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
	9/2/2022	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	8,433,296	4/30/2013	Ryan Hardin and Andrew Hill
2	8,977,247	3/10/2015	Ryan Hardin and Andrew Hill
3			
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

Having considered the Stipulation, the Court ACCEPTS AND ACKNOWLEDGES that all claims and causes of action asserted by Plaintiffs against Defendants in the above-captioned case are DISMISSED WITH PREJUDICE, and that all claims and defenses asserted by Defendants against Plaintiffs in the above-captioned case are DISMISSED WITHOUT PREJUDICE

CLERK	(BY) DEPUTY CLERK	DATE
David A. O'Toole	nkl	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**

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
12/434,094	05/01/2009	Ryan Hardin	0075652.00001	198313

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:	-

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	

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

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	9/2/2022	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	8,433,296	4/30/2013	Ryan Hardin and Andrew Hill
2	8,977,247	3/10/2015	Ryan Hardin and Andrew Hill
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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

CLERK	(BY) DEPUTY CLERK	DATE

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**

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	PATENT NUMBER	GROUP ART UNIT	FILE WRAPPER LOCATION
12/434,094	8433296	2698	9200

OC000000064353674

Correspondence Address/Fee Address Change

The following fields have been set to Customer Number 118653 on 10/10/2013

- **Correspondence Address**
- **Maintenance Fee Address**

The address of record for Customer Number 118653 is:

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

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.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/434,094	04/30/2013	8433296	000429.000002	1446

7590 04/10/2013

RYAN HARDIN
PRONET SOLUTIONS CORPORATION
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 379 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.

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)

7590 01/14/2013

RYAN HARDIN
PRONET SOLUTIONS CORPORATION
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)
03 April 2013	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/434,094	05/01/2009	Ryan Hardin	000429.000002	1446

TITLE OF INVENTION: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$885	$300	$0	$1185	04/15/2013

EXAMINER	ART UNIT	CLASS-SUBCLASS
MORALES FERNANDEZ, BENJAMIN	2698	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 credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

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

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date 03 April 2013

Typed or printed name Ryan Hardin Registration No. _____

This collection of information 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.

Electronic Patent Application Fee Transmittal

Application Number:	12434094
Filing Date:	01-May-2009
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	Edward J. Marshall
Attorney Docket Number:	000429.000002

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

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	890	890
Publ. Fee- Early, Voluntary, or Normal	1504	1	300	300

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**1190**

Electronic Acknowledgement Receipt

EFS ID:	15427767
Application Number:	12434094
International Application Number:	
Confirmation Number:	1446
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Correspondence Address:	RYAN HARDIN PRONET SOLUTIONS CORPORATION P. O. BOX 271861 - HOUSTON TX 77277 US - -
Filer:	Edward J. Marshall
Filer Authorized By:	
Attorney Docket Number:	000429.000002
Receipt Date:	03-APR-2013
Filing Date:	01-MAY-2009
Time Stamp:	19:47:37
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$1190

RAM confirmation Number	5715
Deposit Account	
Authorized User	

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)	IF-transmittal.pdf	501194 94abaf6c44126740c6c8d2a71de233ac8bb2da01	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	31852 73c44fa93999c8d258d03291c2196daa9b7cfbe2	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	533046		

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

7590 01/14/2013

RYAN HARDIN
PRONET SOLUTIONS CORPORATION
P. O. BOX 271861
HOUSTON, TX 77277

EXAMINER
MORALES FERNANDEZ, BENJAMIN

ART UNIT	PAPER NUMBER
2698	

DATE MAILED: 01/14/2013

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/434,094	05/01/2009	Ryan Hardin	000429.000002	1446

TITLE OF INVENTION: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$885	$300	$0	$1185	04/15/2013

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

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

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

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

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

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

PART B - FEE(S) TRANSMITTAL

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

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

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

7590 01/14/2013

RYAN HARDIN
PRONET SOLUTIONS CORPORATION
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.

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/434,094	05/01/2009	Ryan Hardin	000429.000002	1446

TITLE OF INVENTION: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$885	$300	$0	$1185	04/15/2013

EXAMINER	ART UNIT	CLASS-SUBCLASS
MORALES FERNANDEZ, BENJAMIN	2698	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 credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

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

❑ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

❑ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information 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.

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
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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/434,094	05/01/2009	Ryan Hardin	000429.000002	1446

7590 01/14/2013

RYAN HARDIN
PRONET SOLUTIONS CORPORATION
P. O. BOX 271861
HOUSTON, TX 77277

EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2698	

DATE MAILED: 01/14/2013

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

The Patent Term Adjustment to date is 379 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 379 day(s).

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 Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

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.	Applicant(s)	
	12/434,094	HARDIN ET AL.	
	Examiner	Art Unit	
	BENJAMIN MORALES	2698	

-- 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 *09/06/2012*.

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

3. ☒ The allowed claim(s) is/are *1-4, 7-11 ,14-18 and 20*. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov .

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

/BENJAMIN MORALES FERNANDEZ/	/Kent Chang/
Examiner, Art Unit 2698	Supervisory Patent Examiner, Art Unit 2698

DETAILED ACTION

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Ryan Hardin on 12/28/2012.

The application has been amended as follows:

1. (currently amended) 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 with at least one application program type;

establishing a plurality of perimeters defining a plurality of geographic areas;

reserving delivery of content from a plurality of sponsors to the plurality of registered application programs on the basis of both a geographic area and an application program type associated with each of the plurality of registered application programs;

receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

providing the sponsor a response to the request;

storing a record of the interest in the selected one of the plurality of geographic areas;

receiving, from the sponsor, content to be delivered to registered application programs having target locations contained within the selected one of the plurality of geographic areas;

receiving, from a registered application program, a request for content to be used within the registered application program;

in response to receiving the request:

selecting content from at least one sponsor to be delivered to the registered application program, subject to the reserving; and

providing the content from the at least one sponsor[[,]] to the registered application program.

2. (previously presented) The method of Claim 1, further comprising:

recording a request identifier associated with the request; and

providing the request identifier to the registered application program.

3. (previously presented) The method of Claim 2, further comprising:

receiving information related to user interaction with the provided content, the information including the request identifier; and

providing additional content to the registered application in response to the received information.

4. (previously presented) The method of Claim 1, further comprising:

determining whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of a target location;

in response to a negative determination, increasing the predetermined radial distance.

5. (cancelled)

6. (cancelled)

7. (previously presented) The method of Claim 1, further comprising:

reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered application programs and having a target location contained within the specific one of the plurality of geographic areas.

8. (currently amended) 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 to register a plurality of application programs for use with a content delivery platform, wherein the plurality of registered application programs are each associated with at least one application program type;

at least one instruction to establish a plurality of perimeters defining a plurality of geographic areas;

at least one instruction to maintain at least one record indicating content delivery reservations associating each of a plurality of sponsors with specific registered application program types and at least one of the plurality of geographic areas;

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request;

at least one instruction to store a record of the interest in the selected one of the plurality of geographic areas;

at least one instruction to receive, from the sponsor, content to be delivered to registered application programs having target locations contained within the selected one of the plurality of geographic areas;

at least one instruction to receive a request from a registered application program for content to be used within the registered application program;

at least one instruction to select content associated with at least one of the plurality of sponsors, to be delivered to the registered application program of a specific type, in accordance with a content delivery reservation associating the at least one sponsor with a geographic area and a registered application program type; and

at least one instruction to provide the selected content to the registered application program.

9. (previously presented) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the registered application program.

10. (previously presented) The system of Claim 9, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content to the registered application in response to the received information.

11. (previously presented) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of a target location; and

at least one instruction to increase the predetermined radial distance in response to the at least one instruction to determine.

12. (cancelled)

13. (cancelled)

14. (previously presented) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered application programs and having a target location contained within the specific one of the plurality of geographic areas.

15. (currently amended) A non-transitory computer readable medium tangibly embodying a program of computer executable instructions, the program of instructions comprising:

at least one instruction to register a plurality of application programs for use with a content delivery platform, wherein the plurality of registered application programs are each associated with at least one application program type;

at least one instruction to establish a plurality of perimeters defining respective geographic areas;

at least one instruction to maintain at least one record indicating content delivery reservations associating each of a plurality of sponsors with specific registered application program types and at least one of the plurality of geographic areas;

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request;

at least one instruction to store a record of the interest in the selected one of the plurality of geographic areas;

at least one instruction to receive, from the sponsor, content to be delivered to application programs having target locations contained within the selected one of the plurality of geographic areas;

at least one instruction to receive a request from a registered application program for content to be used within the registered application program;

at least one instruction to select content associated with at least one of the plurality of sponsors to be delivered to the registered application program of a specific type, in accordance with a content delivery reservation associating the at least one sponsor with a geographic area and a registered application program type; and

at least one instruction to provide the selected content to the registered application program.

16. (previously presented) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the registered application program.

17. (previously presented) The non-transitory computer readable medium of Claim 16, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content to the registered application in response to the received information.

18. (previously presented) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of a target location; and

at least one instruction to increase the predetermined radial distance in response to a negative determination.

19. (cancelled)

20. (previously presented) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to application programs and having a target location contained within the specific one of the plurality of geographic areas.

REASONS FOR ALLOWANCE

2. The following is an examiner's statement of reasons for allowance: The claims are allowable over the prior art of record because none of the references, either alone or in combination, discloses or renders obvious: 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 with at least one application program type; establishing a plurality of perimeters defining a plurality of geographic areas; reserving delivery of content from a plurality of sponsors to the plurality of registered application programs on the basis of both a geographic area and an application program type associated with each of the plurality of registered application programs;receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;providing the sponsor a response to the request; storing a record of the interest in the selected one of the plurality of geographic areas; receiving, from the sponsor, content to be delivered to registered application programs having target locations contained within the selected one of the plurality of geographic areas;receiving, from a registered application program, a request for content to be used within the registered application program; in response to receiving the request: selecting content from at least one sponsor to be delivered to the registered application program, subject to the reserving; and providing the content from the at least one sponsor, to the registered application program.

3. 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

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BENJAMIN MORALES whose telephone number is (571)270-5797. The examiner can normally be reached on 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kent Chang can be reached on (571) 272-7667. 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.

/BENJAMIN MORALES FERNANDEZ/
Examiner, Art Unit 2698

/Kent Chang/

Supervisory Patent Examiner, Art Unit 2698

Notice of References Cited	Application/Control No. 12/434,094	Applicant(s)/Patent Under Reexamination HARDIN ET AL.	
	Examiner BENJAMIN MORALES	Art Unit 2698	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2006/0064346	03-2006	Steenstra et al.	705/014
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	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.

