AO 120 (Rev. 08/10)

TO:	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	7/30/2021	Eastern District of Texas

PLAINTIFF	DEFENDANT
RYAN HARDIN AND ANDREW HILL	SAMSUNG ELECTRONICS CO., LTD., AND SAMSUNG ELECTRONICS AMERICA, INC.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	9,779,418	10/3/2017	Ryan Hardin and Andrew Hill
2	10,049,387	8/14/2018	Ryan Hardin and Andrew Hill
3	10,984,447	4/20/2021	Ryan Hardin and Andrew Hill
4			
5			

In the above---entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
4		
5		

In the above---entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT
Order Dismissing Case filed 5/31/2023

CLERK	(BY) DEPUTY CLERK	DATE
David A. O'Toole	Helen Gurdiney	5/31/23

Copy 1---Upon initiation of action, mail this copy to Director **Copy 3---Upon termination of action, mail this copy to Director**
Copy 2---Upon filing document adding patent(s), mail this copy to Director **Copy 4---Case file copy**

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UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY.DOCKET NO./TITLE	REQUEST ID
15/009,961	01/29/2016	Ryan Hardin	0075652.00005	198317

Acknowledgement of Loss of Entitlement to Entity Status Discount

The entity status change request below filed through Private PAIR on 11/14/2023 has been accepted.

CERTIFICATIONS:

Change of Entity Status:

X Applicant changing to regular undiscounted fee status.

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

This portion must be completed by the signatory or signatories making the entity status change in accordance with 37 CFR 1.4(d)(4).

Signature:	/Andrew Hill/
Name:	Andrew Hill
Registration Number:	-

Signature:	/Ryan Hardin/
Name:	Ryan Hardin
Registration Number:	-

Trials@uspto.gov
571-272-7822

Paper 24
Entered: July 26, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD., SAMSUNG ELECTRONICS AMERICA, INC., and GOOGLE LLC,
Petitioner,

v.

RYAN HARDIN and ANDREW HILL,
Patent Owner.

IPR2022-01331[1]
Patent 9,779,418 B2

Before BART A. GERSTENBLITH, MICHELLE N. WORMMEESTER, and ARTHUR M. PESLAK, *Administrative Patent Judges*.

WORMMEESTER, *Administrative Patent Judge*.

TERMINATION
Due to Settlement After Institution of Trial
Granting Joint Request to Treat Settlement Agreement as Business Confidential Information
35 U.S.C. § 317; 37 C.F.R. § 42.74

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[1] IPR2022-01330 and IPR2022-01332 have been consolidated with this proceeding.

I. INTRODUCTION

Petitioner and Patent Owner (collectively, "the Parties") filed a Joint Motion to Terminate Proceeding ("Joint Motion") due to settlement. Paper 22 ("Joint Motion").[2] In support of the Joint Motion, the Parties filed two Confidential Settlement and License Agreements (collectively, "the Settlement Agreements"). Ex. 1036; Ex. 1037. The Parties also filed a Joint Request to Treat Settlement Agreement as Business Confidential Information ("Joint Request") pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c). Paper 23 ("Joint Request"). The Joint Request applies to both Settlement Agreements. *Id.* at 1. We authorized the filing of these papers and exhibits in an e-mail dated June 1, 2023.

II. DISCUSSION

In the Joint Motion, the Parties represent that they have reached an agreement to jointly seek termination of this *inter partes* review proceeding, which involves U.S. Patent No. 9,779,418 B2 ("the '418 patent"). Joint Motion 1. The Parties further represent that they "have settled their dispute

[2] References are to papers and exhibits in IPR2022-01331. In the institution decisions for IPR2022-01330 and IPR2022-01332, we consolidated each of those proceedings with IPR2022-01331 and indicated that "all further filings in the consolidated proceeding shall be made in IPR2022-01331." *See* IPR2022-01330, Paper 13 at 26; IPR2022-01332, Paper 13 at 27. We note that the Parties, however, also filed joint motions to terminate in IPR2022-01330 and IPR2022-01331 along with other papers and exhibits similar to those referred to in this Decision. Each of those joint motions is substantially the same as the Joint Motion filed here. In accordance with our order consolidating the three related proceedings, we issue this Decision in this consolidated proceeding and, to keep the record clear, we expunge the similar papers and exhibits filed by the Parties in IPR2022-01330 and IPR2022-01332.

regarding the '418 patent, including both this proceeding and Patent Owners' assertion of the '418 patent in the related district court litigation." *Id.* The parties also indicate that Exhibits 1036 and 1037 together are "[a] true and correct copy of the parties' settlement agreements." *Id.* at 2. In addition, the Parties certify that there are "no collateral agreements or understandings made in connection with, or in contemplation of, the termination of the proceedings beyond the settlement agreements in Exhibits 1036 and 1037." *See id.*

Although we instituted trial on February 7, 2023, the consolidated proceeding is at an early stage, and we have not yet decided the merits of the proceeding. In view of the early stage of the consolidated proceeding, and the settlement between the Parties, we determine that good cause exists to terminate the consolidated proceeding.

Further, we find that the Settlement Agreements contain confidential business information regarding the terms of settlement. We determine that good cause exists to treat the Settlement Agreements between the Parties as business confidential information and to keep them separate from the files of the patent in the consolidated proceeding pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c).

The Parties request "that they be notified if and when the Board receives and/or considers a request for access to the settlement agreement, and be offered an opportunity to respond to any such request." Joint Request 2 (citing *Arista Networks, Inc. v. Castlemorton Wireless LLC*, IPR2020-00986, Paper 7 at 4 (PTAB Oct. 28, 2020)). The Board does not have a procedure to serve upon the Parties a request for access to the Settlement Agreements, and our regulations do not require us to do so. We

note that *Arista* involved a settlement agreement between the patent owner and only one of three petitioners involved in the case. *Arista*, Paper 7 at 2. The agreement precluded the non-settling petitioners from accessing the settlement agreement. *Id.* The special circumstances that led to the decision in *Arista* are not presented here, and the Parties do not argue otherwise. *See* Joint Request 2. Therefore, we deny the Parties' request for notification.

This Order does not constitute a final written decision pursuant to 35 U.S.C. § 318(a).

III. ORDER

Accordingly, for the reasons discussed above, it is:

ORDERED that the Joint Motion to Terminate is *granted*, and the consolidated proceeding of IPR2022-01331, which includes IPR2022-01330 and IPR2022-01332, is *terminated* pursuant to 35 U.S.C. § 317(a) and 37 C.F.R. § 42.72;

FURTHER ORDERED that the Joint Request is *granted*, and that the Settlement Agreements shall be kept separate from the file of U.S. Patent No. 9,779,418 B2, and made available only to Federal Government agencies on written request, or to any person on a showing of good cause, pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c);

FURTHER ORDERED that the Parties' request for notification if the Board receives a request for access to the Settlement Agreements is *denied*; and

FURTHER ORDERED that, to clarify the record in this consolidated proceeding and the record in each proceeding that was consolidated with this proceeding, Papers 15 and 16 and Exhibits 1036 and 1037 in IPR2022-01330, as well as Papers 15 and 16 and Exhibits 1036 and 1037 in IPR2022-

01332, will be expunged from the records in those proceedings, and this Decision will also be entered in the record for each of those proceedings.

FOR PETITIONER:

Jeffrey A. Miller
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571-272-7822

Paper 17
Entered: July 26, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

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TERMINATION
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regarding the '418 patent, including both this proceeding and Patent Owners' assertion of the '418 patent in the related district court litigation." *Id.* The parties also indicate that Exhibits 1036 and 1037 together are "[a] true and correct copy of the parties' settlement agreements." *Id.* at 2. In addition, the Parties certify that there are "no collateral agreements or understandings made in connection with, or in contemplation of, the termination of the proceedings beyond the settlement agreements in Exhibits 1036 and 1037." *See id.*

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III. ORDER

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FURTHER ORDERED that the Joint Request is *granted*, and that the Settlement Agreements shall be kept separate from the file of U.S. Patent No. 9,779,418 B2, and made available only to Federal Government agencies on written request, or to any person on a showing of good cause, pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c);

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Paper 17
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RYAN HARDIN and ANDREW HILL,
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IPR2022-01331[1]
Patent 9,779,418 B2

Before BART A. GERSTENBLITH, MICHELLE N. WORMMEESTER, and ARTHUR M. PESLAK, *Administrative Patent Judges*.

WORMMEESTER, *Administrative Patent Judge*.

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This Order does not constitute a final written decision pursuant to 35 U.S.C. § 318(a).

III. ORDER

Accordingly, for the reasons discussed above, it is:

ORDERED that the Joint Motion to Terminate is *granted*, and the consolidated proceeding of IPR2022-01331, which includes IPR2022-01330 and IPR2022-01332, is *terminated* pursuant to 35 U.S.C. § 317(a) and 37 C.F.R. § 42.72;

FURTHER ORDERED that the Joint Request is *granted*, and that the Settlement Agreements shall be kept separate from the file of U.S. Patent No. 9,779,418 B2, and made available only to Federal Government agencies on written request, or to any person on a showing of good cause, pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c);

FURTHER ORDERED that the Parties' request for notification if the Board receives a request for access to the Settlement Agreements is *denied*; and

FURTHER ORDERED that, to clarify the record in this consolidated proceeding and the record in each proceeding that was consolidated with this proceeding, Papers 15 and 16 and Exhibits 1036 and 1037 in IPR2022-01330, as well as Papers 15 and 16 and Exhibits 1036 and 1037 in IPR2022-

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Paper 14
Date: February 7, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD.,
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Patent Owner.

IPR2022-01331
Patent 9,779,418 B2

Before BART A. GERSTENBLITH, MICHELLE N. WORMMEESTER, and ARTHUR M. PESLAK, *Administrative Patent Judges*.

WORMMEESTER, *Administrative Patent Judge*.

DECISION
Granting Institution of *Inter Partes* Review
35 U.S.C. § 314

I. INTRODUCTION

Samsung Electronics Co., Ltd., Samsung Electronics America, Inc. (collectively, "Samsung"), and Google LLC (collectively, "Petitioner") filed a Petition (Paper 4, "Pet.") requesting *inter partes* review of claims 11–18 of U.S. Patent No. 9,779,418 B2 (Ex. 1001, "the '418 patent"). Ryan Hardin and Andrew Hill (collectively, "Patent Owner") filed a Preliminary Response (Paper 10, "Prelim. Resp."). With our authorization, Petitioner filed a Preliminary Reply (Paper 12, "Prelim. Reply") to Patent Owner's Preliminary Response, and Patent Owner filed a Preliminary Sur-reply (Paper 13, "Prelim. Sur-reply") to Petitioner's Preliminary Reply.[1]

Petitioner also filed a Notice Ranking Petitions and Explaining Material Differences Between Petitions for U.S. Patent No. 9,779,418. Paper 5 ("Notice"). Patent Owner filed a Response to Petitioner's Notice. Paper 11 ("Notice Resp.").

We have jurisdiction under 35 U.S.C. § 314 and 37 C.F.R. § 42.4(a). Under 35 U.S.C. § 314(a), an *inter partes* review may not be instituted "unless . . . there is a reasonable likelihood that the petitioner would prevail with respect to at least 1 of the claims challenged in the petition." For the reasons that follow, we institute an *inter partes* review as to all the challenged claims of the '418 patent, namely, claims 11–18, based on the sole ground presented in the Petition.

[1] We authorized the parties to file these papers in an e-mail dated December 8, 2022.

II. BACKGROUND

A. Related Proceedings

The parties identify a related federal district court case, *Hardin v. Samsung Electronics Co.*, No. 2:21-cv-00290-JRG (E.D. Tex.). Pet. 72; Paper 8, 1 (Patent Owner's Mandatory Notices).

The parties also indicate that Petitioner concurrently filed several other, related petitions for *inter partes* review. Pet. 73; Paper 8, 1. Two related petitions involve the '418 patent, one petition challenging claims 1–10 (not challenged in this proceeding) in IPR2022-01330, and the other petition challenging claims 19–25 (not challenged in this proceeding) in IPR2022-01332. Pet. 73; Notice 2; Paper 8, 1. In separate decisions, we grant institution in those proceedings.

B. The '418 Patent

As background, the '418 patent explains that advertisements and other content can be "broadcast to any mobile device within a city, or a similar area," or can be delivered over the Internet "in response to a request, received from the receiving device." Ex. 1001, 1:40–47. According to the '418 patent, in order to provide more targeted advertising, a "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." *Id.* at 1:60–64.

An exemplary content delivery system is depicted in Figure 1 of the '418 patent, reproduced below.

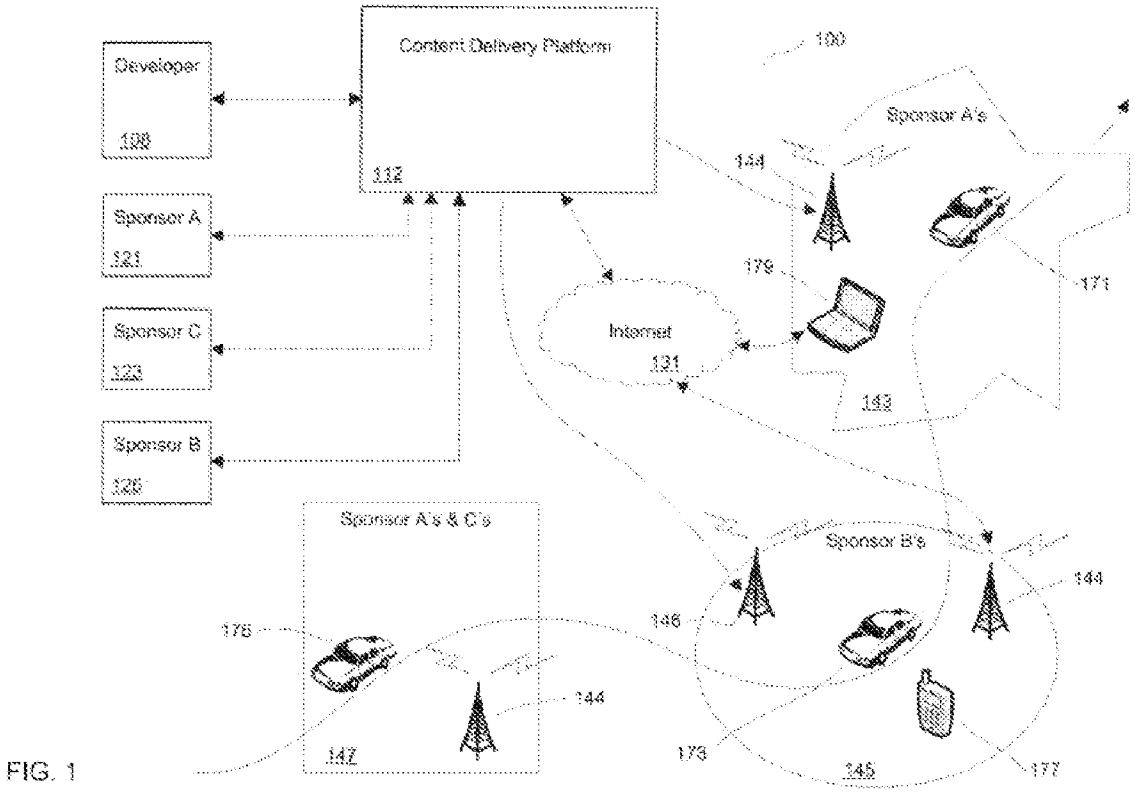


FIG. 1

Figure 1 is an "abstract representation of exclusive content delivery to particular reserved areas." Ex. 1001, 2:41–43. System 100, as shown in Figure 1, provides "exclusive delivery of advertising or other content to registered applications running on mobile devices located within a particular proximity to a reserved geographic area." *Id.* at 3:9–13. System 100 "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." *Id.* at 3:13–17.

For example, content delivery platform 112 receives a request from developer platform 108 to register a program or other application for use on mobile devices, and "can use the registered application program to provide selected content to mobile devices." Ex. 1001, 3:17–21. According to the '418 patent, "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." *Id.* at 3:22–26. Additionally, "[s]ponsor 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." *Id.* at 3:32–34. The '418 patent explains that "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." *Id.* at 3:34–39.

Figure 2 of the '418 patent is reproduced below.

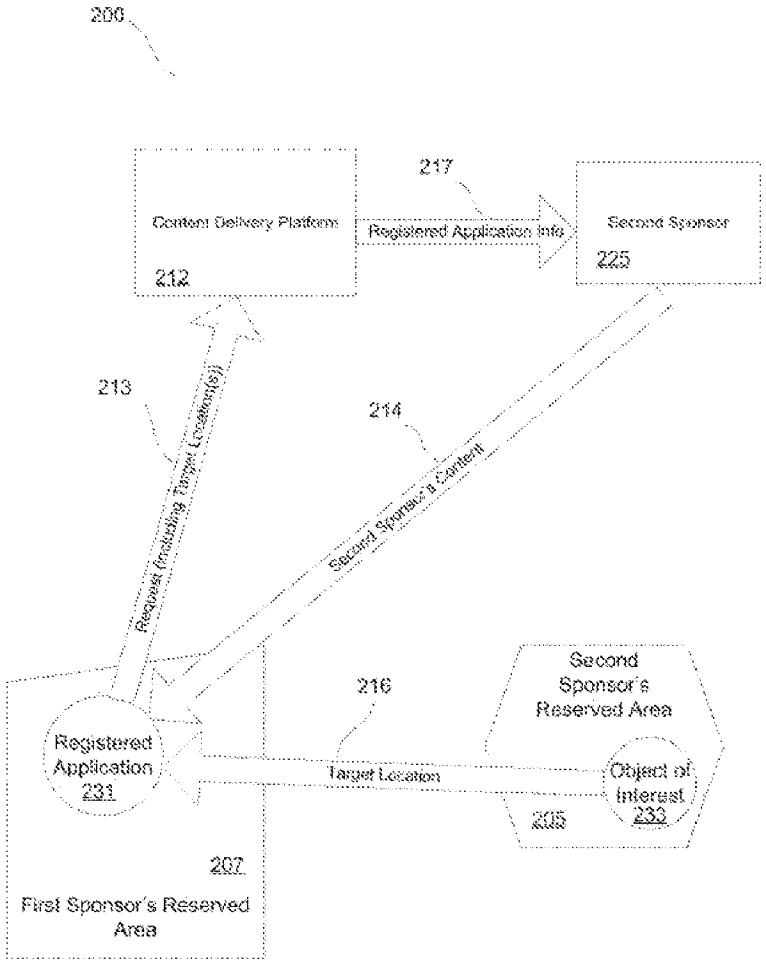


FIG. 2

Figure 2 "is a diagram illustrating a target location other than the location of the mobile device executing a registered application." Ex. 1001, 2:44–47.

The '418 patent explains the following regarding 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. . . . [O]bject of interest 233 could be a friend . . . employing . . . [a] device capable of sending location information 216 . . . 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 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.
>
> 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. . . .
>
> 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. . . . 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 . . . .

Id. at 5:43–6:27.

Figure 4 of the '418 patent is reproduced below.

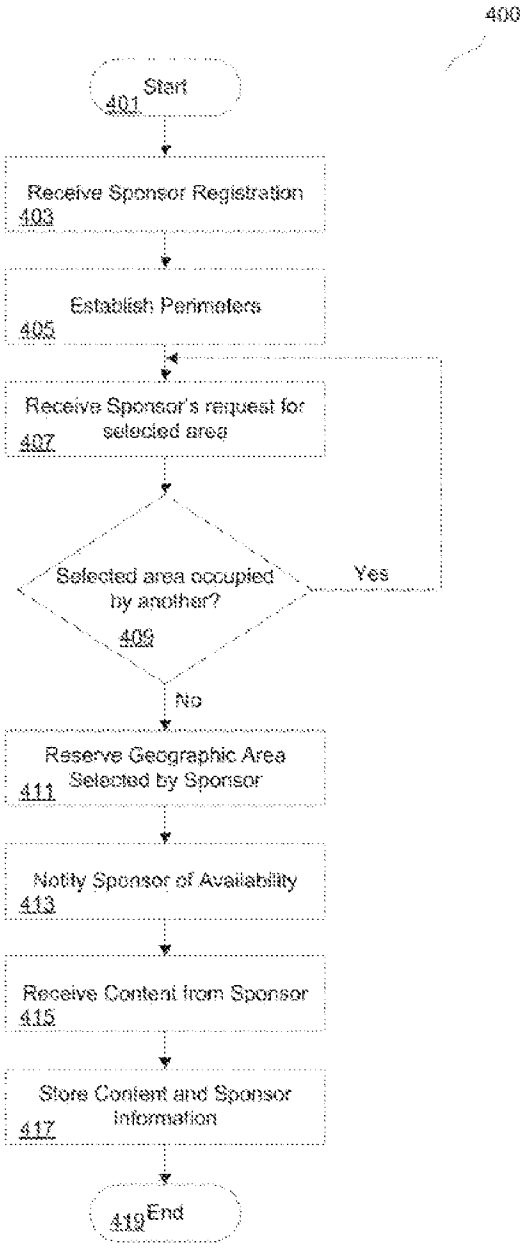


FIG. 4

Figure 4 "is a flowchart illustrating a method of reserving a geographic area." Ex. 1001, 2:51–53. In particular, the '418 patent states that method 400 "allow[s] sponsors to reserve particular geographic areas." *Id.* at 8:62–65. The '418 patent explains the following regarding the disclosed method of reserving a geographic area:

> 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 FIG. 1, can receive a request for sponsor registration . . . . 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.
>
> . . . .
>
> As illustrated by block 407, a sponsor's request for a selected area is received. . . .
>
> 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. . . .
>
> A sponsor can provide content for delivery to mobile devices having target locations contained within its reserved area, as illustrated by block 415.

Id. at 8:65–9:46.

C. Illustrative Claim

As noted above, Petitioner challenges claims 11–18 of the '418 patent. Claim 11, reproduced below, is independent and illustrative of the claims under challenge.

> 11. A mobile device comprising:
>
> memory;
>
> at least one processor operably coupled to the memory;
>
> a location-determination component tangibly embodied in the mobile device for determining the mobile device's physical geographic location; and
>
> at least one module stored in the memory and configured for execution by the at least one processor, wherein the at least one module comprises instructions for:

implementing, on the mobile device, at least one computer readable program instruction, made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by the particular one application program after it is determined, by at least use of the at least one processor and of location information representing a physical geographic location of the mobile device as determined by the location-determination component, that the mobile device has at least entered the at least one designated geographic area of interest, wherein the at least one computer readable program instruction comprises at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier as provided content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest, and wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

receiving, using the at least one computer readable program instruction, from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier

exclusively provided for use by the first particular application program after it is determined that the mobile device has at least entered the first particular designated geographic area of interest, wherein the first request comprises data representing a) the first particular associated identifier, represented by a data string, as provided content by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value for defining the first particular designated geographic area of interest;

determining availability for the first particular designated geographic area of interest to be reserved for the first particular application program;

using the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest in the first request as an area reserved for first content related to the first particular application program and not an area reserved for first content related to other application programs, wherein the first content related to the first particular application program comprises the first particular associated identifier;

storing, in the memory, in response to receiving the first request, after availability for the first particular designated geographic area of interest to be reserved for the first particular application program has been positively determined, an at least first record, for the first particular application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular application

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program as a first one of the one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier, being associated with a particular reserved geographic area of interest, to be exclusively provided for use by said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered said particular reserved geographic area of interest;

receiving, using the at least one computer readable program instruction, from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by the second particular application program after it is determined that the mobile device has at least entered the second particular designated geographic area of interest, wherein the second request comprises data representing a) the second particular associated identifier, represented by a data string, as provided content by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value for defining the second particular designated geographic area of interest;

determining availability for the second particular designated geographic area of interest to be reserved for the second particular application program;

using the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area of interest in the second request as an area reserved for second content related to the second particular application program and not an area reserved for second content related to other application programs, wherein the second content related to the second particular application program comprises the second particular associated identifier;

storing, in the memory, in response to receiving the second request, after availability for the second particular designated geographic area of interest to be reserved for the second particular application program has been positively determined, an at least second record, for the second particular application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular application program as a second one of the one or more registered application programs on the mobile device;

selecting the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by the first one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the

memory and has remained therein for at least a first designated length of time;

selecting the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by the second one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least a second designated length of time;

providing, to the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting in response to receiving, from the first one of the one or more registered application programs on the mobile device, a request to receive content; and

providing, to the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting in response to receiving, from the second one of the one or more registered application programs on the mobile device, a request to receive content.

Ex. 1001, 18:59–21:39.

D. Asserted Ground of Unpatentability

Petitioner challenges claims 11–18 of the '418 patent on the following sole ground of obviousness. Pet. 3, 21–69.

Claims Challenged	35 U.S.C. §[2]	Reference(s)/Basis
11–18	103	Hardin '665,[3] Salmre[4]

In support of its arguments, Petitioner relies on a Declaration of David H. Williams (Ex. 1003).

Patent Owner submits a Declaration of Scott Andrew Denning (Ex. 2001) to support its Preliminary Response.

III. DISCUSSION

A. Level of Ordinary Skill in the Art

We consider the asserted ground of unpatentability in view of the understanding of a person of ordinary skill in the art. *Graham v. John Deere Co.*, 383 U.S. 1, 17–18 (1966). Relying on the declaration testimony of Mr. Williams, Petitioner proposes that a person of ordinary skill in the art at

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[2] The Leahy-Smith America Invents Act ("AIA") included revisions to 35 U.S.C. § 103 that became effective on March 16, 2013. One of the central issues in this proceeding is the priority date of the challenged claims. The application for the '418 patent was filed on January 29, 2016 (Ex. 1001, code (22)), and claims priority to an application filed on May 1, 2009 (*id.* at code (63)). Petitioner contests the '418 patent's priority claim, asserting that the earliest priority date of the challenged claims is January 29, 2015. Pet. 22. Because we find that Petitioner has established a reasonable likelihood of prevailing on the present record, we apply the current version of § 103 here. Our analysis, however, would be the same regardless of which version of the statute is applied because the critical issues before us are not impacted by the differences in the two versions of the statute.

[3] Hardin et al., U.S. Publ'n No. 2010/0279665 A1, Nov. 4, 2010 (Ex. 1005).

[4] Salmre et al., U.S. Publ'n No. 2006/0116817 A1, June 1, 2006 (Ex. 1006).

the time of the invention "would have had at least a bachelor's degree in computer science or a comparable field of study and at least five years of professional experience in mobile or location-based computing or other relevant academic experience." Pet. 20 (citing Ex. 1003 ¶¶ 38–41).

In the Preliminary Response, Patent Owner acknowledges Petitioner's proposed level of ordinary skill in the art, but does not take a position on the issue. Prelim. Resp. 46. Mr. Denning, however, applies Petitioner's proposed level of ordinary skill in the art in his declaration supporting Patent Owner's Preliminary Response. Ex. 2001 ¶ 26.

On this record, at this stage of the proceeding, we find that Petitioner's uncontested proposed level of ordinary skill in the art is consistent with the level of ordinary skill in the art reflected by the '418 patent and the prior art of record. *See Okajima v. Bourdeau*, 261 F.3d 1350, 1355 (Fed. Cir. 2001); *In re GPAC Inc.*, 57 F.3d 1573, 1579 (Fed. Cir. 1995); *In re Oelrich*, 579 F.2d 86, 91 (CCPA 1978). Therefore, we adopt Petitioner's proposed level of ordinary skill in the art in our consideration of the issues presently before us.

B. Claim Construction

In an *inter partes* review proceeding, we construe a claim of a patent "using the same claim construction standard that would be used to construe the claim in a civil action under 35 U.S.C. 282(b)." *See* 37 C.F.R. § 42.100(b) (2019). That standard involves construing claims in accordance with the ordinary and customary meaning of such claims as would have been understood by one of ordinary skill in the art at the time of the invention.

See id.; *Phillips v. AWH Corp.*, 415 F.3d 1303, 1312–14 (Fed. Cir. 2005) (en banc).

Petitioner asserts that it "believe[s] that no express claim constructions are necessary, and the claims should be given their plain and ordinary meaning in this proceeding." Pet. 21. Similarly, Patent Owner asserts that it "do[es] not believe the Board needs to construe any terms." Prelim. Resp. 33. For purposes of this Decision, we conclude that no claim term requires express interpretation at this time to resolve any controversy in this proceeding. *See Vivid Techs., Inc. v. Am. Sci. & Eng'g, Inc.*, 200 F.3d 795, 803 (Fed. Cir. 1999).

C. Priority Date for the Challenged Claims

As a preliminary matter, we consider whether challenged claims 11–18 are entitled to the earliest claimed priority date. The '418 patent issued from U.S. Application No. 15/009,961 ("the '961 application"), which was filed on January 29, 2016. Ex. 1001, codes (21), (22). Through a chain of continuation applications, the '961 application claims priority to U.S. Application No. 12/434,094 ("the '094 application"), which was filed on May 1, 2009, and published as Hardin '665 (one of the references asserted by Petitioner). Ex. 1001, 1:7–22; Ex. 1005, code (21). The parties dispute whether the challenged claims are entitled to the priority date of the '094 application. Pet. 21–27; Prelim. Resp. 44–61. If the challenged claims are entitled to the priority date of the '094 application, then Hardin '665 does not qualify as prior art, which means Petitioner cannot rely on Hardin '665 in its obviousness challenge. If, however, the challenged claims are not entitled to the priority date of the '094 application, then Hardin '665

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qualifies as prior art and is available for Petitioner to rely on in its obviousness challenge. Thus, we address this issue before we consider Petitioner's obviousness challenge.

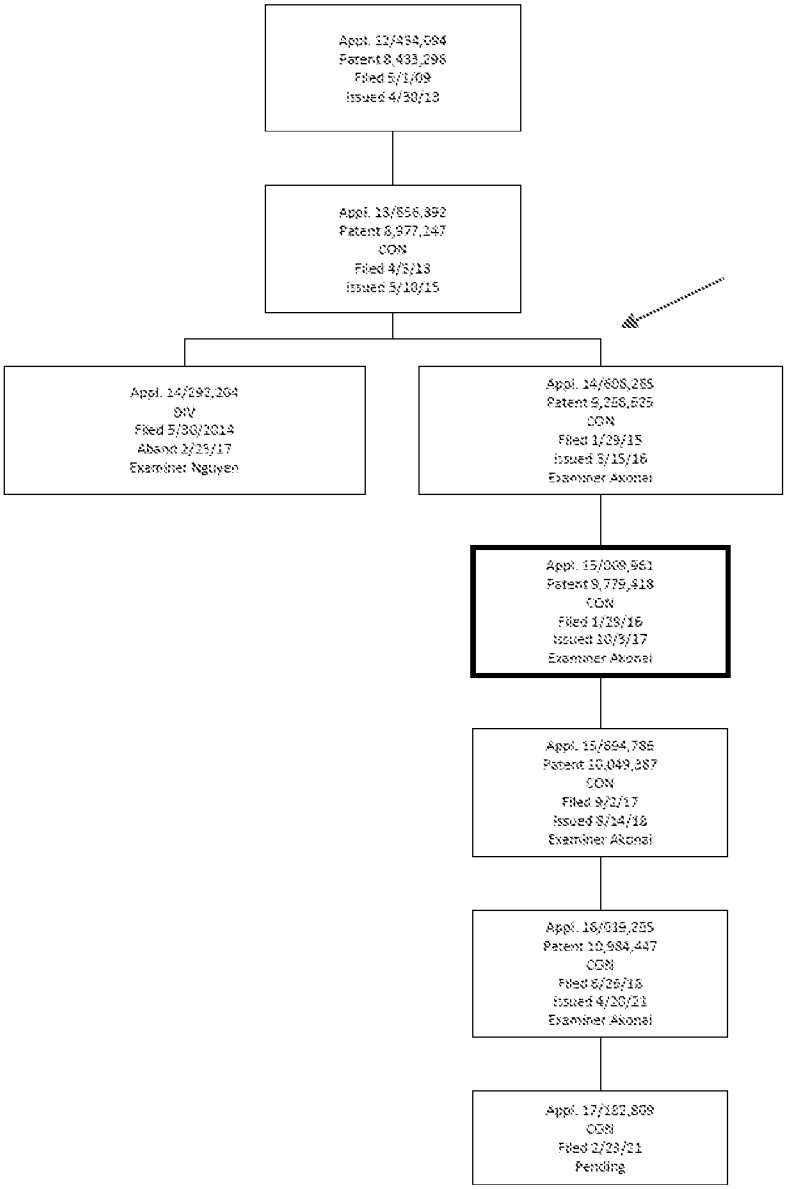
As the U.S. Court of Appeals for the Federal Circuit has explained, "[i]n an *inter partes* review, the burden of persuasion is on the petitioner to prove 'unpatentability by a preponderance of the evidence,' 35 U.S.C. § 316(e), and that burden never shifts to the patentee." *Dynamic Drinkware, LLC v. Nat'l Graphics, Inc.*, 800 F.3d 1375, 1378 (Fed. Cir. 2015). Additionally, "[a] second and distinct burden, the burden of production, or the burden of going forward with evidence, is a shifting burden, 'the allocation of which depends on where in the process of trial the issue arises.'" *Id.* at 1379 (citing *Tech. Licensing Corp. v. Videotek, Inc.*, 545 F.3d 1316, 1327 (Fed. Cir. 2008)). Thus, although Petitioner has the ultimate burden of persuasion to prove unpatentability, Patent Owner must demonstrate entitlement to a priority date when Patent Owner relies on that priority date to overcome an anticipation or obviousness argument. *See id.* at 1379–80 (discussing burdens in *inter partes* review to show entitlement to provisional filing dates and relying on infringement cases involving continuation-in-part applications); *In re NTP, Inc.*, 654 F.3d 1268, 1276 (Fed. Cir. 2011) ("[A] patent's claims are not entitled to an earlier priority date merely because the patentee claims priority. Rather, for a patent's claims to be entitled to an earlier priority date, the patentee must demonstrate that the claims meet the requirements of 35 U.S.C. § 120." (citations omitted)); *Rsch. Corp. Techs., Inc. v. Microsoft Corp.*, 627 F.3d 859, 870–71 (Fed. Cir. 2010); *Tech. Licensing*, 545 F.3d at 1327–29; *PowerOasis, Inc. v. T-Mobile USA, Inc.*, 522 F.3d 1299, 1305–06 (Fed. Cir.

