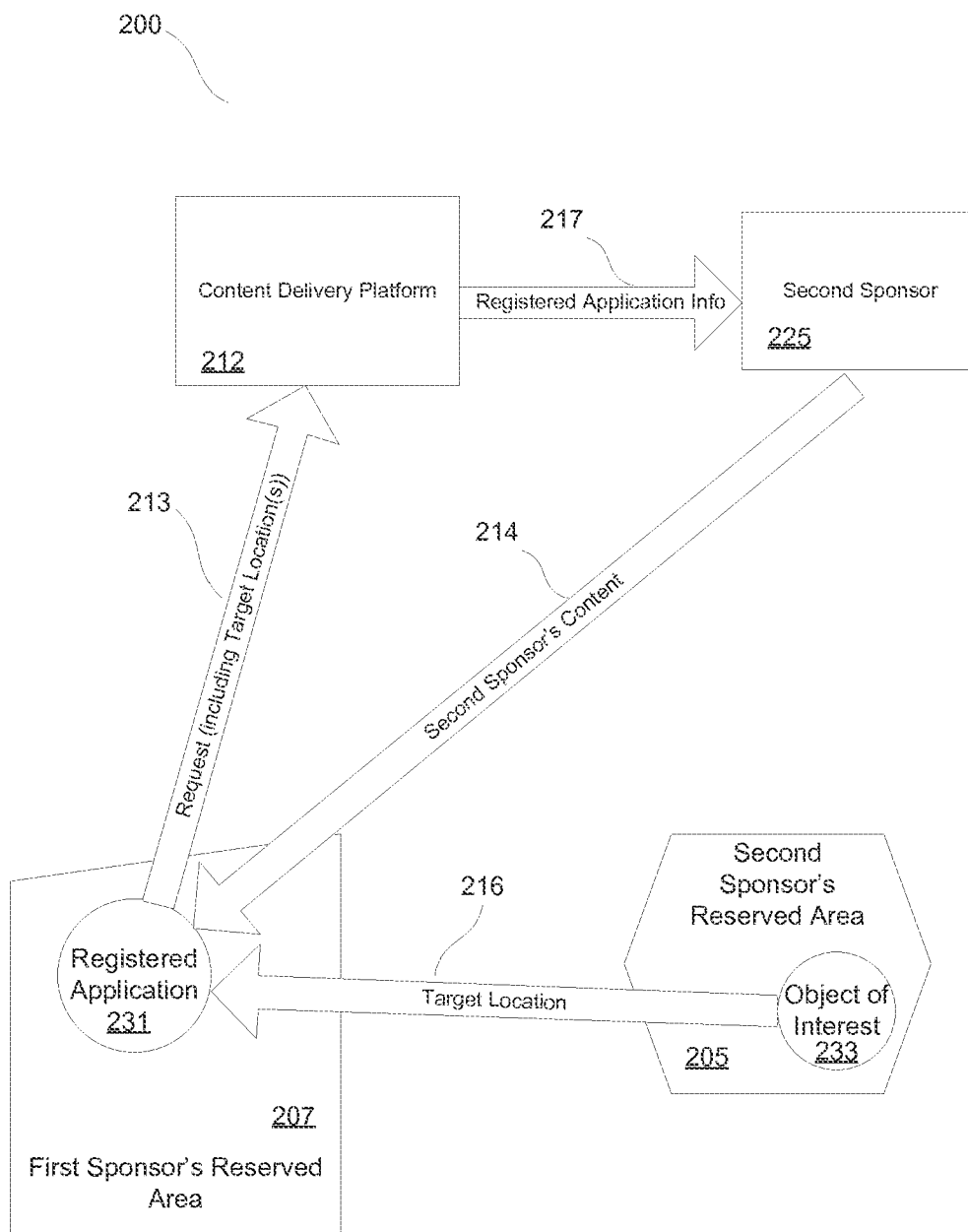