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12434094	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES	2698

✓	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	06/29/2011	12/29/2011	05/30/2012	12/28/2012					
1	1	✓	✓	✓	=					
2	2	✓	✓	✓	=					
3	3	✓	✓	✓	=					
4	4	✓	✓	✓	=					
-	5	✓	✓	✓	-					
-	6	✓	✓	✓	-					
5	7	✓	✓	✓	=					
6	8	✓	✓	✓	=					
7	9	✓	✓	✓	=					
8	10	✓	✓	✓	=					
9	11	✓	✓	✓	=					
-	12	✓	✓	✓	-					
-	13	✓	✓	✓	-					
10	14	✓	✓	✓	=					
11	15	✓	✓	✓	=					
12	16	✓	✓	✓	=					
13	17	✓	✓	✓	=					
14	18	✓	✓	✓	=					
-	19	✓	✓	✓	-					
15	20	✓	✓	✓	=					

EAST Search History

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L4	0	((register$3 near3 (app or application or software or program) same type) same ((geographic near3 (area or region)) or perimeter) same (reserv$3 near4 area)).clm.	US-PGPUB; USPAT; UPAD	OR	ON	2012/12/28 15:19
L5	0	((register$3 near3 (app or application or software or program) same type) and ((geographic near3 (area or region)) or perimeter) and (reserv$3 near4 area)).clm.	US-PGPUB; USPAT; UPAD	OR	ON	2012/12/28 15:20
L6	0	(((register$3 or enroll$3) near5 (app or application or software or program) same type) and ((geographic near3 (area or region)) or perimeter) and (reserv$3 near4 area)).clm.	US-PGPUB; USPAT; UPAD	OR	ON	2012/12/28 15:20
L7	0	(((register$3 or enroll$3) near5 (app or application or software or program) same type) and ((geographic near3 (area or region)) or perimeter or boundary) and (reserv$3 near4 area)).clm.	US-PGPUB; USPAT; UPAD	OR	ON	2012/12/28 15:21
L8	0	(((register$3 or enroll$3) near5 (app or application or software or program) same type) and ((geographic near3 (area or region)) or perimeter or boundary) and (reserv$3 near4 (area or region or perimeter))).clm.	US-PGPUB; USPAT; UPAD	OR	ON	2012/12/28 15:21
L9	0	(((register$3 or enroll$3) near5 (app or application or software or program) same type) and ((geographic near3 (area or region)) or perimeter or boundary) and (reserv$3 near4 (area or region or perimeter or boundary))).clm.	US-PGPUB; USPAT; UPAD	OR	ON	2012/12/28 15:21
L11	0	(((register$3 or enroll$3) near5 (app or application or software or program) near5 type) and ((geographic near3 (area or region)) or perimeter or boundary) and (reserv$3 near4 (area or region or perimeter or boundary))).clm.	US-PGPUB; USPAT; UPAD	OR	ON	2012/12/28 15:22
L12	0	(((register$3 or enroll$3) near5 (app or application or software or program) near5 type) and ((geographic near3 (area or region)) or perimeter or boundary) and (reserv$3 near4 (area or region or perimeter or boundary)) and ((app or application or software or program) near5 type)).clm.	US-PGPUB; USPAT; UPAD	OR	ON	2012/12/28 15:23

12/28/2012 3:24:04 PM
C:\Users\bmorales\Documents\EAST\Workspaces\12434094.wsp

Issue Classification

Application/Control No.	Applicant(s)/Patent Under Reexamination
12434094	HARDIN ET AL.
Examiner	**Art Unit**
BENJAMIN MORALES FERNANDEZ	2698

ORIGINAL		INTERNATIONAL CLASSIFICATION	
CLASS	SUBCLASS	CLAIMED	NON-CLAIMED
455	414.1	H 0 4 M 3 / 42 (2006.01)	

CROSS REFERENCE(S)

CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)				
705	14.2	14.55	14.58	14.4	
707	743				
455	412.1	415	466	456.3	414.2
455	456.1	412.2	456.3		

☒ 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	1	13	17												
2	2	14	18												
3	3	-	19												
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-	13														
10	14														
11	15														
12	16														

/BENJAMIN MORALES FERNANDEZ/
Examiner.Art Unit 2698

(Assistant Examiner) (Date)

Total Claims Allowed: 15

/Kent Chang/
Supervisory Patent Examiner, Art Unit 2698

(Primary Examiner) (Date)

O.G. Print Claim(s)	O.G. Print Figure
6	1

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12434094	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES FERNANDEZ	2698

SEARCHED

Class	Subclass	Date	Examiner
705	14.58		BM

SEARCH NOTES

Search Notes	Date	Examiner
See East search History		BM
Run Updated East Search see attached East search History	12/29/2011	BM
Review previouslly cited references	12/28/2011	BM
Run Google NPL search	12/20/2011	BM
See attached East search History	05/17/2012	BM

INTERFERENCE SEARCH

Class	Subclass	Date	Examiner
	See attached interference search History		B.M.

/B.M./ Examiner.Art Unit 2617	

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: 9/6/2012 I certify that I have caused the document 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).

/Ryan Hardin/
Ryan Hardin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin
Application No: 12/434,094
Filing Date: 05/01/2009
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Examiner: Morales Fernandez, Benjamin
Art Group:2617; CN: 1446
Docket No: 000429.000002

Date: 9/6/2012

RESPONSE TO NON-FINAL OFFICE ACTION

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

Dear Sir:

In response to a Non-Final Office Action dated June 7, 2012, having an initial shortened statutory period expiring September 7, 2012, Applicant submits this response, requests entry of the amendments made herein, and requests consideration of the remarks made herein.

IN THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (currently amended) A method comprising:

registering a plurality of application programs ~~an application program~~ for use with a content delivery platform, wherein the plurality of registered application ~~program is executing on a mobile device~~ programs are each associated with at least one application program type;

establishing a plurality of perimeters defining a plurality of geographic areas;

~~reserving respective ones of the plurality of geographic areas delivery of content to registered application programs associated with respective ones of a plurality of sponsors~~;

reserving delivery of content from a plurality of sponsors to the plurality of registered application programs on the basis of both a geographic area and an application program type associated with each of the plurality of registered application programs;

receiving, from ~~the~~ a registered application program, a request for content to be ~~displayed~~ used within the registered application program ~~being executed on the mobile device~~;

in response to receiving the request:

~~identifying a target location based, at least in part, on the request;~~

selecting content from at least one ~~selected~~ sponsor to be delivered to the registered application program, subject to the reserving ~~from the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas~~; and

providing the content from the at least one sponsor, to the registered application program ~~based on the selecting, wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors~~.

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2. (currently amended) The method of Claim 1, further comprising:

recording a request identifier associated with the request; and

providing the request identifier to the registered application program ~~executing on the mobile device~~.

3. (previously presented) The method of Claim 2, further comprising:

receiving information related to user interaction with the provided content, the information including the request identifier; and

providing additional content to the registered application in response to the received information.

4. (currently amended) The method of Claim 1, further comprising:

determining whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of ~~the~~ a target location;

in response to a negative determination, increasing the predetermined radial distance.

5. (previously presented) The method of Claim 1, further comprising:

receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

providing the sponsor a response to the request; and

storing a record of the interest in the selected one of the plurality of geographic areas.

6. (currently amended) The method of Claim 5, further comprising:

receiving, from the sponsor, content to be delivered to registered ~~applications executing on mobile devices~~ application programs and having target locations contained within ~~a~~ the selected one of the plurality of geographic areas.

7. (currently amended) The method of Claim 1, further comprising:

reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered

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application programs ~~applications executing on mobile devices~~ and having a target location contained within the specific one of the plurality of geographic areas.

8. (currently amended) 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 to register a plurality of application programs ~~an application program~~ for use with a content delivery platform, wherein the plurality of registered application ~~program is executing on a mobile device~~ programs are each associated with at least one application program type;

at least one instruction to establish a plurality of perimeters defining a plurality of geographic areas;

at least one instruction to maintain ~~a~~ at least one record indicating content delivery reservations associating each of a plurality of sponsors with specific ~~the~~ registered application program types and at least one of the plurality of geographic areas;

at least one instruction to receive a request from ~~the~~ a registered application program for content to be ~~displayed~~ used within the registered application program ~~being executed on the mobile device~~;

~~at least one instruction to identify a target location based, at least in part, on the request;~~

at least one instruction to select content associated with at least one of the plurality of sponsors, ~~selected sponsor~~ to be delivered to the registered application program of a specific type, in accordance with a content delivery reservation associating the at least one sponsor with a geographic area and a registered application program type ~~from of the plurality of sponsors based on~~

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~~a relationship between the target location and at least one of the plurality of geographic areas~~; and

at least one instruction to provide the selected content to the registered application program ~~based on the selecting, wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors~~.

9. (previously presented) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the registered application program ~~executing on the mobile device~~.

10. (previously presented) The system of Claim 9, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content to the registered application in response to the received information.

11. (currently amended) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of ~~the~~ a target location; and

at least one instruction to increase the predetermined radial distance in response to the at least one instruction to determine.

12. (original) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request; and

at least one instruction to store a record of the interest in the selected one of the plurality of geographic areas.

13. (currently amended) The system of Claim 12, wherein the program of instructions further comprises:

at least one instruction to receive, from the sponsor, content to be delivered to registered application programs ~~applications executing on mobile devices~~ and having target locations contained within the selected one of the plurality of geographic areas.

14. (currently amended) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered application programs ~~applications executing on mobile devices~~ and having a target location contained within the specific one of the plurality of geographic areas.

15. (currently amended) A non-transitory computer readable medium tangibly embodying a program of computer executable instructions, the program of instructions comprising:

at least one instruction to register a plurality of application programs ~~an application program~~ for use with a content delivery platform, wherein the plurality of registered application ~~program is executing on a mobile device~~ programs are each associated with at least one application program type;

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at least one instruction to establish a plurality of perimeters defining respective geographic areas;

at least one instruction to maintain ~~a~~ at least one record indicating content delivery reservations associating each of a plurality of sponsors with ~~the~~ specific registered application program types and at least one of the plurality of geographic areas;

at least one instruction to receive a request from ~~the~~ a registered application program ~~being executed on a mobile device~~ for content to be ~~displayed~~ used within the registered application program ~~being executed on the mobile device~~;

~~at least one instruction to identify a target location based, at least in part, on the request;~~

at least one instruction to select content associated with at least one ~~selected~~ ~~sponsor~~ of the plurality of sponsors to be delivered to the registered application program of a specific type, in accordance with a content delivery reservation associating the at least one sponsor with a geographic area and a registered application program type ~~from of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas~~; and

at least one instruction to provide the selected content to the registered application program ~~based on the selecting, wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors~~.

16. (currently amended) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the registered application program ~~executing on the mobile device~~.

17. (previously presented) The non-transitory computer readable medium of Claim 16, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content to the registered application in response to the received information.

18. (currently amended) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial [[4]] distance of ~~the~~ a target location; and

at least one instruction to increase the predetermined radial distance in response to a negative [[6]] determination.

19. (currently amended) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request;

at least one instruction to store a record of the interest in the selected one of the plurality of geographic ~~area~~areas; and

at least one instruction to receive, from the sponsor, content to be delivered to application programs ~~applications executing on mobile devices~~ having target locations contained within the selected one of the plurality of geographic areas.

20. (currently amended) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to application programs ~~applications executing on mobile devices~~ and

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having a target location contained within the specific one of the plurality of geographic areas.

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REMARKS

Claims 1-20 are pending in this application and all stand rejected. Applicant has amended claims 1, 2, 4, 6-8, 11, 13-16 and 18-20. No new matter has been added by these amendments, which are fully supported by the specification as filed.

A. Rejection of Claims 1, 8, and 15 Under 35 U.S.C. § 112

Claims 1, 8, and 15 are rejected under 35 U.S.C. §112 based on a lack of antecedent basis for the phrase, "selecting at least one **selected sponsor**." The applicant submits that the term "selected sponsor" was intended only as a "handle" to designate the at least one sponsor that actually selected; there was no intention to use the phrase "selecting at least one selected sponsor" to refer to selecting from among a group of already selected sponsors. Nevertheless, amendments to claims 1, 8, and 15 have removed the phrase in question, and the rejection is moot.

B. Rejection of Claims 1-3, and 5-7 Under 35 U.S.C. § 103(a)

Claims 1-3 and 5-7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view of Guido (US. 7,814,106).

Independent Claim 1 has been amended to recite, among other things:

> reserving delivery of content from a plurality of sponsors to the plurality of registered application programs on the basis of both a geographic area and an application program type associated with each of the plurality of registered application programs;
>
> …
>
> selecting content from at least one sponsor to be delivered to the registered application program, subject to the reserving
>
> …

The amendments are fully supported by the applicant's specification. *See, e.g. Applicant's Specification*, para. [0028] ("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."); *see also Applicant's Specification*, para. [0047] (allowing overlap of

reserved areas based on application type); *see also Applicant's Specification*, Fig4. (showing reservation based on geographic area).