2008). Accordingly, the burden of demonstrating that the challenged claims are entitled to the priority date of the '094 application falls on Patent Owner.[5]

Petitioner provides the following family tree of the '418 patent, which we have annotated by including a red arrow. Pet. 12.

[5] Petitioner argued the same—that Patent Owner has "the burden of proving entitlement to a priority date earlier than the filing date" of the '418 patent (Pet. 27)—and Patent Owner's Preliminary Response does not contest that position (*see generally* Prelim. Resp.).

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The family tree above identifies the ’418 patent with a bold rectangle (as compared to the other rectangles). The family tree shows that the ’961 application (which issued as the ’418 patent) claims priority to U.S. Application No. 14/608,285 (“the ’285 application), which was filed on January 29, 2015. Ex. 1001, code (63), 1:7–22. The ’285 application claims priority to U.S. Application No. 13/856,392 (“the ’392 application”), which was filed on April 3, 2013. *Id.* The ’392 application claims priority to the

'094 application, filed on May 1, 2009. Petitioner asserts that the '094 application "shares the same specification as the '418 patent." Pet. 22. But, Petitioner contends that there is a break in the priority chain where we placed the red arrow in the family tree shown above. *Id.* at 26–27.

According to Petitioner, the challenged claims recite new matter that is not present in the '094 application or the '392 application. Pet. 22. Petitioner asserts that because the challenged claims include limitations not supported by the earlier-filed applications from which the '418 patent claims priority, the '418 patent does not receive the benefit of the '094 application's filing date or the '392 application's filing date. *Id.* at 26–27 (citing *Reiffin v. Microsoft Corp.*, 214 F.3d 1342, 1346 (Fed. Cir. 2000)). Specifically, Petitioner points to two limitations of the challenged claims as allegedly reciting new matter: (1) "receiving, from a particular one application program . . . a request to reserve, for the particular one application program, at least one designated geographic area of interest," (Pet. 22 (citing Ex. 1001, claim 11)), and (2) "implementing, on the mobile device, at least one computer readable program instruction . . . for receiving, from a particular one application program . . . during the particular one application program's execution on the mobile device, a request to reserve . . . at least one designated geographic area of interest" (*id.* at 24 (citing Ex. 1001, claim 11)). We address each claim limitation in turn.

1. *Receiving a Request to Reserve a Geographic Area of Interest from an Application Program*

We start with the claim limitation, "receiving, from a particular one application program . . . a request to reserve, for the particular one

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application program, at least one designated geographic area of interest." We first consider the parties' arguments, then we turn to our analysis.

a. The Parties' Arguments

Regarding this first limitation asserted to be new matter, Petitioner contends that "the shared specification only discloses a system in which sponsors can make reservation requests." Pet. 22–23 (citing Ex. 1001, Fig. 4, 2:21–24, 3:3–8, 3:22–43, 8:62–65, 9:5–7, 9:28–43; Ex. 1003 ¶¶ 101–102). Petitioner asserts that "[t]he specification neither discloses a system in which an application program—or any entity other than a sponsor—can send a reservation request, nor suggests that an application program could be a sponsor, nor suggests that a sponsor can be on the mobile device." *Id.* at 23 (citing Ex. 1003 ¶¶ 101–106). Petitioner further asserts that, although Figure 2 shows that registered application 231 sends request 213 to content delivery platform 212, "request 213 is a request for content, not a request to reserve a geographic area." *Id.* at 8 (citing Ex. 1001, Fig. 2, 1:60–64, 5:43–47, 5:62–6:27, 11:46–49). Petitioner acknowledges that the '418 patent states that request 213 may include additional information, but asserts that none of that information is a request to reserve a geographic area. *Id.* (citing Ex. 1001, 5:64–6:3; Ex. 1003 ¶¶ 70, 102–104).

Additionally, Petitioner contends that a similar limitation was at issue in claims included in related U.S. Application No. 14/292,204 ("the '204 application") and that the Examiner reviewing that application rejected the claims because the specification did not indicate that one or more sponsors is at least one or more instances of the application program. Pet. 23–24 (citing Ex. 1014, 49–55, 90–91 (file history of the

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'204 application)). Petitioner states that, after the Examiner rejected the pending claims in the '204 application, Patent Owner did not respond to the office action and the '204 application went abandoned. *Id.* at 16 (citing Ex. 1014, 122).

Further, Petitioner notes that when Patent Owner originally sought to add this limitation to the claims of the '392 application, Patent Owner asserted that the limitation was supported by paragraphs 19, 67, and 68 of the specification. Pet. 24 (citing Ex. 1010, 172 (file history of the '392 application)). Petitioner contends, however, that "[n]one of these paragraphs disclose a system in which an application program can send a reservation request or suggest that an application program could be a sponsor." *Id.* (citing Ex. 1003 ¶¶ 82, 105–106). Petitioner argues that paragraph 19 does not support the limitation, that paragraph 67 "merely explains that the invention can be implemented in hardware and/or software," and paragraph 68 "generally describes the meaning of computer-usable or computer readable media." *Id.* (citing Ex. 1002, 42–43 (file history for the '418 patent); Ex. 1003 ¶¶ 82, 106).

Patent Owner responds that "[t]he crux of Petitioner['s] argument is that the specification provides written description support only for ***sponsors*** to request to reserve a geographic area of interest," but "[t]hat myopic view of the specification fails to account for the knowledge of a [person of ordinary skill in the art] reading the specification." Prelim. Resp. 51. Patent Owner contends that one of ordinary skill in the art "would have readily understood from the specification that a request to reserve a geographic area of interest may also be made from an application program, and as such there

is written description support for claims with such a limitation." *Id.* at 51–52 (citing Ex. 2001 ¶¶ 83–92).

In particular, Patent Owner acknowledges that the specification "discloses that sponsors may reserve a geographic area of interest by making a request to, *e.g.*, the content delivery platform," but Patent Owner contends that Petitioner ignores that the specification also teaches that "sponsors may provide the application programs on the mobile devices." Prelim. Resp. 52 (citing Ex. 1008, at 19 ¶ 17, 20 ¶ 20 (file history of '094 application)). Patent Owner points to the following disclosure: "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 124, or sponsor B 125***, or by another desired delivery mechanism." *Id.* (quoting Ex. 1008, at 20 ¶ 19) (emphases added by Patent Owner). Patent Owner also asserts that the specification teaches that "'systems' operate under the control of sponsors." *Id.* (citing Ex. 1008, at 20 ¶ 18). Patent Owner contends that one of ordinary skill in the art "would have understood from these disclosures that an application program would make a request to reserve a geographic area of interest, on behalf of, for example, the sponsor that provided that application program to the mobile device." *Id.* at 52–53 (citing Ex. 2001 ¶¶ 84–86; Ex. 2006, 10–11, 21–23 (deposition transcript of Ryan Hardin)). Patent Owner asserts that one of ordinary skill in the art "would have necessarily expected that the application program would perform acts for the sponsor, including requesting to reserve the geographic area of interest," as "the application program may come from the sponsor and is controlled by the sponsor." *Id.* at 53 (citing Ex. 2001 ¶¶ 86–89).

Additionally, Patent Owner contends that its argument "is buttressed by other portions of the specification which teach that the application programs found on the mobile devices are able to make requests to the content delivery platform." Prelim. Resp. 53. Specifically, Patent Owner points to the following disclosure: "registered application 231 can send a request 213 to content delivery platform 212. The request can include, ***but is not limited to***, . . . 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." *Id.* (quoting Ex. 1008, at 24 ¶ 30) (emphasis added by Patent Owner). Patent Owner asserts that this disclosure shows that "the specification does not limit the types of requests an application program may make to the content delivery platform." *Id.* (citing Ex. 2001 ¶ 91).

Patent Owner argues that one of ordinary skill in the art "would have understood that a request to reserve a geographic area of interest would have fallen within the scope of the types of requests that the application program makes" particularly because "it was well known that applications on mobile devices could request geographic information at the time of the invention." Prelim. Resp. 53–54 (citing Ex. 2001 ¶¶ 32–35, 91–92). Patent Owner contends that Petitioner and its declarant Mr. Williams "fail to account for this knowledge" of one of ordinary skill in the art. *Id.* at 54 (citing *Hologic, Inc. v. Smith & Nephew, Inc.*, 884 F.3d 1357, 1363 (Fed. Cir. 2018)). Patent Owner asserts that "[t]he law does not require the specification to contain . . . a verbatim repetition of the claim language" (*id.* (citing *Yingbin-Nature (Guangdong) Wood Indus. Co. v. Int'l Trade Comm'n*, 535 F.3d 1322, 1334 (Fed. Cir. 2008))), and "[w]hen the specification is viewed from the eyes of

[one of ordinary skill in the art] with knowledge of what was known in the art, the specification sufficiently discloses that the inventors were in possession of an invention that includes an application program making a request to reserve a geographic area." *Id.* (citing Ex. 2001 ¶¶ 83–92).

b. Analysis

"[T]he test for sufficiency is whether the disclosure of the application relied upon reasonably conveys to those skilled in the art that the inventor had possession of the claimed subject matter as of the filing date." *Ariad Pharms., Inc. v. Eli Lilly and Co.*, 598 F.3d 1336, 1351 (Fed. Cir. 2010) (en banc) (citing *Vas-Cath Inc. v. Mahurkar*, 935 F.2d 1555, 1562–63 (Fed. Cir. 1991)). "[T]he hallmark of written description is disclosure." *Id.* "[T]he test requires an objective inquiry into the four corners of the specification from the perspective of a person of ordinary skill in the art. Based on that inquiry, the specification must describe an invention understandable to that skilled artisan and show that the inventor actually invented the invention claimed." *Id.* "To obtain the benefit of the filing date of a parent application, the claims of the later-filed application must be supported by the written description in the parent 'in sufficient detail that one skilled in the art can clearly conclude that the inventor invented the claimed invention as of the filing date sought." *Anascape, Ltd. v. Nintendo of Am. Inc.*, 601 F.3d 1333, 1335 (Fed. Cir. 2010) (quoting *Lockwood v. Am. Airlines, Inc.*, 107 F.3d 1565, 1572 (Fed. Cir. 1997)). "In order to satisfy the written description requirement, the disclosure as originally filed does not have to provide in haec verba support for the claimed subject matter at issue." *Yingbin-Nature*, 535 F.3d at 1334. But, "[i]t is not sufficient for purposes of

the written description requirement of [35 U.S.C.] § 112 that the disclosure, when combined with the knowledge in the art, would lead one to speculate as to modifications that the inventor might have envisioned, but failed to disclose. Each application in the chain must describe the claimed features." *Lockwood*, 107 F.3d at 1572.

"[T]he level of detail required to satisfy the written description requirement varies depending on the nature and scope of the claims and on the complexity and predictability of the relevant technology." *Ariad*, 598 F.3d at 1351 (citing *Capon v. Eshhar*, 418 F.3d 1349, 1357–58 (Fed. Cir. 2005)). "This inquiry . . . is a question of fact." *Id.* (citing *Ralston Purina Co. v. Far-Mar-Co, Inc.*, 772 F.2d 1570, 1575 (Fed. Cir. 1985)).

First, we agree with Patent Owner that the field of mechanical and electrical-based inventions usually involves predictable factors and can be more predictable than other fields, such as chemistry and biology. *See* Prelim. Resp. 46 n.9 (citing *In re Fisher*, 427 F.2d 833, 839 (CCPA 1970); *Burroughs Welcome Co. v. Barr Labs, Inc.*, 40 F.3d 1223, 1228 (Fed. Cir. 1994)). We also agree with Patent Owner that the level of ordinary skill in the art proposed by Petitioner and adopted, on the present record, for purposes of this Decision (a bachelor's degree in computer science or comparable field and "at least five years of professional experience . . . or other relevant academic experience") is relatively high and that combined with the more predictable field of art can lower the level of detail required to show that the '094 application provides sufficient support for the challenged claims. *See id.* at 46 (quoting Ex. 1003 ¶ 40) (citing *Hologic*, 884 F.3d at 1361).

Additionally, we recognize Patent Owner's arguments and evidence regarding the knowledge that one of ordinary skill in the art would have had regarding the state of the art. *See* Prelim. Resp. 47–51. In particular, Patent Owner points to knowledge of geofencing technology, which was used to help determine the location of mobile phone callers in different circumstances, including when calling "911." *Id.* at 47 (citing Ex. 2001 ¶ 31). Also, Patent Owner notes that it was well established that applications running on mobile devices could make requests for geographic location data. *Id.* at 48 (citations omitted) (also relying on Salmre's teaching of an application "pulling" information for use on geographical maps). Patent Owner contends that based on, *inter alia*, these teachings, "it was well-known to a [person of ordinary skill in the art] that applications running on a mobile device can request geographic data, such as information providing location data and/or for rendering geographic maps." *Id.* at 48–49 (citing Ex. 2001 ¶¶ 32–35). We also recognize Patent Owner's arguments and evidence that it was "well-known to a [person of ordinary skill in the art] that mobile devices implemented client-server functionality locally on the device." *Id.* at 49 (citing Ex. 2001 ¶¶ 36–39) (also relying on additional references from the relevant time period).

Even in light of the knowledge of one of ordinary skill in the art regarding the state of the art, the more predictable field of mechanical/electrical technologies, and the relatively high level of skill in the art, on the present record, there is a disconnect between what the '094 application discloses and the specific limitation of the challenged claims at issue, which recites that the application program makes a request to reserve a geographic area of interest. In addition to the '094 application's

failure to disclose this limitation expressly, the '094 application fails to reasonably convey to one of ordinary skill in the art any hint, suggestion, or indication that Patent Owner possessed an invention in which an application program makes such a request. To the contrary, based on our review of the present record, we agree with Petitioner that the '094 application consistently and repeatedly discloses that a sponsor makes such a request and does not attribute that action expressly, inherently, or otherwise to any other aspect of the invention. *See, e.g.*, Pet. 13 (identifying several instances where the '094 application attributes that action to a sponsor).

Additionally, the evidence does not support Patent Owner's argument that request 213 is so broadly described in the '094 application that the description would have reasonably conveyed to one of ordinary skill in the art that Patent Owner possessed a system in which request 213 includes a request to reserve a geographic area of interest. *See* Prelim. Resp. 53. In particular, request 213 is described with reference to Figure 2. The '094 application's description of Figure 2 begins[6] by stating, "[a]s shown in Figure 2, a user of registered application 231 is located within the perimeter defining first sponsor's reserved area 207." Ex. 1008, at 23 ¶ 29. This sentence indicates that, in the discussion of Figure 2 that follows, the '094 application assumes a sponsor has already made a request to reserve a geographic area of interest and that such request was granted, thereby resulting in a sponsor having "reserved area 207." *See id.* The description of Figure 2 further states that, "[i]n response to receiving the target location

[6] This description is the second sentence after the '094 application explains that Figure 2 illustrates "a target location other than a mobile device in a system 200." Ex. 1008, at 23 ¶ 29.

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information 216 from object of interest 233, registered application 231 can send a request 213 to content delivery platform 212." *Id.* at 24 ¶ 30. The '094 application then states that request 213 may include, "but is not limited to," certain information, such as "a request for content." *Id.* As discussed above, however, the second sentence of the description of Figure 2 indicates that "the first sponsor" has already requested and reserved a geographic area of interest. Thus, not only does the '094 application fail to reasonably convey to one of ordinary skill in the art that the Patent Owner possessed this limitation now at issue, the discussion of request 213 makes it clear that it would not make sense, in this context, that such request would include a request to reserve a geographic area of interest when the description assumes the reservation process has already occurred (because the user is located within a first sponsor's *reserved* area 207).

We recognize that the '094 application expressly states that a sponsor can provide an application program to a mobile device. Ex. 1008, at 20 ¶ 19. We also recognize that the '094 application generally states that system 100 includes systems (without identifying which in particular) operating under the control of a sponsor. *Id.* at 20 ¶ 18. And, as discussed above, we recognize that an application program can send a request that is "not limited to" the items expressly identified. *Id.* at 24 ¶ 30. On the present record, however, we find that these general disclosures fail to reasonably convey to one of ordinary skill in the art that Patent Owner possessed an invention in which an application program requests to reserve a geographic area of interest. We also find, on the present record, the disclosures fail to reasonably convey to one of ordinary skill in the art that Patent Owner possessed an invention in which a sponsor requests to reserve

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a geographic area of interest via an application program. And, for the reasons noted above, we further find, in light of the '094 application's description of Figure 2 and request 213, one of ordinary skill in the art would have understood that such a request would *not* be included with request 213 because the geographic area of interest has already been reserved when request 213 is made.

c. Summary

In view of the foregoing, we determine that the challenged claims of the '418 patent are not entitled to the priority date of the '094 application, and, therefore, Hardin '665 qualifies as prior art with respect to the '418 patent.

2. On the Same Mobile Device

As noted above, Petitioner asserts that a second limitation of the challenged claims also lacks written description support in the '094 application. In particular, Petitioner points to the following recitation of claim 11: "***implementing, on the mobile device***, at least one computer readable program instruction . . . for receiving, from a particular one application program . . . during the particular one application program's execution on the mobile device, a request to reserve . . . at least one designated geographic area of interest." Pet. 24 (quoting Ex. 1001, claim 11) (emphasis added by Petitioner). Petitioner contends that this limitation means that "the reservation request must be received on the same mobile device as the application that sent it or, in other words, the content delivery platform must run on the same mobile device as the application

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program making the reservation request." *Id.* at 24–25 (citing Ex. 1003 ¶ 107). Petitioner asserts, however, that "the specification only discloses a system in which the content delivery platform is separate from the mobile device." *Id.* at 25 (citing Ex. 1001, Figs. 1–3, 3:22–26, 11:38–41, 11:58–60, 12:4–13; Ex. 1003 ¶ 108). Petitioner argues that "[t]here is no disclosure of a system in which the content delivery platform runs on the mobile device," and that, rather, "the specification explains that the content delivery platform must communicate with a mobile device via the internet or communication towers . . . and that the content delivery platform may register applications on multiple different mobile devices." *Id.* (citing Ex. 1003 ¶¶ 107–114; Ex. 1001, Fig. 1, 3:44–4:4, 7:4–27, 9:62–10:11).

Patent Owner counters that Petitioner's argument "is based on a false premise – that the specification does not support a claimed invention of a 'content delivery platform' on a mobile device receiving the request to reserve a geographic area of interest." Prelim. Resp. 54. Patent Owner asserts that "[t]he fundamental flaw with this argument is that ***none*** of the [challenged claims] specify a 'content delivery platform.'" *Id.* at 55. Patent Owner contends that "[b]ecause the claims do not require a 'content delivery platform,' Petitioner['s] analysis – which asks whether the specification discloses an invention of a content delivery platform on a mobile device with the application program – is a red herring." *Id.* at 57.

Additionally, Patent Owner asserts that "Petitioner[] likely avoided making the correct inquiry – is there written description support for the limitations of 'at least one instruction' or 'at least one computer readable program instruction' on the mobile device for receiving the request to reserve from an application program – because the answer is plainly yes."

Prelim. Resp. 58 (citing Ex. 2001 ¶ 94). Patent Owner contends that the '094 application discloses that embodiments of the invention may be implemented in software or as computer-usable or computer-readable medium and that a mobile device may be considered a general computing device. *Id.* at 59 (citations omitted). Thus, Patent Owner asserts that one of ordinary skill in the art would have understood that the inventors were in possession of an invention "whereby computer-readable 'instructions' located on a mobile device may receive requests to reserve a geographic area of interest from application programs also running on the mobile device." *Id.* (citing Ex. 2001 ¶¶ 93–94; Ex. 2006, 24–26).

First, we agree with Patent Owner that Petitioner appears to focus its discussion on the location of a content delivery platform that is not expressly recited in the claims. Second, assuming that Petitioner meant to focus on the language of the challenged claims referenced by Patent Owner, the limitation to which Petitioner directs its argument is tied, in some respects, to the same issue we addressed above regarding whether there is sufficient written description support for an application program sending a request to reserve a geographic area of interest. Because these arguments are somewhat connected and because we have already determined above, on the present record, that the '094 application fails to provide sufficient written description support for at least one limitation of the challenged claims, we need not determine, at this time, whether the '094 application also fails to provide sufficient written description support for this additional limitation of the challenged claims.

D. Obviousness over Hardin '665 and Salmre

Petitioner asserts that claims 11–18 of the '418 patent would have been obvious over Hardin '665 and Salmre. Pet. 27–69. Patent Owner does not challenge Petitioner's analysis aside from whether the '418 patent claims are entitled to the priority date of the '094 application, an issue we addressed above (*see supra* Part III.C.). *See generally* Prelim. Resp. For the reasons explained below, we determine that Petitioner has demonstrated a reasonable likelihood of prevailing on its asserted ground.

1. Legal Standards

The U.S. Supreme Court set forth the framework for applying the statutory language of 35 U.S.C. § 103 in *Graham v. John Deere Co.*, 383 U.S. 1, 17–18 (1966):

> Under § 103, the scope and content of the prior art are to be determined; differences between the prior art and the claims at issue are to be ascertained; and the level of ordinary skill in the pertinent art resolved. Against this background, the obviousness or nonobviousness of the subject matter is determined. Such secondary considerations as commercial success, long felt but unsolved needs, failure of others, etc., might be utilized to give light to the circumstances surrounding the origin of the subject matter sought to be patented.

The Supreme Court explained in *KSR International Co. v. Teleflex Inc.* that

> [o]ften, it will be necessary for a court to look to interrelated teachings of multiple patents; the effects of demands known to the design community or present in the marketplace; and the background knowledge possessed by a person having ordinary skill in the art, all in order to determine whether there was an apparent reason to combine the known elements in the fashion claimed by the patent at issue. To facilitate review, this analysis should be made explicit.

550 U.S. 398, 418 (2007) (citing *In re Kahn*, 441 F.3d 977, 988 (Fed. Cir. 2006) ("[R]ejections on obviousness grounds cannot be sustained by mere conclusory statements; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness." (alteration in original))).

"Whether an ordinarily skilled artisan would have been motivated to modify the teachings of a reference is a question of fact." *WBIP, LLC v. Kohler Co.*, 829 F.3d 1317, 1327 (Fed. Cir. 2016) (citations omitted). "[W]here a party argues a skilled artisan would have been motivated to combine references, it must show the artisan 'would have had a reasonable expectation of success from doing so.'" *Arctic Cat Inc. v. Bombardier Recreational Prods. Inc.*, 876 F.3d 1350, 1360–61 (Fed. Cir. 2017) (quoting *In re Cyclobenzaprine Hydrochloride Extended-Release Capsule Patent Litig.*, 676 F.3d 1063, 1068–69 (Fed. Cir. 2012)).

2. Analysis

In evaluating Petitioner's obviousness challenge, we consider the *Graham* factors.

a. Level of Ordinary Skill in the Art

The level of ordinary skill in the art at the time of the invention is discussed above. *See supra* Part III.A.

b. Scope and Content of the Prior Art

We provide an overview of the asserted prior art, namely, Hardin '665 and Salmre.

i. Hardin '665

Hardin '665 is the pre-grant publication of the '094 application (*see* Ex. 1005), and, as noted by Petitioner, "has the same specification as the '418 patent challenged in this Petition." Pet. 19. The '418 patent is summarized above. *See supra* Part II.B.

ii. Salmre

Salmre is directed to "a system and method for making it easier to develop and use location aware software applications," by combining the separate "tasks of location information gathering, analysis, and display." Ex. 1006 ¶ 2. Salmre discloses that a location manager receives location information and "abstract[s] the location information into location events that are provided to location aware application[s]" running on mobile phones. *Id.* ¶¶ 16, 52. In particular, Salmre discloses the following:

> Mobile device 820 includes location aware application 822 that has been developed using the location aware programming environment (832). More than one location aware application may be included on device 820. Attached to mobile device 822 are N location sources (821(1-N)). These location sources, both on and off-device, as described above, provide location data to location application 822. Location store 824 includes location information that may be accessed by all of the location aware applications on device 820.

Id. ¶ 52.

Salmre explains that the location aware application "registers for location events based on the relation of the item to areas of interest," and when a predefined location event occurs, including entering or leaving an area of interest, the location manager notifies the application, so that the application "executes an event driven code routine that was developed to

handle the location event." Ex. 1006 ¶ 21. According to Salmre, the "area of interest is a predefined region that relates to a map" (*id.* ¶ 32) or a user may "select a point on the map and then provide a radius to extend from that point to be the area of interest" (*id.* ¶ 37).

c. Differences Between the Prior Art and the Claims

Petitioner sets forth a detailed analysis showing how the combined teachings of the references meet the elements of claims 11–18. Pet. 27–69. In particular, Petitioner relies on Hardin '665 as teaching most of the limitations of the claims, but relies on Salmre to meet the claim limitations reciting application programs on mobile devices that can reserve geographic areas and a content delivery platform that can be implemented on the same mobile device as the application program. *Id.* at 28. Additionally, Petitioner contends that one of ordinary skill in the art would have been motivated to combine the teachings of Hardin '665 and Salmre with a reasonable expectation of success. *Id.* at 64–69.

In its Preliminary Response, Patent Owner does not raise an argument responding to Petitioner's challenge based on Hardin '665 and Salmre aside from whether the '418 patent claims are entitled to the priority date of the '094 application, an issue we addressed above (*see supra* Part III.C.).

We have reviewed Petitioner's uncontested argument and evidence regarding the teachings of Hardin '665 and Salmre, and we find, for the reasons provided by Petitioner and on the preliminary record before us, that Petitioner has shown sufficiently that the combined teachings of Hardin '665 and Salmre satisfy the limitations of the claims, and that one of ordinary skill in the art would have had a reason with rational underpinning to

combine the teachings as proposed by Petitioner with a reasonable expectation of success.

d. Objective Considerations of Nonobviousness

Neither party presents evidence of objective considerations of nonobviousness at this stage of the proceeding.

e. Weighing the Graham Factors

"Once all relevant facts are found, the ultimate legal determination [of obviousness] involves the weighing of the fact findings to conclude whether the claimed combination would have been obvious to an ordinary artisan." *Arctic Cat*, 876 F.3d at 1361. On balance, considering the record presently before us, Petitioner has established a reasonable likelihood that it would prevail in showing that the combination of Hardin '665 and Salmre would have rendered the subject matter of claims 11–18 of the '418 patent obvious to one of ordinary skill in the art at the time of the invention.

3. Summary

In view of the foregoing, we determine that Petitioner has demonstrated a reasonable likelihood of showing that claims 11–18 would have been obvious over Hardin '665 and Salmre.

E. Discretion Under 35 U.S.C. § 314(a)

Patent Owner contends that we should exercise our discretion to deny institution under 35 U.S.C. § 314(a). Prelim. Resp. 61. We consider

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whether to exercise that discretion based on the parallel district court litigation as well as on the other petitions involving the '418 patent.

1. Parallel Litigation

In particular, Patent Owner contends that we should exercise our discretion to deny institution under 35 U.S.C. § 314(a) and *Apple Inc. v. Fintiv, Inc.*, IPR2020-00019, Paper 11 (PTAB Mar. 20, 2020) (precedential). Prelim. Resp. 61. Patent Owner analyzes the factors set forth in *Fintiv* in light of parallel district court litigation involving the '418 patent. *Id.* at 61–66. At the time the Preliminary Response was filed, Patent Owner asserts that Samsung[7] had not offered a *Sotera*-type stipulation. *Id.* at 61–62 (citing Ex. 1032 (Samsung stipulation)).

We authorized Petitioner and Patent Owner to file a preliminary reply and preliminary sur-reply, respectively, on the issue of discretionary denial under 35 U.S.C. § 314(a) and *Fintiv*. With the Preliminary Reply, Samsung "provided a *Sotera* stipulation." Prelim. Reply 1 (citing Ex. 1033 (Samsung "*Sotera* stipulation")). The stipulation provides that if we institute trial in this case, Samsung "will not pursue, with respect to the '418 patent in Case No. 2:21-CV-00290-JRG, invalidity of the challenged claims based on any ground that Samsung raised in IPR2022-01331, or based on any ground that Samsung reasonably could have raised during IPR2022-01331." Ex. 1033, 2.

Patent Owner counters that Samsung's stipulation is "meaningless" due to "rare facts" present in this case. Prelim. Sur-reply 2, 2 n.1. Patent

[7] Petitioner Google LLC is not a party to the parallel litigation. Prelim. Resp. 65; Prelim. Reply 1.

Owner contends that "the merits of the Petition turn on a written description challenge rather than traditional § 102/103 validity analyses." *Id.* at 2. Patent Owner further contends that Samsung's "stipulation fails to address whether it will pursue the same written description challenge" in the district court litigation. *Id.* According to Patent Owner, nothing in Samsung's "*Sotera* stipulation alleviates the Director's underlying concerns – avoiding the risk of conflicting decisions between the Board and the district court and reducing litigation costs." *Id.* at 3 (citing Ex. 1015, 1); *see also id.* at 5 (arguing that "Samsung's *Sotera* stipulation is not determinative because the same fundamental issue (written description) will be decided by both the district court and the Board if trial here is instituted").

The Director of the Patent Office recently set forth an interim procedure for discretionary denials in AIA post-grant proceedings with parallel district court litigation. *See* Ex. 1015 (Memorandum from Katherine Vidal, Dir. of U.S. Patent & Trademark Office, to Members of the Patent Trial & Appeal Board, U.S. Patent & Trademark Office (June 21, 2022)). In the Memorandum, the Director states that "[w]hen a petitioner stipulates not to pursue in a parallel district court proceeding the same grounds as in the petition or any grounds that could have reasonably been raised in the petition, it mitigates concerns of potentially conflicting decisions and duplicative efforts between district court and the PTAB." *Id.* at 7. Further, when such a stipulation is provided, "the grounds the PTAB resolves will differ from those present in the parallel district court litigation" and "the PTAB will not discretionarily deny institution of an IPR." *Id.*

In this case, Samsung provides a stipulation that falls within the contours of the Director's Memorandum. *See* Ex. 1033, 2. In the district

court, Samsung apparently contends that the challenged claims are also invalid under 35 U.S.C. § 112(a) for lack of written description support or enablement. *See* Ex. 2007, 3 (Opening Expert Report). Our authority in this proceeding extends only to grounds "that could be raised under section 102 or 103." 35 U.S.C. § 311(b). Section 311(b) does not expressly identify 35 U.S.C. § 112. We recognize that, because of the specific facts of this case, we may address written description issues that are closely intertwined with those presented to the district court. As discussed above, however, the written description issues in this proceeding relate to priority of the challenged claims, not unpatentability under § 112(a). Petitioner does not assert a ground of unpatentability under § 112(a) in this proceeding; rather, as discussed above, Petitioner presents a single ground of unpatentability under § 103 in this IPR. Thus, Samsung's stipulation meets the requirements of a stipulation pursuant to *Sotera*, and, therefore, the Director's Memorandum setting forth the interim procedure governs our determination here.

For the foregoing reasons, in accordance with the Director's Memorandum, we do not exercise our discretion to deny institution under 35 U.S.C. § 314(a) due to the parallel district court litigation.

2. Multiple Petitions

As discussed above, Petitioner filed three petitions on the same day in IPR2022-01330, IPR2022-01331 (this proceeding), and IPR2022-01332, each petition challenging different claim sets of the '418 patent. Pet. 73. Pursuant to the Board's Consolidated Trial Practice Guide, Petitioner's Notice Ranking Petitions and Explaining Material Differences Between

Petitions provides a ranking of the three petitions in the order in which Petitioner wishes the Board to consider the merits as well as an explanation of the differences between the petitions. Notice 2–4; PTAB Consolidated Trial Practice Guide, 59–60 (Nov. 2019) ("CTPG").[8] In IPR2022-01330, Petitioner challenges claims 1–10. Notice 2. In IPR2022-01331, which is this proceeding, Petitioner challenges claims 11–18. *Id.* In IPR2022-01332, Petitioner challenges claims 19–25. *Id.* Petitioner ranks the Petition in this proceeding as "A," the petition in IPR2022-01332 as "B," and the petition in IPR2022-01330 as "C." *Id.* Petitioner, however, contends that all three petitions "are necessary because there was no practicable way to fit the challenges in a single petition containing less than 14,000 words." *Id.*

Patent Owner responds that "at most only one petition should be instituted." Notice Resp. 1. Patent Owner does not object to the order in which Petitioner ranks the petitions for consideration on the merits. *See generally id.*

Because Petitioner ranked this Petition first, and Patent Owner does not object, we decline to exercise our discretion to deny institution under 35 U.S.C. § 314(a) in this proceeding. Specifically, for the reasons explained above, we determine that Petitioner has met its burden under § 314(a) in the instant proceeding as to its challenge of at least one claim of the '418 patent. In the absence of a persuasive reason to exercise discretion to deny, we find it appropriate to institute an *inter partes* review of all claims challenged in the Petition based on the sole ground presented.