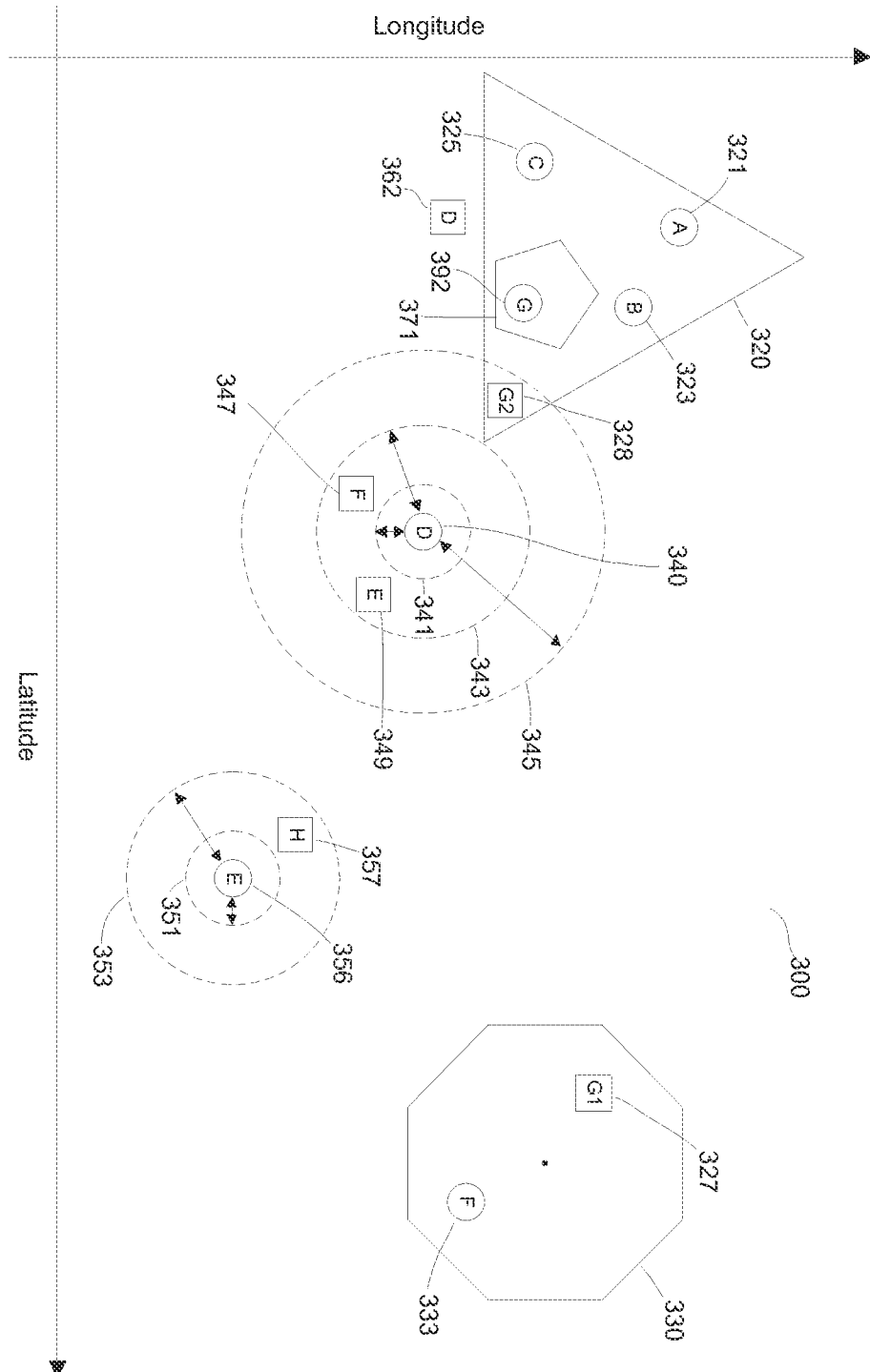