Guido discloses limiting advertisements by business type. *Guido*, col. 5, ll. 2-4. Guido also discloses that an agreement can be made with a navigation services provider to specify times, time durations, and frequency of advertising within an advertising zone. *Guido*, col. 8, ll. 22-38. Gupta discloses advertisements targeted to a geographic area and a particular mobile carrier. *Gupta*, Abstract. But the applicant is unable to identify any portion of either Guido or Gupta, alone or in combination, that discloses a sponsor reserving content delivery to particular application types within a particular geographic area, as recited generally by claim 1.

In view of the above, the applicant submits that neither Gupta nor Guido, alone or in combination with any other cited reference, disclose all elements of claim 1. A rejection under 35 USC §103(a) is, therefore, unsupported, and the applicant respectfully requests the Office to withdraw its rejection of claim 1.

Furthermore, claims 2-3 and 5-7 are dependent upon claim 1, and introduce additional patentable subject matter. The applicant believes that the reasons that distinguish claim 1 over the present rejection are applicable in distinguishing claims 2-3 and 5-7 over the same rejection.

C. Rejection of Claim 4 Under 35 U.S.C. § 103(a)

Claim 4 is rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 201010312646) in view of Guido in further view of Sato (US 2004/0253965).

For the reasons discussed above, the applicant submits that claim 1 is allowable. Claim 4 is dependent upon claim 1, and introduces additional patentable subject matter. The applicant believes that the reasons that distinguish claim 1 over the present rejection are applicable in distinguishing claim 4 over the same rejection.

D. Rejection of Claims 8-10, 12-17 and 19-20 Under 35 U.S.C. § 103(a)

Claims 8-10, 12-17 and 19-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view IPhone app in further view of Guido (US 7814106).

Both independent claim 8 and claim 15 include elements similar to those discussed above with respect to claim 1. More specifically, claims 8 and 15 recite, "at least one instruction to select content associated with at least one of the plurality of sponsors, to be delivered to the registered application program of a specific type, in accordance with a content delivery reservation associating the at least one sponsor with a geographic area and a registered application program type." The applicant submits that this element distinguishes over the art of record.

For the same reasons discussed above with respect to claim 1, the applicant submits that neither Gupta nor Guido disclose "a content delivery reservation associating the at least one sponsor with a geographic area and a registered application program type." Furthermore, after a detailed review of the Iphone app reference, the applicant is unable to identify any portion of the Iphone app that discloses the element in question. The applicant submits, therefore, that the combination of Gupta, Guido and the Iphone app reference fail to disclose all elements of amended claims 8 and 15, and that a rejection of claims 8 and 15 under 35 USC §103(a) is unsupported.

Additionally, claims 9-10, 12-14, 16-17 and 19-20 are dependent upon either claim 8 or claim 15, and introduce additional patentable subject matter. The applicant believes that the reasons that distinguish claims 8 and 15 over the present rejection are applicable in distinguishing claims 9-10, 12-14, 16-17 and 19-20 over the same rejection.

E. Rejection of Claims 11 and 18 Under 35 U.S.C. § 103(a)

Claims 11 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view of iPhone App in view of Guido (US 7814106) in further view of Sato (US 2004/0253965).

For the reasons discussed above, the applicant submits that claims 8 and 15 are allowable. Claims 11 and 18 are dependent upon either claim 8 or 15, and introduce additional patentable subject matter. The applicant believes that the reasons that distinguish claims 8 and 15 over the present rejection are applicable in distinguishing claims 11 and 18 over the same rejection.

CONCLUSION

In view of the amendments and arguments set forth above, the applicant believes that all claims remaining in this application are in condition for allowance. A Notice of Allowability is courteously solicited.

It is believed that no additional fees are due.

Respectfully submitted,

Date: 9/6/2012

By: /Ryan J. Hardin/

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Electronic Acknowledgement Receipt

EFS ID:	13675890
Application Number:	12434094
International Application Number:	
Confirmation Number:	1446
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Correspondence Address:	RYAN HARDIN PRONET SOLUTIONS CORPORATION P. O. BOX 271861 - HOUSTON TX 77277 US - -
Filer:	Edward J. Marshall
Filer Authorized By:	
Attorney Docket Number:	000429.000002
Receipt Date:	06-SEP-2012
Filing Date:	01-MAY-2009
Time Stamp:	16:08:09
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		Hardin_Resp_to_6-7-12_NFOA_BZ.pdf	47625 912e433896cb0fb437dc1ab5c448e73c089caaa3	yes	13

Multipart Description/PDF files in .zip description		
Document Description	**Start**	**End**
Amendment/Req. Reconsideration-After Non-Final Reject	1	1
Claims	2	9
Applicant Arguments/Remarks Made in an Amendment	10	13

Warnings:	
Information:	
Total Files Size (in bytes):	47625

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/06 (07-06)
Approved for use through 1/31/2007. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
12/434,094	05/01/2009	

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			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			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 $250 ($125 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			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	09/06/2012	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $30 =	0	OR	X $ =	
	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $125 =	0	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	0	OR	TOTAL ADD'L FEE	

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

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

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/PEARLIE A. FENNELL/

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 NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/434,094	05/01/2009	Ryan Hardin	000429.000002	1446

7590 06/07/2012

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EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2617	
MAIL DATE	DELIVERY MODE
06/07/2012	PAPER

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.

Office Action Summary	Application No.	Applicant(s)	
	12/434,094	HARDIN ET AL.	
	Examiner	Art Unit	
	BENJAMIN MORALES	2617	

-- 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* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 *03/22/2012*.

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

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

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

Disposition of Claims

5)☒ Claim(s) *1-20* is/are pending in the application.

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

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *1-20* is/are rejected.

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

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

Application Papers

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

11)☐ The drawing(s) filed on _____ 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).

12)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

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

a)☐ All b)☐ Some * c)☐ None of:

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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on *** has been entered.

Response to Arguments

2. Applicant's arguments with respect to claims have been considered but are moot in view of new grounds of rejection.

Claim Rejections - 35 USC § 112

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

> 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.

4. Claims 1, 8 and 15 recites the limitation "selecting at least one **selected sponsor**" in line 12 of claim 1, 20 in claim 2 and 17 in claim 15 but there is no mention of a previous selection of sponsors in the anywhere in the claim. There is insufficient antecedent basis for this limitation in the claim.

Claim Rejections - 35 USC § 103

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

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

6. Claims 1-3 and 5-7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view of Guido (US 7814106).

As per claim 1, Gupta teaches "A method comprising: registering an application program for use with a content delivery platform " (paragraph [0049], [0026], [0029], [0079] Discloses the registering of the client that could be an application), wherein the registered application program is executing on a mobile device (Figures 8 and 9 the application is running on the mobile device);

establishing a plurality of perimeters defining a plurality of geographic areas (paragraph [0035],[0047]); reserving respective ones of the plurality of geographic areas for delivery of content to registered application programs associated with respective ones of a plurality of sponsors (paragraph [0018], [0019], [0020], [0070], [0080]); receiving, from the application program, a request for content to be displayed within the registered application program being executed on the mobile device (paragraph [0026],[0030][0004] Figure 8 and 9 the content is being displayed writhing the application program); in response to receiving the request: identifying a target location

based, at least in part, on the request (abstract, paragraph [0004], [0018], [0024], [0025], [0040]);

selecting at least one selected sponsor from the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas (paragraph [0039], [0020]); and

providing content to the registered application program based on the selecting "(paragraph [0035], [0039]), wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors.

Gupta is silent about “wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors"

However, Guido in the other hand teaches “wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors"(column 4 lines 65-67 to column 5 lines 1-10 premium advertising).

Therefor it would have been obvious to a person with ordinary skill in the art at the time to provide the teachings described above from Guido's invention to Gupta’s invention in order to give exclusivity to an advertiser over an area.

As per claim 2, Gupta teaches "further comprising: recording a request identifier associated with the request (paragraph [0004] Fig. 5 article 550); and providing the

request identifier to the registered application program executing on the mobile device" (paragraph [0004][0040];the request identifier is being provided to the registered application so that it can request the advertisement to be displayed).

As per claim3, Gupta "further comprising: receiving information related to user interaction with the provided content" (paragraph [0029]), the information including the request identifier" (paragraph [0029]); and providing additional content to the registered application in response to the received information (paragraph [0037], [0038] additional content is being provided).

As per claim 5, Gupta do not specifically teach "receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas" "providing the sponsor a response to the request " " storing a record of the interest in the selected one of the plurality of geographic areas".

However Guido, in the other hand teaches "receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas" (column 8 lines 22-39 column 4 lines 65-67 column 5 lines 1-10); "providing the sponsor a response to the request" (column 8 lines 10-53) "storing a record of the interest in the selected one of the plurality of geographic areas" (column 8 lines 40-53).

Therefor it would have been obvious to a person with ordinary skill in the art at the time to provide the teachings described above from Guido's invention to Gupta invention in order to help the advertiser pull more customers in the define area.

As per claim 6, Gupta teaches "further comprising: receiving, from the sponsor, content to be delivered to registered applications executing on mobile devices and having target locations contained within a selected one of the plurality of geographic areas" (paragraphs [0019],[0020]).

As per claim 7, Gupta teaches "registered applications executing on mobile devices and having a target location contained within the specific one of the plurality of geographic areas" (paragraph [0040]).

Gupta does not specifically teach "reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices"

However Guido in the other hand teaches "reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices" (column 8 lines 22-39 column 4 lines 65-67 column 5 lines 1-10).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention provide the teachings described above from Guido's invention to Gupta’s invention in order to help the advertiser pull more customers in the define area.

7. Claim 4 is rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view of Guido in further view of Sato (US 2004/0253965).

As per claim 4, Gupta teaches "determining whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location" (paragraph [0039]).

Gupta and iPhone App does not specifically teach "in response to a negative determination, increasing the predetermined radial distance" (Sato paragraph [0126], [0129], [0131], and [0132]).

However Sato, in the other hand teaches "in response to a negative determination, increasing the predetermined radial distance" (Sato paragraph [0126], [0129], [0131], and [0132]).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention to provide the teachings described above from Sato's invention to Gupta/Guido/iPhone App's invention in order to help increase the chance that a user visits the closest sponsors business.

8. Claims 8-10, 12-17 and 19-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view IPhone app in further view of Guido (US 7814106).

As per claim 8, Gupta teaches "A system comprising: memory (Fig. 10 article 1004, abstract, paragraphs [0004], [0055],[0056]); a communications interface operably coupled to the memory "(paragraph [0056] Fig. 10); and at least one processor operably coupled to the memory and the communications interface(paragraph [0056] Fig. 10), the processor configured to execute a program of instructions, the program of instructions comprising(paragraph [0056] fig.10 article 1002 contains article 1024 which are the instructions): at least one instruction to register an application program for use with a content delivery platform (paragraph [0049],[0026],[0029],[0079] Discloses the registering of the client that could be an application),wherein the registered application program is executing on a mobile device (Figures 8 and 9 the application is running on the mobile device);at least one instruction to establish a plurality of perimeters defining a plurality of geographic areas (paragraph [0035],[0047]); "at least one instruction to maintain a record associating each of a plurality of sponsors with the registered application program and at least one of the plurality of geographic areas (paragraph [0018], [0019], [0020], [0070], [0080]); at least one instruction to receive a request from the application program for content to be displayed within the registered application program being executed on the mobile device (paragraph [0026],[0030]); at least one instruction to identify a target location based, at least in part, on the request(abstract, paragraph [0004], [0018], [0024], [0025], [0040]) “at least one instruction to select at least one selected sponsor from the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas

(paragraph [0039], [0020]); and

at least one instruction to provide content to the registered application program based on the selecting "(paragraph [0035], [0039]).