[8] Available at https://www.uspto.gov/TrialPracticeGuideConsolidated.

We address, in separate decisions, Petitioner's second-ranked petition in IPR2022-01332 and third-ranked petition in IPR2022-01330.

F. Discretion Under 35 U.S.C. § 325(d)

Patent Owner also contends that we should deny institution under 35 U.S.C. § 325(d) because "the 'same or substantially the same arguments' that are in the Petition[] – whether there is written description support for the two limitations in question – were before the PTO." Prelim. Resp. 34, 38. Petitioner does not address § 325(d) in the Petition and did not seek authorization to address this issue in its Preliminary Reply. We have discretion to deny review when the same or substantially the same arguments were previously before the Patent Office. 35 U.S.C. § 325(d). For the reasons explained below, we decline to exercise our discretion to deny institution.

Institution of an *inter partes* review is discretionary. *See Harmonic Inc. v. Avid Tech., Inc.*, 815 F.3d 1356, 1367 (Fed. Cir. 2016) ("[T]he PTO is permitted, but never compelled, to institute an IPR proceeding."). The Patent Office may, for example, deny institution under § 325(d), which provides that, "[i]n determining whether to institute . . . , the Director may take into account whether, and reject the petition or request because, the same or substantially the same prior art or arguments previously were presented to the Office." 35 U.S.C. § 325(d). When evaluating whether to exercise that discretion on behalf of the Director, we are guided by the Board's precedential decision in *Advanced Bionics, LLC v. MED-EL Elektromedizinische Geräte GmbH*, IPR2019-01469, Paper 6 at 7 (PTAB Feb. 13, 2020) (precedential).

Under *Advanced Bionics*, we address § 325(d) matters applying a two-part framework: (1) determining whether the same or substantially the same art previously was presented to the Office or whether the same or substantially the same arguments previously were presented to the Office; and (2) if either condition of the first part of the framework is satisfied, determining whether the petitioner has demonstrated that the Office erred in a manner material to the patentability of challenged claims. *Advanced Bionics*, Paper 6 at 8.

In applying the two-part framework, we consider several non-exclusive factors, including:

> (a) the similarities and material differences between the asserted art and the prior art involved during examination;
>
> (b) the cumulative nature of the asserted art and the prior art evaluated during examination;
>
> (c) the extent to which the asserted art was evaluated during examination, including whether the prior art was the basis for rejection;
>
> (d) the extent of the overlap between the arguments made during examination and the manner in which the petitioner relies on the prior art or the patent owner distinguishes the prior art;
>
> (e) whether the petitioner has pointed out sufficiently how the examiner erred in its evaluation of the asserted prior art; and
>
> (f) the extent to which additional evidence and facts presented in the petition warrant reconsideration of the prior art or arguments.

Becton, Dickinson & Co. v. B. Braun Melsungen AG, IPR2017-01586, Paper 8 at 17–18 (PTAB Dec. 15, 2017) (precedential as to § III.C.5, first paragraph).

Factors (a), (b), and (d) of the *Becton, Dickinson* factors relate to whether the art or arguments presented in the petition are the same or

substantially the same as those previously presented to the Office. *Advanced Bionics*, Paper 6 at 10. Factors (c), (e), and (f) "relate to whether the petitioner has demonstrated a material error by the Office" in its prior consideration of that art or arguments. *Id.* Only if the same or substantially the same art or arguments were previously presented to the Office do we then consider whether the petitioner has demonstrated a material error by the Office. *Id.* "At bottom, this framework reflects a commitment to defer to previous Office evaluations of the evidence of record unless material error is shown." *Id.* at 9.

As noted above, Patent Owner argues that Petitioner asserts the same or substantially the same arguments regarding written description support previously before the Patent Office. Prelim. Resp. 34, 38. Patent Owner does not argue that Petitioner asserts the same or substantially the same art previously before the Patent Office. Thus, we limit our analysis to whether the same or substantially the same arguments in the Petition were previously before the Patent Office.

We start with an overview of the relevant prosecution history.

1. Relevant Prosecution History

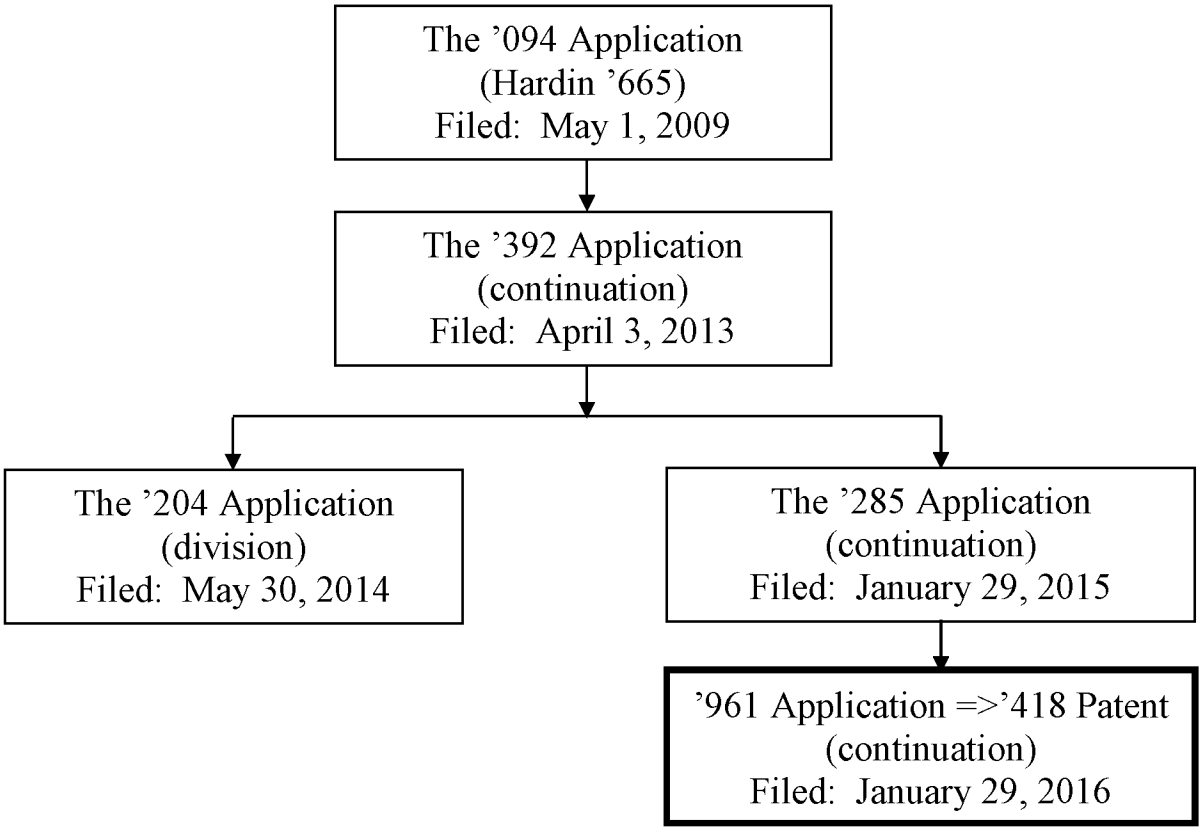
As noted above, through a chain of continuation applications, the '961 application (which issued as the '418 patent) claims priority to the '094 application (which published as Hardin '665). Ex. 1001, 1:7–22; Ex. 1005, code (21). Specifically, the '961 application claims priority to the '285 application, which was filed on January 29, 2015. Ex. 1001, 1:7–22. The '285 application claims priority to the '392 application, which was filed

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on April 3, 2013. *Id.* The '392 application claims priority to the '094 application, which was filed on May 1, 2009. *Id.*

Although not a part of the chain of continuation applications, the '204 application, which was filed on May 30, 2014, is related to the '418 patent through its priority claim to the '392 application as a divisional application. Ex. 1013, code (60) (pre-grant publication of the '204 application).

To illustrate, we provide a chart showing the '418 patent's claimed priority chain.



The '418 patent and the claimed priority applications all share the same specification. *See* Pet. 3 (citing Ex. 1001 ('418 patent); Ex. 1007 (U.S. Patent No. 8,433,296, which issued from the '094 application); Ex. 1009 (U.S. Patent No. 8,977,247, which issued from the '392 application);

Ex. 1011 (U.S. Patent No. 9,286,625, which issued from the '285 application)).

Patent Owner's argument that we should discretionarily deny institution is based on its position that at least two Examiners have considered whether the '094 application provides written description support for two claim limitations, namely, "(1) an application program requesting to reserve a geographic area of interest; and (2) the application program making the request to a module/program instructions where both are located on a mobile device." Prelim. Resp. 36; *see also* Pet. 22, 24–25; Ex. 1001, 19:1–10 (claim 11). As support, Patent Owner relies on the prosecution history files of the '392 application (Ex. 1010) and the application for the '418 patent, namely, the '961 application (Ex. 1002). Prelim. Resp. 36–38. We discuss relevant portions of the prosecution histories for these two applications in turn.

a. Prosecution History of the '392 Application

During prosecution of the '392 application, the Examiner rejected the claims under 35 U.S.C. § 112 as "indefinite" because "[t]he claim mentions the limitation 'after it is determined that a target location has entered the designated geographic area,'" and the Examiner found it "unclear how a location which [is at] a fix[ed] point in time can enter an area since a location is something that its unable to move since it's a description of fix[ed] points or places." Ex. 1010, 181.

The Examiner also applied a double patenting rejection to the claims over claims 1, 6, and 11 of U.S. Patent No. 8,433,296 (which issued from the '094 application, which published as Hardin '665). Ex. 1010, 183. The

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Examiner stated that "the only difference" between U.S. Patent No. 8,433,296 and the '392 application "is that the application program type on [the '392 application] is associated with a navigation system which it's not specified on claim 1 on [U.S. Patent No. 8,433,296] even though the application itself receives location information which should be associated with some kind of location identification system but it's not mentioned o [sic] the claim." *Id.* at 189. The Examiner further stated,

> Additionally the fact that the registered application program as a sponsor to supply the interest for a region. It would have been an obvious matter of design choice to let a registered application program be a sponsor, since applicant has not disclosed that receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area solves any stated problem or is for any particular purpose and it appears that the invention would perform equally well with any well-known advertiser registering system.

Id.

In response, Patent Owner filed a terminal disclaimer to overcome the double patenting rejection. Ex. 1010, 201–202, 217. Regarding the § 112 rejection, Patent Owner amended the claims to recite "object of interest" instead of "target location." *Id.* at 209, 212, 214, 217.

Following Patent Owner's filing of the terminal disclaimer and claim amendments, the Examiner allowed the claims. Ex. 1010, 227–230. In a statement of reasons for allowance, the Examiner explained,

> The claims are allowable . . . because none of the references in record . . . discloses or renders obvious the combination of elements as claimed (Emphasis added) : A method comprising: **registering a plurality of application programs for use with a content delivery platform**, wherein the plurality of registered application programs are each associated for use with a navigation system; **establishing a plurality of perimeters**

> **defining a plurality of geographic areas**; receiving, from the one or more of the registered application programs, at least one request to **obtain an interest in a designated geographic area**; **determining if the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs**; in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs, reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that an object of interest has entered the designated geographic area; **receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application programs in response to said reserving**; and providing, after it is determined that the object of interest has entered the designated geographic area, at least a portion of the content selected from the one or more sponsors to at least one of the one or more registered application programs.

Id. at 228–229.

b. Prosecution History of the '961 Application

During prosecution of the '961 application (which issued as the '418 patent), the Examiner rejected the claims under 35 U.S.C. § 112 for "failing to comply with the written description requirement." Ex. 1002, 130. The Examiner found several claim limitations "not taught or suggested in the applicants' specification," including "providing an electronic data processing method,"[9] "receiving, on the mobile device via a first call to the electronic data processing method, . . . a first request," and "determining if the reservation for the first particular designated geographic area of interest

[9] We note that the Examiner incorrectly quoted the claim language, which instead recites "providing, on a mobile device, an electronic data processing method." *See* Ex. 1002, 86.

is to be granted to the first particular sponsoring application program." *Id.* at 130. The Examiner stated that "the applicants' specification fails to mention or suggest providing an electronic data processing method on a mobile device," and that "[t]here is also no mention of any call, much less a first and second call, and granting of a request in the applicants' specification." *Id.* at 131.

In response, Patent Owner initiated a telephone interview with the Examiner. Ex. 1002, 164. During the interview, the Examiner "found applicant's remarks regarding some of the claim limitations rejected under 35 USC 112(a) to be persuasive, and agreed that proposed amendments to other limitations in the independent claims will overcome the 35 USC 112(a) rejection of [independent] claims 21, 33, and 40." *Id.* The Examiner also "agreed to review the amendments and/or remarks when a response is officially submitted." *Id.*

Patent Owner subsequently submitted claim amendments to overcome the § 112 rejection. Ex. 1002, 166–202, 213. For the limitation "providing, on a mobile device, an electronic data processing method," Patent Owner replaced the language with "implementing, on a mobile device, at least one computer readable program instruction." *Id.* at 167. For the limitation "receiving, on the mobile device via a first call to the electronic data processing method, . . . a first request," Patent Owner replaced the language with "using the at least one computer readable program instruction to receive, . . . a first request." *Id.* at 168. For the limitation "determining if the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program," Patent Owner replaced the language with "determining availability for the

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first particular designated geographic area of interest to be reserved for the first particular application program." *Id.* at 169.

Following Patent Owner's submission of the claim amendments, the Examiner allowed the claims. Ex. 1002, 229–231. In a statement of reasons for allowance, the Examiner explained that the claims "are indicated allowable in view of the amendment to the claims and associated remarks." *Id.* at 230.

2. Same or Substantially the Same Arguments

We now consider whether Petitioner asserts the same or substantially the same arguments that previously were presented to the Office. *See Advanced Bionics*, Paper 6 at 8.

As noted above in our discussion of the priority date for the challenged claims, Petitioner focuses on two claim limitations. The first limitation, "receiving, from a particular one application program . . . a request to reserve, for the particular one application program, at least one designated geographic area of interest," is recited in independent claim 11. Pet. 22 (citing Ex. 1001, claim 11). Petitioner argues that this limitation "require[s] the application program to make the request to reserve a geographic area of interest," but that the shared specification of the '418 patent and the claimed priority applications "neither discloses a system in which an application program—or any entity other than a sponsor—can send a reservation request, nor suggests that an application program could be a sponsor, nor suggests that a sponsor can be on the mobile device." *Id.* at 22–23.

The second limitation, "implementing, on the mobile device, at least one computer readable program instruction . . . for receiving, from a particular one application program . . . during the particular one application program's execution on the mobile device, a request to reserve . . . at least one designated geographic area of interest," is recited in claim 11 as well. Pet. 24 (citing Ex. 1001, claim 11). Petitioner asserts that claim 11's "reservation request must be received on the same mobile device as the application that sent it or, in other words, the content delivery platform must run on the same mobile device as the application program making the reservation request." *Id.* at 24–25. Petitioner argues that the shared specification of the '418 patent and the claimed priority applications, however, "only discloses a system in which the content delivery platform is separate from the mobile device." *Id.* at 25.

Starting with the prosecution history of the '392 application, Patent Owner contends that the Examiner "specifically called out the first limitation in both a double-patenting rejection and a Notice of Allowance." Prelim. Resp. 36–37 (citing Ex. 1010, 183–189, 228–229). With respect to the double patenting rejection, Patent Owner asserts that the Examiner "highlight[ed] . . . the limitation that the application program requests to reserve a geographic area and not[ed] that a difference between the pending claims and the inventors' [prior patent] was 'the fact that the registered application program [acts] as a sponsor to supply the interest for a region.'" *Id.* (citing Ex. 1010, 183–189). With respect to the Notice of Allowance, Patent Owner asserts that the Examiner "stat[ed] . . . that the prior art of record did not disclose 'receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a

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designated geographic area.'" *Id.* at 37 (citing Ex. 1010, 228–229). Patent Owner adds that the Examiner also applied a § 112 rejection for indefiniteness, and further notes that the Examiner "did not reject the claims having the 'application program requesting to reserve a geographic area of interest' as lacking written description support." *Id.* (citing Ex. 1010, 181). Patent Owner argues that "[t]he only reasonable conclusion from this record is that [the Examiner] considered whether the claims complied with the written description requirement, and concluded that they did." *Id.*

We disagree with Patent Owner. Although the Examiner's double patenting rejection and reasons for allowance may have "called out" the limitation of the '392 application claims requiring the application program to make the request to reserve a geographic area of interest, as Patent Owner contends, they do not demonstrate that the Examiner considered whether the limitation finds adequate support in the written description. Ex. 1010, 189, 229 (cited by Prelim. Resp. 36–37). In the double patenting rejection, the Examiner compared the claims of the '392 application with the claims of the prior patent, finding differences including "the fact that the registered application program as a sponsor to supply the interest for a region." Ex. 1010, 183–189. In the statement of reasons for allowance, the Examiner compared the claims of the '392 application with the "prior art on record," finding that "none of the references in record either alone inherently or in combination discloses or renders obvious the combination of elements as claimed." *Id.* at 228. As to the § 112 rejection, the Examiner found a claim limitation (not at issue here) of the '392 application to be "unclear." *Id.* at 181. None of these cited instances in the prosecution history of the '392 application shows that the Examiner considered whether there is

adequate written description support for the specific aspect of the claims requiring that the application program make the request to reserve a geographic area of interest.

Turning next to the prosecution history of the '961 application (which issued as the '418 patent), Patent Owner contends that the Examiner "rejected pending claims on several grounds – including a § 112, ¶ 1 written description rejection that addressed the very limitations that form the basis of the Petition[]." Prelim. Resp. 37 (citing Ex. 1002, 129–133; Prelim. Resp. 28–30). As support, Patent Owner points us to where the Examiner identified various limitations failing to comply with the written description requirement, including the limitations "providing an electronic data processing method," "receiving, on the mobile device via a first call to the electronic data processing method, . . . a first request," and "determining if the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program." *Id.* at 29–30 (citing Ex. 1002, 130–131). To provide context for these limitations, Patent Owner includes a table of "the relevant then-pending claim language and [the Examiner's] identification of terms allegedly lacking written description support," which is reproduced below. *Id.* at 28–30.

Pending Claim Language	Examiner Akonai's Written Description Rejection
From representative independent claim 21 (EX-1002 at 086-087):	"[The pending independent claims] recite the following limitations which are not taught or suggested in the applicants' specification" (EX-1002 at 130-131):
"providing, on a mobile device, an electronic data processing method"	"… providing an electronic data processing method…"
"receiving, on the mobile device via a first call to the electronic data processing method, from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest"	"…receiving, on the mobile device via a first call to the electronic data processing method, … a first request"
"determining if the reservation for the first particular geographic area of interest is to be granted to the first particular sponsoring application program"	"… determining if the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program"

Patent Owner further points out that the Examiner "allowed the claims 'in view of the amendment to the claims and associated remarks'" filed by

Patent Owner following an interview. *Id.* at 37–38 (citing Ex. 1002, 164, 166–217, 230). According to Patent Owner "[t]his record . . . confirms that the 'same or substantially the same arguments' that are in the Petition[] – whether there is written description support for the two limitations in question – were before the PTO." *Id.* at 38.

We disagree with Patent Owner. The claim limitations at issue in the Petition are, in Patent Owner's words, "(1) an application program requesting to reserve a geographic area of interest; and (2) the application program making the request to a module/program instructions where both are located on a mobile device." Prelim. Resp. 36. Patent Owner points to three "relevant" limitations identified in the § 112 rejection applied during prosecution. *Id.* at 29–30. For the first relevant limitation, "providing an electronic data processing method," the Examiner stated that "the applicants' specification fails to mention or suggest providing an electronic data processing method on a mobile device," and that the "specification only discloses providing a registered application program to mobile devices by a developer platform." Ex. 1002, 131. For the second and third relevant limitations, "receiving, on a mobile device via a first call to the electronic data processing method, . . . a first request," and "determining if the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program," the Examiner stated that "[t]here is also no mention of any call, much less a first and second call, and granting of a request in the applicants' specification." *Id.* That is, for these three limitations, the Examiner focused on whether there is adequate written description support for an electronic data

processing method, a first call, and a granting of a request. The Examiner did not address the limitations at issue in the Petition.

We note Patent Owner's emphasis on the Examiner's statement in the § 112 rejection that the specification "fails to mention or suggest providing an electronic data processing method ***on a mobile device***." Prelim. Resp. 30 (citing Ex. 1002, 130–131). Such emphasis, however, is unavailing. The Examiner's statement demonstrates that the Examiner considered whether the specification discloses an *electronic data processing method* on a mobile device; it does not show that the Examiner considered whether the specification discloses an application program requesting to reserve a geographic area of interest, or whether the specification discloses the *application program* making the request to a *module/program instructions* where *both* are located on a mobile device. Indeed, Patent Owner responded to the § 112 rejection by amending the claims to delete references to "electronic data processing method," "first call," and "granted." *E.g.*, Ex. 1002, 167–169; *see also* Prelim. Resp. 31 (describing "amending the claims (including changing 'electronic data processing method' to 'at least one computer readable program instruction')"). Thus, contrary to Patent Owner's position, the recited language of the claims rejected under § 112 during prosecution is different than the recited language of the challenged claims. *See* Prelim. Resp. 30 ("Petitioner[] gloss[es] over [the Examiner's] work . . . and fail[s] to point out that [the Examiner] issued a ***written description*** rejection directed to the ***same*** limitations highlighted in the Petition[].").

For the reasons given, we determine that the arguments presented in the Petition are not the same or substantially the same arguments previously

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before the Patent Office. We therefore do not proceed to the second part of the *Advanced Bionics* framework. *See Advanced Bionics*, Paper 6 at 8.

3. Summary

In view of the foregoing, we decline to exercise our discretion under 35 U.S.C. § 325(d) to deny institution.

IV. CONCLUSION

For the foregoing reasons, Petitioner has demonstrated on the record before us a reasonable likelihood that it will prevail in showing that at least one claim of the '418 patent is unpatentable. We have not, however, made a final determination with respect to the patentability of these claims.

V. ORDER

For the reasons given, it is

ORDERED that *inter partes* review is instituted as to all the challenged claims of the '418 patent based on the sole ground presented in the Petition, namely, obviousness under 35 U.S.C. § 103 of claims 11–18 over Hardin '665 and Salmre; and

FURTHER ORDERED that, pursuant to 35 U.S.C. § 314(c) and 37 C.F.R. § 42.4, notice is hereby given of the institution of a trial; the trial will commence on the entry date of this Decision.

PETITIONER:

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AO 120 (Rev. 08/10)

TO:	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	7/30/2021	Eastern District of Texas

PLAINTIFF	DEFENDANT
RYAN HARDIN AND ANDREW HILL	LG ELECTRONICS, INC. AND LG ELECTRONICS ALABAMA, INC.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	9,779,418	10/3/2017	Ryan Hardin and Andrew Hill
2	10,049,387	8/14/2018	Ryan Hardin and Andrew Hill
3	10,984,447	4/20/2021	Ryan Hardin and Andrew Hill
4			
5			

In the above---entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above---entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT
Accordingly, it is ORDERED that all claims in the above-captioned cases between Plaintiffs and LG are DISMISSED WITH PREJUDICE

CLERK	(BY) DEPUTY CLERK	DATE
David A. O'Toole		7/14/22

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AO 120 (Rev. 08/10)

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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/009,961	10/03/2017	9779418	0075652.00005	8798

118653 7590 09/13/2017

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

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;

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/009,961	01/29/2016	Ryan Hardin	0075652.00005	8798

118653 7590 09/05/2017

Ryan Hardin
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Houston, TX 77277

EXAMINER
AJIBADE AKONAI, OLUMIDE

ART UNIT	PAPER NUMBER
2641	

NOTIFICATION DATE	DELIVERY MODE
09/05/2017	ELECTRONIC

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

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

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

patent.matters@pronetcorp.com

Response to Rule 312 Communication	Application No.	Applicant(s)
	15/009,961	HARDIN ET AL.
	Examiner	Art Unit
	OLUMIDE T. AJIBADE AKONAI	2641

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

1. ☒ The amendment filed on *20 August 2017* 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

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: 20 August 2017. I hereby certify that I have caused this correspondence and/or document(s) indicated herein on the date indicated above to be transmitted via the Office electronic filing system in accordance with 37 C.F.R Sec. 1.6(a)(4).

BY: /Ryan J. Hardin/ (Signature) Name: Ryan J. Hardin (Typed Name)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Ryan Hardin
Application No.: 15/009,961
Filing Date: 29 January 2016
Examiner: Ajibade Akonai, Olumide
Group Art Unit: 2641
Docket No.: 0075652.00005
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

AMENDMENT UNDER 37 CFR 1.312

Date: 20 August 2017

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

OK TO ENTER: /O.A/

08/28/2017

Dear Examiner:

This is an amendment filed under 37 CFR 1.312 in view of the Notice of Allowance mailed on May 22, 2017 by the United States Patent and Trademark Office ("the Office") regarding the above-identified application ("the Instant Application"). The applicants of the Instant Application ("the Applicants") respectfully request that amendment of the claims, as presented below, be entered in this case.

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

Remarks begin on page 29 of this correspondence; and

Conclusions begin on page 31 of this correspondence.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/009,961	01/29/2016	Ryan Hardin	0075652.00005	8798

118653 7590 08/21/2017

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

EXAMINER	
AJIBADE AKONAI, OLUMIDE	

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patent.matters@pronetcorp.com

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Date of Interview: *16 August 2017*.

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☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

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- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

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)

118653 7590 05/22/2017
Ryan Hardin
P.O. BOX 271861
Houston, TX 77277

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.

Ryan Hardin	(Depositor's name)
	(Signature)
20 August 2017	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/009,961	01/29/2016	Ryan Hardin	0075652.00005	8798

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	08/22/2017

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 .....
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
NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
☒ Applicant asserting small entity status. See 37 CFR 1.27
NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
☐ Applicant changing to regular undiscounted fee status.
NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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

Authorized Signature _____ Date 20 August 2017
Typed or printed name Ryan Hardin Registration No. _____

PTOL-85 Part B (10-13) Approved for use through 10/31/2013. OMB 0651-0033 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Electronic Patent Application Fee Transmittal

Application Number:	15009961
Filing Date:	29-Jan-2016
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	Ryan J Hardin
Attorney Docket Number:	0075652.00005

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:	30128909
Application Number:	15009961
International Application Number:	
Confirmation Number:	8798
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:	0075652.00005
Receipt Date:	20-AUG-2017
Filing Date:	29-JAN-2016
Time Stamp:	04:42:15
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$480
RAM confirmation Number	082117INTEFSW04440600
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_Form_Signed.pdf	2070506 81b34626637fd7533432a8af5ec9eb4f4b0638b0	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30529 c9a804a249bccc93ddcb8cdc7ffeb038d0da9730	no	2
Warnings:					
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		Total Files Size (in bytes):	2101035		

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: 20 August 2017. I hereby certify that I have caused this correspondence and/or document(s) indicated herein on the date indicated above to be transmitted via the Office electronic filing system in accordance with 37 C.F.R Sec. 1.6(a)(4).

BY: /Ryan J. Hardin/ (Signature) Name: Ryan J. Hardin (Typed Name)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Ryan Hardin
Application No.: 15/009,961
Filing Date: 29 January 2016
Examiner: Ajibade Akonai, Olumide
Group Art Unit: 2641
Docket No.: 0075652.00005
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

AMENDMENT UNDER 37 CFR 1.312

Date: 20 August 2017

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

Dear Examiner:

This is an amendment filed under 37 CFR 1.312 in view of the Notice of Allowance mailed on May 22, 2017 by the United States Patent and Trademark Office ("the Office") regarding the above-identified application ("the Instant Application"). The applicants of the Instant Application ("the Applicants") respectfully request that amendment of the claims, as presented below, be entered in this case.

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

Remarks begin on page 29 of this correspondence; and

Conclusions begin on page 31 of this correspondence.

AMENDMENTS 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 Instant Application.

1-20. (Cancelled)

21. (Currently Amended) A method comprising:

implementing, on a mobile device, at least one computer readable program instruction, made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the particular one application program after it is determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing a physical geographic location of the mobile device as determined by a location-determination component tangibly embodied in the mobile device for determining the mobile device's physical geographic location, that the mobile device has at least entered the at least one designated geographic area of interest, wherein the at least one computer readable program instruction comprises at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier as provided content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest, and wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

using the at least one computer readable program instruction to receive, from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the first particular application program after it is determined that the mobile device has at least entered the first particular designated geographic area of interest, wherein the first request comprises data representing a) the first particular associated identifier, represented by a data string, as provided content by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value for defining the first particular designated geographic area of interest;

determining availability for the first particular designated geographic area of interest to be reserved for the first particular application program;

using the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest in the first request as an area reserved for first content related to the first particular application program and not an area reserved for first content related to other application programs, wherein the first content related to the first particular application program comprises the first particular associated identifier;

in response to receiving the first request, after availability for the first particular designated geographic area of interest to be reserved for the first particular application program has been positively determined, storing, in a memory tangibly embodied by the mobile device, ~~in at least one data object for reserving one or more designated geographic areas having respective identifier associated content for one or more registered application programs on the mobile device,~~ an at least first record, for the first particular application program, associated with

the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular application program as a first one of ~~the~~ one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier, being associated with a particular reserved geographic area of interest, to be exclusively provided for use by ~~one or more application program instances of~~ said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered said particular reserved geographic area of interest;

using the at least one computer readable program instruction to receive, from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the second particular application program after it is determined that the mobile device has at least entered the second particular designated geographic area of interest, wherein the second request comprises data representing a) the second particular associated identifier, represented by a data string, as provided content by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value for defining the second particular designated geographic area of interest;

determining availability for the second particular designated geographic area of interest to be reserved for the second particular application program;

using the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area

of interest in the second request as an area reserved for second content related to the second particular application program and not an area reserved for second content related to other application programs, wherein the second content related to the second particular application program comprises the second particular associated identifier;

in response to receiving the second request, after availability for the second particular designated geographic area of interest to be reserved for the second particular application program has been positively determined, storing, in the memory, ~~in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device,~~ an at least second record, for the second particular application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular application program as a second one of the one or more registered application programs on the mobile device;

after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory and has remained therein for at least a first designated length of time, selecting the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by ~~one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device;

after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second

one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least a second designated length of time, selecting the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by ~~one or more application program instances of~~ the second one of the one or more registered application programs on the mobile device;

in response to receiving, from ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, a request to receive content, providing, to ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting; and

in response to receiving, from ~~the one or more application program instances of~~ the second one of the one or more registered application programs on the mobile device, a request to receive content, providing, to ~~the one or more application program instances of~~ the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting.

22. (Cancelled)

23. (Currently Amended) The method of claim 21, further comprising:

after providing, to ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via ~~the one or more application program instances of~~ the first one of the one or

more registered application programs on the mobile device, content related to the first particular designated geographic area of interest.

24. (Currently Amended) The method of claim 21, further comprising:

using the at least one computer readable program instruction to receive, from a third particular application program during its execution on the mobile device, a third request for a reservation for a third particular designated geographic area of interest for having a third particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the third particular application program after it is determined that the mobile device, following a first designated start time and during a first designated duration of time, has at least entered the third particular designated geographic area of interest and has remained therein for at least a third designated length of time, wherein the third request comprises data representing a) the third particular associated identifier, represented by a data string, as provided content by the third particular application program to be associated with the third particular designated geographic area of interest and exclusively related to the third particular application program, b) a third perimeter definition provided by the third particular application program, c) the third designated length of time, and d) the first designated duration of time;

determining availability for the third particular designated geographic area of interest to be reserved for the third particular application program;

using the third perimeter definition in conjunction with the third particular associated identifier to establish the third particular designated geographic area of interest in the third request as an area reserved for third content related to the third particular application program and not an area reserved for third content related to other application programs, wherein the third content related to the third particular application program comprises the third particular associated identifier;

in response to receiving the third request, after availability for the third particular designated geographic area of interest to be reserved for the third particular

application program has been positively determined, storing, in the memory, ~~in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device,~~ an at least third record, for the third particular application program, associated with the third particular associated identifier and the third particular designated geographic area of interest, thereby designating the third particular application program as a third one of the one or more registered application programs on the mobile device;

after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device, following the first designated start time and during the first designated duration of time, has at least entered the third particular designated geographic area of interest associated with the at least third record stored in the memory and has remained therein for at least the third designated length of time, selecting the third particular associated identifier associated with the at least third record stored in the memory to be provided for use by ~~one or more application program instances of~~ the third one of the one or more registered application programs on the mobile device; and

in response to receiving, from ~~the one or more application program instances of~~ the third one of the one or more registered application programs on the mobile device, a request to receive content, providing, to ~~the one or more application program instances of~~ the third one of the one or more registered application programs on the mobile device, at least the third particular associated identifier from its selecting.