FIG. 2

FIG. 3



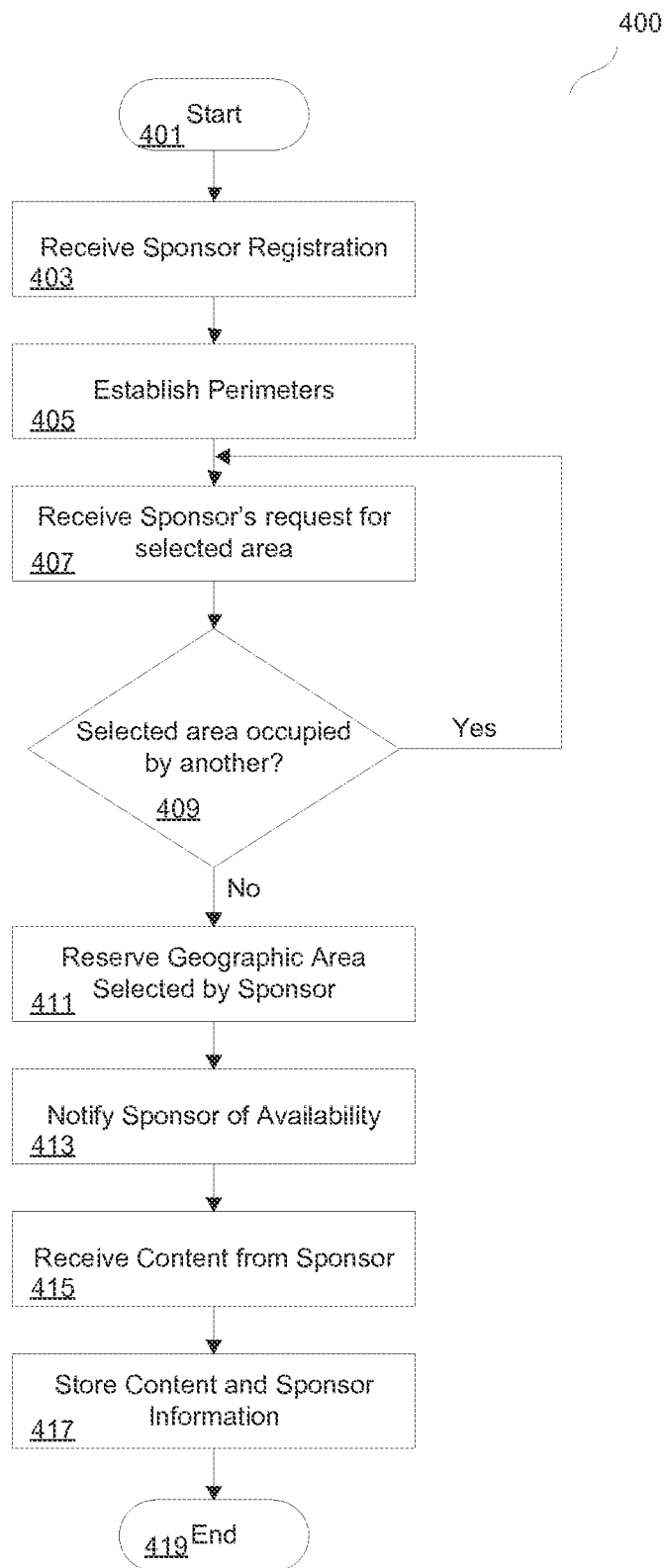