Gupta is silent about “content to be displayed within the registered “application program being executed” “wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors”

However, iPhone App in the other hand teaches content to be displayed within the registered application program being executed”(page 2 Figures 1 and 2 the advertisement is being displayed and delivered to the registered application program on the mobile).

IPhone App is silent about “wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors"

However, Guido in the other hand teaches “wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors"(column 4 lines 65-67 to column 5 lines 1-10 premium advertising).

Therefor it would have been obvious to a person with ordinary skill in the art at the time to provide the teachings described above from Guido's invention to Gupta/IPhone app’s invention in order to give exclusivity to an advertiser over an area.

As per claims 9 and 10, since they are system claims of claims 2 and 3 respectively representing the same limitations as claims 2 and 3, they are rejected for the same basis as claims 2-3.

As per claim 12, since it is a system claim representing the same limitation as in claim 5, it is rejected for the same basis as claim 5.

As per claim 13, Gupta teaches" wherein the program of instructions further comprises: at least one instruction to receive, from the sponsor, content to be delivered to registered applications executing on mobile devices and having target locations contained within the selected one of the plurality of geographic areas "(paragraphs [0019],[0020]).

As per claim 14 since it is the computer readable medium claim representing the same limitation as in claim 7, it is rejected for the same basis as claim 7.

As per claim 15, Gupta teaches "A non-transitory computer readable medium tangibly embodying a program of computer executable instructions" (paragraph [0098]), comprising: at least one instruction to register an application program for use with a content delivery platform (paragraph [0049],[0026],[0029],[0079] Discloses the registering of the client that could be an application), wherein the registered application program is executing on a mobile device (Figures 8 and 9 the application is running on

the mobile device); at least one instruction to establish a plurality of perimeters defining respective geographic areas (paragraph [0035],[0047]; at least one instruction to maintain a record associating each of a plurality of sponsors with the registered application program and at least one of the plurality of geographic areas (paragraph [0018], [0019], [0020], [0070], [0080]);]); at least one instruction to receive a request from the registered application program being executed on a mobile device for content to be displayed on the mobile device (paragraph [0026],[0030]);

at least one instruction to identify a target location based, at least in part, on the request (abstract, paragraph [0004], [0018], [0024], [0025], [0040]);

at least one instruction to select at least one selected sponsor from the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas (paragraph [0039], [0020]); and at least one instruction to provide content exclusively to the registered application program based on the selecting" (paragraph [0035], [0039]); and

at least one instruction to provide content exclusively to the registered application program based on the selecting " (paragraph [0035], [0039]),

Gupta is silent about “content to be displayed within the registered “application program being executed” “wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors”

However, iPhone App in the other hand teaches content to be displayed within the registered application program being executed”(page 2 Figures 1

and 2 the advertisement is being displayed and delivered to the registered application program on the mobile).

IPhone App is silent about “wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors"

However, Guido in the other hand teaches “wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors"(column 4 lines 65-67 to column 5 lines 1-10 premium advertising).

Therefor it would have been obvious to a person with ordinary skill in the art at the time to provide the teachings described above from Guido's invention to Gupta/IPhone app’s invention in order to give exclusivity to an advertiser over an area.

As per claims 16 and 17, since they are computer readable claims representing the same limitations as claims 2 and 3, they are rejected for the same basis as claims 2 and

As per claim 19, since it is a computer readable medium claim representing the same limitations as in claims 5-6, it is rejected for the same basis as claims 5-6.

As per claim 20 is since it is the computer readable medium claim representing

the same limitation as in claim 7, it is rejected for the same basis as claim 7.

9. Claims 11 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view of iPhone App in view of Guido (US 7814106) in further view of Sato (US 2004/0253965).

As per claim 11, Gupta teaches "determining whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location" (paragraph [0039]).

Gupta and iPhone App does not specifically teach "in response to a negative determination, increasing the predetermined radial distance" (Sato paragraph [0126], [0129], [0131], and [0132]).

However Sato, in the other hand teaches "in response to a negative determination, increasing the predetermined radial distance" (Sato paragraph [0126], [0129], [0131], and [0132]).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention to provide the teachings described above from Sato's invention to Gupta/Guido/ iPhone App's invention in order to help increase the chance that a user visits the closest sponsors business.

As per claim 18, since is the computer readable medium claim representing the same limitation as in claim 11, it is rejected for the same basis as claim 11.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BENJAMIN MORALES whose telephone number is (571)270-5797. The examiner can normally be reached on 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kent Chang can be reached on (571) 272-7667. 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.

/BENJAMIN MORALES FERNANDEZ/
Examiner, Art Unit 2617

/Kent Chang/

Supervisory Patent Examiner, Art Unit 2617

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12434094	HARDIN ET AL.
	Examiner	Art Unit
	BENJAMIN MORALES	4132

✓	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	06/29/2011	12/29/2011	05/30/2012						
	1	✓	✓	✓						
	2	✓	✓	✓						
	3	✓	✓	✓						
	4	✓	✓	✓						
	5	✓	✓	✓						
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	7	✓	✓	✓						
	8	✓	✓	✓						
	9	✓	✓	✓						
	10	✓	✓	✓						
	11	✓	✓	✓						
	12	✓	✓	✓						
	13	✓	✓	✓						
	14	✓	✓	✓						
	15	✓	✓	✓						
	16	✓	✓	✓						
	17	✓	✓	✓						
	18	✓	✓	✓						
	19	✓	✓	✓						
	20	✓	✓	✓						

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	1	((RYAN) near2 (HARDIN)).INV.	US-PGPUB; USPAT	OR	ON	2011/06/20 15:19
S2	89	((ANDREW) near2 (HILL)).INV.	US-PGPUB; USPAT	OR	ON	2011/06/20 15:20
S3	1	((RYAN) near2 (HARDIN)).INV.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 15:20
S4	161	((RYAN) near2 (HARDIN)).INV. or ((ANDREW) near2 (HILL)).INV.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 15:20
S5	49	("20030064705" | "20040214550" | "20040220906" | "20070185768" | "20080154728" | "20080162032" | "20080163073" | "20080215524" | "20080262897" | "20080307498" | "20080313039" | "20090063424" | "6810323" | "6847888" | "6867733" | "7009556" | "7080402" | "7089264" | "7096117" | "7124370" | "7200673" | "7207802" | "7219303").PN.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 15:35
S6	1	(12/434094).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/20 16:25
S7	1	(10/931309).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/20 16:57
S8	1	(08/995623).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/20 16:58
S9	21494	(location or (geographic near (area or region)) or position or place) near6 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:44
S10	17679	S9 and (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:47
S11	13684	S9 and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or	US-PGPUB; USPAT;	OR	ON	2011/06/20 17:47

		(personal adj digital adj assistant))	FPRS; EPO; JPO; DERWENT; IBM_TDB			
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S13	12394	S12 and (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:49
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S15	700	S12 and ("455"/("414.1" or "456.3").ccls.)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:53
S16	321	S12 and (455/414.1.ccls. or 455/456.3.ccls.)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:54
S17	186	S16 and @pd <"20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:55
S18	37	"20090024476".pn. or "7860871".pn. or "7904064".pn. or "7092724".pn. or "20080139181".pn. or "20110029355".pn. or "20050049765".pn. or "20050221843".pn. or "20020111172".pn. or "2008995623".pn. or "20080119206".pn. or "20080027799".pn. or "7343317".pn. or "6735568".pn. or "20030154126".pn. or "20060270419".pn.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 18:03
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S22	2	S21 and (advert$5 or sponsor$4)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:33
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S25	321	S24 and (455/414.1.ccls. or 455/456.3.ccls.)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:59
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S27	1159	(((location near3 based) or (geographic near (area or region)) or position or place) near3 (advertis$5 or sponsor$3 or announc$5 or promotion$3 or propaganda or publicity)) near10 (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:04
S28	881	S27 and (select$3 or chos$3 or pick)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:07
S29	715	S28 and (request$3 or inquir$3 or ask$3)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:08
S30	542	S29 and (reserv$4 or hold$3 or maintain$3 or retain$3 or retain$3)	US-PGPUB; USPAT;	OR	ON	2011/06/21 15:12

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S38	85	("5568153" | "5669061" | "5831545" | "5857155" | "5938721" | "5946687" | "5959577" | "5987381" | "Re35916").PN. OR ("6154172").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:35
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S40	203	(S34 or S35 or S36 or S37 or S38) and (advert$5)	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:37
S41	203	(S34 or S35 or S36 or S37 or S38) and (advert$5)	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:38
S42	12	US-6795710-$.DID. OR US-4554563-$.DID. OR US-7593721-$.DID. OR US-4554142-$.DID. OR US-7729945-$.DID. OR US-20020077897-$.DID.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:59
S43	1	"11963029"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 16:09
S44	1	(11/963029).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/21 16:09
S45	36	("20020052196" | "20020184089" | "20030014754" | "20040110515" | "20040116115" | "20040250212" | "20050001743" | "20060046768" | "5930699" | "5938721" | "6133853" | "6148261" | "6400806" | "6400941" | "6434381" | "6515595" | "6525768" | "6529824" | "6546002" | "6587835" | "6629136" | "6707421" | "6771290" | "6812888" | "6868335" | "6898434" | "6924748" | "6965868" | "7113110" | "7116985" | "7127261" | "7133834" | "7167553" | "7170852" | "7174301" | "7181227").PN. OR ("7593721").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 17:04
S46	2	("7729945").URPN.	USPAT	OR	ON	2011/06/21 17:10
S47	2	("7089264").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/21 17:14
S48	28	("7089264").URPN.	USPAT	OR	ON	2011/06/21 17:16

S49	0	("2010/0312646").URPN.	USPAT	OR	ON	2011/06/21 17:20
S50	29095	(location or (geographic near (area or region)) or position or place) near6 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 07:55
S51	23123	(location or (geographic near (area or region)) or position or place) near4 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 07:55
S52	413	705/14.58.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:12
S54	263	S52 and mobile	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:13
S55	156	S52 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:15
S56	3	S55 and perimeter	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:16
S57	155	S55 and (mobile or computer or cell$6 or smart$6 or pda or iphone or phone or laptop or (personal adj digital adj assistant) or UE)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:18
S58	130	S55 and select	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:20
S59	42	S55 and ((select$3 or chos$3) near3 (sponsor or advertiser or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:21
S60	747	((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad) near6 (geographic or area or region or	US-PGPUB; USPAT; FPRS; EPO; JPO;	OR	ON	2011/06/23 09:31

		perimeter or location or cell)) same ((select$3 or chos$3 or pick) near3 (sponsor or advertiser or publisher or promoter))	DERWENT; IBM_TDB			
S61	703	(((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad) near6 (geographic or area or region or perimeter or location or cell)) same ((select$3 or chos$3 or pick) near3 (sponsor or advertiser or publisher or promoter))) and (mobile or computer or cell$6 or smart$6 or phone or computer or UE or portable or handheld or pda or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:33
S62	468	S61 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:34
S63	324	S62 and interest	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:35
S64	357	S62 and (interest or preference)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:36
S65	692	(((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad) near6 ((geographic near area) or area or region or perimeter or location or cell)) same ((select$3 or chos$3 or pick) near3 (sponsor or advertiser or publisher or promoter))) and (mobile or computer or cell$6 or smart$6 or phone or computer or UE or portable or handheld or pda or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:43
S66	460	S65 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:44
S67	350	S66 and (interest or preference)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:44
S68	145	S67 not cell	US-PGPUB; USPAT; FPRS;	OR	ON	2011/06/23 10:09