25. (Cancelled)

26. (Previously Presented) The method of claim 24 wherein the third request includes a data value representing the first designated start time.

27. (Previously Presented) The method of claim 26 wherein the third perimeter definition comprises at least data values for a first latitude data value, a first longitude data value, a second latitude data value, and a second longitude data value for defining the third particular designated geographic area of interest.

28. (Cancelled)

29. (Previously Presented) The method of claim 21, further comprising:

creating a first notification indicating that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory; and

creating a second notification indicating that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory.

30. (Previously Presented) The method of claim 21, further comprising:

obtaining mobile device location information comprising at least one physical geographic location of the mobile device as determined by the location-determination component;

determining, by at least use of the at least one processor, of the mobile device location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory and has remained therein for at least the first designated length of time; and

determining, by at least use of the at least one processor, of the mobile device location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least the second designated length of time.

31. (Previously Presented) The method of claim 21, further comprising:

prior to and as a condition for providing at least the first particular associated identifier from its selecting, verifying that a key associated with the first one of the one or more registered application programs on the mobile device matches a valid key stored in the memory; and

prior to and as a condition for providing at least the second particular associated identifier from its selecting, verifying that a key associated with the second one of the one or more registered application programs on the mobile device matches a valid key stored in the memory.

32. (Previously Presented) The method of claim 21, further comprising:

using a communications interface tangibly embodied by the mobile device to provide, to the mobile device, at least the second particular application program as received from the Internet from a content delivery platform for developer-provided application programs.

33. (Currently Amended) A mobile device comprising:

memory;

at least one processor operably coupled to the memory;

a location-determination component tangibly embodied in the mobile device for determining the mobile device's physical geographic location; and

at least one module stored in the memory and configured for execution by the at least one processor, wherein the at least one module comprises instructions for:

implementing, on the mobile device, at least one computer readable program instruction, made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the particular one application program after it is determined, by at least use of the at least one processor and of location information representing a physical geographic location of the mobile device as determined by the location-determination component, that the mobile device has at least entered the at least one designated geographic area of interest, wherein the at least one computer readable program instruction comprises at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier as provided content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest, and wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

receiving, using the at least one computer readable program instruction, from a first particular application program during its execution on the mobile

device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the first particular application program after it is determined that the mobile device has at least entered the first particular designated geographic area of interest, wherein the first request comprises data representing a) the first particular associated identifier, represented by a data string, as provided content by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value for defining the first particular designated geographic area of interest;

determining availability for the first particular designated geographic area of interest to be reserved for the first particular application program;

using the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest in the first request as an area reserved for first content related to the first particular application program and not an area reserved for first content related to other application programs, wherein the first content related to the first particular application program comprises the first particular associated identifier;

storing, in the memory, ~~in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one or more registered application programs on the mobile device,~~ in response to receiving the first request, after availability for the first particular designated geographic area of interest to be reserved for the first particular application program has been positively determined, an

at least first record, for the first particular application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular application program as a first one of ~~the~~ one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier, being associated with a particular reserved geographic area of interest, to be exclusively provided for use by ~~one or more application program instances of~~ said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered said particular reserved geographic area of interest;

receiving, using the at least one computer readable program instruction, from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the second particular application program after it is determined that the mobile device has at least entered the second particular designated geographic area of interest, wherein the second request comprises data representing a) the second particular associated identifier, represented by a data string, as provided content by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value for defining the second particular designated geographic area of interest;

determining availability for the second particular designated geographic area of interest to be reserved for the second particular application program;

using the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area of interest in the second request as an area reserved for second content related to the second particular application program and not an area reserved for second content related to other application programs, wherein the second content related to the second particular application program comprises the second particular associated identifier;

storing, in the memory, ~~in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device,~~ in response to receiving the second request, after availability for the second particular designated geographic area of interest to be reserved for the second particular application program has been positively determined, an at least second record, for the second particular application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular application program as a second one of the one or more registered application programs on the mobile device;

selecting the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by ~~one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the first

particular designated geographic area of interest associated with the at least first record stored in the memory and has remained therein for at least a first designated length of time;

selecting the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by ~~one or more application program instances of~~ the second one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least a second designated length of time;

providing, to ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting in response to receiving, from ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, a request to receive content; and

providing, to ~~the one or more application program instances of~~ the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting in response to receiving, from ~~the one or more application program instances of~~ the second one of the one or more registered application programs on the mobile device, a request to receive content.

34. (Cancelled)

35. (Currently Amended) The mobile device of claim 33 wherein the at least one module further comprises instructions for:

displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, content related to the first particular designated geographic area of interest, after providing, to ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting.

36. (Currently Amended) The mobile device of claim 33 wherein the at least one module further comprises instructions for:

receiving, using the at least one computer readable program instruction, from a third particular application program during its execution on the mobile device, a third request for a reservation for a third particular designated geographic area of interest for having a third particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the third particular application program after it is determined that the mobile device, following a first designated start time and during a first designated duration of time, has at least entered the third particular designated geographic area of interest and has remained therein for at least a third designated length of time, wherein the third request comprises data representing a) the third particular associated identifier, represented by a data string, as provided content by the third particular application program to be associated with the third particular designated geographic area of interest and exclusively related to the third particular application program, b) a third perimeter definition provided by the third particular application program, c) the third designated length of time, and d) the first designated duration of time;

determining availability for the third particular designated geographic area of interest to be reserved for the third particular application program;

using the third perimeter definition in conjunction with the third particular associated identifier to establish the third particular designated geographic area of interest in the third request as an area reserved for third content related to the third particular application program and not an area reserved for third content related to other application programs, wherein the third content related to the third particular application program comprises the third particular associated identifier;

storing, in the memory, ~~in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device,~~ in response to receiving the third request, after availability for the third particular designated geographic area of interest to be reserved for the third particular application program has been positively determined, an at least third record, for the third particular application program, associated with the third particular associated identifier and the third particular designated geographic area of interest, thereby designating the third particular application program as a third one of the one or more registered application programs on the mobile device;

selecting the third particular associated identifier associated with the at least third record stored in the memory to be provided for use by ~~one or more application program instances of~~ the third one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device, following the first designated start time and during the first designated duration of time, has at least entered the third particular designated geographic area of interest associated with the at least third record stored in the memory and has remained therein for at least the third designated length of time; and

providing, to ~~the one or more application program instances of~~ the third one of the one or more registered application programs on the mobile device, at least the

third particular associated identifier from its selecting in response to receiving, from ~~the one or more application program instances of~~ the third one of the one or more registered application programs on the mobile device, a request to receive content.

37. (Cancelled)

38. (Previously Presented) The mobile device of claim 36 wherein the third request includes a data value representing the first designated start time.

39. (Previously Presented) The mobile device of claim 33 wherein the at least one module further comprises instructions for:

creating a first notification indicating that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory; and

creating a second notification indicating that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory.

40. (Currently Amended) A non-transitory computer readable medium tangibly embodying at least one program of computer executable instructions, wherein the at least one program of computer executable instructions comprises instructions for:

implementing, on a mobile device, at least one computer readable program instruction, made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided

for use by ~~one or more application program instances of~~ the particular one application program after it is determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing a physical geographic location of the mobile device as determined by a location-determination component tangibly embodied in the mobile device for determining the mobile device's physical geographic location, that the mobile device has at least entered the at least one designated geographic area of interest, wherein the at least one computer readable program instruction comprises at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier as provided content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest, and wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

receiving, using the at least one computer readable program instruction, from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the first particular application program after it is determined that the mobile device has at least entered the first particular designated geographic area of interest, wherein the first request comprises data representing a) the first particular associated identifier, represented by a data string, as provided content by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at

least data representing a first latitude and longitude coordinate and a first radius value for defining the first particular designated geographic area of interest;

determining availability for the first particular designated geographic area of interest to be reserved for the first particular application program;

using the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest in the first request as an area reserved for first content related to the first particular application program and not an area reserved for first content related to other application programs, wherein the first content related to the first particular application program comprises the first particular associated identifier;

storing, in a memory tangibly embodied by the mobile device, ~~in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one or more registered application programs on the mobile device,~~ in response to receiving the first request, after availability for the first particular designated geographic area of interest to be reserved for the first particular application program has been positively determined, an at least first record, for the first particular application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular application program as a first one of ~~the~~ one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier, being associated with a particular reserved geographic area of interest, to be exclusively provided for use by ~~one or more application program instances of~~ said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered said particular reserved geographic area of interest;

receiving, using the at least one computer readable program instruction, from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic

area of interest for having a second particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the second particular application program after it is determined that the mobile device has at least entered the second particular designated geographic area of interest, wherein the second request comprises data representing a) the second particular associated identifier, represented by a data string, as provided content by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value for defining the second particular designated geographic area of interest;

determining availability for the second particular designated geographic area of interest to be reserved for the second particular application program;

using the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area of interest in the second request as an area reserved for second content related to the second particular application program and not an area reserved for second content related to other application programs, wherein the second content related to the second particular application program comprises the second particular associated identifier;

storing, in the memory, ~~in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device,~~ in response to receiving the second request, after availability for the second particular designated geographic area of interest to be reserved for the second particular application program has been positively determined, an at least second record, for the second particular application program, associated with the second particular associated identifier and the second particular designated geographic

area of interest, thereby designating the second particular application program as a second one of the one or more registered application programs on the mobile device;

selecting the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by ~~one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory and has remained therein for at least a first designated length of time;

selecting the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by ~~one or more application program instances of~~ the second one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least a second designated length of time;

providing, to ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting in response to receiving, from ~~the one or more application program instances of~~ the first one of the one or

more registered application programs on the mobile device, a request to receive content; and

providing, to ~~the one or more application program instances of~~ the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting in response to receiving, from ~~the one or more application program instances of~~ the second one of the one or more registered application programs on the mobile device, a request to receive content.

41. (Previously Presented) The method of claim 21 wherein the first request includes a data value representing the first designated length of time and the second request includes a data value representing the second designated length of time.

42. (Previously Presented) The mobile device of claim 33 wherein the at least one module further comprises instructions for:

obtaining mobile device location information comprising at least one physical geographic location of the mobile device as determined by the location-determination component;

determining, by at least use of the at least one processor, of the mobile device location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory and has remained therein for at least the first designated length of time; and

determining, by at least use of the at least one processor, of the mobile device location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular

designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least the second designated length of time.

43. (Previously Presented) The mobile device of claim 33 wherein the at least one module further comprises instructions for:

using a communications interface tangibly embodied by the mobile device to provide, to the mobile device, at least the second particular application program as received from the Internet from a content delivery platform for developer-provided application programs.

44. (Previously Presented) The mobile device of claim 33 wherein the first request includes a data value representing the first designated length of time and the second request includes a data value representing the second designated length of time.

45. (Currently Amended) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, content related to the first particular designated geographic area of interest, after providing, to ~~the one or more application program instances of~~ the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting.

46. (Currently Amended) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

receiving, using the at least one computer readable program instruction, from a third particular application program during its execution on the mobile device, a third

request for a reservation for a third particular designated geographic area of interest for having a third particular associated identifier exclusively provided for use by ~~one or more application program instances of~~ the third particular application program after it is determined that the mobile device, following a first designated start time and during a first designated duration of time, has at least entered the third particular designated geographic area of interest and has remained therein for at least a third designated length of time, wherein the third request comprises data representing a) the third particular associated identifier, represented by a data string, as provided content by the third particular application program to be associated with the third particular designated geographic area of interest and exclusively related to the third particular application program, b) a third perimeter definition provided by the third particular application program, c) the third designated length of time, and d) the first designated duration of time;

determining availability for the third particular designated geographic area of interest to be reserved for the third particular application program;

using the third perimeter definition in conjunction with the third particular associated identifier to establish the third particular designated geographic area of interest in the third request as an area reserved for third content related to the third particular application program and not an area reserved for third content related to other application programs, wherein the third content related to the third particular application program comprises the third particular associated identifier;

storing, in the memory, ~~in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device,~~ in response to receiving the third request, after availability for the third particular designated geographic area of interest to be reserved for the third particular application program has been positively determined, an at least third record, for the third particular application program, associated with the third particular associated identifier and the third particular designated geographic area of

interest, thereby designating the third particular application program as a third one of the one or more registered application programs on the mobile device;

selecting the third particular associated identifier associated with the at least third record stored in the memory to be provided for use by ~~one or more application program instances of~~ the third one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device, following the first designated start time and during the first designated duration of time, has at least entered the third particular designated geographic area of interest associated with the at least third record stored in the memory and has remained therein for at least the third designated length of time; and

providing, to ~~the one or more application program instances of~~ the third one of the one or more registered application programs on the mobile device, at least the third particular associated identifier from its selecting in response to receiving, from ~~the one or more application program instances of~~ the third one of the one or more registered application programs on the mobile device, a request to receive content.

47. (Previously Presented) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

creating a first notification indicating that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory; and

creating a second notification indicating that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory.

48. (Previously Presented) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

obtaining mobile device location information comprising at least one physical geographic location of the mobile device as determined by the location-determination component;

determining, by at least use of the at least one processor, of the mobile device location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory and has remained therein for at least the first designated length of time; and

determining, by at least use of the at least one processor, of the mobile device location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least the second designated length of time.

49. (Previously Presented) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

using a communications interface tangibly embodied by the mobile device to provide, to the mobile device, at least the second particular application program as received from the Internet from a content delivery platform for developer-provided application programs.

50. (Previously Presented) The computer readable medium of claim 40 wherein the first request includes a data value representing the first designated length of time and the second request includes a data value representing the second designated length of time.

REMARKS

The Notice of Allowance is this matter was mailed on May 22, 2017. After review of the allowed claims of record, and in view of the Reasons for Allowance presented by the Examiner in the Notice of Allowance, amendments have been made to certain claims. The Applicants submit that amendment of the claims presented herein a) provide proper protection of and/or clarity to the claimed invention, b) do not contradict with the stated reasons for allowance, and c) have been made pursuant to the examiner interview held on August 16, 2017. Thus, the Applicants respectfully request that amendment of the claims presented herein be entered in this case.

I. Examiner Interview

On August 16, 2017, Ryan Hardin, *pro se* inventor, conducted an interview with Examiner Olumide Ajibade Akonai ("the Examiner"). The amendments made herein were discussed as proposed amendments. The Examiner stated that 37 CFR 1.312 would allow the Applicants to make amendments to the claims as discussed, and such amendments would be considered for entry in this case. The Examiner agreed that the amendments discussed do not alter the scope of the claims and still place the claims in condition for allowance.

II. Amendments

Pursuant to the examiner interview, independent Claims 21, 33, and 40 have each been amended to cancel the limitation of "one[/the one] or more application program instances of" with respect to the application program(s) cited in the allowed claims of record. To comport with and/or provide proper antecedent basis pursuant to this amended language, dependent Claims 23, 24, 35, 36, 45, and 46 have been amended accordingly.

Pursuant to the examiner interview, independent Claims 21, 33, and 40 have each been amended to cancel the limitation of "in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one[/the one] or more registered application programs on the mobile device". To comport with and/or provide proper antecedent basis pursuant to this amended language, dependent Claims 24, 36, and 46 have been amended accordingly.

CONCLUSION

The Applicants respectfully request that amendment of the claims presented herein be entered in this case. If there are any matters that can be discussed by telephone to further the prosecution of this case, the Applicants respectfully request that the Examiner phone the undersigned at 903.702.5420 at the Examiner's convenience.

Respectfully Submitted,
By: /Ryan J. Hardin/
Ryan J. Hardin
Pro se and joint inventor

Ryan Hardin
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Electronic Acknowledgement Receipt

EFS ID:	30128905
Application Number:	15009961
International Application Number:	
Confirmation Number:	8798
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:	0075652.00005
Receipt Date:	20-AUG-2017
Filing Date:	29-JAN-2016
Time Stamp:	04:17:40
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		312_Amendment_2.pdf	461703 ee5a223f23c972b09fb32476cf40297414349520	yes	31

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment after Notice of Allowance (Rule 312)	1	1
	Claims	2	28
	Applicant Arguments/Remarks Made in an Amendment	29	31
Warnings:			
Information:			
	Total Files Size (in bytes):	461703	

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

USPTO Automated Interview Request (AIR)

Aug 11 2017

This paper requesting to schedule and/or conduct an interview is appropriate because:

I have previously submitted an authorization for internet communications in a patent application. See form SB/0439.

Name(s):
Ryan J Hardin

S-signature:
/Ryan J Hardin/

Registration Number:

U.S. Application Number:
15009961

Confirmation Number:
8798

E-mail Address:
patent.matters@pronetcorp.com

Phone Number:
9037025420

Proposed Time of Interview:
8-19-2017 10:00 AM ET

Prefered Interview Type:
Video Conference

I am the applicant or applicant's representative for this application.

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Ryan Hardin
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Courtesy Reminder for
Application Serial No: 15/009,961

Attorney Docket No: 0075652.00005
Customer Number: 118653
Date of Electronic Notification: 05/22/2017

This is a courtesy reminder that new correspondence is available for this application. If you have not done so already, please review the correspondence. The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

An email notification regarding the correspondence was sent to the following email address(es) associated with your customer number:
patent.matters@pronetcorp.com

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NOTICE OF ALLOWANCE AND FEE(S) DUE

118653 7590 05/22/2017

Ryan Hardin
P.O. BOX 271861
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EXAMINER
AJIBADE AKONAI, OLUMIDE

ART UNIT	PAPER NUMBER
2641	

DATE MAILED: 05/22/2017

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/009,961	01/29/2016	Ryan Hardin	0075652.00005	8798

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	08/22/2017

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.

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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.

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PART B - FEE(S) TRANSMITTAL

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

118653 7590 05/22/2017
Ryan Hardin
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Houston, TX 77277

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.

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/009,961	01/29/2016	Ryan Hardin	0075652.00005	8798

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	08/22/2017

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 _____
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
  NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
- ❑ Applicant asserting small entity status. See 37 CFR 1.27
  NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
- ❑ Applicant changing to regular undiscounted fee status.
  NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

PTOL-85 Part B (10-13) Approved for use through 10/31/2013. OMB 0651-0033 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/009,961	01/29/2016	Ryan Hardin	0075652.00005	8798

118653 7590 05/22/2017

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

EXAMINER	
AJIBADE AKONAI, OLUMIDE	
ART UNIT	PAPER NUMBER
2641	

DATE MAILED: 05/22/2017

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. 15/009,961	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 *05/04/2017*.
   ☐ 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 *21,23,24,26,27,29-33,35,36 and 38-50*. 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 _____.

/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 21, 23, 24, 26, 27, 29-33, 35, 36, and 38-50 are allowed.

The following is an examiner's statement of reasons for allowance: Claims 21, 23, 24, 26, 27, 29-33, 35, 36, and 38-50 are indicated allowable in view of the amendment to the claims and associated remarks submitted May 4, 2017.

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.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, 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.

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

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15009961	HARDIN ET AL.
	Examiner	**Art Unit**
	OLUMIDE T AJIBADE AKONAI	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:**	
(Assistant Examiner)	(Date)	25	
/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641	05/15/2017	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15009961	HARDIN ET AL.
	Examiner	**Art Unit**
	OLUMIDE T AJIBADE AKONAI	2641

US ORIGINAL CLASSIFICATION		INTERNATIONAL CLASSIFICATION										
CLASS	SUBCLASS	CLAIMED					NON-CLAIMED					
		H	0	4	W	4 / 00 (2009.01.01)						
CROSS REFERENCE(S)		G	0	6	Q	30 / 00 (2012.01.01)						
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)											

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	25	
/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641	05/15/2017	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15009961	HARDIN ET AL.
	Examiner	**Art Unit**
	OLUMIDE T AJIBADE AKONAI	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	11	33	24	49								
-	2	-	18	-	34	25	50								
-	3	-	19	12	35										
-	4	-	20	13	36										
-	5	1	21	-	37										
-	6	-	22	14	38										
-	7	2	23	15	39										
-	8	3	24	19	40										
-	9	-	25	10	41										
-	10	4	26	16	42										
-	11	5	27	17	43										
-	12	-	28	18	44										
-	13	6	29	20	45										
-	14	7	30	21	46										
-	15	8	31	22	47										
-	16	9	32	23	48										

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 25	
/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641 (Primary Examiner)	05/15/2017 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 2

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15009961	HARDIN ET AL.
	Examiner	Art Unit
	OLUMIDE T AJIBADE AKONAI	2641

CPC- SEARCHED		
Symbol	Date	Examiner
H04W4/02 64/00 4/021 4/023 4/206 4/027 4/028 4/001 4/18 8/18 88/02	2/20/2017	OA
H04L67/18 67/306 67/20 67/26	2/20/2017	OA
G06Q30/02 30/0267 30/0261 30/0241 20/3224 30/0251 20/322	2/20/2017	OA
H04W4/02 64/00 4/021 4/023 4/206 4/027 4/028 4/001 4/18 8/18 88/02	5/15/2017	OA
G06Q30/02 30/0267 30/0261 30/0241 20/3224 30/0251 20/322	5/15/2017	OA
H04L67/18 67/306 67/20 67/26	5/15/2017	OA

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
455	414.1,414.2,456.1-456.6,418,419	2/20/2017	OA

SEARCH NOTES		
Search Notes	Date	Examiner
EAST search	2/20/2017	OA
EAST search	5/15/2017	OA

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
H04W	4/02 64/00 4/021 4/023 4/206 4/027 4/028 4/001 4/18 8/18 88/02	5/15/2017	OA
G06Q	30/02 30/0267 30/0261 30/0241 20/3224 30/0251 20/322	5/15/2017	OA

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

INTERFERENCE SEARCH			
US Class/ CPC Symbol	**US Subclass / CPC Group**	**Date**	**Examiner**
H04L	67/18 67/306 67/20 67/26	5/15/2017	OA

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

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	615	(((mobile wireless cellular) adj (device terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") same (advertisement$1 "sponsored content" "sponsored data" "sponsored information" informercial coupon$1) with (location position coordinate$1) with (application software app) AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR H04W4/023 OR H04W4/206 OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/05/15 09:09
L2	141	(((mobile wireless cellular) adj (device terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") same (advertisement$1 "sponsored content" "sponsored data" "sponsored information" informercial coupon$1) with (location position coordinate$1 (longitude and latitude)) with (application software app) same select$3 and (geographic area region perimeter) AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR H04W4/023 OR H04W4/206 OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/05/15 09:11
L3	29	(((mobile wireless cellular) adj (device terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") same (advertisement$1 "sponsored content" "sponsored data" "sponsored information" informercial coupon$1) with (location position coordinate$1 (longitude and latitude)) with (application software app) same select$3 same (geographic area region perimeter) AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/05/15 09:11

		H04W4/023 OR H04W4/206 OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)				
S7	1485	(((mobile wireless cellular) adj (device terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") same (advertisement$1 "sponsored content" "sponsored data" "sponsored information" informercial coupon$1) with (location position coordinate$1) with (application software app)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/02/20 22:30
S8	148	(((mobile wireless cellular) adj (device terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") same (advertisement$1 "sponsored content" "sponsored data" "sponsored information" informercial coupon$1) with (location position coordinate$1) with (application software app) and 455/414.1,414.2,456.1-456.6,418,419.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/02/20 23:26
S9	126	S8 AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR H04W4/023 OR H04W4/206 OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/02/20 23:29
S10	27	("20040176081" | "20050265276" | "20060099936" | "20060223556" | "20070073585" | "20070093258" | "20070136132" | "20070150375" | "20100135473" | "5303393" | "6628928" | "7487112" | "7873032").PN. OR ("8249934").URPN.	US-PGPUB; USPAT; USOCR	OR	OFF	2017/02/20 23:34
S11	34	("20070185768" | "7103368" | "20080313039" | "6867733" | "7089264" | "7814106" | "20040220906" | "20080162032" | "20080262897" | "20090024476" | "20100312646" | "7207802" | "20030064705" | "6810323" | "6847888" | "7009556" | "7124370" | "20080004952" | "7096117" | "9251520" | "20080098420" | "20090063424" | "20030198346" | "20040253965" | "20060064346" | "20080154728" | "7080402" | "7219303" | "20030101454" | "20040214550" | "20080163073" | "20080215524" | "20080307498" | "7200673").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2017/02/20 23:35
S12	75	("20020042829" | "20020046104" | "20020077130" | "20020091571" |	US-PGPUB; USPAT;	OR	OFF	2017/02/20 23:37

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EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L4	0	(distinct and application and programs and location and identifier and latitude and longitude and designat$3 and selecting).clm.	US-PGPUB; USPAT	OR	OFF	2017/05/15 09:20
S1	16	Hardin.in. and Hill.in.	US-PGPUB; USPAT	OR	OFF	2017/02/20 18:03
S2	32	("20030064705" | "20030198346" | "20040214550" | "20040220906" | "20040253965" | "20060064346" | "20070185768" | "20080004952" | "20080098420" | "20080154728" | "20080162032" | "20080163073" | "20080215524" | "20080262897" | "20080307498" | "20080313039" | "20090024476" | "20090063424" | "20100312646" | "6810323" | "6847888" | "6867733" | "7009556" | "7080402" | "7089264" | "7096117" | "7103368" | "7124370" | "7200673" | "7207802" | "7219303" | "7814106").PN. OR ("8977247").URPN.	US-PGPUB; USPAT	OR	OFF	2017/02/20 18:05
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S4	0	("electronic data" and program and identifier and perimeter and "first call" and "second call" and "mobile device").clm.	US-PGPUB; USPAT	OR	OFF	2017/02/20 18:10
S5	0	("electronic data" and program and perimeter	US-	OR	OFF	2017/02/20

		and "first call" and "second call" and "mobile device").clm.	PGPUB; USPAT			18:11
S6	1	"15009961"	US-PGPUB; USPAT	OR	OFF	2017/02/20 18:29
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S14	3	(location and content and application and program and area and identifier and perimeter and request$3 and register$3 and select$3).clm.	US-PGPUB; USPAT	OR	OFF	2017/05/15 08:56
S15	33	Hardin.in. AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR H04W4/023 OR H04W4/206 OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)	US-PGPUB; USPAT	OR	OFF	2017/05/15 08:58
S16	0	(dinstinct and application and programs and location and identifier and lattitude and longitude and designat$3 and selecting).clm. AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR H04W4/023 OR H04W4/206 OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)	US-PGPUB; USPAT	OR	OFF	2017/05/15 09:03
S17	0	(dinstinct and application and programs and location and identifier and latitude and longitude and designat$3 and selecting).clm. AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR H04W4/023 OR H04W4/206 OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)	US-PGPUB; USPAT	OR	OFF	2017/05/15 09:03
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S19	0	(distinct and application and programs and location and identifier and latitude and longitude and designat$3 and selecting).clm.	US-PGPUB; USPAT	OR	OFF	2017/05/15 09:04

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PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/009,961	Filing Date 01/29/2016	☐ To be Mailed

ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

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

APPLICATION AS AMENDED – PART II

AMENDMENT **05/04/2017**

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $40 =	0
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $210 =	0
☐ Application Size Fee (37 CFR 1.16(s))						
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
					TOTAL ADD'L FEE	0

AMENDMENT

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))						
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
					TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** 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 number found in the appropriate box in column 1.

LIE
/DEANNA RORIE/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/009,961	Filing Date 01/29/2016	☐ To be Mailed

ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

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

APPLICATION AS AMENDED – PART II

AMENDMENT **05/04/2017**

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $40 =	0
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $210 =	0
☐ Application Size Fee (37 CFR 1.16(s))						
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
					TOTAL ADD'L FEE	0

AMENDMENT

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))						
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
					TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** 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 number found in the appropriate box in column 1.

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/DEANNA RORIE/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: 04 May 2017. I hereby certify that I have caused this correspondence and/or document(s) indicated herein on the date indicated above to be transmitted via the Office electronic filing system in accordance with 37 C.F.R Sec. 1.6(a)(4).

BY: /Ryan J. Hardin/ (Signature) Name: Ryan J. Hardin (Typed Name)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Ryan Hardin
Application No.: 15/009,961
Filing Date: 29 January 2016
Examiner: Ajibade Akonai, Olumide
Group Art Unit: 2641
Docket No.: 0075652.00005
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

RESPONSE TO OFFICE ACTION

Date: 04 May 2017

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

Dear Examiner:

This is a response to an Office Action ("the Office Action") mailed February 27, 2017 by the United States Patent and Trademark Office ("the Office") regarding the above-identified application ("the Instant Application"). The applicants of the Instant Application ("the Applicants") request reconsideration of the Instant Application in view of the amendments and/or remarks presented herein.

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

Remarks begin on page 38 of this correspondence; and

Conclusions begin on page 52 of this correspondence.

Home Depot - Exhibit 1018 - Page 155

AMENDMENTS 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 Instant Application.

1-20. (Cancelled)

21. (Currently Amended) A method comprising:

implementing, on a mobile device, at least one computer readable program instruction, ~~providing, on a mobile device, an electronic data processing method,~~ made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by one or more application program instances of the particular one application program after it is determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing a physical geographic location of the mobile device as determined by a location-determination component tangibly embodied in the mobile device for determining the mobile device's physical geographic location ~~of the mobile device~~, that the mobile device has at least entered ~~transitioned from being located on one side of a perimeter boundary that confines~~ the at least one designated geographic area of interest ~~to being located on the opposite side thereof~~, wherein the at least one computer readable program instruction ~~electronic data processing method~~ comprises ~~comprising~~ at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier~~, provided by the particular one application program,~~ as provided ~~sponsored~~ content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a

perimeter definition~~, provided by the particular one application program,~~ defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest ~~thereby establishing the perimeter boundary that confines the at least one designated geographic area of interest~~, and wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

using the at least one computer readable program instruction to receive, ~~receiving, on the mobile device via a first call to the electronic data processing method,~~ from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier exclusively provided for use by one or more application program instances of the first particular application program after it is determined that the mobile device has at least entered ~~transitioned from being located on one side of a first perimeter boundary that confines~~ the first particular designated geographic area of interest ~~to being located on the opposite side thereof~~, wherein the first request comprises ~~comprising~~ data representing a) the first particular associated identifier, represented by a data string, as provided ~~sponsored~~ content ~~provided~~ by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value for defining the first particular designated geographic area of interest ~~as an area consisting of the set of all geographic coordinates confined by the first perimeter boundary comprising a circle defined by the first latitude and longitude coordinate having said first radius value, thereby designating the first particular application program as a first particular sponsoring application program~~;

determining availability ~~if the reservation~~ for the first particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the first particular ~~sponsoring~~ application program;

using the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest in the first request as an area reserved for first content related to the first particular ~~sponsoring~~ application program and not an area reserved for first content related to other application programs, wherein the first content related to the first particular application program comprises ~~comprising~~ the first particular associated identifier;

in response to receiving the first request, after availability ~~it is determined that the reservation~~ for the first particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the first particular ~~sponsoring~~ application program has been positively determined, storing, in a memory tangibly embodied by the mobile device, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one or more registered application programs on the mobile device, an at least first record, for the first particular ~~sponsoring~~ application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular ~~sponsoring~~ application program as a first one of the one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier, being associated with a particular reserved geographic area of interest, to be exclusively provided for use by one or more application program instances of said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered ~~transitioned from being located on one side of a boundary that confines~~ said particular reserved geographic area of interest ~~to being located on the opposite side thereof~~;

using the at least one computer readable program instruction to receive, ~~receiving, on the mobile device via a first call to the electronic data processing method,~~ from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by one or more application program instances of the second particular application program after it is determined that the mobile device has at least entered ~~transitioned from being located on one side of a second perimeter boundary that confines~~ the second particular designated geographic area of interest ~~to being located on the opposite side thereof~~, wherein the second request comprises ~~comprising~~ data representing a) the second particular associated identifier, represented by a data string, as provided ~~sponsored~~ content ~~provided~~ by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value for defining the second particular designated geographic area of interest ~~as an area consisting of the set of all geographic coordinates confined by the second perimeter boundary comprising a circle defined by the second latitude and longitude coordinate having said second radius value, thereby designating the second particular application program as a second particular sponsoring application program~~;

determining availability ~~if the reservation~~ for the second particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the second particular ~~sponsoring~~ application program;

using the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area of interest in the second request as an area reserved for second content related to the second particular ~~sponsoring~~ application program and not an area reserved for

second content related to other application programs, wherein the second content related to the second particular application program comprises ~~comprising~~ the second particular associated identifier;

in response to receiving the second request, after availability ~~it is determined that the reservation~~ for the second particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the second particular ~~sponsoring~~ application program has been positively determined, storing, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, an at least second record, for the second particular ~~sponsoring~~ application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular ~~sponsoring~~ application program as a second one of the one or more registered application programs on the mobile device;

~~restricting content delivery to one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the second particular associated identifier associated with the at least second record stored in the memory and to being the first particular associated identifier associated with the at least first record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least a first predetermined length of time;~~

~~restricting content delivery to one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to being the second particular associated identifier associated with the at least second record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least a second predetermined length of time;~~

after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered ~~transitioned from being located on the one side of the first perimeter boundary that confines~~ the first particular designated geographic area of interest associated with the at least first record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least a[[the]] first designated ~~predetermined~~ length of time, selecting the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by ~~the~~ one or more application program instances of the first one of the one or more registered application programs on the mobile device;

after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second

one of the one or more registered application programs on the mobile device, that the mobile device has at least entered ~~transitioned from being located on the one side of the second perimeter boundary that confines~~ the second particular designated geographic area of interest associated with the at least second record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least a[[the]] second designated ~~predetermined~~ length of time, selecting the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by ~~the~~ one or more application program instances of the second one of the one or more registered application programs on the mobile device;

in response to receiving, from the one or more application program instances of the first one of the one or more registered application programs on the mobile device, a request to receive content, providing, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting; and

in response to receiving, from the one or more application program instances of the second one of the one or more registered application programs on the mobile device, a request to receive content, providing, to the one or more application program instances of the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting.