FIG. 4

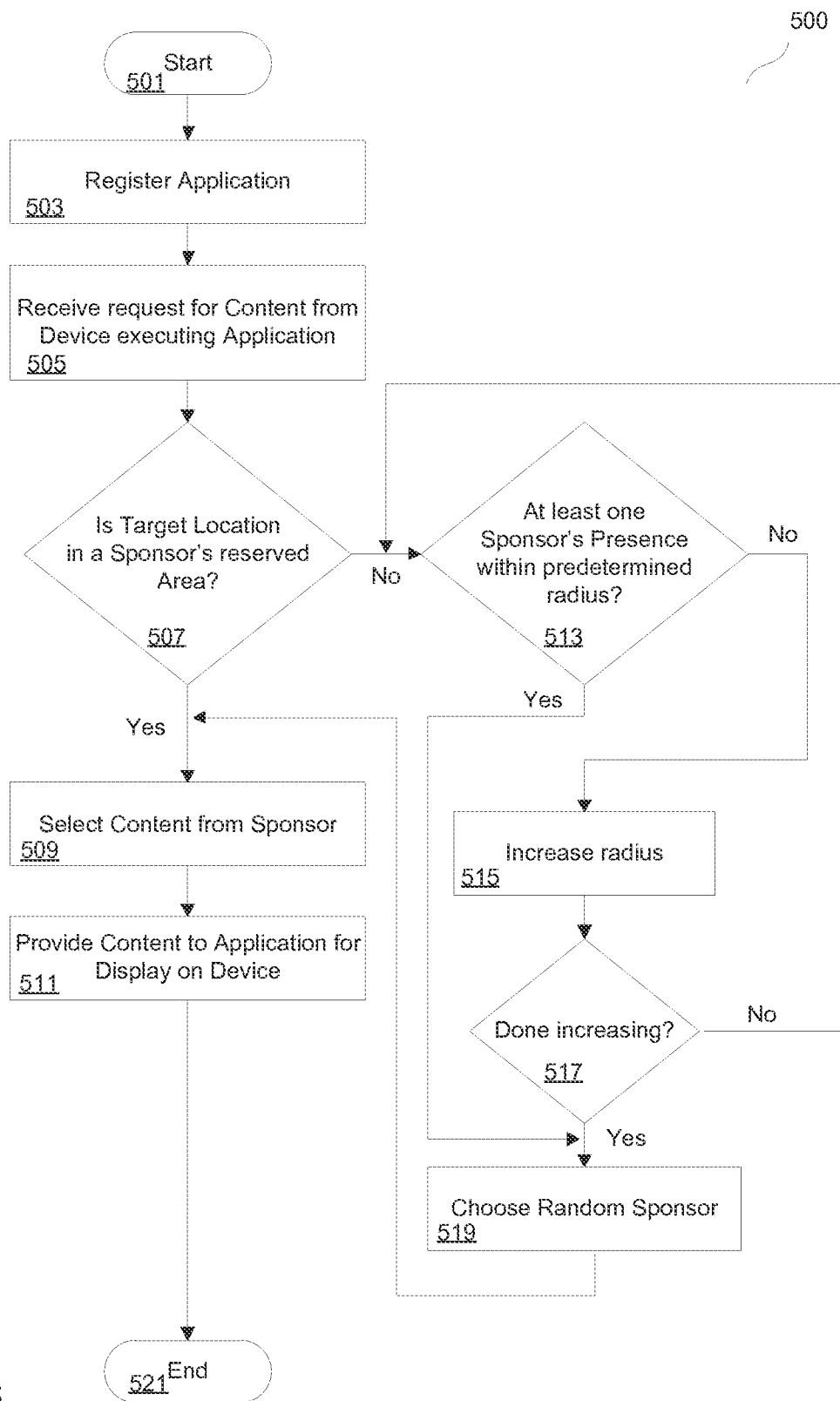