			EPO; JPO; DERWENT; IBM_TDB			
S69	326	S67 not "536"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:12
S70	331	S67 not "536"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:13
S71	343	S67 not "424"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:16
S72	325	S70 not "424"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:17
S73	0	("7814106").URPN.	USPAT	OR	ON	2011/06/23 11:14
S74	54	("20010018340" | "20010065691" | "20020002552" | "20020023010" | "20020032035" | "20020065691" | "20020147644" | "20030013449" | "20030023489" | "20030026268" | "20040076279" | "20040083133" | "20040110515" | "5218367" | "5627549" | "5664948" | "5682525" | "5732324" | "5835061" | "5838237" | "5850433" | "5852810" | "5893093" | "5898680" | "5930474" | "5948041" | "5969678" | "6122520" | "6199045" | "6202022" | "6208866" | "6223122" | "6236330" | "6259381" | "6259405" | "6266612" | "6275705" | "6353398" | "6360167" | "6381465" | "6414402" | "6414602" | "6414635" | "6415226" | "6438561" | "6452498" | "6604083" | "6654800" | "6757661" | "6785551" | "6983311" | "7181415" | "7364068" | "7415423" | "7729945").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/23 11:14
S75	77	("6452498").URPN.	USPAT	OR	ON	2011/06/23 11:16
S76	4	("2002/0099606").URPN.	USPAT	OR	ON	2011/06/23 11:29
S77	20	("7103368").URPN.	USPAT	OR	ON	2011/06/23 11:30
S78	222	705/14.56.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO;	OR	ON	2011/06/23 15:12

			DERWENT; IBM_TDB			
S79	165	S78 and location	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:13
S80	138	S79 and (area or region)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:13
S81	109	S80 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:13
S82	19	S81 and sponsor	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:14
S84	77	S81 and (sponsor or advertiser or promoter or announcer or publisher)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:17
S85	77	S81 and (sponsor or advertiser or promoter or anouncer or publisher)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:17
S86	6	S84 and (reserve)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:18
S87	42	S84 and geograph$4	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:20
S88	81	(US-20100279665-$ or US-20060064346-$ or US-20050221843-$ or US-20050049765-$ or US-20020091568-$ or US-20090017798-$ or US-20080215428-$ or US-20080160966-$ or US-20080139223-$ or US-20080119206-$ or US-20080227467-$ or US-20080201731-$ or US-20080133336-$ or US-20080091518-$ or US-20070244750-$ or US-20070061363-$ or US-	US-PGPUB; USPAT; DERWENT	OR	ON	2011/06/23 15:25

		20070061300-$ or US-20030220835-$ or US-20100312646-$ or US-20090063283-$ or US-20090043660-$ or US-20090024476-$ or US-20090018904-$ or US-20090006190-$ or US-20080318559-$ or US-20080301093-$).did. or (US-20080275785-$ or US-20080261571-$ or US-20080215475-$ or US-20080208690-$ or US-20080195457-$ or US-20080189177-$ or US-20080139181-$ or US-20080113674-$ or US-20070233565-$ or US-20070165050-$ or US-20070143187-$ or US-20070130014-$ or US-20070121846-$ or US-20070113241-$ or US-20060230053-$ or US-20060099936-$ or US-20040199623-$ or US-20020099606-$ or US-20020065691-$).did. or (US-6014090-$ or US-7904064-$ or US-6484148-$ or US-6546257-$ or US-7370091-$ or US-7395333-$ or US-6918084-$ or US-6501421-$ or US-7085818-$ or US-7593721-$ or US-7729945-$ or US-7174301-$ or US-7814106-$ or US-7089264-$ or US-7668832-$ or US-7526278-$ or US-7437444-$ or US-7136871-$ or US-7103368-$ or US-6993326-$ or US-6665715-$ or US-6452498-$ or US-7848764-$ or US-6798358-$ or US-7916678-$).did. or (US-20090063424-$ or US-20080262897-$ or US-20080215524-$ or US-20070185768-$ or US-20040220906-$ or US-20040214550-$ or EP-1271458-$ or US-20110029355-$ or US-20090024476-$ or US-20080027799-$ or US-6795710-$).did.				
S89	56	S88 and (reserve or assign or separate)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:26
S90	27	S88 and (reserve or assign)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:26
S91	3025	(location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity)near6 (sponsor or advertiser or promoter or anouncer or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:12
S92	5003	(location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or	US-PGPUB; USPAT; FPRS; EPO; JPO;	OR	ON	2011/06/24 08:13

		propaganda or publicity or information or message)near6 (sponsor or advertiser or promoter or anouncer or publisher))	DERWENT; IBM_TDB			
S93	5041	(location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:14
S94	3910	((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:28
S95	1761	S94 and (register or subscribe or acces) and (reserv$3 or separat$3 or chos$3)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:33
S96	252	((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant)) same ((register or subscribe or acces) and (reserv$3 or separat$3 or chos$3))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:34
S97	0	(((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant)) same ((register or subscribe or acces) and (reserv$3 or separat$3 or chos$3))) and @pd < "20090501".pd.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:35
S98	143	(((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or	US-PGPUB; USPAT; FPRS;	OR	ON	2011/06/24 08:36

		sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant)) same ((register or subscribe or acces) and (reserv$3 or separat$3 or chos$3))) and @pd < "20090501"	EPO; JPO; DERWENT; IBM_TDB			
S99	17	("7489768").URPN.	USPAT	OR	ON	2011/06/24 10:00
S100	16	("6993326").URPN.	USPAT	OR	ON	2011/06/24 10:00
S101	31	("6704737").URPN.	USPAT	OR	ON	2011/06/24 10:01
S102	0	("7930211").URPN.	USPAT	OR	ON	2011/06/24 10:06
S103	91	(US-20100279665-$ or US-20060064346-$ or US-20050221843-$ or US-20050049765-$ or US-20020091568-$ or US-20090017798-$ or US-20080215428-$ or US-20080160966-$ or US-20080139223-$ or US-20080119206-$ or US-20080227467-$ or US-20080201731-$ or US-20080133336-$ or US-20080091518-$ or US-20070244750-$ or US-20070061363-$ or US-20070061300-$ or US-20030220835-$ or US-20100312646-$ or US-20090063283-$ or US-20090043660-$ or US-20090024476-$ or US-20090018904-$ or US-20090006190-$ or US-20080318559-$ or US-20080301093-$).did. or (US-20080275785-$ or US-20080261571-$ or US-20080215475-$ or US-20080208690-$ or US-20080195457-$ or US-20080189177-$ or US-20080139181-$ or US-20080113674-$ or US-20070233565-$ or US-20070165050-$ or US-20070143187-$ or US-20070130014-$ or US-20070121846-$ or US-20070113241-$ or US-20060230053-$ or US-20060099936-$ or US-20040199623-$ or US-20020099606-$ or US-20020065691-$ or US-20080242279-$ or US-20060046759-$ or US-20050232189-$ or US-20030216960-$ or US-20030037028-$ or US-20020164977-$ or US-20010051517-$).did. or (US-6014090-$ or US-7904064-$ or US-6484148-$ or US-6546257-$ or US-7370091-$ or US-7395333-$ or US-6918084-$ or US-6501421-$ or US-7085818-$ or US-7593721-$ or US-7729945-$ or US-7174301-$ or US-7814106-$ or US-	US-PGPUB; USPAT; DERWENT	OR	ON	2011/06/24 10:09

		7089264-$ or US-7668832-$ or US-7526278-$ or US-7437444-$ or US-7136871-$ or US-7103368-$ or US-6993326-$ or US-6665715-$ or US-6452498-$ or US-7848764-$ or US-6798358-$ or US-7916678-$ or US-7509133-$).did. or (US-6704737-$ or US-7930211-$).did. or (US-20090063424-$ or US-20080262897-$ or US-20080215524-$ or US-20070185768-$ or US-20040220906-$ or US-20040214550-$ or EP-1271458-$ or US-20110029355-$ or US-20090024476-$ or US-20080027799-$ or US-6795710-$).did.				
S104	1	S103 and (reserve near3 (area or region or location))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:10
S105	25	S103 and ((reserve or select or limit) near3 (area or region or location))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:11
S106	9	S103 and ((advertiser or sponsor) near3((reserve or select or limit) near3 (area or region or location)))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:12
S107	16	S105 not S106	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:17
S108	20	("2005/0221843").URPN.	USPAT	OR	ON	2011/06/27 08:00
S109	15	("20020077130" | "20020095333" | "20020164977" | "20030198346" | "20040002897" | "20040209602" | "20050221843" | "20050227711" | "20060022048" | "20060058037" | "20060088028" | "20060099963" | "6571279" | "6879838" | "6985747").PN. OR ("7756534").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/27 10:01
S110	270	("6571279").URPN.	USPAT	OR	ON	2011/06/27 10:08
S111	0	("7526278").URPN.	USPAT	OR	ON	2011/06/27 14:08
S112	16	("20020102993" | "20020107027" | "20020116271" | "20030190921" | "4775999" | "5588042" | "5590092" | "5621784" | "5852775" | "6041234" | "6161142" | "6313732" | "6353398" | "6385592" | "6681114" |	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/27 14:08

		"7283827").PN.				
S113	20	("7103368").URPN.	USPAT	OR	ON	2011/06/27 14:18
S114	68208	(expand$3 or increas$3) with radius	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 17:25
S115	80	S114 and 455/456.1.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 17:25
S116	16	("20020095333" | "20020164977" | "20030198346" | "20040002897" | "20040203890" | "20040209602" | "20050070306" | "20050096013" | "20050221843" | "20050227711" | "20060014531" | "20060030333" | "20060030337" | "20060058037" | "20090011760" | "7024205").PN. OR ("7840222").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/29 17:36
S117	5	("2003/0198346").URPN.	USPAT	OR	ON	2011/06/29 18:04
S118	563	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:33
S120	0	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:35
S121	0	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:35
S122	0	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and @pd <"20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:35
S123	61	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and display	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:36
S124	2	("20060253481").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/30 10:18
S125	69	push or deliver$3) near2	US-PGPUB;	OR	ON	2011/12/29

		(advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and display	USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB			10:14
S126	238	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 10:17
S127	70969	(expand$3 or increas$3) with radius	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 10:19
S128	88	S127 and 455/456.1.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 10:19
S129	13	admob.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 12:57
S130	2	adfonic.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 13:01
S131	31	vibes.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 13:05
S132	0	Apploop.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 16:37
S133	0	("2010/0100445").URPN.	USPAT	OR	ON	2011/12/31 19:06
S134	0	("2009/0281849").URPN.	USPAT	OR	ON	2011/12/31 19:06
S135	0	("2008/0059300").URPN.	USPAT	OR	ON	2011/12/31 19:06
S136	2	"20070038513".pn.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/31 19:09
S137	0	(reciv$3) near5 (advertisement or ad)	US-PGPUB;	OR	ON	2011/12/31

		same (mobile or phone) same (application or app or prigram)	USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB			19:12
S138	0	(reciv$3) near5 (advertisement or ad) same (mobile or phone) same (application or app or program)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/31 19:12
S139	0	(pinch near media).as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/31 19:23
S140	114	(US-20100279665-$ or US-20060064346-$ or US-20050221843-$ or US-20050049765-$ or US-20020091568-$ or US-20090017798-$ or US-20080215428-$ or US-20080160966-$ or US-20080139223-$ or US-20080119206-$ or US-20080227467-$ or US-20080201731-$ or US-20080133336-$ or US-20080091518-$ or US-20070244750-$ or US-20070061363-$ or US-20070061300-$ or US-20030220835-$ or US-20100312646-$ or US-20090063283-$ or US-20090043660-$ or US-20090024476-$ or US-20090018904-$ or US-20090006190-$ or US-20080318559-$ or US-20080301093-$).did. or (US-20080275785-$ or US-20080261571-$ or US-20080215475-$ or US-20080208690-$ or US-20080195457-$ or US-20080189177-$ or US-20080139181-$ or US-20080113674-$ or US-20070233565-$ or US-20070165050-$ or US-20070143187-$ or US-20070130014-$ or US-20070121846-$ or US-20070113241-$ or US-20060230053-$ or US-20060099936-$ or US-20040199623-$ or US-20020099606-$ or US-20020065691-$ or US-20080242279-$ or US-20060046759-$ or US-20050232189-$ or US-20030216960-$ or US-20030037028-$ or US-20020164977-$ or US-20010051517-$ or US-20060058037-$).did. or (US-20050227711-$ or US-20040002897-$ or US-20020077130-$ or US-20040253965-$ or US-20070270163-$ or US-20030198346-$ or US-20090018913-$ or US-20070270166-$ or US-20070136132-$ or US-20060253481-$ or US-20110230202-$).did. or (US-6014090-$ or US-7904064-$ or US-6484148-$ or US-6546257-$ or US-7370091-$ or US-	US-PGPUB; USPAT; DERWENT	OR	ON	2012/03/29 16:00