22. (Cancelled)

23. (Currently Amended) The method of claim 21[[22]], further comprising:

after providing, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and

via the one or more application program instances of the first one of the one or more registered application programs on the mobile device, content related to the first particular designated geographic area of interest.

24. (Currently Amended) The method of claim 21, further comprising:

using the at least one computer readable program instruction to receive, ~~receiving, on the mobile device via a third call to the electronic data processing method,~~ from a third particular application program during its execution on the mobile device, a third request for a reservation for a third particular designated geographic area of interest for having a third particular associated identifier exclusively provided for use by one or more application program instances of the third particular application program after it is determined that the mobile device, following a first designated start time and during a first designated duration of time, has at least entered ~~transitioned from being located on one side of a third perimeter boundary that confines~~ the third particular designated geographic area of interest ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least a third designated ~~predetermined~~ length of time ~~during a first one or more durations of time following a first predetermined start time~~, wherein the third request comprises ~~comprising~~ data representing a) the third particular associated identifier, represented by a data string, as provided ~~sponsored~~ content ~~provided~~ by the third particular application program to be associated with the third particular designated geographic area of interest and exclusively related to the third particular application program, b) a third perimeter definition provided by the third particular application program, ~~thereby designating the third particular application program as a third particular sponsoring application program,~~ c) the third designated ~~predetermined~~ length of time, and d) the first designated ~~one or more~~ duration[[s]] of time;

determining availability ~~if the reservation~~ for the third particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the third particular ~~sponsoring~~ application program;

using the third perimeter definition in conjunction with the third particular associated identifier to establish the third particular designated geographic area of interest in the third request as an area reserved for third content related to the third particular ~~sponsoring~~ application program and not an area reserved for third content related to other application programs, wherein the third content related to the third particular application program comprises ~~comprising~~ the third particular associated identifier;

in response to receiving the third request, after availability ~~it is determined that the reservation~~ for the third particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the third particular ~~sponsoring~~ application program has been positively determined, storing, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, an at least third record, for the third particular ~~sponsoring~~ application program, associated with the third particular associated identifier and the third particular designated geographic area of interest, thereby designating the third particular ~~sponsoring~~ application program as a third one of the one or more registered application programs on the mobile device;

~~restricting content delivery to the one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the third particular associated identifier associated with the at least third record stored in the memory;~~

~~restricting content delivery to the one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the third particular associated identifier associated with the at least third record stored in the memory;~~

~~restricting content delivery to one or more application program instances of the third one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to not being the second particular associated~~

~~identifier associated with the at least second record stored in the memory and to being the third particular associated identifier associated with the at least third record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the third perimeter boundary that confines the third particular designated geographic area of interest associated with the at least third record stored in the memory to being located on the opposite side thereof and has remained thus for at least the third predetermined length of time during the first one or more durations of time following the first predetermined start time;~~

after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device, following the first designated start time and during the first designated duration of time, has at least entered ~~transitioned from being located on the one side of the third perimeter boundary that confines~~ the third particular designated geographic area of interest associated with the at least third record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least the third designated ~~predetermined~~ length of time ~~during the first one or more durations of time following the first predetermined start time~~, selecting the third particular associated identifier associated with the at least third record stored in the memory to be provided for use by ~~the~~ one or more application program instances of the third one of the one or more registered application programs on the mobile device; and

in response to receiving, from the one or more application program instances of the third one of the one or more registered application programs on the mobile device, a request to receive content, providing, to the one or more application

program instances of the third one of the one or more registered application programs on the mobile device, at least the third particular associated identifier from its selecting.

25. (Cancelled)

26. (Currently Amended) The method of claim 24[[25]] wherein the third request includes a data value representing the first designated ~~predetermined~~ start time.

27. (Currently Amended) The method of claim 26 wherein the third perimeter definition comprises at least data values for a first latitude data value ~~(x1)~~, a first longitude data value ~~(y1)~~, a second latitude data value ~~(x2)~~, and a second longitude data value ~~(y2)~~for defining the third particular designated geographic area of interest ~~as an area consisting of the set of all geographic coordinates confined by the third perimeter boundary comprising a rectangle defined by the data values in the following four latitude and longitude coordinates as vertices of the rectangle: (x1, y1), (x1, y2), (x2, y2), and (x2, y1)~~.

28. (Cancelled)

29. (Currently Amended) The method of claim 21[[22]], further comprising:

creating a first notification indicating that the mobile device has at least entered ~~transitioned from being located on the one side of the first perimeter boundary that confines~~ the first particular designated geographic area of interest associated with the at least first record stored in the memory ~~to being located on the opposite side thereof~~; and

creating a second notification indicating that the mobile device has at least entered ~~transitioned from being located on the one side of the second perimeter boundary~~

~~that confines~~ the second particular designated geographic area of interest associated with the at least second record stored in the memory ~~to being located on the opposite side thereof~~.

30. (Currently Amended) The method of claim 21[[22]], further comprising:

obtaining mobile device location information comprising at least one ~~two or more~~ physical geographic location[[s]] of the mobile device as determined by the location-determination component;

determining, by at least use of the at least one processor, of the mobile device location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered ~~transitioned from being located on the one side of the first perimeter boundary that confines~~ the first particular designated geographic area of interest associated with the at least first record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least the first designated ~~predetermined~~ length of time; and

determining, by at least use of the at least one processor, of the mobile device location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered ~~transitioned from being located on the one side of the second perimeter boundary that confines~~ the second particular designated geographic area of interest associated with the at least second record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least the second designated ~~predetermined~~ length of time.

31. (Currently Amended) The method of claim 21[[22]], further comprising:

prior to and as a condition for providing at least the first particular associated identifier from its selecting, verifying that a key associated with the first one of the one or more registered application programs on the mobile device matches a valid key stored in the memory; and

prior to and as a condition for providing at least the second particular associated identifier from its selecting, verifying that a key associated with the second one of the one or more registered application programs on the mobile device matches a valid key stored in the memory.

32. (Currently Amended) The method of claim 21[[22]], further comprising:

using a communications interface tangibly embodied by the mobile device to provide, to the mobile device, at least the second particular application program as received from the Internet from a content delivery platform for developer-provided application programs.

33. (Currently Amended) A mobile device comprising:

memory;

at least one processor operably coupled to the memory;

a location-determination component tangibly embodied in the mobile device for determining the mobile device's physical geographic location ~~of the mobile device~~; and

at least one ~~or more~~ module[[s]] stored in the memory and configured for execution by the at least one processor, wherein the at least one ~~or more~~ module[[s]] comprises ~~comprising~~ instructions for[[to]]:

implementing, on the mobile device, at least one computer readable program instruction, ~~provide, on the mobile device, an electronic data processing method,~~ made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile

device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by one or more application program instances of the particular one application program after it is determined, by at least use of the at least one processor and of location information representing a physical geographic location of the mobile device as determined by the location-determination component, that the mobile device has at least entered ~~transitioned from being located on one side of a perimeter boundary that confines~~ the at least one designated geographic area of interest ~~to being located on the opposite side thereof~~, wherein the at least one computer readable program instruction ~~electronic data processing method~~ comprises ~~comprising~~ at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier~~, provided by the particular one application program,~~ as provided ~~sponsored~~ content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition~~, provided by the particular one application program,~~ defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest ~~thereby establishing the perimeter boundary that confines the at least one designated geographic area of interest~~, and wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

receiving, using the at least one computer readable program instruction, ~~receive, on the mobile device via a first call to the electronic data processing method,~~ from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first

particular associated identifier exclusively provided for use by one or more application program instances of the first particular application program after it is determined that the mobile device has at least entered ~~transitioned from being located on one side of a first perimeter boundary that confines~~ the first particular designated geographic area of interest ~~to being located on the opposite side thereof~~, wherein the first request comprises ~~comprising~~ data representing a) the first particular associated identifier, represented by a data string, as provided ~~sponsored~~ content ~~provided~~ by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value for defining the first particular designated geographic area of interest ~~as an area consisting of the set of all geographic coordinates confined by the first perimeter boundary comprising a circle defined by the first latitude and longitude coordinate having said first radius value, thereby designating the first particular application program as a first particular sponsoring application program~~;

determining availability ~~determine if the reservation~~ for the first particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the first particular ~~sponsoring~~ application program;

using[[use]] the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest in the first request as an area reserved for first content related to the first particular ~~sponsoring~~ application program and not an area reserved for first content related to other application programs, wherein the first content related to the first particular application program comprises ~~comprising~~ the first particular associated identifier;

storing[[store]], in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one or more registered application programs on the mobile device, in response to receiving the first request, after availability ~~it is determined that the reservation~~ for the first particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the first particular ~~sponsoring~~ application program has been positively determined, an at least first record, for the first particular ~~sponsoring~~ application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular ~~sponsoring~~ application program as a first one of the one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier, being associated with a particular reserved geographic area of interest, to be exclusively provided for use by one or more application program instances of said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered ~~transitioned from being located on one side of a boundary that confines~~ said particular reserved geographic area of interest ~~to being located on the opposite side thereof~~;

receiving, using the at least one computer readable program instruction, ~~receive, on the mobile device via a second call to the electronic data processing method,~~ from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by one or more application program instances of the second particular application program after it is determined that the mobile device has at least entered ~~transitioned from being located on one side of a second perimeter~~

~~boundary that confines~~ the second particular designated geographic area of interest ~~to being located on the opposite side thereof~~, wherein the second request comprises ~~comprising~~ data representing a) the second particular associated identifier, represented by a data string, as provided ~~sponsored~~ content ~~provided~~ by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value for defining the second particular designated geographic area of interest ~~as an area consisting of the set of all geographic coordinates confined by the second perimeter boundary comprising a circle defined by the second latitude and longitude coordinate having said second radius value, thereby designating the second particular application program as a second particular sponsoring application program~~;

determining availability ~~determine if the reservation~~ for the second particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the second particular ~~sponsoring~~ application program;

using[[use]] the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area of interest in the second request as an area reserved for second content related to the second particular ~~sponsoring~~ application program and not an area reserved for second content related to other application programs, wherein the second content related to the second particular application program comprises ~~comprising~~ the second particular associated identifier;

storing[[store]], in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated

content for the one or more registered application programs on the mobile device, in response to receiving the second request, after availability ~~it is determined that the reservation~~ for the second particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the second particular ~~sponsoring~~ application program has been positively determined, an at least second record, for the second particular ~~sponsoring~~ application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular ~~sponsoring~~ application program as a second one of the one or more registered application programs on the mobile device;

~~restrict content delivery to one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the second particular associated identifier associated with the at least second record stored in the memory and to being the first particular associated identifier associated with the at least first record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least a first predetermined length of time;~~

~~restrict content delivery to one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to being~~

~~the second particular associated identifier associated with the at least second record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least a second predetermined length of time;~~

selecting ~~select~~ the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by ~~the~~ one or more application program instances of the first one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered ~~transitioned from being located on the one side of the first perimeter boundary that confines~~ the first particular designated geographic area of interest associated with the at least first record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least a first designated ~~predetermined~~ length of time;

selecting ~~select~~ the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by ~~the~~ one or more application program instances of the second one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location

information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered ~~transitioned from being located on the one side of the second perimeter boundary that confines~~ the second particular designated geographic area of interest associated with the at least second record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least a second designated ~~predetermined~~ length of time;

providing, ~~provide,~~ to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the first one of the one or more registered application programs on the mobile device, a request to receive content; and

providing, ~~provide,~~ to the one or more application program instances of the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the second one of the one or more registered application programs on the mobile device, a request to receive content.

34. (Cancelled)

35. (Currently Amended) The mobile device of claim 33[[34]] wherein the at least one ~~or more~~ module[[s]] further comprises instructions for[[to]]:

displaying, ~~display,~~ on the mobile device via a graphical user interface tangibly embodied by the mobile device and via the one or more application program instances of the first one of the one or more registered application programs on the mobile device, content related to the first particular designated geographic

area of interest, after providing, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting.

36. (Currently Amended) The mobile device of claim 33 wherein the at least one ~~or more~~ module[[s]] further comprises instructions for[[to]]:

receiving, using the at least one computer readable program instruction, ~~receive, on the mobile device via a third call to the electronic data processing method,~~ from a third particular application program during its execution on the mobile device, a third request for a reservation for a third particular designated geographic area of interest for having a third particular associated identifier exclusively provided for use by one or more application program instances of the third particular application program after it is determined that the mobile device, following a first designated start time and during a first designated duration of time, has at least entered ~~transitioned from being located on one side of a third perimeter boundary that confines~~ the third particular designated geographic area of interest ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least a third designated ~~predetermined~~ length of time ~~during a first one or more durations of time following a first predetermined start time~~, wherein the third request comprises ~~comprising~~ data representing a) the third particular associated identifier, represented by a data string, as provided ~~sponsored~~ content ~~provided~~ by the third particular application program to be associated with the third particular designated geographic area of interest and exclusively related to the third particular application program, b) a third perimeter definition provided by the third particular application program, ~~thereby designating the third particular application program as a third particular sponsoring application program,~~ c) the third designated ~~predetermined~~ length of time, and d) the first designated ~~one or more~~ duration[[s]] of time;

determining availability ~~determine if the reservation~~ for the third particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the third particular ~~sponsoring~~ application program;

using[[use]] the third perimeter definition in conjunction with the third particular associated identifier to establish the third particular designated geographic area of interest in the third request as an area reserved for third content related to the third particular ~~sponsoring~~ application program and not an area reserved for third content related to other application programs, wherein the third content related to the third particular application program comprises ~~comprising~~ the third particular associated identifier;

storing[[store]], in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, in response to receiving the third request, after availability ~~it is determined that the reservation~~ for the third particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the third particular ~~sponsoring~~ application program has been positively determined, an at least third record, for the third particular ~~sponsoring~~ application program, associated with the third particular associated identifier and the third particular designated geographic area of interest, thereby designating the third particular ~~sponsoring~~ application program as a third one of the one or more registered application programs on the mobile device;

~~restrict content delivery to the one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the third particular associated identifier associated with the at least third record stored in the memory;~~

~~restrict content delivery to the one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the third particular associated identifier associated with the at least third record stored in the memory;~~

~~restrict content delivery to one or more application program instances of the third one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to not being the second particular associated identifier associated with the at least second record stored in the memory and to being the third particular associated identifier associated with the at least third record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the third perimeter boundary that confines the third particular designated geographic area of interest associated with the at least third record stored in the memory to being located on the opposite side thereof and has remained thus for at least the third predetermined length of time during the first one or more durations of time following the first predetermined start time;~~

selecting ~~select~~ the third particular associated identifier associated with the at least third record stored in the memory to be provided for use by ~~the~~ one or more application program instances of the third one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device, following the first designated start time and during the first designated duration of time, has at least entered ~~transitioned from being located on the one side of the third perimeter boundary that confines~~ the third particular designated geographic area of interest associated with the at least third record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least

the third designated ~~predetermined~~ length of time ~~during the first one or more durations of time following the first predetermined start time~~; and

providing, ~~provide,~~ to the one or more application program instances of the third one of the one or more registered application programs on the mobile device, at least the third particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the third one of the one or more registered application programs on the mobile device, a request to receive content.

37. (Cancelled)

38. (Currently Amended) The mobile device of claim 36[[37]] wherein the third request includes a data value representing the first designated ~~predetermined~~ start time.

39. (Currently Amended) The mobile device of claim 33[[34]] wherein the at least one ~~or more~~ module[[s]] further comprises instructions for[[to]]:

creating ~~create~~ a first notification indicating that the mobile device has at least entered ~~transitioned from being located on the one side of the first perimeter boundary that confines~~ the first particular designated geographic area of interest associated with the at least first record stored in the memory ~~to being located on the opposite side thereof~~; and

creating ~~create~~ a second notification indicating that the mobile device has at least entered ~~transitioned from being located on the one side of the second perimeter boundary that confines~~ the second particular designated geographic area of interest associated with the at least second record stored in the memory ~~to being located on the opposite side thereof~~.

40. (Currently Amended) A non-transitory computer readable medium ~~, excluding one of a transitory propagating signal,~~ tangibly embodying at least one ~~or more~~ program[[s]] of

computer executable instructions, wherein the at least one ~~or more~~ program[[s]] of computer executable instructions comprises ~~comprising~~ instructions for[[to]]:

implementing, on a mobile device, at least one computer readable program instruction, ~~provide, on the mobile device, an electronic data processing method,~~ made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by one or more application program instances of the particular one application program after it is determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing a physical geographic location of the mobile device as determined by a location-determination component tangibly embodied in the mobile device for determining the mobile device's physical geographic location ~~of the mobile device~~, that the mobile device has at least entered ~~transitioned from being located on one side of a perimeter boundary that confines~~ the at least one designated geographic area of interest ~~to being located on the opposite side thereof~~, wherein the at least one computer readable program instruction ~~electronic data processing method~~ comprises ~~comprising~~ at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier~~, provided by the particular one application program,~~ as provided ~~sponsored~~ content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition~~, provided by the particular one application program,~~ defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest ~~thereby establishing the perimeter boundary that confines the at least one designated geographic area of interest~~, and wherein the one or more distinct application programs each comprises a system

of executable coded instructions as programmed by at least one developer for execution on the mobile device;

receiving, using the at least one computer readable program instruction, ~~receive, on the mobile device via a first call to the electronic data processing method,~~ from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier exclusively provided for use by one or more application program instances of the first particular application program after it is determined that the mobile device has at least entered ~~transitioned from being located on one side of a first perimeter boundary that confines~~ the first particular designated geographic area of interest ~~to being located on the opposite side thereof~~, wherein the first request comprises ~~comprising~~ data representing a) the first particular associated identifier, represented by a data string, as provided ~~sponsored~~ content ~~provided~~ by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value for defining the first particular designated geographic area of interest ~~as an area consisting of the set of all geographic coordinates confined by the first perimeter boundary comprising a circle defined by the first latitude and longitude coordinate having said first radius value, thereby designating the first particular application program as a first particular sponsoring application program~~;

determining availability ~~determine if the reservation~~ for the first particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the first particular ~~sponsoring~~ application program;

using[[use]] the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest in the first request as an area reserved for first content related to the first

particular ~~sponsoring~~ application program and not an area reserved for first content related to other application programs, wherein the first content related to the first particular application program comprises ~~comprising~~ the first particular associated identifier;

storing[[store]], in a memory tangibly embodied by the mobile device, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one or more registered application programs on the mobile device, in response to receiving the first request, after availability ~~it is determined that the reservation~~ for the first particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the first particular ~~sponsoring~~ application program has been positively determined, an at least first record, for the first particular ~~sponsoring~~ application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular ~~sponsoring~~ application program as a first one of the one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier, being associated with a particular reserved geographic area of interest, to be exclusively provided for use by one or more application program instances of said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered ~~transitioned from being located on one side of a boundary that confines~~ said particular reserved geographic area of interest ~~to being located on the opposite side thereof~~;

receiving, using the at least one computer readable program instruction, ~~receive, on the mobile device via a second call to the electronic data processing method,~~ from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by one or more application program instances of the

second particular application program after it is determined that the mobile device has at least entered ~~transitioned from being located on one side of a second perimeter boundary that confines~~ the second particular designated geographic area of interest ~~to being located on the opposite side thereof~~, wherein the second request comprises ~~comprising~~ data representing a) the second particular associated identifier, represented by a data string, as provided ~~sponsored~~ content ~~provided~~ by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value for defining the second particular designated geographic area of interest ~~as an area consisting of the set of all geographic coordinates confined by the second perimeter boundary comprising a circle defined by the second latitude and longitude coordinate having said second radius value, thereby designating the second particular application program as a second particular sponsoring application program~~;

determining availability ~~determine if the reservation~~ for the second particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the second particular ~~sponsoring~~ application program;

using[[use]] the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area of interest in the second request as an area reserved for second content related to the second particular ~~sponsoring~~ application program and not an area reserved for second content related to other application programs, wherein the second content related to the second particular application program comprises ~~comprising~~ the second particular associated identifier;

storing[[store]], in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for

the one or more registered application programs on the mobile device, in response to receiving the second request, after availability ~~it is determined that the reservation~~ for the second particular designated geographic area of interest [[is]]to be reserved for ~~granted to~~ the second particular ~~sponsoring~~ application program has been positively determined, an at least second record, for the second particular ~~sponsoring~~ application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular ~~sponsoring~~ application program as a second one of the one or more registered application programs on the mobile device;

~~restrict content delivery to one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the second particular associated identifier associated with the at least second record stored in the memory and to being the first particular associated identifier associated with the at least first record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least a first predetermined length of time;~~

~~restrict content delivery to one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to being the second particular associated identifier associated with the at least second record stored in the memory after it is determined, by at least use of the at least one processor, of the location~~

~~information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least a second predetermined length of time;~~

selecting ~~select~~ the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by ~~the~~ one or more application program instances of the first one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered ~~transitioned from being located on the one side of the first perimeter boundary that confines~~ the first particular designated geographic area of interest associated with the at least first record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least a first designated ~~predetermined~~ length of time;

selecting ~~select~~ the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by ~~the~~ one or more application program instances of the second one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered ~~transitioned from being located on the one side of the second~~

~~perimeter boundary that confines~~ the second particular designated geographic area of interest associated with the at least second record stored in the memory ~~to being located on the opposite side thereof~~ and has remained therein[[thus]] for at least a second designated ~~predetermined~~ length of time;

providing, ~~provide,~~ to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the first one of the one or more registered application programs on the mobile device, a request to receive content; and

providing, ~~provide,~~ to the one or more application program instances of the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the second one of the one or more registered application programs on the mobile device, a request to receive content.

41. (New) The method of claim 21 wherein the first request includes a data value representing the first designated length of time and the second request includes a data value representing the second designated length of time.

42. (New) The mobile device of claim 33 wherein the at least one module further comprises instructions for:

obtaining mobile device location information comprising at least one physical geographic location of the mobile device as determined by the location-determination component;

determining, by at least use of the at least one processor, of the mobile device location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that

the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory and has remained therein for at least the first designated length of time; and

determining, by at least use of the at least one processor, of the mobile device location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least the second designated length of time.

43. (New) The mobile device of claim 33 wherein the at least one module further comprises instructions for:

using a communications interface tangibly embodied by the mobile device to provide, to the mobile device, at least the second particular application program as received from the Internet from a content delivery platform for developer-provided application programs.

44. (New) The mobile device of claim 33 wherein the first request includes a data value representing the first designated length of time and the second request includes a data value representing the second designated length of time.

45. (New) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via the one or more application program instances of the first one of the one or more registered application programs on the mobile device, content related to the first particular designated geographic area of interest, after

providing, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting.

46. (New) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

receiving, using the at least one computer readable program instruction, from a third particular application program during its execution on the mobile device, a third request for a reservation for a third particular designated geographic area of interest for having a third particular associated identifier exclusively provided for use by one or more application program instances of the third particular application program after it is determined that the mobile device, following a first designated start time and during a first designated duration of time, has at least entered the third particular designated geographic area of interest and has remained therein for at least a third designated length of time, wherein the third request comprises data representing a) the third particular associated identifier, represented by a data string, as provided content by the third particular application program to be associated with the third particular designated geographic area of interest and exclusively related to the third particular application program, b) a third perimeter definition provided by the third particular application program, c) the third designated length of time, and d) the first designated duration of time;

determining availability for the third particular designated geographic area of interest to be reserved for the third particular application program;

using the third perimeter definition in conjunction with the third particular associated identifier to establish the third particular designated geographic area of interest in the third request as an area reserved for third content related to the third particular application program and not an area reserved for third content related to other application programs, wherein the third content related to the third particular application program comprises the third particular associated identifier;

storing, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, in response to receiving the third request, after availability for the third particular designated geographic area of interest to be reserved for the third particular application program has been positively determined, an at least third record, for the third particular application program, associated with the third particular associated identifier and the third particular designated geographic area of interest, thereby designating the third particular application program as a third one of the one or more registered application programs on the mobile device;

selecting the third particular associated identifier associated with the at least third record stored in the memory to be provided for use by one or more application program instances of the third one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device, following the first designated start time and during the first designated duration of time, has at least entered the third particular designated geographic area of interest associated with the at least third record stored in the memory and has remained therein for at least the third designated length of time; and

providing, to the one or more application program instances of the third one of the one or more registered application programs on the mobile device, at least the third particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the third one of the one or more registered application programs on the mobile device, a request to receive content.

47. (New) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

creating a first notification indicating that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory; and

creating a second notification indicating that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory.

48. (New) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

obtaining mobile device location information comprising at least one physical geographic location of the mobile device as determined by the location-determination component;

determining, by at least use of the at least one processor, of the mobile device location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory and has remained therein for at least the first designated length of time; and

determining, by at least use of the at least one processor, of the mobile device location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least the second designated length of time.

49. (New) The computer readable medium of claim 40 wherein the at least one program of computer executable instructions further comprises instructions for:

using a communications interface tangibly embodied by the mobile device to provide, to the mobile device, at least the second particular application program as received from the Internet from a content delivery platform for developer-provided application programs.

50. (New) The computer readable medium of claim 40 wherein the first request includes a data value representing the first designated length of time and the second request includes a data value representing the second designated length of time.

REMARKS

The Instant Application has been reviewed in light of the Office Action mailed February 27, 2017. At the time of the Office Action, Claims 21-40 were pending in the Instant Application. The following actions were taken or matters raised in the Office Action: (I) Claim 40 was rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter; (II) Claims 21-40 were rejected under 35 U.S.C. § 112 (pre-AIA), first paragraph, as failing to comply with the written description requirement; (III) Claim 40 was rejected under 35 U.S.C. § 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the applicant regards as the invention. In order to advance prosecution of this case by characterizing the Applicants' claimed invention (i.e., the invention) with greater specificity and/or clarity and/or by overcoming the matters raised and/or rejections asserted by the Office, certain claims have been amended. The Applicants submit that the presentations and/or amendments made herein do not involve the introduction of any new matter. Accordingly, the Applicants respectfully request reconsideration and favorable action in this case.

I. Examiner Interview

On April 27, 2017, Ryan Hardin, *pro se* inventor, conducted an interview with Examiner Olumide Ajibade Akonai ("the Examiner"). Applicant-proposed amendments to certain limitations in Claim 40 were disclosed; the Examiner agreed that these amendments would overcome the rejections under 35 U.S.C. § 101 and 35 U.S.C. § 112 (pre-AIA), second paragraph. Regarding 35 U.S.C. § 112 (pre-AIA), first paragraph, the absence of a *prima facie* case being provided in the Office Action was discussed. Applicant-provided remarks regarding certain limitations in Claims 21, 33, and 40 were disclosed; the Examiner found the remarks to be persuasive. Applicant-

proposed amendments to certain limitations in Claims 21, 33, and 40 were disclosed. The Examiner agreed that the remarks and/or amendments would overcome the rejection under 35 U.S.C. § 112 (pre-AIA), first paragraph. Finally, the cancellation of certain dependent claims and the addition of new dependent claims was discussed. The Examiner agreed to review the amendments and/or remarks in the Applicants' official response.

II. Rejection of Claim 40 under 35 U.S.C. § 101

The Office has rejected Claim 40 under 35 U.S.C. § 101 as being directed to non-statutory subject matter. The Applicants respectfully submit that the present invention as recited in amended independent Claim 40, and any/all claims dependent thereon, is directed to eligible subject matter. Accordingly, the Applicants submit that the rejection under 35 U.S.C. § 101 applied to independent Claim 40 has been overcome and respectfully request the Office to withdraw such rejection to independent Claim 40.

The Examiner asserts that "[claim 40 does] not fall within at least one of the four categories of patent eligible subject matter because the claim is directed to transitory signals." See *Office Action*, page 2. The Examiner holds the view that "[w]hile the computer readable medium [in claim 40] excludes one of (i.e., not all of) a transitory propagating signals [sic], it is not clear as to whether all other transitory propagating signals are also excluded." *Id.*

The Applicants submit that independent Claim 40 remains limited to statutory subject matter and do not concede to the Examiner's position. However, in the interest of advancing prosecution as previously mentioned, certain claims have been amended. Independent Claim 40 has been amended as follows:

"A non-transitory computer readable medium …"

The Applicants submit that amended independent Claim 40 comes within the allowable subject matter as defined under 35 U.S.C. § 101. Thus, the Examiner's rejection under 35 U.S.C. § 101 applied to independent Claim 40 has been overcome. As such, the Applicants respectfully request the Office to withdraw such rejection to independent Claim 40.

III. Rejection of Claims 21-40 under 35 U.S.C. § 112 (pre-AIA), first paragraph

The Office has rejected Claims 21-40 under 35 U.S.C. § 112 (pre-AIA), first paragraph, as failing to comply with the written description requirement. The Applicants respectfully submit that A) the Applicants are under no burden to rebut this rejection, and B) the present invention as recited in amended Claims 21, 33, and 40, and any/all claims, whether amended or otherwise, dependent thereon, complies with the written description requirement. Accordingly, the Applicants submit that the rejection under 35 U.S.C. § 112 (pre-AIA), first paragraph, applied to Claims 21, 33, and 40, and any/all claims dependent thereon, has been traversed and/or overcome and respectfully request the Office to withdraw such rejection to said claims.

A. No burden to rebut

The Examiner asserts that "[claims 21-40 contain] subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that … the inventor(s), at the time the application was filed, had possession of the claimed invention." See *Office Action*, page 3. The Examiner continues: "Claims 21, 33, and 40 recite the following limitations which are not taught or suggested in the applicants' specification:", and the Examiner lists certain limitations of concern. The Office Action also indicates that Claims 22-32 and Claims

34-39 were rejected under U.S.C. § 112 (pre-AIA), first paragraph, by virtue of being dependent on Claims 22 and 33, respectively.

The Applicants respectfully submit that the Office has, by only providing mere conclusory statements, failed to satisfy its burden to articulate a *prima facie* case, and, additionally, the Applicants do not concede to the Examiner's position. Furthermore, without adequate notice of the basis of this rejection, the burden to rebut this rejection with evidence and/or argument has not yet shifted to the Applicants.

The MPEP repeatedly warns that the Office bears an initial burden of establishing a *prima facie* case when making a written description rejection. (MPEP §§ 706.07, 2163 (III)(A)). A *prima facie* case requires a reasonable basis to challenge the adequacy of the written description. (MPEP § 2163.04). The MPEP equates this reasonable basis with "***a preponderance of evidence why*** a person skilled in the art would not recognize in an applicant's disclosure a description of the invention defined by the claims." (emphasis added) (MPEP § 2163(III)(A)). Consequently, the Office must provide a reasonable basis to reject a claim for failing to satisfy the written description requirement, and this requires "a full development" of the reasons showing why, by a preponderance of the evidence, a person of ordinary skill in the art would not recognize a description of the claimed invention in the disclosure. In this regard, the MPEP expressly instructs that mere conclusory statements are insufficient. Rather, every written description rejection "should be stated with a full development of the reasons rather than by a mere conclusion…." (MPEP § 706.03). Stated another way, the Office must adequately explain the perceived shortcomings of the application so that the Applicants are properly notified and able to respond. Finally, until the Office establishes a *prima facie* case, the Applicants are not under an obligation

to rebut the rejection. (MPEP § 2163.04). The Applicants respectfully submit that such is the case here.

The written description rejection is set forth in its entirety at pages 3-5 of the Office Action, and absent from this rejection is any "full development" of reasons showing why, by a preponderance of the evidence, a person of ordinary skill in the art would not recognize a description of the claimed invention in the disclosure or any establishment of a *prima facie* case, as the MPEP expressly requires.