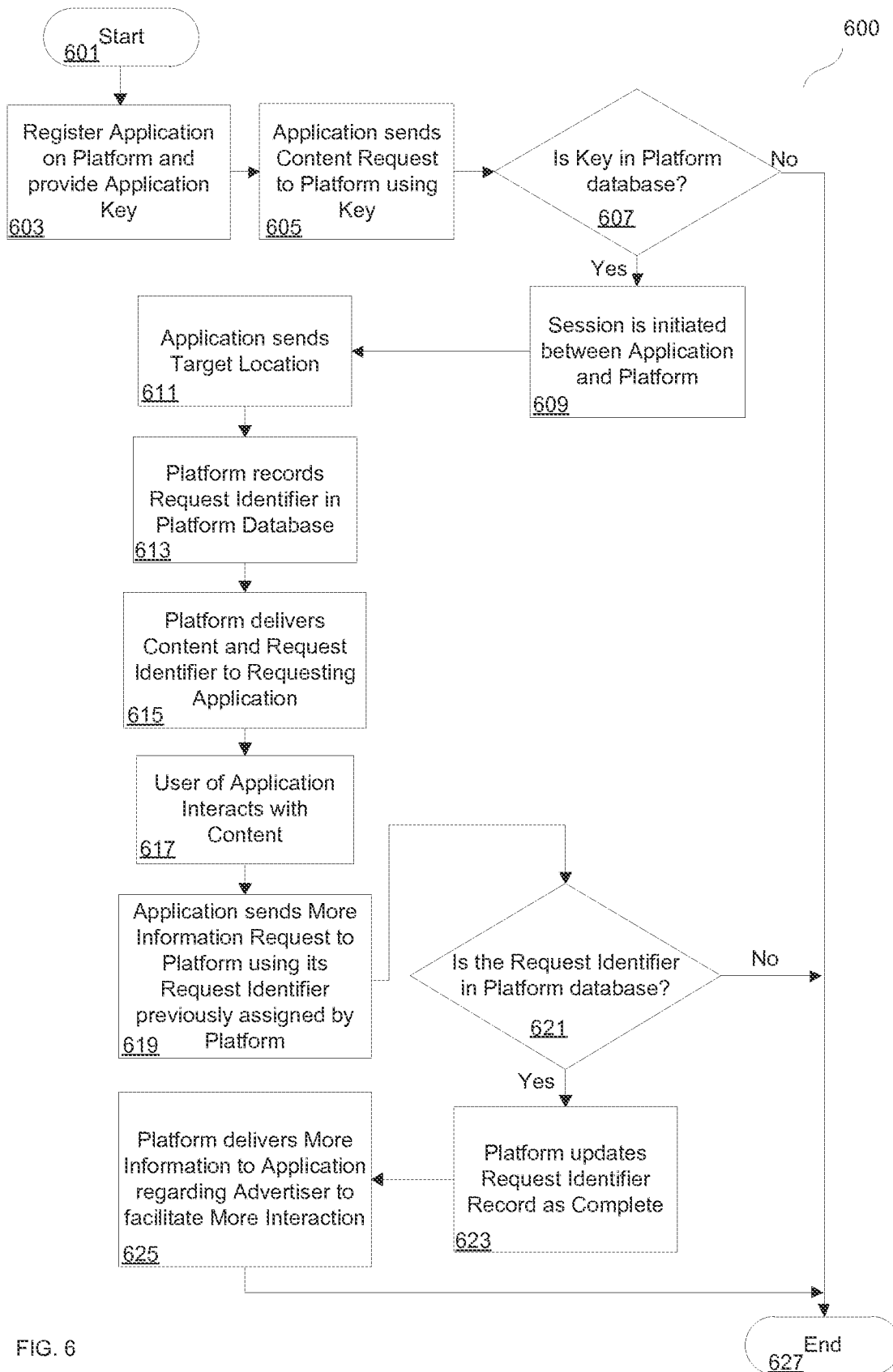