		7395333-$ or US-6918084-$ or US-6501421-$ or US-7085818-$ or US-7593721-$ or US-7729945-$ or US-7174301-$ or US-7814106-$ or US-7089264-$ or US-7668832-$ or US-7526278-$ or US-7437444-$ or US-7136871-$ or US-7103368-$ or US-6993326-$ or US-6665715-$ or US-6452498-$ or US-7848764-$ or US-6798358-$ or US-7916678-$ or US-7509133-$).did. or (US-6704737-$ or US-7930211-$ or US-7778873-$ or US-7756534-$ or US-6571279-$ or US-7949714-$ or US-7403978-$ or US-7359714-$ or US-7305244-$ or US-7187997-$ or US-7062510-$ or US-7027801-$ or US-7840222-$).did. or (US-20090063424-$ or US-20080262897-$ or US-20080215524-$ or US-20070185768-$ or US-20040220906-$ or US-20040214550-$ or EP-1271458-$ or US-20110029355-$ or US-20090024476-$ or US-20080027799-$ or US-6795710-$).did.				
S141	5461	"l15" and (exlusive or only)	US-PGPUB; USPAT; DERWENT	OR	ON	2012/03/29 16:01
S142	101	S140 and (exlusive or only)	US-PGPUB; USPAT; DERWENT	OR	ON	2012/03/29 16:01
S143	22	S140 and ((exlusive or only) near3 (advertiser or sponsor or publisher))	US-PGPUB; USPAT; DERWENT	OR	ON	2012/03/29 16:03
S144	22	S140 and ((exlusive or only) near3 (advertiser or sponsor or publisher or promoter or supporter))	US-PGPUB; USPAT; DERWENT	OR	ON	2012/03/29 16:09
S145	11852	((multicast$3 or broadcast$3 or provid$3 or deliver$3 or download$3) near8 (subscript$3 or subscrb$5)) same (service or contract)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/17 18:01
S146	10432	((multicast$3 or broadcast$3 or provid$3 or deliver$3 or download$3) near8 (subscript$3 or subscrb$5)) with (service or contract)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/17 18:02
S147	6980	((multicast$3 or broadcast$3 or provid$3 or deliver$3 or download$3) near5 (subscript$3 or subscrb$5)) with (service or contract)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/17 18:02
S148	6685	((multicast$3 or broadcast$3 or provid$3 or deliver$3 or download$3) near5 (subscript$3 or subscrb$5)) near8(service or contract)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/17 18:02

S149	6589	((multicast$3 or broadcast$3 or provid$3 or deliver$3 or download$3) near5 (subscript$3 or subscrb$5)) near8(service)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/17 18:02
S150	6300	((multicast$3 or broadcast$3 or provid$3 or deliver$3 or download$3) near5 (subscript$3 or subscrb$5)) near5(service)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/17 18:02
S151	1843	(((multicast$3 or broadcast$3 or provid$3 or deliver$3 or download$3) near5 (subscript$3 or subscrb$5)) near5(service)) and (advertisement or ad)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/17 18:03
S152	228	(((multicast$3 or broadcast$3 or provid$3 or deliver$3 or download$3) near5 (subscript$3 or subscrb$5)) near5(service)) same (advertisement or ad)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/17 18:03
S153	84	(((multicast$3 or broadcast$3 or provid$3 or deliver$3 or download$3) near5 (subscript$3 or subscrb$5)) near5(service)) near10 (advertisement or ad)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/17 18:03
S154	42091	(multicast$3 or broadcat$3 or provid$3 or deliver$3 or download$3 or push$3) near8 (subscrip$3 or subscrib$3) near5 (service or content)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:12
S155	34317	(multicast$3 or broadcat$3 or provid$3 or deliver$3 or download$3 or push$3) near5 (subscrip$3 or subscrib$3) near5 (service or content)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:12
S156	0	(multicast$3 or broadcat$3 or provid$3 or deliver$3 or download$3 or push$3) near5 (subscrip$3 or subscrib$3) near5 (service or content) and ecyption	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:13
S157	1	(multicast$3 or broadcat$3 or provid$3 or deliver$3 or download$3 or push$3) near5 (subscrip$3 or subscrib$3) near5 (service or content) and encription	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:13
S158	6893	S155 and "455"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:14

S159	34387	(multicast$3 or broadcat$3 or provid$3 or deliver$3 or download$3 or push$3) near5 (subscrip$3 or subscrib$3) near5 (service or content or plan)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:15
S160	6427	S159 and advertisement	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:18
S161	903	S160 and "455"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:18
S162	379717	exclusive	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:18
S163	147	S161 and exclusive	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:19
S164	1096	(multicast$3 or broadcat$3 or provid$3 or deliver$3 or download$3 or push$3) near5 (subscrip$3 or subscrib$3) near5 (service or content or plan) same advertisement	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:19
S165	207	S164 and "455"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:20
S166	37	S165 and exclusive	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:20
S167	1737	S155 and (service near3 plan)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:24
S168	1012	S155 and ("service plan")	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:24

S169	251	(multicast$3 or broadcat$3 or provid$3 or deliver$3 or download$3 or push$3) near5 (subscrip$3 or subscrib$3) near5 (service or content) same "service plan"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2012/05/31 12:25

EAST Search History (Interference)

<This search history is empty>

5/31/2012 4:48:53 PM
C:\Users\bmorales\Documents\EAST\Workspaces\12434094.wsp

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12434094	HARDIN ET AL.
	Examiner	Art Unit
	BENJAMIN MORALES FERNANDEZ	2617

SEARCHED

Class	Subclass	Date	Examiner
705	14.58		BM

SEARCH NOTES

Search Notes	Date	Examiner
See East search History		BM
Run Updated East Search see attached East search History	12/29/2011	BM
Review previouslly cited references	12/28/2011	BM
Run Google NPL search	12/20/2011	BM
See attached East search History	05/17/2012	BM

INTERFERENCE SEARCH

Class	Subclass	Date	Examiner

/B.M./ Examiner.Art Unit 2617	

PTO/SB/30EFS (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL
(Submitted Only via EFS-Web)

Application Number	12434094	Filing Date	2009-03-22	Docket Number (if applicable)	000429.000002	Art Unit	2617
First Named Inventor	Hardin, Ryan			Examiner Name	Morales Fernandez, Benjamin		

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. The Instruction Sheet for this form is located at WWW.USPTO.GOV

SUBMISSION REQUIRED UNDER 37 CFR 1.114

Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

☒ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

☐ Other _____

☐ Enclosed

☐ Amendment/Reply

☐ Information Disclosure Statement (IDS)

☐ Affidavit(s)/ Declaration(s)

☐ Other _____

MISCELLANEOUS

☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of months _____
(Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

☐ Other _____

FEES

☐ **The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.**
The Director is hereby authorized to charge any underpayment of fees, or credit any overpayments, to Deposit Account No _____

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

☒ Patent Practitioner Signature

☐ Applicant Signature

PTO/SB/30EFS (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Signature of Registered U.S. Patent Practitioner			
Signature	/Edward J. Marshall, Reg. No. 45395/	Date (YYYY-MM-DD)	2012-04-13
Name	Edward J. Marshall	Registration Number	45395

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450.

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

Privacy Act Statement

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

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

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Electronic Patent Application Fee Transmittal

Application Number:	12434094
Filing Date:	01-May-2009
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	Edward J. Marshall/Kathy Weiss
Attorney Docket Number:	000429.000002

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

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:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Request for continued examination	2801	1	465	465
		Total in USD ($)		**465**

Electronic Acknowledgement Receipt

EFS ID:	12542736
Application Number:	12434094
International Application Number:	
Confirmation Number:	1446
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Correspondence Address:	RYAN HARDIN PRONET SOLUTIONS CORPORATION P. O. BOX 271861 - HOUSTON TX 77277 US - -
Filer:	Edward J. Marshall/Kathy Weiss
Filer Authorized By:	Edward J. Marshall
Attorney Docket Number:	000429.000002
Receipt Date:	13-APR-2012
Filing Date:	01-MAY-2009
Time Stamp:	18:55:03
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$465

RAM confirmation Number	6157
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Continued Examination (RCE)	RCE.pdf	697287 e83b3966fa5721f5babc964dc24eca40d1888b57	no	3
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30639 4c8848c014f3c55a375d11f537c31b66069857f7	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	727926		

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

<u>New Applications Under 35 U.S.C. 111</u>
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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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.
12/434,094	05/01/2009	Ryan Hardin	000429.000002	1446

7590 04/09/2012

RYAN HARDIN
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P. O. BOX 271861
HOUSTON, TX 77277

EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2617	
MAIL DATE	DELIVERY MODE
04/09/2012	PAPER

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.

Advisory Action Before the Filing of an Appeal Brief	**Application No.** 12/434,094	**Applicant(s)** HARDIN ET AL.
	Examiner BENJAMIN MORALES	**Art Unit** 2617

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

THE REPLY FILED 22 March 2012 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

NO NOTICE OF APPEAL FILED

1. ☒ The reply was filed after a final rejection. No Notice of Appeal has been filed. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance;

(2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114 if this is a utility or plant application. Note that RCEs are not permitted in design applications. The reply must be filed within one of the following time periods:

a) ☐ The period for reply expires /months from the mailing date of the final rejection.

b) ☒ The period for reply expires on: (1) the mailing date of this Advisory Action; or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

c) ☐ A prior Advisory Action was mailed more than 3 months after the mailing date of the final rejection in response to a first after-final reply filed within 2 months of the mailing date of the final rejection. The current period for reply expires months from the mailing date of *the prior Advisory Action* or SIX MONTHS from the mailing date of the final rejection, whichever is earlier.

Examiner Note: If box 1 is checked, check either box (a), (b) or (c). ONLY CHECK BOX (b) WHEN THIS ADVISORY ACTION IS THE FIRST RESPONSE TO APPLICANT'S FIRST AFTER-FINAL REPLY WHICH WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. ONLY CHECK BOX (c) IN THE LIMITED SITUATION SET FORTH UNDER BOX (c). See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) or (c) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. ☐ The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. ☒ The proposed amendments filed after a final rejection, but prior to the date of filing a brief, will not be entered because
   a) ☒ They raise new issues that would require further consideration and/or search (see NOTE below);
   b) ☐ They raise the issue of new matter (see NOTE below);
   c) ☐ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
   d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims.

   NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).

4. ☐ The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. ☐ Applicant's reply has overcome the following rejection(s): _____.

6. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. ☐ For purposes of appeal, the proposed amendment(s): (a) ☐ will not be entered, or (b) ☐ will be entered, and an explanation of how the new or amended claims would be rejected is provided below or appended.

AFFIDAVIT OR OTHER EVIDENCE

8. ☐ The affidavit or other evidence filed after final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

9. ☐ The affidavit or other evidence filed after the date of filing the Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

10. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. ☐ The request for reconsideration has been considered but does NOT place the application in condition for allowance because:

_____.

12. ☐ Note the attached Information *Disclosure Statement*(s). (PTO/SB/08) Paper No(s). _____

13. ☒ Other: The limitations added to the amended claims requires further search..

STATUS OF CLAIMS

14. The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: .

Claim(s) objected to: .