Consequently, the Office's failure to meet its burden to articulate a "reasonable basis challenging the adequacy of the written description" with "findings of fact" is fatal to this rejection since the Applicants are under no burden to rebut it. (MPEP §§ 706.07, 2163, 2163.04). For this reason alone, this rejection is traversed. Furthermore, a review of amended independent Claims 21, 33, and 40 reveals that the limitations of concern mentioned by the Examiner in the Office Action have been either deleted from or amended in said claims, thereby rendering the Examiner's assertion obsolete. Accordingly, and at least for these reasons, the Applicants respectfully request favorable reconsideration and withdrawal of the rejection of Claims 21, 33, and 40, and any/all claims dependent thereon, under 35 U.S.C. § 112 (pre-AIA), first paragraph.

B. Amendments in Claims 21-40

Despite the foregoing, in the interest of advancing prosecution as previously mentioned, certain claims have been amended.

Claims 21, 33 and 40

Independent Claims 21, 33, and 40 have been amended and recite, generally:

implementing, on a mobile device, at least one computer readable program instruction, made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by one or more application program instances of the particular one application program after it is determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing a physical geographic location of the mobile device as determined by a location-determination component tangibly embodied in the mobile device for determining the mobile device's physical geographic location, that the mobile device has at least entered the at least one designated geographic area of interest, wherein the at least one computer readable program instruction comprises at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier as provided content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest, and wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

using the at least one computer readable program instruction to receive, from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier exclusively provided for use by one or more application program instances of the first particular application program after it is determined that the mobile device has at least

entered the first particular designated geographic area of interest, wherein the first request comprises data representing a) the first particular associated identifier, represented by a data string, as provided content by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value for defining the first particular designated geographic area of interest;

determining availability for the first particular designated geographic area of interest to be reserved for the first particular application program;

using the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest in the first request as an area reserved for first content related to the first particular application program and not an area reserved for first content related to other application programs, wherein the first content related to the first particular application program comprises the first particular associated identifier;

in response to receiving the first request, after availability for the first particular designated geographic area of interest to be reserved for the first particular application program has been positively determined, storing, in a memory tangibly embodied by the mobile device, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one or more registered application programs on the mobile device, an at least first record, for the first particular application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular application program as a first one of the one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier, being associated with a particular reserved geographic area

of interest, to be exclusively provided for use by one or more application program instances of said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered said particular reserved geographic area of interest;

using the at least one computer readable program instruction to receive, from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by one or more application program instances of the second particular application program after it is determined that the mobile device has at least entered the second particular designated geographic area of interest, wherein the second request comprises data representing a) the second particular associated identifier, represented by a data string, as provided content by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value for defining the second particular designated geographic area of interest;

determining availability for the second particular designated geographic area of interest to be reserved for the second particular application program;

using the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area of interest in the second request as an area reserved for second content related to the second particular application program and not an area reserved for second content related to other application programs, wherein the second content related to the second particular application program comprises the second particular associated identifier;

in response to receiving the second request, after availability for the second particular designated geographic area of interest to be reserved for the second particular application program has been positively determined, storing, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, an at least second record, for the second particular application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular application program as a second one of the one or more registered application programs on the mobile device;

after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the first particular designated geographic area of interest associated with the at least first record stored in the memory and has remained therein for at least a first designated length of time, selecting the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by one or more application program instances of the first one of the one or more registered application programs on the mobile device;

after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least entered the second particular designated geographic area of interest associated with the at least second record stored in the memory and has remained therein for at least a second designated length of time, selecting the second particular associated identifier associated with the at least second

record stored in the memory to be provided for use by one or more application program instances of the second one of the one or more registered application programs on the mobile device;

in response to receiving, from the one or more application program instances of the first one of the one or more registered application programs on the mobile device, a request to receive content, providing, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting; and

in response to receiving, from the one or more application program instances of the second one of the one or more registered application programs on the mobile device, a request to receive content, providing, to the one or more application program instances of the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting.

A review of the Instant Application reveals that the specification discloses the features of "implementing, on a mobile device, at least one computer readable program instruction" *(See the Instant Application at least at paragraphs [0022], [0064], [0067].)*; "after it is determined… that the mobile device has at least entered the at least one designated geographic area of interest" *(See the Instant Application at least at paragraphs [0045], [0050].)*; "using the at least one computer readable program instruction to receive… a first request" and "using the at least one computer readable program instruction to receive… a second request" *(See the Instant Application at least at paragraphs [0045], [0048], [0064].)*; "determining availability for the first particular designated geographic area of interest to be reserved for the first particular application program" and "determining availability for the second particular designated geographic area of interest to be reserved for the second particular application program" *(See the Instant Application at least at*

paragraphs [0049].); and "in response to receiving the first request… storing… an at least first record, for the first particular application program… thereby designating the first particular application program as a first one of the one or more registered application programs" and "in response to receiving the second request… storing… an at least second record, for the second particular application program… thereby designating the second particular application program as a second one of the one or more registered application programs" *(See the Instant Application at least at paragraphs [0006], [0009], [0019], [0051].)*.

The Applicants submit that amended independent Claims 21, 33, and 40 comply with the written description requirement. Thus, the Examiner's rejection under 35 U.S.C. § 112 (pre-AIA), first paragraph, applied to independent Claims 21, 33, and 40 is not applicable to and/or is overcome by amended independent Claims 21, 33, and 40. As such, the Applicants respectfully request the Office to withdraw such rejection to independent Claims 21, 33 and 40.

Claims 22-32 and Claims 34-39

Claims 22-32 and Claims 34-39 were rejected under U.S.C. § 112 (pre-AIA), first paragraph, by virtue of being dependent on Claims 21 and 33, respectively.

Dependent Claims 22, 25, and 28 have been cancelled, and dependent Claims 23-24, 26-27, and 29-32 have been amended to comport with amended independent Claim 21.

Dependent Claims 34 and 37 have been cancelled, and dependent Claims 35-36 and 38-39 have been amended to comport with amended independent Claim 33.

The Applicants submit that the reason(s) that Claims 21, 33, and 40 traverse or overcome the Examiner's rejection under 35 U.S.C. § 112 (pre-AIA), first paragraph, are applicable in distinguishing any/all claims dependent on Claims 21, 33, and 40 over the same rejection, and

therefore the Examiner's rejection under 35 U.S.C. § 112 (pre-AIA), first paragraph, applied to said dependent claims additionally has been traversed or overcome. As such, the Applicants respectfully request the Office to withdraw such rejection to said dependent claims.

IV. Rejection of Claim 40 under 35 U.S.C. § 112 (pre-AIA), second paragraph

The Office has rejected Claim 40 under 35 U.S.C. § 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the applicant regards as the invention. The Applicants respectfully submit that the present invention as recited in amended independent Claim 40, and any/all claims dependent thereon, particularly points out and distinctly claims said subject matter. Accordingly, the Applicants submit that the rejection under 35 U.S.C. § 112 (pre-AIA), second paragraph, applied to independent Claim 40 has been overcome and respectfully request the Office to withdraw such rejection to independent Claim 40.

The Examiner asserts that "[c]laim 40 recites 'A computer readable medium**, excluding one of a** transitory propagating signal…' While the computer readable medium excludes **one of** (i.e., not all of) a transitory propagating signals [sic], it is not clear as to whether all other transitory propagating signals are also excluded. … Therefore, since computer readable medium of claim 40 leaves open the possibility of encompassing other transitory signals, claim 40 is rejected under … 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite because it is unclear as to whether or not all transitory embodiments have been excluded from its embodiments." (emphasis provided) See *Office Action*, pages 5-6.

The Applicants submit that independent Claim 40 does particularly point out and distinctly claim the subject matter which the Applicants regard as the invention and do not concede to the

Examiner's position. However, in the interest of advancing prosecution as previously mentioned, certain claims have been amended. Independent Claim 40 has been amended as follows:

"A non-transitory computer readable medium …"

The Applicants submit that amended independent Claim 40 particularly points out and distinctly claims the subject matter the Applicants regard as the invention under 35 U.S.C. § 112 (pre-AIA), second paragraph. Thus, the Examiner's rejection under 35 U.S.C. § 112 (pre-AIA), second paragraph, applied to independent Claim 40 has been overcome. As such, the Applicants respectfully request the Office to withdraw such rejection to independent Claim 40.

V. New Dependent Claims

Dependent Claims 41-50 have been added. The Applicants submit that these added claims do not involve the introduction of any new matter and are fully supported by the Instant Application.

Dependent Claims 41, 44, and 50 depend on amended independent Claims 21, 33, and 40, respectively, and recite, generally, "wherein the first request includes a data value representing the first designated length of time and the second request includes a data value representing the second designated length of time". Support for this newly filed claim language can be found in the Instant Application at least at paragraphs [0021] and [0050].

Dependent Claims 42 and 48 depend on amended independent Claims 33 and 40, respectively, and incorporate the limitation(s) found in amended dependent Claim 30.

Dependent Claims 43 and 49 depend on amended independent Claims 33 and 40, respectively, and incorporate the limitation(s) found in amended dependent Claim 32.

Dependent Claim 45 depends on amended independent Claim 40 and incorporates the limitation(s) found in amended dependent Claims 23 and 35.

Dependent Claim 46 depends on amended independent Claim 40 and incorporates the limitation(s) found in amended dependent Claims 24 and 36.

Dependent Claim 47 depends on amended independent Claim 40 and incorporates the limitation(s) found in amended dependent Claims 29 and 39.

VI. Fees

The Instant Application previously contained twenty (20) pending claims (Claims 21-40). Five (5) of these pending claims (Claims 22, 25, 28, 34, and 37) have been presently cancelled. Ten (10) new claims (Claims 41-50) have been presently added. Thus, the total number of pending claims is twenty-five (25) claims (20 - 5 + 10 = 25); hence, there are five (5) claims in excess of twenty (20) in this case. The total number of independent claims remains unchanged at three (3) independent claims. The Applicants have submitted payment for the five (5) claims in excess of twenty (20).

CONCLUSION

The Applicants have made an earnest attempt to place this case in condition for allowance. For the foregoing reasons, and for reasons clearly apparent, the Applicants respectfully request full allowance of all pending claims. If there are any matters that can be discussed by telephone to further the prosecution of this case, the Applicants respectfully request that the Examiner phone the undersigned at 903.702.5420 at the Examiner's convenience for the purpose of providing constructive assistance and suggestions in accordance with MPEP Sections 707, 707.07(d) and 707.07(j) in order that allowable claims can be presented, thereby placing the application in condition for allowance without further proceedings being necessary.

Respectfully Submitted,
By: /Ryan J. Hardin/
Ryan J. Hardin
Pro se and joint inventor

Ryan Hardin
P.O. Box 271861
Houston, Texas 77277

Telephone: 903.702.5420
Email: patent.matters@pronetcorp.com

Electronic Patent Application Fee Transmittal

Application Number:	15009961
Filing Date:	29-Jan-2016
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	Ryan J Hardin
Attorney Docket Number:	0075652.00005

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	5	40	200
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**200**

Electronic Acknowledgement Receipt

EFS ID:	29114425
Application Number:	15009961
International Application Number:	
Confirmation Number:	8798
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:	0075652.00005
Receipt Date:	04-MAY-2017
Filing Date:	29-JAN-2016
Time Stamp:	12:03:26
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$200
RAM confirmation Number	050417INTEFSW12062100
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		NFOA_20170227_Response.pdf	650330 791218b4c441c6175602a5d927e7c384d22b356f	yes	52
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Amendment/Req. Reconsideration-After Non-Final Reject		1	1	
	Claims		2	37	
	Applicant Arguments/Remarks Made in an Amendment		38	52	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30388 b09c9c7df3fbc78d41ce68ecaeeb70b7cd598ecf	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	680718	

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/009,961	01/29/2016	Ryan Hardin	0075652.00005	8798

118653 7590 05/03/2017

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

EXAMINER	
AJIBADE AKONAI, OLUMIDE	

ART UNIT	PAPER NUMBER
2641	

NOTIFICATION DATE	DELIVERY MODE
05/03/2017	ELECTRONIC

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

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

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

patent.matters@pronetcorp.com

Applicant-Initiated Interview Summary	**Application No.** 15/009,961	**Applicant(s)** HARDIN ET AL.	
	Examiner OLUMIDE T. AJIBADE AKONAI	**Art Unit** 2641	

All participants (applicant, applicant's representative, PTO personnel):

(1) *OLUMIDE T. AJIBADE AKONAI*. (3)_____.

(2) *Ryan Hardin*. (4)_____.

Date of Interview: *27 April 2017*.

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☒101 ☒112 ☐102 ☐103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: *21 and 40*.

Identification of prior art discussed: *none*.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

The applicant disclosed proposed amendments to the claims in order to overcome the 101 and 112 rejections. The examiner agreed that the proposed amendment to claim 40 will overcome the 35 USC 101 and 35 USC 112(b) rejections of claim 40. The examiner found applicant's remarks regarding some of the claim limitations rejected under 35 USC 112(a) to be persuasive, and agreed that proposed amendents to other limitations in the independent claims will overcome the 35 USC 112(a) rejection of claims 21, 33, and 40. The examiner agreed to review the amendments and/or remarks when a response is officially submitted.

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the interview

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

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

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Doc Code: ECOMM.AUTH/ECOMM.WTDW
Doc Description: Internet Communications Authorized/Internet Communications Authorization Withdrawn

PTO/SB/439 (11-15)

AUTHORIZATION FOR INTERNET COMMUNICATIONS IN A PATENT APPLICATION OR REQUEST TO WITHDRAW AUTHORIZATION FOR INTERNET COMMUNICATIONS		
	Application No.	15/009961
	Filing Date	29 January 2016
	First Named Inventor	Hardin, Ryan
	Art Unit	2641
	Examiner Name	Ajibade Akonai, Olumide
	Practitioner Docket No.	0075652.00005

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

I. To authorize permission for Internet Communications.

☑ Recognizing that Internet communications are not secure, I hereby authorize the USPTO to communicate with the undersigned and practitioners in accordance with 37 CFR 1.33 and 37 CFR 1.34 concerning any subject matter of this application via video conferencing, instant messaging, or electronic mail. I understand that a copy of these communications will be made of record in the application file. (MPEP 502.03)

II. To withdraw authorization for Internet Communications.

☐ The authorization given on _____, to the USPTO to communicate with the undersigned and any practitioner in accordance with 37 CFR 1.33 and 37 CFR 1.34 concerning any subject matter of this application via Internet communications such as video conferencing, instant messaging, or electronic mail is hereby withdrawn. I understand that the withdrawal is effective when approved rather than when received.

I am the

☑ applicant.

☐ attorney or agent of record. Registration number _____.

☐ attorney or agent acting under 37 CFR 1.34. Registration number _____.

/Ryan J. Hardin/ — Signature

19 April 2017 — Date

Ryan J. Hardin — Typed or printed name

903.702.5420 — Telephone Number

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

☑ * Total of 2 forms are submitted.

Privacy Act Statement

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

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

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

Doc Code: ECOMM.AUTH/ECOMM.WTDW
Doc Description: Internet Communications Authorized/Internet Communications Authorization Withdrawn

PTO/SB/439 (11-15)

AUTHORIZATION FOR INTERNET COMMUNICATIONS IN A PATENT APPLICATION OR REQUEST TO WITHDRAW AUTHORIZATION FOR INTERNET COMMUNICATIONS		
	Application No.	15/009961
	Filing Date	29 January 2016
	First Named Inventor	Hardin, Ryan
	Art Unit	2641
	Examiner Name	Ajibade Akonai, Olumide
	Practitioner Docket No.	0075652.00005

To: Commissioner for Patents
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I am the

☑ applicant.

☐ attorney or agent of record. Registration number _____.

☐ attorney or agent acting under 37 CFR 1.34. Registration number _____.

/Andrew S. Hill/ — Signature

19 April 2017 — Date

Andrew S. Hill — Typed or printed name

903.702.5420 — Telephone Number

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

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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.
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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:	28973019
Application Number:	15009961
International Application Number:	
Confirmation Number:	8798
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:	0075652.00005
Receipt Date:	19-APR-2017
Filing Date:	29-JAN-2016
Time Stamp:	18:05:42
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Internet Communications Authorized	sb0439-ryan.pdf	72090 143cd096a3ef0668240ecf5988657f9fb00cc2c3	no	2

Warnings:

Information:					
2	Internet Communications Authorized	sb0439-andrew.pdf	72102 9657188152e2766c2cdf20ea370f0848b811460b	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	144192	

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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

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

USPTO Automated Interview Request (AIR)

Apr 19 2017

This paper requesting to schedule and/or conduct an interview is appropriate because:

I have previously submitted an authorization for internet communications in a patent application. See form SB/0439.

Name(s):
Ryan J Hardin

S-signature:
/Ryan J Hardin/

Registration Number:

U.S. Application Number:
15009961

Confirmation Number:
8798

E-mail Address:
patent.matters@pronetcorp.com

Phone Number:
9037025420

Proposed Time of Interview:
4-27-2017 10:00 AM ET

Prefered Interview Type:
Telephonic

I am the applicant or applicant's representative for this application.

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/009,961	01/29/2016	Ryan Hardin	0075652.00005	8798

118653 7590 02/27/2017

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

EXAMINER	
AJIBADE AKONAI, OLUMIDE	

ART UNIT	PAPER NUMBER
2641	

NOTIFICATION DATE	DELIVERY MODE
02/27/2017	ELECTRONIC

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

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

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

patent.matters@pronetcorp.com

Office Action Summary	Application No. 15/009,961	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 --

Period for Reply

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

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

Status

1)☒ Responsive to communication(s) filed on *7/24/2016*.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5)☒ Claim(s) *20 and 21* is/are pending in the application.

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

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *21-40* is/are rejected.

8)☐ Claim(s) _____ is/are objected to.

9)☐ Claim(s) _____ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☒ The drawing(s) filed on *01/29/2016* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)

2) ☒ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .

4) ☐ Other: _____.

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

DETAILED ACTION

Claim Rejections - 35 USC § 101

1. 35 U.S.C. 101 reads as follows:

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

2. Claim 40 is rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. The claim(s) does/do not fall within at least one of the four categories of patent eligible subject matter because the claim is directed to transitory signals. Claim 40 recites "A computer readable medium, **excluding one of** a transitory propagating signal…" While the computer readable medium excludes **one of** (i.e., not all of) a transitory propagating signals, it is not clear as to whether all other transitory propagating signals are also excluded. Therefore, since computer readable medium of claim 40 leaves open the possibility of encompassing other transitory signals, claim 40 is rejected under 35 U.S.C. 101 for including transitory signals within its embodiment. The applicant can remedy this issue by deleting "one of a" from the claim.

Claim Rejections - 35 USC § 112

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

> (a) IN GENERAL.—The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor or joint inventor of carrying out the invention.

The following is a quotation of the first paragraph of pre-AIA 35 U.S.C. 112:

> The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor of carrying out his invention.

4. Claims 21-40 rejected under 35 U.S.C. 112(a) or 35 U.S.C. 112 (pre-AIA), first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor or a joint inventor, or for pre-AIA the inventor(s), at the time the application was filed, had possession of the claimed invention.

Claims 21, 33, and 40 recite the following limitations which are not taught or suggested in the applicants' specification:

"…providing an electronic data processing method…"

"determining... that the mobile device has at least transitioned… to being located on the opposite side thereof"

"…receiving, on the mobile device via a first call to the electronic data processing method,… a first request"

"… determining if the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program"

"in response to receiving the first request, after it is determined the reservation for the first particular designated geographic area of interest is to be granted to the first

particular sponsoring application program,… that the mobile device has transitioned from being … to being located on the opposite side thereof”

“receiving, on the mobile device via a second call to the electronic data processing method... a second request… after it is determined that the mobile device has at least transitioned… to being located on the opposite side thereof"

“determining if the reservation for the second particular designated geographic area is to be granted to the second particular sponsoring application program” and

“in response to receiving the second request…, thereby designating the second particular sponsoring application program as a second one of the one or more registered application programs on the sponsored device".

A review of the applicants’ specification shows these limitations are not adequately suggested or disclosed. For example, the applicants’ specification fails to mention or suggest providing an electronic data processing method on a mobile device. The applicants' specification only discloses providing a registered application program to mobile devices by a developer platform (see [0020] of U.S. publication 20160148268). The specification further fails to disclose transitioning from being one side of a perimeter boundary that confines at least one designated geographic area of interest to being located on the opposite side. There is simply no mention of the mobile device being located on an opposite side of any location. There is also no mention of any call, much less a first and second call, and granting of a request in the applicants’ specification. Since all these limitations are not taught, suggested, nor made obvious by the applicants’ specification, they constitute new matter. The examiner suggests that

applicants provide page(s), line(s), and figure(s) in the specification that provide support for these limitations or make the appropriate amendment to the claims.

Claims 22-32 and 34-39 are rejected under 35 U.S.C. 112(a) or 35 U.S.C. 112 (pre-AIA), first paragraph, by virtue of being dependent on claims 22 and 33 respectively.

> The following is a quotation of 35 U.S.C. 112(b):
> (b) CONCLUSION.—The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the inventor or a joint inventor regards as the invention.

> The following is a quotation of 35 U.S.C. 112 (pre-AIA), second paragraph:
> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

5. Claim 40 is rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention.

Claim 40 recites “A computer readable medium, **excluding one of a** transitory propagating signal…” While the computer readable medium excludes **one of** (i.e., not all of) a transitory propagating signals, it is not clear as to whether all other transitory propagating signals are also excluded. Are there other transitory signals? Are these other transitory signals not excluded from the computer readable medium? Therefore, since computer readable medium of claim 40 leaves open the possibility of encompassing other transitory signals, claim 40 is rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite because it is unclear as

to whether or not all transitory embodiments have been excluded from its embodiments. The applicant can remedy this issue by deleting “one of a” from the claim.

Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Nadler 20090131080.

Doraswamy 20090029721.

Gupta et al 20100075697.

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.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, 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.

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

Notice of References Cited	Application/Control No. 15/009,961	Applicant(s)/Patent Under Reexamination HARDIN ET AL.	
	Examiner OLUMIDE T. AJIBADE AKONAI	Art Unit 2641	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-2010/0075697 A1	03-2010	Gupta; Mohit	H04W4/02	455/456.3
*	B	US-2009/0131080 A1	05-2009	Nadler; Sima	G06Q30/02	455/456.3
*	C	US-2009/0029721 A1	01-2009	Doraswamy; Naganand	G06Q30/02	455/456.3
	D	US-				
	E	US-				
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	G	US-				
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	J	US-				
	K	US-				
	L	US-				
	M	US-				

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	CPC Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

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

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15009961	HARDIN ET AL.
	Examiner	Art Unit
	OLUMIDE T AJIBADE AKONAI	2641

CPC- SEARCHED		
Symbol	Date	Examiner
H04W4/02 64/00 4/021 4/023 4/206 4/027 4/028 4/001 4/18 8/18 88/02	2/20/2017	OA
H04L67/18 67/306 67/20 67/26	2/20/2017	OA
G06Q30/02 30/0267 30/0261 30/0241 20/3224 30/0251 20/322	2/20/2017	OA

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
455	414.1,414.2,456.1-456.6,418,419	2/20/2017	OA

SEARCH NOTES		
Search Notes	Date	Examiner
EAST search	2/20/2017	OA

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

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

EAST Search History

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	2	Hardin.in. and Hill.in. and opposite	US-PGPUB; USPAT	OR	OFF	2017/02/20 21:55

2/ 20/ 2017 11:59:22 PM
C:\ Users\ oajibadeakonai\ Documents\ EAST\ Workspaces\ 15009961.wsp

EAST Search History

EAST Search History (Prior Art)

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L4	148	(((mobile wireless cellular) adj (device terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") same (advertisement$1 "sponsored content" "sponsored data" "sponsored information" informercial coupon$1) with (location position coordinate$1) with (application software app) and 455/414.1,414.2,456.1-456.6,418,419.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/02/20 23:26
L5	126	4 AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR H04W4/023 OR H04W4/206 OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/02/20 23:29
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L7	34	("20070185768" | "7103368" | "20080313039" | "6867733" | "7089264" | "7814106" | "20040220906" | "20080162032" | "20080262897" | "20090024476" | "20100312646" | "7207802" | "20030064705" | "6810323" | "6847888" | "7009556" | "7124370" | "20080004952" | "7096117" | "9251520" | "20080098420" | "20090063424" | "20030198346" | "20040253965" | "20060064346" | "20080154728" | "7080402" | "7219303" | "20030101454" | "20040214550" | "20080163073" | "20080215524" | "20080307498" | "7200673").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2017/02/20 23:35

L8	75	("20020042829" | "20020046104" | "20020077130" | "20020091571" | "20020095333" | "20020103698" | "20020128908" | "20020160793" | "20020165773" | "20030014307" | "20030032409" | "20040034561" | "20040043770" | "20040044565" | "20050065806" | "20050080665" | "20050222903" | "20050251820" | "20050278743" | "20060004627" | "20060149624" | "20060217110" | "20070136255" | "20070184820" | "20070239530" | "20070264987" | "20070271139" | "20070271501" | "20080109285" | "20080140476" | "20090070413" | "5539395" | "5724521" | "5740549" | "5848397" | "5948061" | "6026368" | "6044376" | "6078914" | "6084628" | "6144944" | "6167382" | "6219680" | "6219696" | "6269361" | "6317781" | "6332127" | "6401075" | "6446261" | "6470381" | "6487538" | "6647257" | "6647269" | "6822663" | "6856673" | "6950804" | "6985882" | "6993326" | "7027801" | "7039599" | "7136875" | "7216292" | "7366683" | "7477909" | "7487112" | "7548915" | "7606840" | "7702318" | "7730021" | "7734556" | "7743093" | "7769764" | "7809603" | "7831658" | "8001107").PN. OR ("9251520").URPN.	US-PGPUB; USPAT; USOCR	OR	OFF	2017/02/20 23:37

2/ 21/ 2017 12:00:39 AM
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EAST Search History

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	16	Hardin.in. and Hill.in.	US-PGPUB; USPAT	OR	OFF	2017/02/20 18:03
S2	32	("20030064705" | "20030198346" | "20040214550" | "20040220906" | "20040253965" | "20060064346" | "20070185768" | "20080004952" | "20080098420" | "20080154728" | "20080162032" | "20080163073" | "20080215524" | "20080262897" | "20080307498" | "20080313039" | "20090024476" | "20090063424" | "20100312646" | "6810323" | "6847888" | "6867733" | "7009556" | "7080402" | "7089264" | "7096117" | "7103368" | "7124370" | "7200673" | "7207802" | "7219303" | "7814106").PN. OR ("8977247").URPN.	US-PGPUB; USPAT	OR	OFF	2017/02/20 18:05
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S6	1	"15009961"	US-PGPUB; USPAT	OR	OFF	2017/02/20 18:29

2/ 21/ 2017 12:01:04 AM
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Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15009961
Filing Date	2016-01-29
First Named Inventor	Hardin
Art Unit	2641
Examiner Name	Ajibade Akonai, Olumide
Attorney Docket Number	0075652.00005

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
/O.A/	1	9251520		2016-02-02	Shen et al.	

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

U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
/O.A/	1	20030101454		2003-05-29	Ozer et al.	

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Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2] i	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
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NON-PATENT LITERATURE DOCUMENTS Remove

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Filing Date	2016-01-29
First Named Inventor	Hardin
Art Unit	2641
Examiner Name	Ajibade Akonai, Olumide
Attorney Docket Number	0075652.00005

	1	

If you wish to add additional non-patent literature document citation information please click the Add button Add

EXAMINER SIGNATURE

Examiner Signature	/OLUMIDE AJIBADE AKONAI/	Date Considered	02/13/2017

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15009961
Filing Date	2016-01-29
First Named Inventor	Hardin
Art Unit	2641
Examiner Name	Ajibade Akonai, Olumide
Attorney Docket Number	0075652.00005

CERTIFICATION STATEMENT

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

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

OR

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

See attached certification statement.

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

☒ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Ryan J. Hardin/	Date (YYYY-MM-DD)	2016-08-26
Name/Print	Ryan J. Hardin	Registration Number	

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

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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 record s.

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.

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15009961	HARDIN ET AL.
	Examiner	Art Unit
	OLUMIDE T AJIBADE AKONAI	2641

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

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

CLAIM		DATE								
Final	Original	02/20/2017								
	1	-								
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	30	✓								
	31	✓								
	32	✓								
	33	✓								
	34	✓								
	35	✓								
	36	✓								

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CLAIM		DATE								
Final	Original	02/20/2017								
	37	✓								
	38	✓								
	39	✓								
	40	✓								

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (**Not for submission under 37 CFR 1.99**)		
	Application Number	
	Filing Date	
	First Named Inventor	Hardin
	Art Unit	
	Examiner Name	
	Attorney Docket Number	Hardin-03 CPA

U.S.PATENTS						
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
/O.A/	1	7009556		2006-03-06	Stewart	
/O.A/	2	7080402		2006-07-18	Bates et al.	
/O.A/	3	7096117		2006-08-22	Gale et al.	
/O.A/	4	7124370		2006-10-17	Fish	
/O.A/	5	7219303		2007-05-15	Fish	
/O.A/	6	7089264		2006-08-08	Guido et al.	
/O.A/	7	7200673		2007-04-03	Augart	
/O.A/	8	7207802		2007-04-24	Wilson	

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	Attorney Docket Number	Hardin-03 CPA

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

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

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

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

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/O.A/	1	AdMob, Inc., "Help for Advertisers--Ad Pricing", http://www.admob.com/home/help/helpfiles/Advertisers/Ad Pricing, 2009-05-19	☐
/O.A/	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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	Examiner Name	
	Attorney Docket Number	Hardin-03 CPA

/O.A/	3	AdMob, Inc., "iPhone for Advertisers", http://www.admob.com/home/help/helpfiles/Advertisers/iPhone Ad, 2009-05-19	☐
/O.A/	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	☐
/O.A/	5	Google, Inc., "How does customized targeting work?", http://adwords.google.com/support/bin/answer.py?answer=116, 2009-05-18	☐
/O.A/	6	Google, Inc., "How are ads ranked?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6111, 2009-05-18	☐
/O.A/	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	☐
/O.A/	8	Google, Inc., "How do I create a mobile ad?", http://adwords.google.com/support/bin/answer=29488&cbid, 2009-05-18	☐
/O.A/	9	Google, Inc., "Lesson 3c: Language & Location Targeting", http://www.google.com/adwords/learningcenter/text/print-19158.html, 2009-05-19	☐
/O.A/	10	Google, Inc., "What is position preference?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=31788, 2009-05-19	☐
/O.A/	11	Google, Inc., "What are mobile ads?", http://adwords.google.com/support/bin/answer.py?answer=29492&cbid, 2009-05-18	☐
/O.A/	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	☐
/O.A/	13	Wayback Machine, "Iphone App Advertisement", http://www.blog.yieldbuild.com/2008/08/21/iphone-app-advertising/, 2008-08-24	☐

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (**Not for submission under 37 CFR 1.99)**	Application Number	
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	First Named Inventor	Hardin
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	Examiner Name	
	Attorney Docket Number	Hardin-03 CPA

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Examiner Signature	/OLUMIDE AJIBADE AKONAI/	Date Considered	02/13/2017

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☐ See attached certification statement.

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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	/s/David O. Simmons	Date (YYYY-MM-DD)	2016-01-29
Name/Print	David O. Simmons	Registration Number	43124

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CONFIRMATION NO. 8798

SERIAL NUMBER	FILING or 371(c) DATE RULE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
15/009,961	01/29/2016	455	2641	0075652.00005

APPLICANTS

INVENTORS

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

**** CONTINUING DATA ***************************

This application is a CON of 14/608,285 01/29/2015 PAT 9286625
which 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 ***************************

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Foreign Priority claimed ☐ Yes ☑ No 35 USC 119(a-d) conditions met ☐ Yes ☑ No Verified and Acknowledged /OLUMIDE AJIBADE AKONAI/ Examiner's Signature	☐ Met after Allowance Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
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Ryan Hardin
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First Named Inventor	Hardin
Art Unit	2641
Examiner Name	Ajibade Akonai, Olumide
Attorney Docket Number	0075652.00005

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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	9251520		2016-02-02	Shen et al.	

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

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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.

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Electronic Acknowledgement Receipt

EFS ID:	26755153
Application Number:	15009961
International Application Number:	
Confirmation Number:	8798
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:	0075652.00005
Receipt Date:	26-AUG-2016
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Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	ids_20160826.pdf	612090 608a46ba40b98b0b4caf7a86887bfd2d4603e108	no	4

Warnings:

Information:	
Total Files Size (in bytes):	612090

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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Certification Under 37 CFR 1.8

Date of Mailing or Transmission: 24 July 2016. I hereby certify that I have caused this correspondence and/or document(s) indicated herein on the date indicated above to be transmitted via the Office electronic filing system in accordance with 37 CFR 1.6(a)(4).

BY: /Ryan J. Hardin/ Signature Name: Ryan J. Hardin Typed Name

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin et al.
Application No.: 15/009,961
Filing Date: 29 January 2016
Examiner: Ajibade Akonai, Olumide
Group Art Unit: 2641
Docket No.: 0075652.00005
Title: Exclusive Delivery of Content Within Geographic Areas

PRELIMINARY AMENDMENT UNDER 37 CFR 1.115

Date: 24 July 2016

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

Dear Examiner:

This Preliminary Amendment is being filed under 37 CFR 1.115 and is being filed prior to the mailing of a first Office action on the merits with regard to the above-identified application. Prior to examination, please amend the above-identified patent application as follows:

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

Remarks begin on page 32 of this correspondence; and

Conclusions begin on page 33 of this correspondence.