FIG. 5



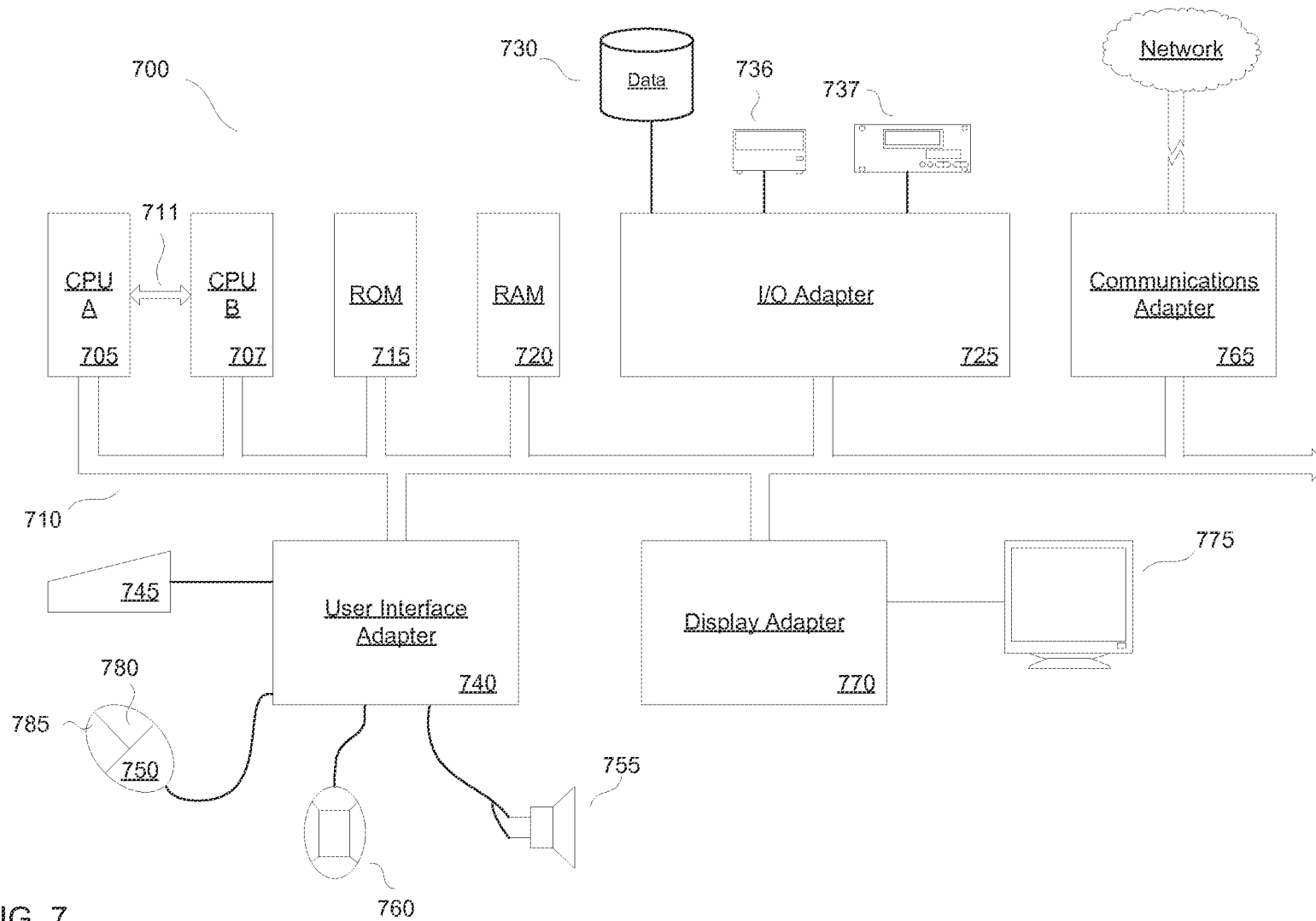


FIG. 7

Electronic Patent Application Fee Transmittal

Application Number:				
Filing Date:				
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS			
First Named Inventor/Applicant Name:	Ryan Hardin			
Filer:	David Odell Simmons			
Attorney Docket Number:	Hardin-02 CPA			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Utility filing Fee (Electronic filing)	4011	1	70	70
Utility Search Fee	2111	1	300	300
Utility Examination Fee	2311	1	360	360
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 (\$)				730