Claim(s) rejected: .

Claim(s) withdrawn from consideration: .

/Kent Chang/ Supervisory Patent Examiner, Art Unit 2617	/BENJAMIN MORALES FERNANDEZ/ Examiner, Art Unit 2617

DO NOT ENTER: /B.M./

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: March 22, 2012. I hereby certify that I have caused the document 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).

/Ryan Hardin/
Ryan Hardin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin
Application No: 12/434,094
Filing Date: 05/01/2009
Examiner: Morales Fernandez, Benjamin
Art Group:2617; CN: 1446
Docket No: 000429.000002
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Date: 3/22/2012

RESPONSE TO FINAL OFFICE ACTION

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

Dear Sir:

In response to a Final Office Action dated January 24, 2012, having an initial shortened statutory period expiring April 24, 2011, Applicant submits this response, requests entry of the amendments made herein, and requests consideration of the remarks made herein.

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: March 22, 2012. I hereby certify that I have caused the document 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).

/Ryan Hardin/
Ryan Hardin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin
Application No: 12/434,094
Filing Date: 05/01/2009
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Examiner: Morales Fernandez, Benjamin
Art Group:2617; CN: 1446
Docket No: 000429.000002

Date: 3/22/2012

RESPONSE TO FINAL OFFICE ACTION

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

Dear Sir:

In response to a Final Office Action dated January 24, 2012, having an initial shortened statutory period expiring April 24, 2011, Applicant submits this response, requests entry of the amendments made herein, and requests consideration of the remarks made herein.

IN THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (currently amended) A method comprising:

registering an application program for use with a content delivery platform, wherein the registered application program is executing on a mobile device;

establishing a plurality of perimeters defining a plurality of geographic areas;

reserving respective ones of the plurality of geographic areas for delivery of content to registered application programs associated with respective ones of a plurality of sponsors;

receiving, from the application program, a request for content to be displayed within the registered application program being executed on the mobile device;

in response to receiving the request:

identifying a target location based, at least in part, on the request;

selecting at least one selected sponsor from ~~of~~ the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas; and

providing content ~~exclusively~~ to the registered application program based on the selecting, wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors.

2. (previously presented) The method of Claim 1, further comprising:

recording a request identifier associated with the request; and

providing the request identifier to the registered application program executing on the mobile device.

3. (previously presented) The method of Claim 2, further comprising:

receiving information related to user interaction with the provided content, the information including the request identifier; and

providing additional content to the registered application in response to the received information.

4. (original) The method of Claim 1, further comprising:

determining whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location;

in response to a negative determination, increasing the predetermined radial distance.

5. (original) The method of Claim 1, further comprising:

receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

providing the sponsor a response to the request; and

storing a record of the interest in the selected one of the plurality of geographic areas.

6. (previously presented) The method of Claim 5, further comprising:

receiving, from the sponsor, content to be delivered to registered applications executing on mobile devices and having target locations contained within a selected one of the plurality of geographic areas.

7. (previously presented) The method of Claim 1, further comprising:

reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices and having a target location contained within the specific one of the plurality of geographic areas.

8. (currently amended) 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 to register an application program for use with a content delivery platform, wherein the registered application program is executing on a mobile device;

at least one instruction to establish a plurality of perimeters defining a plurality of geographic areas;

at least one instruction to maintain a record associating each of a plurality of sponsors with the registered application program and at least one of the plurality of geographic areas;

at least one instruction to receive a request from the application program for content to be displayed within the registered application program being executed on the mobile device;

at least one instruction to identify a target location based, at least in part, on the request;

at least one instruction to select at least one selected sponsor from ~~of~~ the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas; and

at least one instruction to provide content ~~exclusively~~ to the registered application program based on the selecting, wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors.

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9. (previously presented) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the registered application program executing on the-mobile device.

10. (previously presented) The system of Claim 9, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content to the registered application in response to the received information.

11. (original) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location; and

at least one instruction to increase the predetermined radial distance in response to the at least one instruction to determine.

12. (original) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request; and

at least one instruction to store a record of the interest in the selected one of the plurality of geographic areas.

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13. (previously presented) The system of Claim 12, wherein the program of instructions further comprises:

at least one instruction to receive, from the sponsor, content to be delivered to registered applications executing on mobile devices and having target locations contained within the selected one of the plurality of geographic areas.

14. (previously presented) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices and having a target location contained within the specific one of the plurality of geographic areas.

15. (currently amended) A non-transitory computer readable medium tangibly embodying a program of computer executable instructions, the program of instructions comprising:

at least one instruction to register an application program for use with a content delivery platform, wherein the registered application program is executing on a mobile device;

at least one instruction to establish a plurality of perimeters defining respective geographic areas;

at least one instruction to maintain a record associating each of a plurality of sponsors with the registered application program and at least one of the plurality of geographic areas;

at least one instruction to receive a request from the registered application program being executed on a mobile device for content to be displayed within the registered application program being executed on the mobile device;

at least one instruction to identify a target location based, at least in part, on the request;

at least one instruction to select at least one selected sponsor from ~~of~~ the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas; and

at least one instruction to provide content ~~exclusively~~ to the registered application program based on the selecting, wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors.

16. (previously presented) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the registered application program executing on the mobile device.

17. (previously presented) The non-transitory computer readable medium of Claim 16, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content to the registered application in response to the received information.

18. (previously presented) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial 4 distance of the target location; and

at least one instruction to increase the predetermined radial distance in response to a negative 6 determination.

19. (previously presented) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request;

at least one instruction to store a record of the interest in the selected one of the plurality of geographic area; and

at least one instruction to receive, from the sponsor, content to be delivered to registered applications executing on mobile devices having target locations contained within the selected one of the plurality of geographic areas.

20. (previously presented) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices and having a target location contained within the specific one of the plurality of geographic areas.

REMARKS

Claims 1-20 are pending in this application and all stand rejected. Applicant has amended claims 1, 8, and 15. No new matter has been added by these amendments, which are fully supported by the specification as filed.

Examiner Interview

On February 28, 2012, the applicant, Ryan Hardin conducted a telephone interview with examiner Benjamin Morales Fernandez. References discussed during the interview focused on the iPhone App Advertising article, and whether that reference showed exclusivity. The exclusive delivery of content from one sponsor, while specifically excluding delivery from others, was also discussed. The applicant understood the examiner's rejection to be based on the position that the iPhone App Advertising article discloses exclusive advertising within an application, because anyone who had not purchased advertising was necessarily excluded. No specific agreement on claim language was reached, but the examiner indicated that an amendment in which content from one sponsor was included and content from other sponsors was specifically excluded might overcome the cited references.

Rejection of Claims 1-3, 8-10, and 15-17 Under 35 U.S.C. § 103

Claims 1-3, 8-10, and 15-17 are rejected under 35 U.S.C. §103(a) as being unpatentable over Gupta (US 2010/0312616 A1) in view of iPhone App Advertising (hereinafter iPhone App), page 1-5, August 24, 2008.

Independent Claims 1, 8 and 15

Claims 1, 8 and 15 have been amended to recite, generally, providing content exclusively from selected sponsors, while specifically excluding content from non-selected sponsors. More specifically, claim 1 now recites, "providing content to the registered application program based on the selecting, wherein the content provided to the registered application program includes content from only the at least one selected sponsor, while excluding content from non-selected sponsors."

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In rejecting claim 1, the official action notes that Gupta does not specifically teach "delivery of content to registered application programs." *Official Action*, page 3. The official action states that the iPhone App provides the disclosure missing from Gupta. *Official Action*, page 3 (citing *iPhone App*, page 2, Figures 1 and 2). But the iPhone App simply discloses that an advertisement can be provided to an application – it does not disclose anything about exclusivity.

With regard to exclusivity, which was discussed during the telephone interview, the examiner stated that a necessary result of delivering content only from sponsors was that non-sponsors are excluded, and that the iPhone App therefore taught delivery of content exclusively belonging to a sponsor. Although the applicant respectfully disagrees with this position, claims 1, 8, and 15 have been amended to recite that content from some sponsors is delivered, while content from other sponsors is excluded. Thus, at least as currently amended, the applicant submits that claims 1, 8, and 15 distinguish over the art of record.

Dependent Claims 2-3, 9-10, and 16-17

Claims 2-3, 9-10, and 16-17 are dependent upon claim 1, 8, or 15 and introduce additional patentable subject matter. The applicant believes that the reasons that distinguish claims 1, 8, and 15 over the present rejection are applicable in distinguishing claims 2-3, 9-10, and 16-17 over the same rejection.

Rejection of Claims 4, 11, and 18 Under 35 U.S.C. § 103

Claims 4, 11 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view of iPhone App in further view of Sato (US 2004/0253965).

Claims 4, 11, and 18 are dependent upon claim 1, 8, or 15 and introduce additional patentable subject matter. The applicant believes that the reasons that distinguish claims 1, 8, and 15 over the present rejection are applicable in distinguishing claims 4, 11, and 18 over this rejection.

Rejection of Claims 5-7, 12-14 and 19-20 Under 35 U.S.C. § 103

Claims 5-7,12-14 and 19-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 201010312646) in view of iPhone App in further view of Guido (US 7814106).

Claims 5-7, 12-14 and 19-20 are dependent upon claim 1, 8, or 15 and introduce additional patentable subject matter. The applicant believes that the reasons that distinguish claims 1, 8, and 15 over the present rejection are applicable in distinguishing claims 5-7, 12-14 and 19-20 over this rejection.

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CONCLUSION

In view of the amendments and arguments set forth above, the applicant believes that all claims remaining in this application are in condition for allowance. A Notice of Allowability is courteously solicited.

It is believed that no additional fees are due.

Respectfully submitted,

Date: 3/22/2012 By: /Ryan J. Hardin/

Ryan J. Hardin
1914 Prospect Street, Houston, Texas 77004
832.377.0004 (phone)
800.914.1808 (fax)

Electronic Acknowledgement Receipt

EFS ID:	12372634
Application Number:	12434094
International Application Number:	
Confirmation Number:	1446
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Correspondence Address:	RYAN HARDIN PRONET SOLUTIONS CORPORATION P. O. BOX 271861 - HOUSTON TX 77277 US - -
Filer:	Edward J. Marshall
Filer Authorized By:	
Attorney Docket Number:	000429.000002
Receipt Date:	22-MAR-2012
Filing Date:	01-MAY-2009
Time Stamp:	17:14:31
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		FOAResponse.pdf	157152 c8602c6b0e153ad3decf6a405e522e40a4273efe	yes	12

Multipart Description/PDF files in .zip description		
Document Description	**Start**	**End**
Amendment After Final	1	1
Claims	2	8
Applicant Arguments/Remarks Made in an Amendment	9	12

Warnings:	
Information:	
Total Files Size (in bytes):	157152

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/06 (07-06)
Approved for use through 1/31/2007. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
12/434,094	05/01/2009	

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			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			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 $250 ($125 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			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 03/22/2012	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $30 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $125 =	0	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	0	OR	TOTAL ADD'L FEE	

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

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

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/MARQUITA JONES/

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/434,094	05/01/2009	Ryan Hardin	000429.000002	1446

7590 03/12/2012

RYAN HARDIN
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EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2617	
MAIL DATE	DELIVERY MODE
03/12/2012	PAPER

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.

Applicant-Initiated Interview Summary	**Application No.** 12/434,094	**Applicant(s)** HARDIN ET AL.	
	Examiner BENJAMIN MORALES	**Art Unit** 2617	

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

(1) *BENJAMIN MORALES*. (3) *Ryan Hardin*.

(2) *PE Marivelisse Santiago*. (4) *Edward J. Marshall*.

Date of Interview: *02/28/2012*.

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: *1*.

Identification of prior art discussed: *Gupta (US 2010/031246) and Iphone App NPL*.

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...)