AMENDMENTS 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.

1-20. (Cancelled).

21. (New) A method comprising:

providing, on a mobile device, an electronic data processing method, made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by one or more application program instances of the particular one application program after it is determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing a physical geographic location of the mobile device as determined by a location-determination component tangibly embodied in the mobile device for determining the physical geographic location of the mobile device, that the mobile device has at least transitioned from being located on one side of a perimeter boundary that confines the at least one designated geographic area of interest to being located on the opposite side thereof, the electronic data processing method comprising at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier, provided by the particular one application program, as sponsored content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition, provided by the particular one application program, defining, with at least reference to longitude and latitude, the at least one

designated geographic area of interest thereby establishing the perimeter boundary that confines the at least one designated geographic area of interest, wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

receiving, on the mobile device via a first call to the electronic data processing method, from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier exclusively provided for use by one or more application program instances of the first particular application program after it is determined that the mobile device has at least transitioned from being located on one side of a first perimeter boundary that confines the first particular designated geographic area of interest to being located on the opposite side thereof, the first request comprising data representing a) the first particular associated identifier, represented by a data string, as sponsored content provided by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value defining the first particular designated geographic area of interest as an area consisting of the set of all geographic coordinates confined by the first perimeter boundary comprising a circle defined by the first latitude and longitude coordinate having said first radius value, thereby designating the first particular application program as a first particular sponsoring application program;

determining if the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program;

using the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest as an area reserved for first content related to the first particular sponsoring

application program and not an area reserved for first content related to other application programs, the first content comprising the first particular associated identifier;

in response to receiving the first request, after it is determined that the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program, storing, in a memory tangibly embodied by the mobile device, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one or more registered application programs on the mobile device, an at least first record, for the first particular sponsoring application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular sponsoring application program as a first one of the one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier, being associated with a particular reserved geographic area of interest, to be exclusively provided for use by one or more application program instances of said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least transitioned from being located on one side of a boundary that confines said particular reserved geographic area of interest to being located on the opposite side thereof;

receiving, on the mobile device via a second call to the electronic data processing method, from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by one or more application program instances of the second particular application program after it is determined that the mobile device has at least transitioned from being located on one side of a second perimeter boundary that confines the second particular designated geographic area of interest to being located on the opposite side thereof, the

second request comprising data representing a) the second particular associated identifier, represented by a data string, as sponsored content provided by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value defining the second particular designated geographic area of interest as an area consisting of the set of all geographic coordinates confined by the second perimeter boundary comprising a circle defined by the second latitude and longitude coordinate having said second radius value, thereby designating the second particular application program as a second particular sponsoring application program;

determining if the reservation for the second particular designated geographic area of interest is to be granted to the second particular sponsoring application program;

using the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area of interest as an area reserved for second content related to the second particular sponsoring application program and not an area reserved for second content related to other application programs, the second content comprising the second particular associated identifier;

in response to receiving the second request, after it is determined that the reservation for the second particular designated geographic area of interest is to be granted to the second particular sponsoring application program, storing, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, an at least second record, for the second particular sponsoring application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular sponsoring application

program as a second one of the one or more registered application programs on the mobile device;

restricting content delivery to one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the second particular associated identifier associated with the at least second record stored in the memory and to being the first particular associated identifier associated with the at least first record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least a first predetermined length of time;

restricting content delivery to one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to being the second particular associated identifier associated with the at least second record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least a second predetermined length of time;

after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least the first predetermined length of time, selecting the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by the one or more application program instances of the first one of the one or more registered application programs on the mobile device;

after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least the second predetermined length of time, selecting the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by the one or more application program instances of the second one of the one or more registered application programs on the mobile device;

in response to receiving, from the one or more application program instances of the first one of the one or more registered application programs on the mobile device, a request to receive content, providing, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting; and

in response to receiving, from the one or more application program instances of the second one of the one or more registered application programs on the mobile device, a request to receive content, providing, to the one or more application program instances of the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting.

22. (New) The method of claim 21 wherein the one side of the perimeter boundary that confines the at least one designated geographic area of interest is the outside of the perimeter boundary, the one side of the boundary that confines said particular reserved geographic area of interest is the outside of the boundary, the one side of the first perimeter boundary that confines the first particular designated geographic area of interest is the outside of the first perimeter boundary, and the one side of the second perimeter boundary that confines the second particular designated geographic area of interest is the outside of the second perimeter boundary.

23. (New) The method of claim 22, further comprising:

after providing, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via the one or more application program instances of the first one of the one or more registered application programs on the mobile device, content related to the first particular designated geographic area of interest.

24. (New) The method of claim 21, further comprising:

receiving, on the mobile device via a third call to the electronic data processing method, from a third particular application program during its execution on the mobile device, a third request for a reservation for a third particular designated geographic area of interest for having a third particular associated identifier

exclusively provided for use by one or more application program instances of the third particular application program after it is determined that the mobile device has at least transitioned from being located on one side of a third perimeter boundary that confines the third particular designated geographic area of interest to being located on the opposite side thereof and has remained thus for at least a third predetermined length of time during a first one or more durations of time following a first predetermined start time, the third request comprising data representing a) the third particular associated identifier, represented by a data string, as sponsored content provided by the third particular application program to be associated with the third particular designated geographic area of interest and exclusively related to the third particular application program, b) a third perimeter definition provided by the third particular application program, thereby designating the third particular application program as a third particular sponsoring application program, c) the third predetermined length of time, and d) the first one or more durations of time;

determining if the reservation for the third particular designated geographic area of interest is to be granted to the third particular sponsoring application program;

using the third perimeter definition in conjunction with the third particular associated identifier to establish the third particular designated geographic area of interest as an area reserved for third content related to the third particular sponsoring application program and not an area reserved for third content related to other application programs, the third content comprising the third particular associated identifier;

in response to receiving the third request, after it is determined that the reservation for the third particular designated geographic area of interest is to be granted to the third particular sponsoring application program, storing, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, an at least third record, for the third particular sponsoring application program, associated with the third particular associated identifier and the third particular designated geographic area of

interest, thereby designating the third particular sponsoring application program as a third one of the one or more registered application programs on the mobile device;

restricting content delivery to the one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the third particular associated identifier associated with the at least third record stored in the memory;

restricting content delivery to the one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the third particular associated identifier associated with the at least third record stored in the memory;

restricting content delivery to one or more application program instances of the third one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to not being the second particular associated identifier associated with the at least second record stored in the memory and to being the third particular associated identifier associated with the at least third record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the third perimeter boundary that confines the third particular designated geographic area of interest associated with the at least third record stored in the memory to being located on the opposite side thereof and has remained thus for at least the third predetermined length of time during the first one or more durations of time following the first predetermined start time;

after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the

mobile device has at least transitioned from being located on the one side of the third perimeter boundary that confines the third particular designated geographic area of interest associated with the at least third record stored in the memory to being located on the opposite side thereof and has remained thus for at least the third predetermined length of time during the first one or more durations of time following the first predetermined start time, selecting the third particular associated identifier associated with the at least third record stored in the memory to be provided for use by the one or more application program instances of the third one of the one or more registered application programs on the mobile device; and

in response to receiving, from the one or more application program instances of the third one of the one or more registered application programs on the mobile device, a request to receive content, providing, to the one or more application program instances of the third one of the one or more registered application programs on the mobile device, at least the third particular associated identifier from its selecting.

25. (New) The method of claim 24 wherein the one side of the perimeter boundary that confines the at least one designated geographic area of interest is the outside of the perimeter boundary, the one side of the boundary that confines said particular reserved geographic area of interest is the outside of the boundary, the one side of the first perimeter boundary that confines the first particular designated geographic area of interest is the outside of the first perimeter boundary, the one side of the second perimeter boundary that confines the second particular designated geographic area of interest is the outside of the second perimeter boundary, and the one side of the third perimeter boundary that confines the third particular designated geographic area of interest is the outside of the third perimeter boundary.

26. (New) The method of claim 25 wherein the third request includes a data value representing the first predetermined start time.

27. (New) The method of claim 26 wherein the third perimeter definition comprises at least data values for a first latitude data value (x1), a first longitude data value (y1), a second latitude data value (x2), and a second longitude data value (y2) defining the third particular designated geographic area of interest as an area consisting of the set of all geographic coordinates confined by the third perimeter boundary comprising a rectangle defined by the data values in the following four latitude and longitude coordinates as vertices of the rectangle: (x1, y1), (x1, y2), (x2, y2), and (x2, y1).

28. (New) The method of claim 25 wherein the third perimeter definition comprises at least data values for a first latitude data value (x1), a first longitude data value (y1), a second latitude data value (x2), and a second longitude data value (y2) defining the third particular designated geographic area of interest as an area consisting of the complement of the set of all geographic coordinates confined by the third perimeter boundary comprising a rectangle defined by the data values in the following four latitude and longitude coordinates as vertices of the rectangle: (x1, y1), (x1, y2), (x2, y2), and (x2, y1).

29. (New) The method of claim 22, further comprising:

creating a first notification indicating that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof; and

creating a second notification indicating that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof.

30. (New) The method of claim 22, further comprising:

obtaining mobile device location information comprising two or more physical geographic locations of the mobile device as determined by the location-determination component;

determining, by at least use of the at least one processor, of the mobile device location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least the first predetermined length of time; and

determining, by at least use of the at least one processor, of the mobile device location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least the second predetermined length of time.

31. (New) The method of claim 22, further comprising:

prior to and as a condition for providing at least the first particular associated identifier from its selecting, verifying that a key associated with the first one of the one or more registered application programs on the mobile device matches a valid key stored in the memory; and

prior to and as a condition for providing at least the second particular associated identifier from its selecting, verifying that a key associated with the second one of the one or more registered application programs on the mobile device matches a valid key stored in the memory.

32. (New) The method of claim 22, further comprising:

using a communications interface tangibly embodied by the mobile device to provide, to the mobile device, at least the second particular application program as received from the Internet from a content delivery platform for developer-provided application programs.

33. (New) A mobile device comprising:

memory;

at least one processor operably coupled to the memory;

a location-determination component tangibly embodied in the mobile device for determining the physical geographic location of the mobile device; and

one or more modules stored in the memory and configured for execution by the at least one processor, the one or more modules comprising instructions to:

provide, on the mobile device, an electronic data processing method, made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by one or more application program instances of the particular one application program after it is determined, by at least use of the at least one processor and of location information representing a physical geographic location of the mobile device as determined by the location-determination component, that the mobile device has at least transitioned from being located on one side of a perimeter boundary that confines the at least one designated geographic area of interest to being located on the opposite side thereof, the electronic data processing method comprising at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier, provided by the

particular one application program, as sponsored content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition, provided by the particular one application program, defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest thereby establishing the perimeter boundary that confines the at least one designated geographic area of interest, wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

receive, on the mobile device via a first call to the electronic data processing method, from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier exclusively provided for use by one or more application program instances of the first particular application program after it is determined that the mobile device has at least transitioned from being located on one side of a first perimeter boundary that confines the first particular designated geographic area of interest to being located on the opposite side thereof, the first request comprising data representing a) the first particular associated identifier, represented by a data string, as sponsored content provided by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value defining the first particular designated geographic area of interest as an area consisting of the set of all geographic coordinates confined by the first perimeter boundary comprising a circle defined by the first latitude and longitude coordinate having said first radius value,

thereby designating the first particular application program as a first particular sponsoring application program;

determine if the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program;

use the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest as an area reserved for first content related to the first particular sponsoring application program and not an area reserved for first content related to other application programs, the first content comprising the first particular associated identifier;

store, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one or more registered application programs on the mobile device, in response to receiving the first request, after it is determined that the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program, an at least first record, for the first particular sponsoring application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular sponsoring application program as a first one of the one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier being associated with a particular reserved geographic area of interest to be exclusively provided for use by one or more application program instances of said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least transitioned from being located on one side of a boundary that confines said particular

reserved geographic area of interest to being located on the opposite side thereof;

receive, on the mobile device via a second call to the electronic data processing method, from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by one or more application program instances of the second particular application program after it is determined that the mobile device has at least transitioned from being located on one side of a second perimeter boundary that confines the second particular designated geographic area of interest to being located on the opposite side thereof, the second request comprising data representing a) the second particular associated identifier, represented by a data string, as sponsored content provided by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value defining the second particular designated geographic area of interest as an area consisting of the set of all geographic coordinates confined by the second perimeter boundary comprising a circle defined by the second latitude and longitude coordinate having said second radius value, thereby designating the second particular application program as a second particular sponsoring application program;

determine if the reservation for the second particular designated geographic area of interest is to be granted to the second particular sponsoring application program;

use the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated

geographic area of interest as an area reserved for second content related to the second particular sponsoring application program and not an area reserved for second content related to other application programs, the second content comprising the second particular associated identifier;

store, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, in response to receiving the second request, after it is determined that the reservation for the second particular designated geographic area of interest is to be granted to the second particular sponsoring application program, an at least second record, for the second particular sponsoring application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular sponsoring application program as a second one of the one or more registered application programs on the mobile device;

restrict content delivery to one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the second particular associated identifier associated with the at least second record stored in the memory and to being the first particular associated identifier associated with the at least first record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least a first predetermined length of time;

restrict content delivery to one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to being the second particular associated identifier associated with the at least second record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least a second predetermined length of time;

select the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by the one or more application program instances of the first one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least a first predetermined length of time;

select the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by the one or

more application program instances of the second one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least a second predetermined length of time;

provide, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the first one of the one or more registered application programs on the mobile device, a request to receive content; and

provide, to the one or more application program instances of the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the second one of the one or more registered application programs on the mobile device, a request to receive content.

34. (New) The mobile device of claim 33 wherein the one side of the perimeter boundary that confines the at least one designated geographic area of interest is the outside of the perimeter boundary, the one side of the boundary that confines said particular reserved geographic area of interest is the outside of the boundary, the one side of the first perimeter boundary that confines the first particular designated geographic area of interest is the outside of the first perimeter boundary, and the one side of the second

perimeter boundary that confines the second particular designated geographic area of interest is the outside of the second perimeter boundary.

35. (New) The mobile device of claim 34 wherein the one or more modules further comprises instructions to:

display, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via the one or more application program instances of the first one of the one or more registered application programs on the mobile device, content related to the first particular designated geographic area of interest, after providing, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting.

36. (New) The mobile device of claim 33 wherein the one or more modules further comprises instructions to:

receive, on the mobile device via a third call to the electronic data processing method, from a third particular application program during its execution on the mobile device, a third request for a reservation for a third particular designated geographic area of interest for having a third particular associated identifier exclusively provided for use by one or more application program instances of the third particular application program after it is determined that the mobile device has at least transitioned from being located on one side of a third perimeter boundary that confines the third particular designated geographic area of interest to being located on the opposite side thereof and has remained thus for at least a third predetermined length of time during a first one or more durations of time following a first predetermined start time, the third request comprising data representing a) the third particular associated identifier, represented by a data string, as sponsored content provided by the third particular application program to be associated with the third particular designated geographic area of interest and exclusively related to the third particular application program, b) a third

perimeter definition provided by the third particular application program, thereby designating the third particular application program as a third particular sponsoring application program, c) the third predetermined length of time, and d) the first one or more durations of time;

determine if the reservation for the third particular designated geographic area of interest is to be granted to the third particular sponsoring application program;

use the third perimeter definition in conjunction with the third particular associated identifier to establish the third particular designated geographic area of interest as an area reserved for third content related to the third particular sponsoring application program and not an area reserved for third content related to other application programs, the third content comprising the third particular associated identifier;

store, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, in response to receiving the third request, after it is determined that the reservation for the third particular designated geographic area of interest is to be granted to the third particular sponsoring application program, an at least third record, for the third particular sponsoring application program, associated with the third particular associated identifier and the third particular designated geographic area of interest, thereby designating the third particular sponsoring application program as a third one of the one or more registered application programs on the mobile device;

restrict content delivery to the one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the third particular associated identifier associated with the at least third record stored in the memory;

restrict content delivery to the one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the third particular associated identifier associated with the at least third record stored in the memory;

restrict content delivery to one or more application program instances of the third one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to not being the second particular associated identifier associated with the at least second record stored in the memory and to being the third particular associated identifier associated with the at least third record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the third perimeter boundary that confines the third particular designated geographic area of interest associated with the at least third record stored in the memory to being located on the opposite side thereof and has remained thus for at least the third predetermined length of time during the first one or more durations of time following the first predetermined start time;

select the third particular associated identifier associated with the at least third record stored in the memory to be provided for use by the one or more application program instances of the third one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the third particular designated geographic area of interest associated with the at least third record stored in the memory for the third one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the third perimeter boundary that confines the third particular designated geographic area of interest associated with the at least third record stored in the memory to being located on the opposite side thereof and has remained thus for at least the third predetermined length of time during the first one or more durations of time following the first predetermined start time; and

provide, to the one or more application program instances of the third one of the one or more registered application programs on the mobile device, at least the third

particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the third one of the one or more registered application programs on the mobile device, a request to receive content.

37. (New) The mobile device of claim 36 wherein the one side of the perimeter boundary that confines the at least one designated geographic area of interest is the outside of the perimeter boundary, the one side of the boundary that confines said particular reserved geographic area of interest is the outside of the boundary, the one side of the first perimeter boundary that confines the first particular designated geographic area of interest is the outside of the first perimeter boundary, the one side of the second perimeter boundary that confines the second particular designated geographic area of interest is the outside of the second perimeter boundary, and the one side of the third perimeter boundary that confines the third particular designated geographic area of interest is the outside of the third perimeter boundary.

38. (New) The mobile device of claim 37 wherein the third request includes a data value representing the first predetermined start time.

39. (New) The mobile device of claim 34 wherein the one or more modules further comprises instructions to:

create a first notification indicating that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof; and

create a second notification indicating that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated

with the at least second record stored in the memory to being located on the opposite side thereof.

40. (New) A computer readable medium, excluding one of a transitory propagating signal, tangibly embodying one or more programs of computer executable instructions, the one or more programs of computer executable instructions comprising instructions to:

provide, on a mobile device, an electronic data processing method, made available for use by one or more distinct application programs operating on the mobile device, for receiving, from a particular one application program of the one or more distinct application programs during the particular one application program's execution on the mobile device, a request to reserve, for the particular one application program, at least one designated geographic area of interest for having a particular associated identifier exclusively provided for use by one or more application program instances of the particular one application program after it is determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing a physical geographic location of the mobile device as determined by a location-determination component tangibly embodied in the mobile device for determining the physical geographic location of the mobile device, that the mobile device has at least transitioned from being located on one side of a perimeter boundary that confines the at least one designated geographic area of interest to being located on the opposite side thereof, the electronic data processing method comprising at least one input parameter for receiving, from the particular one application program, data representing a) the particular associated identifier, provided by the particular one application program, as sponsored content associated with the at least one designated geographic area of interest and exclusively related to the particular one application program, and b) a perimeter definition, provided by the particular one application program, defining, with at least reference to longitude and latitude, the at least one designated geographic area of interest thereby establishing the perimeter boundary that confines the at least one designated geographic area of interest,

wherein the one or more distinct application programs each comprises a system of executable coded instructions as programmed by at least one developer for execution on the mobile device;

receive, on the mobile device via a first call to the electronic data processing method, from a first particular application program during its execution on the mobile device, a first request for a reservation for a first particular designated geographic area of interest for having a first particular associated identifier exclusively provided for use by one or more application program instances of the first particular application program after it is determined that the mobile device has at least transitioned from being located on one side of a first perimeter boundary that confines the first particular designated geographic area of interest to being located on the opposite side thereof, the first request comprising data representing a) the first particular associated identifier, represented by a data string, as sponsored content provided by the first particular application program to be associated with the first particular designated geographic area of interest and exclusively related to the first particular application program, and b) a first perimeter definition provided by the first particular application program, wherein the first perimeter definition comprises at least data representing a first latitude and longitude coordinate and a first radius value defining the first particular designated geographic area of interest as an area consisting of the set of all geographic coordinates confined by the first perimeter boundary comprising a circle defined by the first latitude and longitude coordinate having said first radius value, thereby designating the first particular application program as a first particular sponsoring application program;

determine if the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program;

use the first perimeter definition in conjunction with the first particular associated identifier to establish the first particular designated geographic area of interest as an area reserved for first content related to the first particular sponsoring application program and not an area reserved for first content related to other

application programs, the first content comprising the first particular associated identifier;

store, in a memory tangibly embodied by the mobile device, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for one or more registered application programs on the mobile device, in response to receiving the first request, after it is determined that the reservation for the first particular designated geographic area of interest is to be granted to the first particular sponsoring application program, an at least first record, for the first particular sponsoring application program, associated with the first particular associated identifier and the first particular designated geographic area of interest, thereby designating the first particular sponsoring application program as a first one of the one or more registered application programs on the mobile device, wherein the one or more registered application programs on the mobile device each consists of an application program designated for having a particular identifier being associated with a particular reserved geographic area of interest to be exclusively provided for use by one or more application program instances of said application program after it is determined, by at least use of the at least one processor and of the location information, that the mobile device has at least transitioned from being located on one side of a boundary that confines said particular reserved geographic area of interest to being located on the opposite side thereof;

receive, on the mobile device via a second call to the electronic data processing method, from a second particular application program during its execution on the mobile device, a second request for a reservation for a second particular designated geographic area of interest for having a second particular associated identifier exclusively provided for use by one or more application program instances of the second particular application program after it is determined that the mobile device has at least transitioned from being located on one side of a second perimeter boundary that confines the second particular designated geographic area of interest to being located on the opposite side thereof, the second request comprising data representing a) the second particular associated

identifier, represented by a data string, as sponsored content provided by the second particular application program to be associated with the second particular designated geographic area of interest and exclusively related to the second particular application program, and b) a second perimeter definition provided by the second particular application program, wherein the second perimeter definition comprises at least data representing a second latitude and longitude coordinate and a second radius value defining the second particular designated geographic area of interest as an area consisting of the set of all geographic coordinates confined by the second perimeter boundary comprising a circle defined by the second latitude and longitude coordinate having said second radius value, thereby designating the second particular application program as a second particular sponsoring application program;

determine if the reservation for the second particular designated geographic area of interest is to be granted to the second particular sponsoring application program;

use the second perimeter definition in conjunction with the second particular associated identifier to establish the second particular designated geographic area of interest as an area reserved for second content related to the second particular sponsoring application program and not an area reserved for second content related to other application programs, the second content comprising the second particular associated identifier;

store, in the memory, in at least one data object for reserving one or more designated geographic areas having respective identifier-associated content for the one or more registered application programs on the mobile device, in response to receiving the second request, after it is determined that the reservation for the second particular designated geographic area of interest is to be granted to the second particular sponsoring application program, an at least second record, for the second particular sponsoring application program, associated with the second particular associated identifier and the second particular designated geographic area of interest, thereby designating the second particular sponsoring application program as a second one of the one or more registered application programs on the mobile device;

restrict content delivery to one or more application program instances of the first one of the one or more registered application programs on the mobile device to not being the second particular associated identifier associated with the at least second record stored in the memory and to being the first particular associated identifier associated with the at least first record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least a first predetermined length of time;

restrict content delivery to one or more application program instances of the second one of the one or more registered application programs on the mobile device to not being the first particular associated identifier associated with the at least first record stored in the memory and to being the second particular associated identifier associated with the at least second record stored in the memory after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least a second predetermined length of time;

select the first particular associated identifier associated with the at least first record stored in the memory to be provided for use by the one or more application program instances of the first one of the one or more registered application

programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the first particular designated geographic area of interest associated with the at least first record stored in the memory for the first one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the first perimeter boundary that confines the first particular designated geographic area of interest associated with the at least first record stored in the memory to being located on the opposite side thereof and has remained thus for at least a first predetermined length of time;

select the second particular associated identifier associated with the at least second record stored in the memory to be provided for use by the one or more application program instances of the second one of the one or more registered application programs on the mobile device after it is determined, by at least use of the at least one processor, of the location information, and of the second particular designated geographic area of interest associated with the at least second record stored in the memory for the second one of the one or more registered application programs on the mobile device, that the mobile device has at least transitioned from being located on the one side of the second perimeter boundary that confines the second particular designated geographic area of interest associated with the at least second record stored in the memory to being located on the opposite side thereof and has remained thus for at least a second predetermined length of time;

provide, to the one or more application program instances of the first one of the one or more registered application programs on the mobile device, at least the first particular associated identifier from its selecting in response to receiving, from the one or more application program instances of the first one of the one or more registered application programs on the mobile device, a request to receive content; and

provide, to the one or more application program instances of the second one of the one or more registered application programs on the mobile device, at least the second particular associated identifier from its selecting in response to receiving,

from the one or more application program instances of the second one of the one or more registered application programs on the mobile device, a request to receive content.

REMARKS

By the above amendments, Applicants have cancelled claims 1-20, without prejudice or disclaimer, and added new claims 21-40. The Applicants submit that the added claims do not involve the introduction of any new matter. Accordingly, claims 21-40 are pending in the above-identified application.

Additionally, this Preliminary Amendment is being filed prior to the mailing of a first Office action on the merits with regard to the above-identified application. Accordingly, the Applicants respectfully request the Examiner to consider and timely allow claims 21-40.

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CONCLUSION

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 903-702-5420 at the Examiner's convenience.

RESPECTFULLY SUBMITTED,
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Electronic Acknowledgement Receipt

EFS ID:	26437395
Application Number:	15009961
International Application Number:	
Confirmation Number:	8798
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:	0075652.00005
Receipt Date:	24-JUL-2016
Filing Date:	29-JAN-2016
Time Stamp:	04:25:14
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	PreliminaryAmendmentFinal.pdf	390029 1e71795d3e000f3312add11c02ac69dca89087a8	no	33

Warnings:

Information:	
Total Files Size (in bytes):	390029

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/06 (09-11)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/009,961	Filing Date 01/29/2016	☐ To be Mailed

ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

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

APPLICATION AS AMENDED – PART II

AMENDMENT	07/24/2016	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $40 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $210 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	**0**

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** 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 number found in the appropriate box in column 1.

LDRC
ADRIANE WINSTON

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/009,961	01/29/2016	Ryan Hardin	0075652.00005

CONFIRMATION NO. 8798

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

PUBLICATION NOTICE

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Title: Exclusive Delivery of Content Within Geographic Areas

Publication No.US-2016-0148268-A1
Publication Date:05/26/2016

NOTICE OF PUBLICATION OF APPLICATION

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

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

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

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

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/009,961	01/29/2016	Ryan Hardin	hardin-03 CPA

CONFIRMATION NO. 8798

POA ACCEPTANCE LETTER

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

OC000000082479443

Date Mailed: 04/27/2016

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 04/16/2016.

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**.

/sstephanos/

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/009,961	01/29/2016	Ryan Hardin	hardin-03 CPA

CONFIRMATION NO. 8798

POWER OF ATTORNEY NOTICE

41468
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731



Date Mailed: 04/27/2016

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 04/16/2016.

- 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**.

/sstephanos/

PTO/AIA/81 (07-12)
Approved for use through 11/30/2014. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY TO ONE OR MORE OF THE JOINT INVENTORS AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	15/009,961
Filing Date	29-JAN-2016
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): 118653
-To Request A Customer Number see form PTO/SB/124

OR

☐ Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

I am the Inventor.

SIGNATURE of Inventor

Signature	/Ryan Hardin/	Date	04/16/2016
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 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Privacy Act Statement

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

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

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

PTO/AIA/81 (07-12)
Approved for use through 11/30/2014. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY TO ONE OR MORE OF THE JOINT INVENTORS AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	15/009,961
Filing Date	29-JAN-2016
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): 118653
-To Request A Customer Number see form PTO/SB/124

OR

☐ Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

I am the Inventor.

SIGNATURE of Inventor

Signature	/Andrew Hill/	Date	04/16/2016
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.

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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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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:	25512536
Application Number:	15009961
International Application Number:	
Confirmation Number:	8798
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-03 CPA
Receipt Date:	16-APR-2016
Filing Date:	29-JAN-2016
Time Stamp:	04:10:08
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	aia0081-ryan.pdf	201850 3ab20679d562d8f832e68d79e8904336903ad357	no	2

Warnings:	
Information:	

2	Power of Attorney	aia0081-andrew.pdf	201859 e5c33c1ddd4b10001b69dcd0d713e98635 1633d5	no	2

Warnings:	
Information:	
Total Files Size (in bytes):	403709

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 15/009,961

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	70		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), 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(i))	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			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	730		TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT B	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
15/009,961	01/29/2016	2642	730	hardin-03 CPA	20	3

CONFIRMATION NO. 8798

41468
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

FILING RECEIPT

OC000000080584236

Date Mailed: 02/16/2016

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 14/608,285 01/29/2015
which 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 for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 02/11/2016

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/009,961**

Projected Publication Date: 05/26/2016

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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

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

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (**Not for submission under 37 CFR 1.99**)		
	Application Number	
	Filing Date	
	First Named Inventor	Hardin
	Art Unit	
	Examiner Name	
	Attorney Docket Number	Hardin-03 CPA

U.S.PATENTS						
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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	Filing Date	
	First Named Inventor	Hardin
	Art Unit	
	Examiner Name	
	Attorney Docket Number	Hardin-03 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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U.S.PATENT APPLICATION PUBLICATIONS

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	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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	Filing Date	
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	Art Unit	
	Examiner Name	
	Attorney Docket Number	Hardin-03 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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	Application Number	
	Filing Date	
	First Named Inventor	Hardin
	Art Unit	
	Examiner Name	
	Attorney Docket Number	Hardin-03 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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FOREIGN PATENT DOCUMENTS

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

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NON-PATENT LITERATURE DOCUMENTS

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	
	Filing Date	
	First Named Inventor	Hardin
	Art Unit	
	Examiner Name	
	Attorney Docket Number	Hardin-03 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	☐

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (**Not for submission under 37 CFR 1.99)**		
	Application Number	
	Filing Date	
	First Named Inventor	Hardin
	Art Unit	
	Examiner Name	
	Attorney Docket Number	Hardin-03 CPA

If you wish to add additional non-patent literature document citation information please click the Add button			
EXAMINER SIGNATURE			
Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	
	Filing Date	
	First Named Inventor	Hardin
	Art Unit	
	Examiner Name	
	Attorney Docket Number	Hardin-03 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	/s/David O. Simmons	Date (YYYY-MM-DD)	2016-01-29
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.**

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 record s.

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.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	hardin-03 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	US

Mailing Address of Inventor:

Address 1	P.O. Box 271861		
Address 2			
City	Houston	State/Province	TX
Postal Code	77277	Country	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	US

Mailing Address of Inventor:

Address 1	P.O. Box 271861		
Address 2			
City	Houston	State/Province	TX
Postal Code	77277	Country	US

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

Correspondence Information:

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	hardin-03 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-03 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		

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	hardin-03 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, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.
When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Pending			Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)	
	Continuation of	14608285	2015-01-29	

Prior Application Status	Patented			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
14608285	Continuation of	13856392	2013-04-03	8977247	2015-03-10

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. When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)[i] the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Remove

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

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

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	hardin-03 CPA
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

☐ 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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	hardin-03 CPA
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

Authorization or Opt-Out of Authorization to Permit Access:

When this Application Data Sheet is properly signed and filed with the application, applicant has provided written authority to permit a participating foreign intellectual property (IP) office access to the instant application-as-filed (see paragraph A in subsection 1 below) and the European Patent Office (EPO) access to any search results from the instant application (see paragraph B in subsection 1 below).

Should applicant choose not to provide an authorization identified in subsection 1 below, applicant **must opt-out** of the authorization by checking the corresponding box A or B or both in subsection 2 below.

NOTE: This section of the Application Data Sheet is **ONLY** reviewed and processed with the **INITIAL** filing of an application. After the initial filing of an application, an Application Data Sheet cannot be used to provide or rescind authorization for access by a foreign IP office(s). Instead, Form PTO/SB/39 or PTO/SB/69 must be used as appropriate.

1. Authorization to Permit Access by a Foreign Intellectual Property Office(s)

A. Priority Document Exchange (PDX) - Unless box A in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the State Intellectual Property Office of the People's Republic of China (SIPO), the World Intellectual Property Organization (WIPO), and any other foreign intellectual property office participating with the USPTO in a bilateral or multilateral priority document exchange agreement in which a foreign application claiming priority to the instant patent application is filed, access to: (1) the instant patent application-as-filed and its related bibliographic data, (2) any foreign or domestic application to which priority or benefit is claimed by the instant application and its related bibliographic data, and (3) the date of filing of this Authorization. See 37 CFR 1.14(h)(1).

B. Search Results from U.S. Application to EPO - Unless box B in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the EPO access to the bibliographic data and search results from the instant patent application when a European patent application claiming priority to the instant patent application is filed. See 37 CFR 1.14(h)(2).

The applicant is reminded that the EPO's Rule 141(1) EPC (European Patent Convention) requires applicants to submit a copy of search results from the instant application without delay in a European patent application that claims priority to the instant application.