Electronic Acknowledgement Receipt

EFS ID:	21340072
Application Number:	14608285
International Application Number:	
Confirmation Number:	9800
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-02 CPA
Receipt Date:	29-JAN-2015
Filing Date:	
Time Stamp:	10:28:45
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$730
RAM confirmation Number	8614
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Application Data Sheet	ads.pdf	1565925	no	7
			ef797704818be16b289882c8ed68d804a49460e0		
Warnings:					
Information:					
2		application.pdf	211175	yes	28
			0f89a0610106107339a09035464f78ca4a7b95d7		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Specification		1	21	
	Claims		22	27	
	Abstract		28	28	
Warnings:					
Information:					
3	Oath or Declaration filed	declaration.pdf	148335	no	3
			f171de1a31289259079de43e5bfab8b19be4867e		
Warnings:					
Information:					
4	Power of Attorney	poa.pdf	148346	no	3
			3f3f2b86bcf308a3bfd77005ffd398eb35fd149e		
Warnings:					
Information:					
5	Drawings-only black and white line drawings	drawings.pdf	104966	no	7
			31cc4c9262ed671cafb85a0b441ee97d8cd36a2f		
Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	34837	no	2
			ff2789dd83316ad5409e39853819080089aab466		

Warnings:	
Information:	
Total Files Size (in bytes):	2213584
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.	

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-02 CPA
		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-02 CPA
		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-02 CPA	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-02 CPA
		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)		
	Continuation 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-02 CPA
		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-02 CPA
		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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	hardin-02 CPA
		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)	2015-01-28
First Name	David	Last Name	Simmons	Registration Number	43124
Additional Signature may be generated within this form by selecting the Add button.					Add

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.

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This continuation 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:

registering an application program for having content associated with one or more sponsors delivered to one or more application program instances after it is determined that an object of interest has one of entered and exited a designated geographic area thereby designating the application program as a registered application program;

receiving, from the registered application program, a request to obtain an interest in the designated geographic area for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area; after it is determined that the interest in the designated geographic area is to be granted to the registered application program, storing a reservation associating the designated geographic area with the registered application program;

restricting content delivery to the one or more application program instances to being content associated with at least one of the one or more sponsors after it is determined that the object of interest has entered the designated geographic area; and

after it is determined that the object of interest has entered the designated geographic area, causing registered application program content associated with at least one of the one or more sponsors to be provided for use by the one or more application program instances.

2. The method of claim 1 wherein restricting content delivery to the one or more application program instances includes restricting content delivery after receiving the request to obtain the interest in the designated geographic area.

3. The method of claim 1 wherein receiving the request to obtain the interest in the designated geographic area includes receiving perimeter definitions that at least partially define the designated geographic area.
4. The method of claim 3 wherein the perimeter definitions that at least partially define the designated geographic area comprises a latitude, a longitude, and a radius.
5. The method of claim 3 wherein the perimeter definitions are sponsor established.
6. The method of claim 1, further comprising:
receiving, from at least one of the one or more sponsors, registered application program content thereof, wherein causing the registered application program content associated with at least one of the one or more sponsors to be provided for use by the one of more application program instances includes causing at least a portion of said received registered application program content to be provided for use by the one or more application program instances.
7. The method of claim 1 wherein at least one of a user or a developer of the registered application program is the at least one of the one or more sponsors.
8. The method of claim 1 wherein an entity representing the object of interest is the at least one of the one or more sponsors.
9. The method of claim 1 wherein the registered application program is the at least one of the one or more sponsors.
10. The method of claim 1, further comprising:
receiving, from at least one of the one or more sponsors, one or more designated times, wherein causing the registered application program content associated with at least one of the one or more sponsors to be provided for use by the one or more

application program instances includes causing the registered application program content to be provided for use by the one or more application program instances during the one or more designated times.