2. Opt-Out of Authorizations to Permit Access by a Foreign Intellectual Property Office(s)

☐ A. Applicant **DOES NOT** authorize the USPTO to permit a participating foreign IP office access to the instant application-as-filed. If this box is checked, the USPTO will not be providing a participating foreign IP office with any documents and information identified in subsection 1A above.

☐ B. Applicant **DOES NOT** authorize the USPTO to transmit to the EPO any search results from the instant patent application. If this box is checked, the USPTO will not be providing the EPO with search results from the instant application.

NOTE: Once the application has published or is otherwise publicly available, the USPTO may provide access to the application in accordance with 37 CFR 1.14.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	hardin-03 CPA
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

Applicant Information:

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

Applicant 1 Remove

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

Clear

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

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

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☐

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

Mailing Address Information For Applicant:

Address 1			
Address 2			
City		**State/Province**	
Country		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.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	hardin-03 CPA
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

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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. 14/608,285, filed 29-Jan 2015, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", which 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", now U.S. Patent No. 8,977,247 issued on 10-March 2015, 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, all 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 of a designated content provider delivered to one or more application program instances thereby designating the application program as a registered application program;

receiving, from the registered application program, a request to obtain an interest in a designated geographic area for having content of the designated content provider delivered to the one or more application program instances after it is determined that the object of interest has crossed a boundary defining 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 of the designated content provider after it is determined that the object of interest has crossed the boundary defining the designated geographic area; and

after it is determined that the object of interest has crossed the boundary defining the designated geographic area, causing content of the designated content provider 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 content provider established.

6. The method of claim 1, further comprising:

receiving, from the designated content provider, registered application program content thereof, wherein causing the registered application program content associated of the designated content provider 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 designated content provider.

8. The method of claim 1 wherein an entity representing the object of interest is the designated content provider.

9. The method of claim 1 wherein the registered application program is the of the designated content provider.

10. The method of claim 1, further comprising:

receiving, from the designated content provider, one or more designated times, wherein causing the registered application program content of the designated content provider 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 of the designated content provider delivered to the one or more application program instances after it is determined that the object of interest has crossed the boundary defining 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 of the designated content provider delivered to the one or more application program instances after it is determined that the object of interest has crossed the boundary defining 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 of the designated content provider 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 of the designated content provider delivered to one or more application program instances 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 a designated geographic

area for having content of a designated content provider ors delivered to the one or more application program instances after it is determined that the object of interest has crossed a boundary defining 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 of the designated content provider after it is determined that the object of interest has crossed the boundary defining the designated geographic area; and

at least one instruction for causing content of the designated content provider to be provided for use by the one or more application program instances after it is determined that the object of interest has crossed the boundary defining 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 of a designated content provider delivered to one or more application

program instances 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 of the designated content provider delivered to the one or more application program instances after it is determined that the object of interest has crossed the boundary defining 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 of the designated content provider after it is determined that the object of interest has crossed the boundary defining the designated geographic area; and

at least one instruction for causing content of the designated content provider to be provided for use by the one or more application program instances after it is determined that the object of interest has crossed the boundary defining the designated geographic area.

EXLUSIVE 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)

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_____ (c) was filed as PCT International Application No. _____ on _____.

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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.

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Application No. (series code/serial no.)	Month/Day/Year Filed	Status
14/608,285	01/29/2015	Pending
13/856,392	04/03/2013	Patented
12/434,094	05/01/2009	Patented

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I hereby appoint the following as my attorney(s) and/or agent(s), with full power of substitution and revocation, to prosecute the above-identified 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/attorneys/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:

David O. Simmons
Reg. No. 43,124

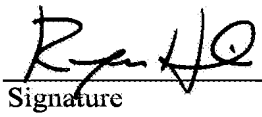
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EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS ,

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__X__ (a) is attached hereto.

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David O. Simmons
Reg. No. 43,124

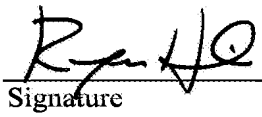
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P.O. Box 271861, Houston, Texas 77277 USA

Mailing Address (street address, street, city, state, zip code, country)

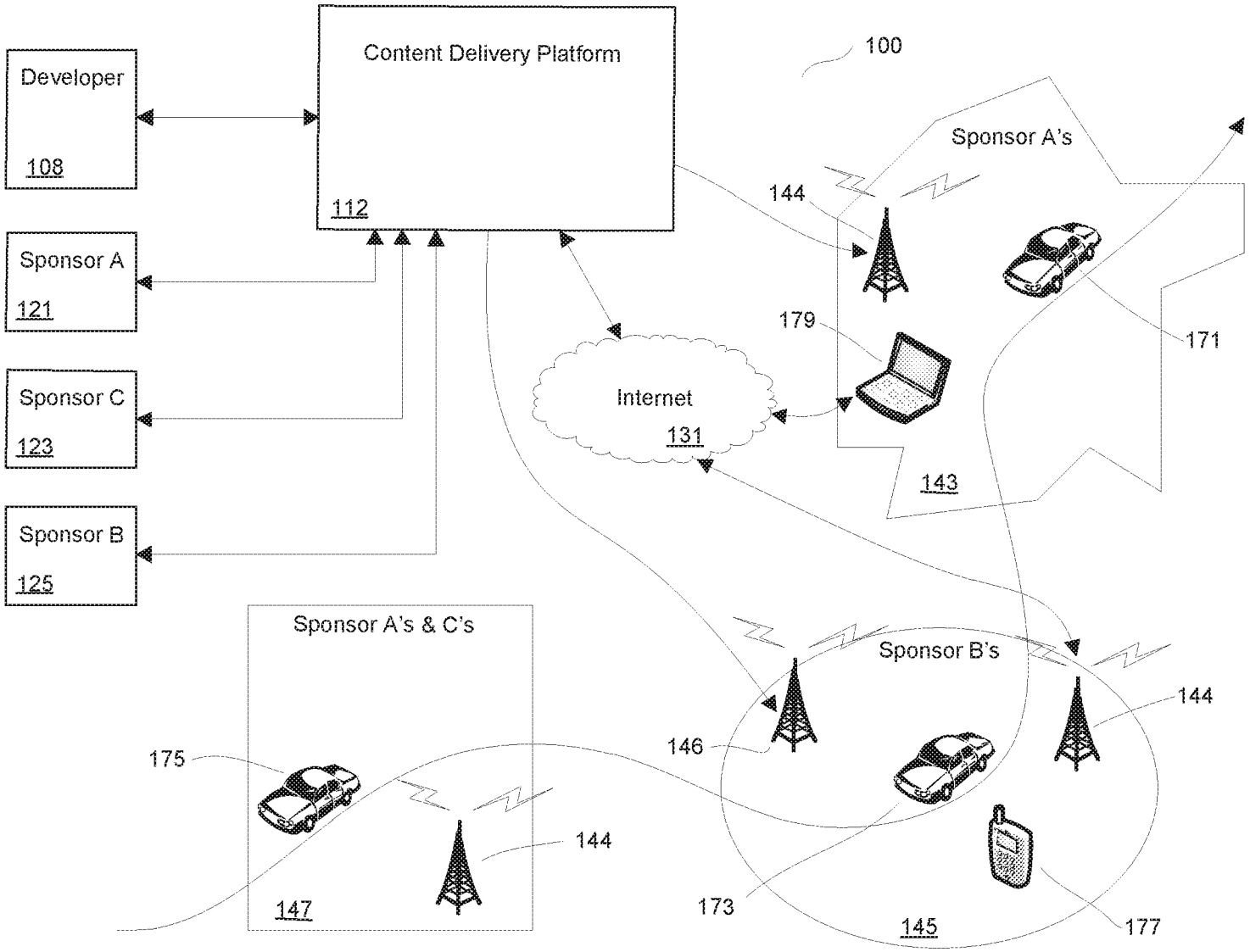

Content Delivery Platform
100
Developer
108
112
Sponsor A
121
Sponsor C
123
Sponsor B
125
Sponsor A's
144
179
171
Internet
131
143
Sponsor A's & C's
Sponsor B's
144
146
175
144
147
173
145
177

FIG. 1

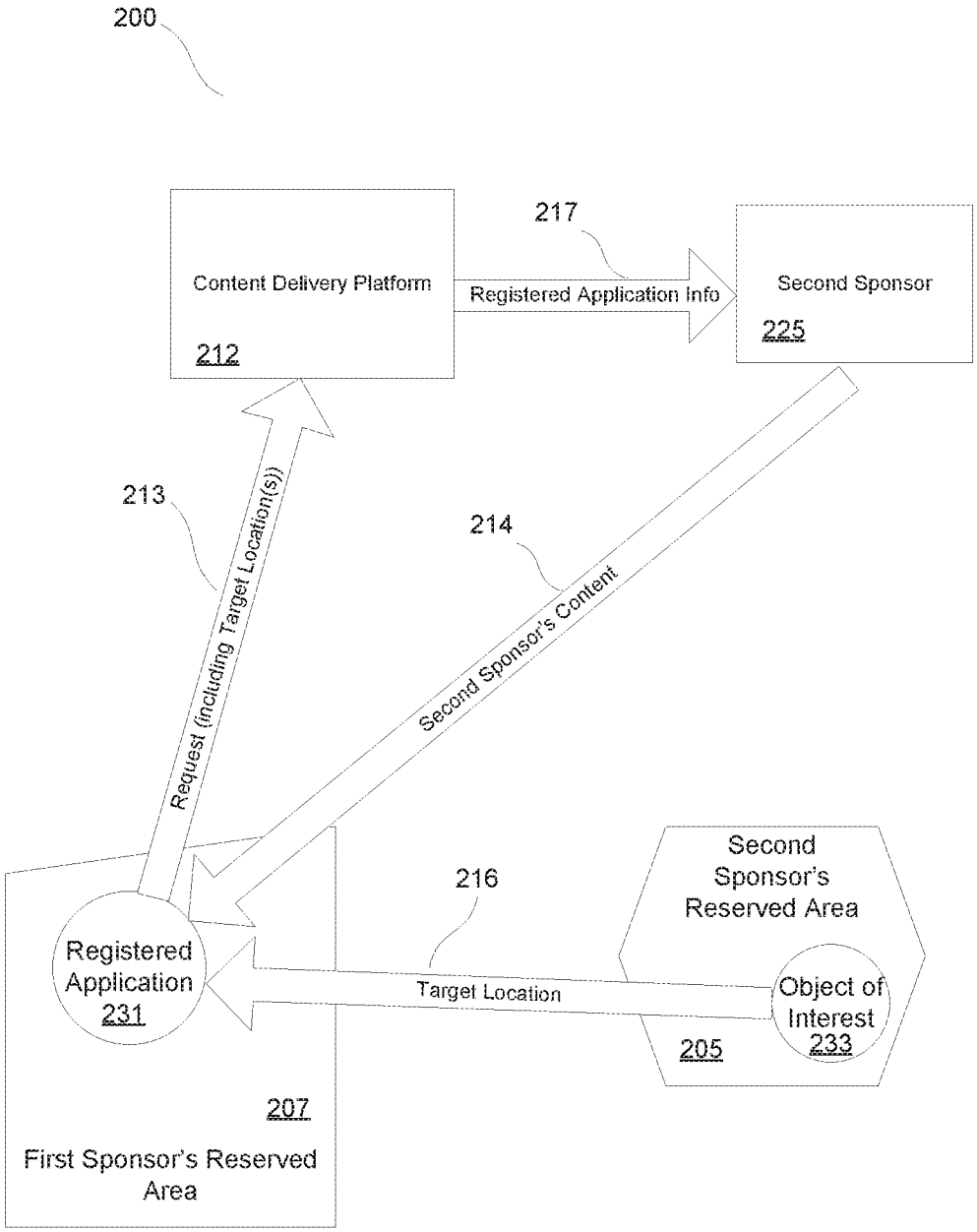

200
Content Delivery Platform
212
217
Registered Application Info
Second Sponsor
225
213
Request (including Target Location(s))
214
Second Sponsor's Content
216
Second Sponsor's Reserved Area
Registered Application
231
Target Location
Object of Interest
233
205
207
First Sponsor's Reserved Area

FIG. 2

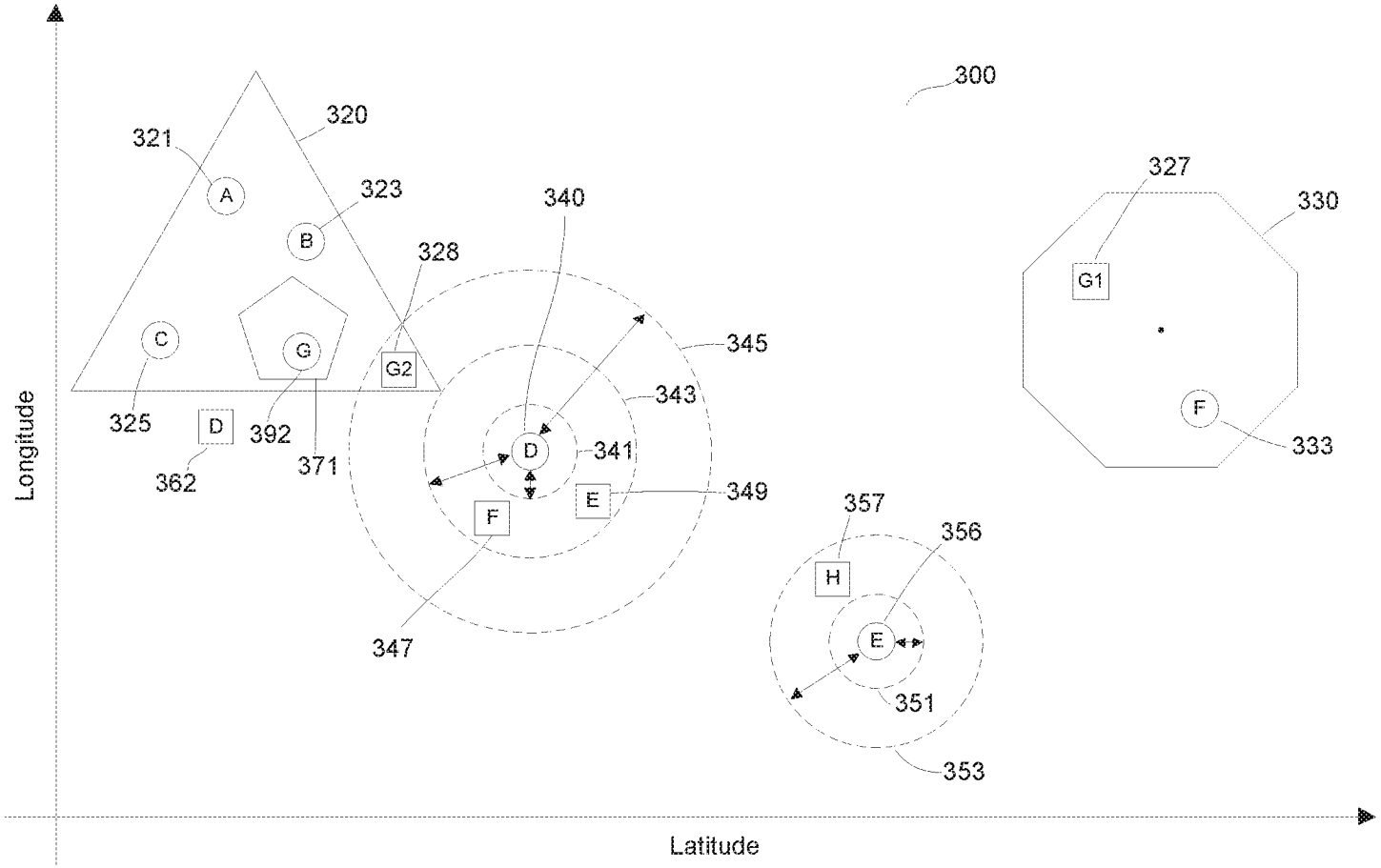

300
320
321
A
323
B
328
340
345
C
G
G2
325
D
392
371
343
362
D
341
E
349
F
347
Longitude
Latitude
327
330
G1
F
333
357
356
H
E
351
353

FIG. 3

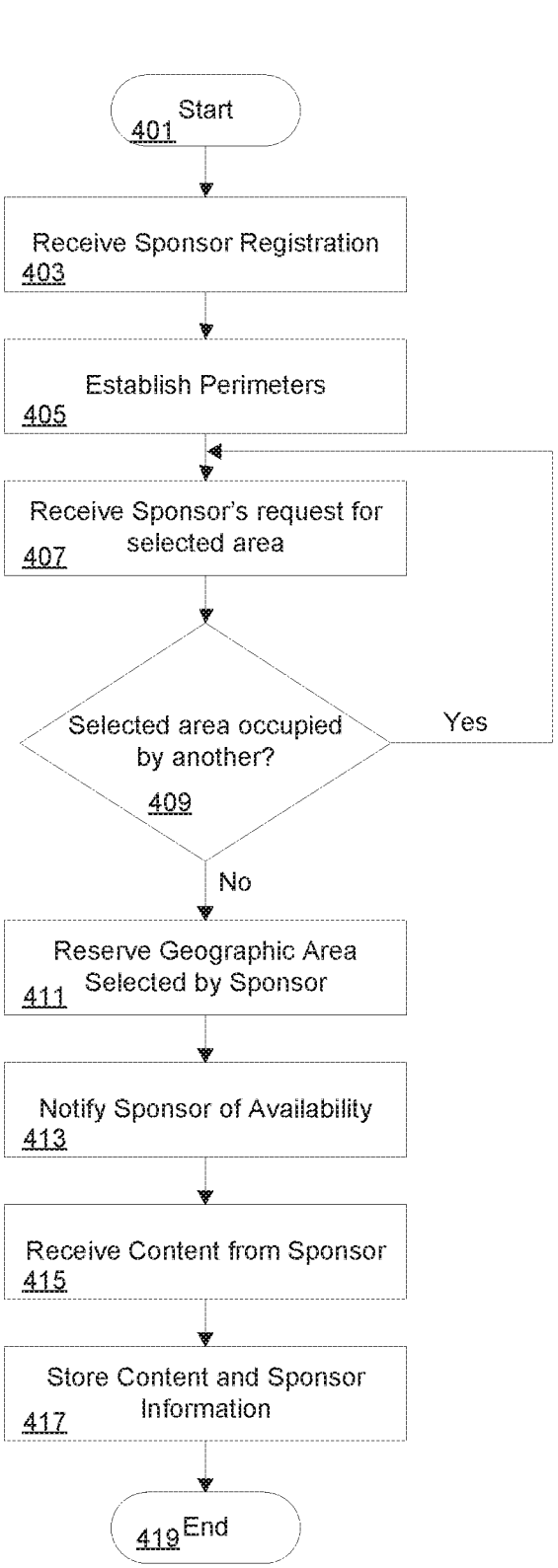

400
Start
401
Receive Sponsor Registration
403
Establish Perimeters
405
Receive Sponsor's request for selected area
407
Selected area occupied by another?
409
Yes
No
Reserve Geographic Area Selected by Sponsor
411
Notify Sponsor of Availability
413
Receive Content from Sponsor
415
Store Content and Sponsor Information
417
End
419

FIG. 4

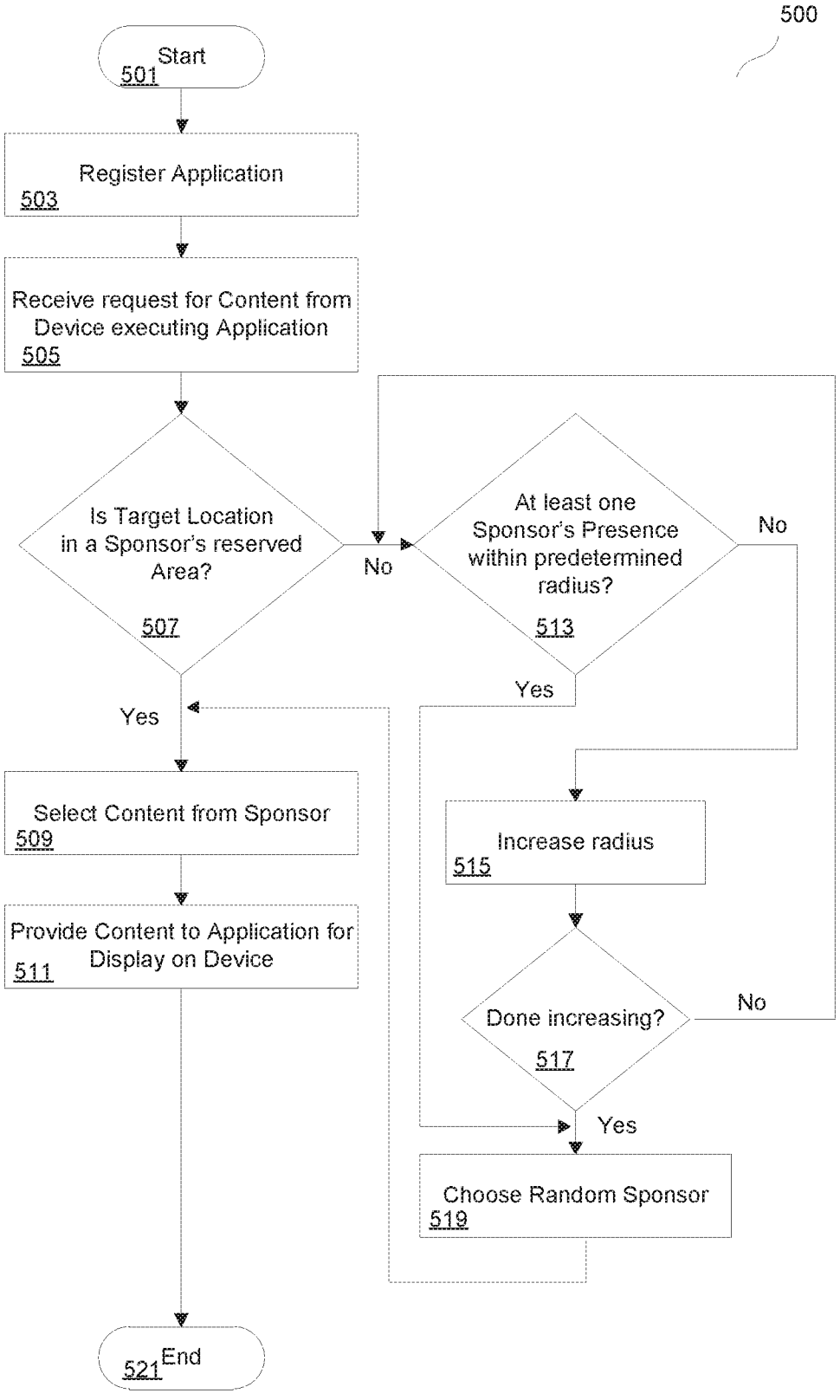

500
Start
501
Register Application
503
Receive request for Content from Device executing Application
505
Is Target Location in a Sponsor's reserved Area?
507
No
At least one Sponsor's Presence within predetermined radius?
513
No
Yes
Yes
Select Content from Sponsor
509
Increase radius
515
Provide Content to Application for Display on Device
511
Done increasing?
517
No
Yes
Choose Random Sponsor
519
End
521

FIG. 5

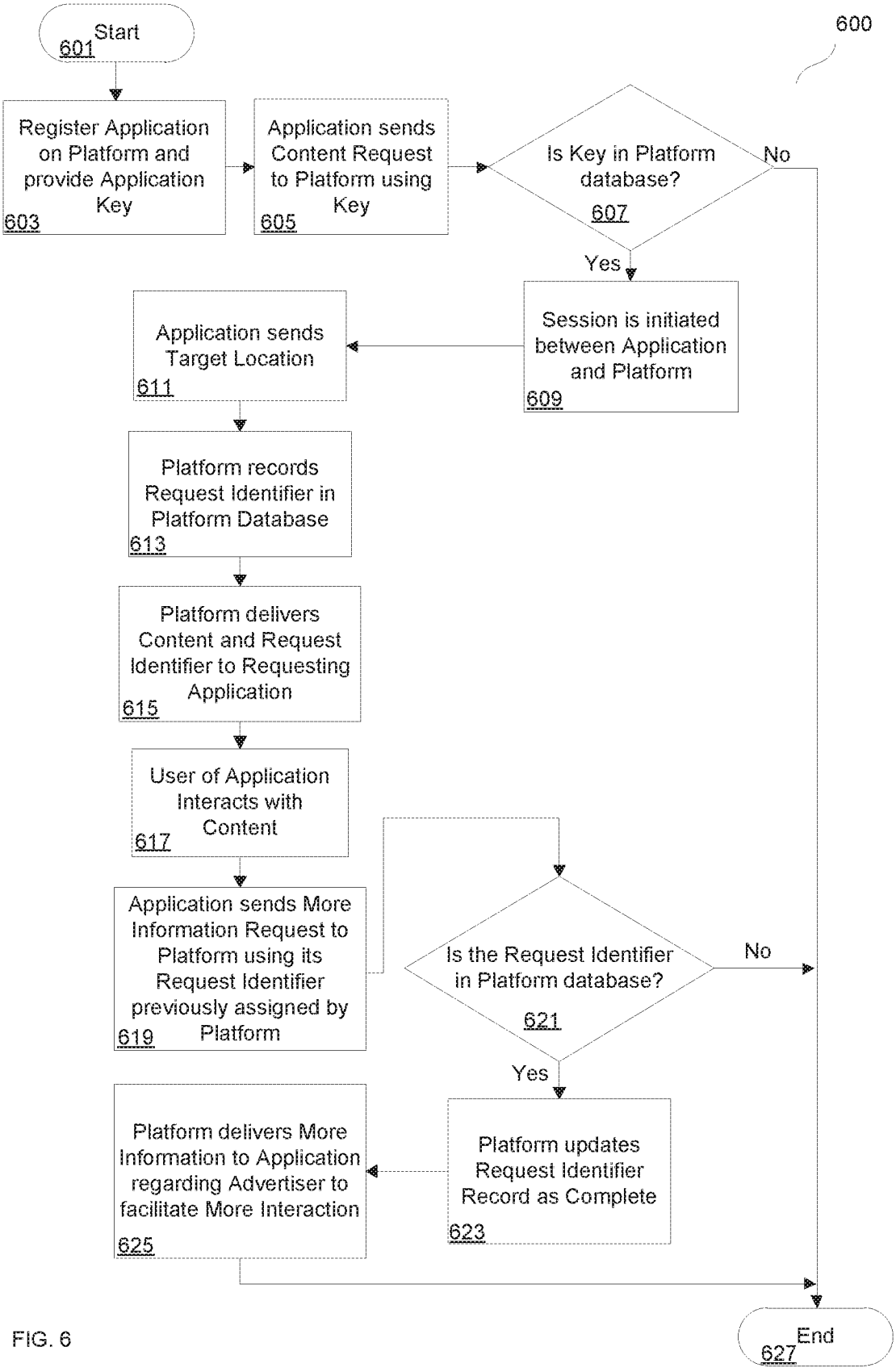

600
Start
601
Register Application on Platform and provide Application Key
603
Application sends Content Request to Platform using Key
605
Is Key in Platform database?
607
No
Yes
Session is initiated between Application and Platform
609
Application sends Target Location
611
Platform records Request Identifier in Platform Database
613
Platform delivers Content and Request Identifier to Requesting Application
615
User of Application Interacts with Content
617
Application sends More Information Request to Platform using its Request Identifier previously assigned by Platform
619
Is the Request Identifier in Platform database?
621
No
Yes
Platform updates Request Identifier Record as Complete
623
Platform delivers More Information to Application regarding Advertiser to facilitate More Interaction
625
End
627

FIG. 6

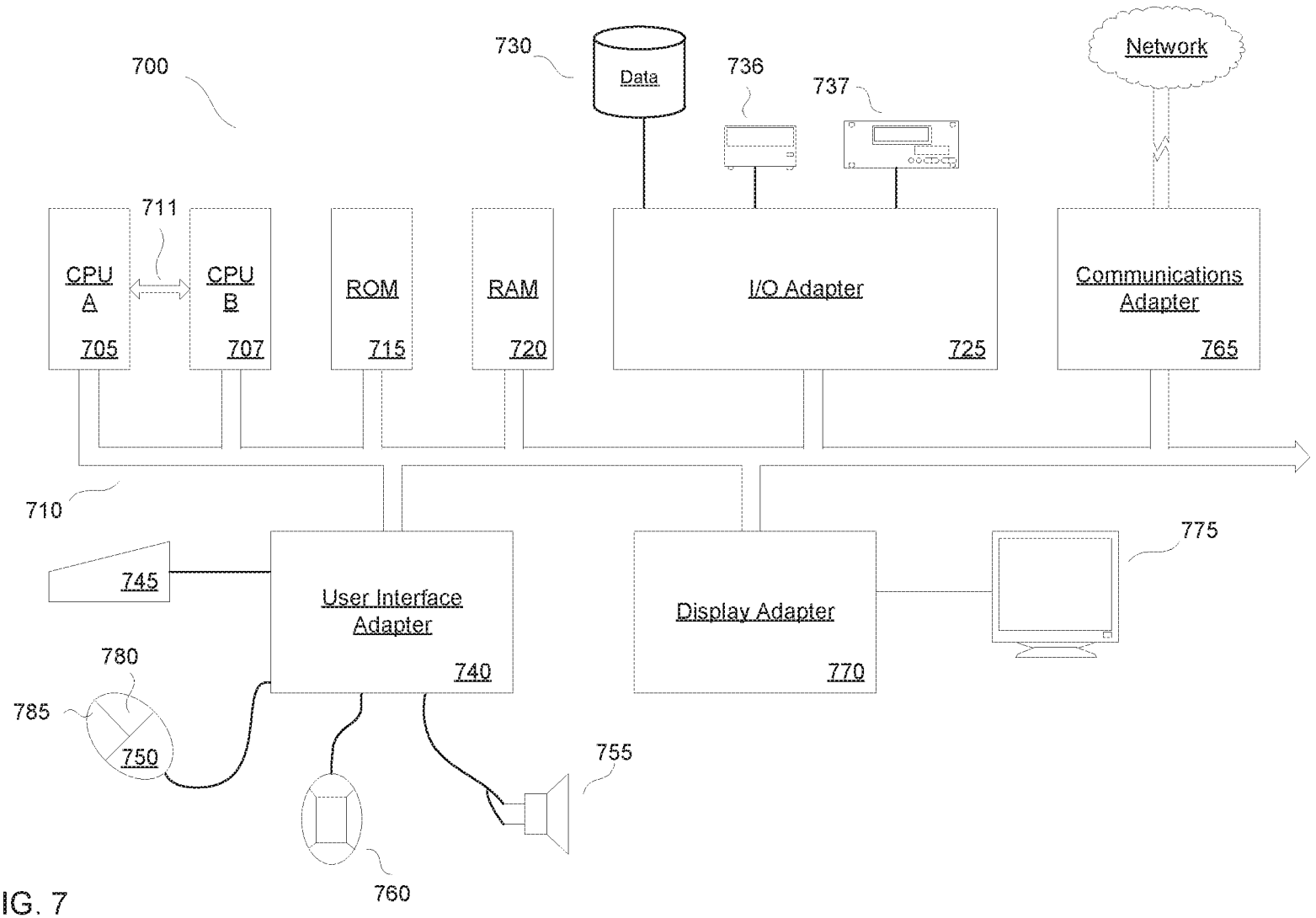

700
730
Data
736
737
Network
711
CPU A
705
CPU B
707
ROM
715
RAM
720
I/O Adapter
725
Communications Adapter
765
710
745
User Interface Adapter
740
Display Adapter
770
775
780
785
750
755
760

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-03 npa

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:	24762341
Application Number:	15009961
International Application Number:	
Confirmation Number:	8798
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-03 npa
Receipt Date:	29-JAN-2016
Filing Date:	
Time Stamp:	11:21:16
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	11238
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	Information Disclosure Statement (IDS) Form (SB08)	ids.pdf	82539 9bca2872068b28415ebffc2a6afceff16dfa8a57	no	8
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
2	Application Data Sheet	ads.pdf	1822608 6103e1ffa356dcd00ae1cac4d1951cf6ec62b26d	no	9
Warnings:					
Information:					
3		application.pdf	218131 fa17d00c56a4ef88517e335bf3d1db2ebcdb0d6f	yes	35

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Specification	1	27
	Claims	28	34
	Abstract	35	35

Warnings:					
Information:					
4	Oath or Declaration filed	declaration.pdf	1773538 44b6c25d26d43fb4262b7ec63018660d9c6b1536	no	3
Warnings:					
Information:					
5	Power of Attorney	poa.pdf	1765392 be9142258739 4a37870c5cb7e4cc5437b6bcaf8a	no	3
Warnings:					
Information:					

6	Drawings-only black and white line drawings	drawings.pdf	104966 31cc4c9262ed671cafb85a0b441ee97d8cd36a2f	no	7
Warnings:					
Information:					
7	Fee Worksheet (SB06)	fee-info.pdf	34581 0b8e26ec953846a9ff93111ecb0db628e41987c8	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	5801755		

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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Application Number: 15009961 Document Date: 01/29/2016

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Form Revision Date: September 30, 2013