11. The method of claim 10 wherein restricting content delivery to the one or more application program instances includes restricting content delivery to being content to be delivered during the one or more designated times.
12. The method of claim 1 wherein receiving the request to obtain the interest in the designated geographic area includes receiving one or more designated times for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area during the one or more designated times.
13. The method of claim 1 wherein receiving the request to obtain the interest in the designated geographic area includes receiving a value representing a specified length of time for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area and has remained within the designated geographic area for the specified length of time.
14. The method of claim 1, further comprising:
providing, to a mobile device, the registered application program.
15. The method of claim 1, further comprising:
displaying, on a mobile device, at least a portion of the registered application program content associated with the at least one of the one or more sponsors in response to the causing.

16. The method of claim 15 wherein displaying at least a portion of the registered application program content includes displaying at least a portion of the registered application program content via the one or more application program instances.
17. The method of claim 1 wherein receiving the request to obtain the interest in the designated geographic area includes receiving the request on a mobile device.
18. The method of claim 17 wherein the registered application program is being executed on the mobile device.
19. 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 registering an application program for having content associated with one or more sponsors delivered to one or more application program instances after it is determined that an object of interest has one of entered and exited a designated geographic area thereby designating the application program as a registered application program;
 - at least one instruction for receiving, from the registered application program, a request to obtain an interest in the designated geographic area for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area;
 - at least one instruction for storing a reservation associating the designated geographic area with the registered application program after it is

determined that the interest in the designated geographic area is to be granted to the registered application program;
at least one instruction for restricting content delivery to the one or more application program instances to being content associated with at least one of the one or more sponsors after it is determined that the object of interest has entered the designated geographic area; and
at least one instruction for causing registered application program content associated with at least one of the one or more sponsors to be provided for use by the one or more application program instances after it is determined that the object of interest has entered the designated geographic area.

20. A non-transitory computer readable medium tangibly embodying a program of computer executable instructions, the program of instructions comprising:

at least one instruction for registering an application program for having content associated with one or more sponsors delivered to one or more application program instances after it is determined that an object of interest has one of entered and exited a designated geographic area thereby designating the application program as a registered application program;
at least one instruction for receiving, from the registered application program, a request to obtain an interest in the designated geographic area for having content associated with the one or more sponsors delivered to the one or more application program instances after it is determined that the object of interest has entered the designated geographic area;
at least one instruction for storing a reservation associating the designated geographic area with the registered application program after it is

determined that the interest in the designated geographic area is to be granted to the registered application program;

at least one instruction for restricting content delivery to the one or more application program instances to being content associated with at least one of the one or more sponsors after it is determined that the object of interest has entered the designated geographic area; and

at least one instruction for causing registered application program content associated with at least one of the one or more sponsors to be provided for use by the one or more application program instances after it is determined that the object of interest has entered 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.

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-02 CPA]

PATENT APPLICATION

PRIOR FOREIGN PATENTS

<u>Number</u>	<u>Country</u>	<u>Month/Day/Year Filed</u>	<u>Date first laid-open or Published</u>	<u>Date patented or 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

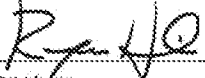
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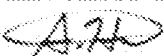
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, 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.

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Electronic Acknowledgement Receipt

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Confirmation Number:	9800
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First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
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The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Application Data Sheet	ads.pdf	1565925	no	7
			ef797704818be16b289882c8ed68d804a49460e0		
Warnings:					
Information:					
2		application.pdf	211175	yes	28
			0f89a0610106107339a09035464f78ca4a7b95d7		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Specification		1	21	
	Claims		22	27	
	Abstract		28	28	
Warnings:					
Information:					
3	Oath or Declaration filed	declaration.pdf	148335	no	3
			f171de1a31289259079de43e5bfab8b19be4867e		
Warnings:					
Information:					
4	Power of Attorney	poa.pdf	148346	no	3
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Information:					
5	Drawings-only black and white line drawings	drawings.pdf	104966	no	7
			31c4c9262ed671cafb85a0b441ee97d8cd36a2f		
Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	34837	no	2
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SCORE Placeholder Sheet for IFW Content

Application Number: 14608285

Document Date: 01/29/2015

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