A proppose amendment for claim 1 was discussed. Aplicants representative explans the invention but the claims does not seem to express what the invention is as described by applicants representative. It was suggested to amend the claims to recite the invention as applicantas representative described.

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

/BENJAMIN MORALES FERNANDEZ/ Examiner, Art Unit 2617	/Jinsong Hu/ Supervisory Patent Examiner, Art Unit 2617

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.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/434,094	05/01/2009	Ryan Hardin	000429.000002	1446

7590 01/24/2012

RYAN HARDIN
PRONET SOLUTIONS CORPORATION
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HOUSTON, TX 77277

EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2617	
MAIL DATE	DELIVERY MODE
01/24/2012	PAPER

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.

Office Action Summary	Application No.	Applicant(s)	
	12/434,094	HARDIN ET AL.	
	Examiner	Art Unit	
	BENJAMIN MORALES	2617	

-- 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* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 *10/05/2011*.

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

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

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

Disposition of Claims

5)☒ Claim(s) *1-20* is/are pending in the application.

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

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *1-20* is/are rejected.

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

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

Application Papers

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

11)☐ The drawing(s) filed on _____ 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).

12)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

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

a)☐ All b)☐ Some * c)☐ None of:

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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claims have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

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

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

2. Claims 1 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view of iPhone App Advertising (hereinafter iPhone App), page 1-5,August, 24, 2008.

As per claim 1, Gupta teaches “A method comprising: registering an application program for use with a content delivery platform” (paragraph [0049],[0026],[0029],[0079] Discloses the registering of the client that could be an application), “wherein the registered application program is executing on a mobile device(Figures 8 and 9 the application is running on the mobile device); establishing a plurality of perimeters defining a plurality of geographic areas " (paragraph [0035],[0047]); reserving respective ones of the plurality of geographic areas for delivery of content

associated with respective ones of a plurality of sponsors (paragraph [0018], [0019], [0020], [0070], [0080]); receiving, from the application program , a request for content to be displayed within the registered application program being executed on the mobile device (paragraph [0026],[0030][0004] Figure 8 and 9 the content is being displayed writhing the application program); in response to receiving the request: identifying a target location based, at least in part, on the request (abstract, paragraph [0004], [0018], [0024], [0025], [0040]); selecting at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas (paragraph [0039], [0020]); and providing content to the application program based on the selecting "(paragraph [0035], [0039]).

Gupta does not specifically teach “delivery of content to registered application programs” “and providing content exclusively to the registered application program” .

However, Iphone App in the other hand teaches “delivery of content to registered application programs”(page 2 Figures 1 and 2 the advertisement is being displayed and delivered to the registered application program on the mobile) “and providing content exclusively to the registered application program” (page 2 Figures 1 and 2 the advertisement is being displayed exclusively in on the New York Times application which is a register application in the mobile device).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention to provide the teachings described above from iPhone App to

Gupta's invention in order to provide a way of displaying the advertisement to the mobile while getting the attention of the user when he is using the application.

As per claim 2, Gupta and iPhone App teaches "further comprising: recording a request identifier associated with the request (paragraph [0004] Fig. 5 article 550); and providing the request identifier to the registered application program executing on the mobile device" (paragraph [0004][0040];the request identifier is being provided to the registered application so that it can request the advertisement to be displayed).

As per claim3, Gupta and iPhone App teaches "further comprising: receiving information related to user interaction with the provided content" (paragraph [0029]), the information including the request identifier" (paragraph [0029]); and providing additional content to the registered application in response to the received information (paragraph [0037], [0038] additional content is being provided).

As per claim 8, Gupta teaches "A system comprising: memory (Fig. 10 article 1004, abstract, paragraphs [0004], [0055],[0056]); a communications interface operably coupled to the memory "(paragraph [0056] Fig. 10); and at least one processor operably coupled to the memory and the communications interface(paragraph [0056] Fig. 10), the processor configured to execute a program of instructions, the program of instructions comprising(paragraph [0056] fig.10 article 1002 contains article 1024 which are the instructions): at least one instruction to register an application program for use with a

content delivery platform (paragraph [0049],[0026],[0029],[0079] Discloses the registering of the client that could be an application),wherein the registered application program is executing on a mobile device (Figures 8 and 9 the application is running on the mobile device);at least one instruction to establish a plurality of perimeters defining a plurality of geographic areas (paragraph [0035],[0047]); “at least one instruction to maintain a record associating each of a plurality of sponsors with the registered application program and at least one of the plurality of geographic areas (paragraph [0018], [0019], [0020], [0070], [0080]); at least one instruction to receive a request from the application program for content to be displayed within the registered application program being executed on the mobile device (paragraph [0026],[0030]); at least one instruction to identify a target location based, at least in part, on the request(abstract, paragraph [0004], [0018], [0024], [0025], [0040]); at least one instruction to select at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas (paragraph [0039], [0020]); and at least one instruction to provide content exclusively to the registered application program based on the selecting”(paragraph [0035], [0039]).

Gupta does not specifically teach “associating each of a plurality of sponsors with the registered application program” “content to be displayed within the registered application program being executed” “ provide content exclusively to the registered application program”

However, iPhone App in the other hand teaches “associating each of a plurality of sponsors with the registered application program” (page 2 Figures 1 and 2 the

advertisement is being associated with the application program) “content to be displayed within the registered application program being executed” ”(page 2 Figures 1 and 2 the advertisement is being displayed and delivered to the registered application program on the mobile) “provide content exclusively to the registered application program” (page 2 Figures 1 and 2 the advertisement is being displayed exclusively in on the New York Times application which is a register application in the mobile device).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention to provide the teachings described above from iPhone App to Guptas invention in order to provide a way of displaying the advertisement to the mobile while getting the attention of the user when he is using the application.

As per claims 9 and 10, since they are system claims of claims 2 and 3 respectively representing the same limitations as claims 2 and 3, they are rejected for the same basis as claims 2-3.

As per claim 15, Gupta teaches "A non-transitory computer readable medium tangibly embodying a program of computer executable instructions" (paragraph [0098]), the program of instructions comprising: at least one instruction to register an application program for use with a content delivery platform” (paragraph [0049],[0026],[0029],[0079] Discloses the registering of the client that could be an application), wherein the registered application program is executing on a mobile device (Figures 8 and 9 the application is running on the mobile device); at least one instruction to establish a

plurality of perimeters defining respective geographic areas" (paragraph [0035],[0047]); at least one instruction to maintain a record associating each of a plurality of sponsors with at least one of the plurality of geographic areas (paragraph [0018], [0019], [0020], [0070], [0080]); at least one instruction to receive a request from the registered application program being executed on a mobile device for content to be displayed on the mobile device (paragraph [0026],[0030]); at least one instruction to identify a target location based, at least in part, on the request (abstract, paragraph [0004], [0018], [0024], [0025], [0040]); at least one instruction to select at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas (paragraph [0039], [0020]); and at least one instruction to provide content exclusively to the registered application program based on the selecting" (paragraph [0035], [0039]).

Gupta does not specifically teach "associating each of a plurality of sponsors with the registered application program" "content to be displayed within the registered application program being executed" " provide content exclusively to the registered application program"

However, iPhone App in the other hand teaches "associating each of a plurality of sponsors with the registered application program" (page 2 Figures 1 and 2 the advertisement is being associated with the application program) "content to be displayed within the registered application program being executed" "(page 2 Figures 1 and 2 the advertisement is being displayed and delivered to the registered application program on the mobile) "provide content exclusively to the registered application

program" (page 2 Figures 1 and 2 the advertisement is being displayed exclusively in on the New York Times application which is a register application in the mobile device).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention to provide the teachings described above from iPhone App to Guptas invention in order to provide a way of displaying the advertisement to the mobile while getting the attention of the user when he is using the application.

As per claims 16 and 17, since they are computer readable claims representing the same limitations as claims 2 and 3, they are rejected for the same basis as claims 2 and 3.

2. Claims 4,11 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view of iPhone App in further view of Sato (US 2004/0253965).

As per claim 4, Gupta teaches "determining whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location" (paragraph [0039]).

Gupta and iPhone App does not specifically teach "in response to a negative determination, increasing the predetermined radial distance" (Sato paragraph [0126], [0129], [0131], and [0132]).

However Sato, in the other hand teaches "in response to a negative determination, increasing the predetermined radial distance" (Sato paragraph [0126], [0129], [0131], and [0132]).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention to provide the teachings described above from Sato's invention to Gupta and Gupta and iPhone App's invention in order to help increase the chance that a user visits the closest sponsors business.

As per claims 11 and 18, since they are system and computer readable medium claims representing the same limitation as in claim 4, they are rejected for the same basis as claim 4.

3. Claims 5-7,12-14 and 19-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646) in view of iPhone App in further view of Guido (US 7814106).

As per claim 5, Gupta and iPhone App do not specifically teaches "...receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas" "providing the sponsor a response to the request ....storing a record of the interest in the selected one of the plurality of geographic areas".

However Guido, in the other hand teaches " receiving, from a sponsor, a request

to obtain an interest in a selected one of the plurality of geographic areas" (column 8 lines 22-39 column 4 lines 65-67 column 5 lines 1-10); "providing the sponsor a response to the request" (column 8 lines 10-53) "storing a record of the interest in the selected one of the plurality of geographic areas" (column 8 lines 40-53).

Therefor it would have been obvious to a person with ordinary skill in the art at the time to provide the teachings described above from Guido's invention to Gupta and iPhone App's invention in order to help the advertiser pull more customers in the define area.

As per claim 6, Gupta and iPhone App teaches " further comprising: receiving, from the sponsor, content to be delivered to registered applications executing on mobile devices and having target locations contained within a selected one of the plurality of geographic areas" (paragraphs [0019],[0020]).

As per claim 7, Gupta and iPhone App teaches "registered applications executing on mobile devices and having a target location contained within the specific one of the plurality of geographic areas" (paragraph [0040]).

Gupta and iPhone App does not specifically teach "reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices"

However Guido in the other hand teaches “reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices” (column 8 lines 22-39 column 4 lines 65-67 column 5 lines 1-10).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention provide the teachings described above from Guido's invention to Gupta and iPhone App's invention in order to help the advertiser pull more customers in the define area.

As per claim 13, Gupta and iPhone App teaches " wherein the program of instructions further comprises: at least one instruction to receive, from the sponsor, content to be delivered to registered applications executing on mobile devices and having target locations contained within the selected one of the plurality of geographic areas ” (paragraphs [0019],[0020]).

As per claim 12, since it is a system claim representing the same limitation as in claim 5, it is rejected for the same basis as claim 5.

As per claim 19, since it is a computer readable medium claim representing the same limitations as in claims 5-6, it is rejected for the same basis as claims 5-6.

As per claims 14 and 20 since they are system and computer readable medium claims representing the same limitation as in claim 7, they are rejected for the same basis as claim 7.

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Baar (US 2009/0024476) teaches dividing a region in a plurality of geographic areas and assigning advertisers to each area to display in a mobile device base on location.

Meifu (US 2003/0198346) teaches the distribution of advertisement using a push method base on location, also teaches the change of the search radius base on a threshold value.

Teshima (US 7103368) teaches the distribution of advertisement base on location and the assignation of specific regions for targeting the advertisement base on the area reservation.

Koli (2008/0004952) teaches the advertisement distribution and the registration of the application used for the distribution.

5. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP

§ 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BENJAMIN MORALES whose telephone number is (571)270-5797. The examiner can normally be reached on 7:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jinsong Hu can be reached on 571-272-3965. 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.

/BENJAMIN MORALES FERNANDEZ/
Examiner, Art Unit 2617

/Jinsong Hu/
Supervisory Patent Examiner, Art Unit 2617

Notice of References Cited	Application/Control No. 12/434,094	Applicant(s)/Patent Under Reexamination HARDIN ET AL.	
	Examiner BENJAMIN MORALES	Art Unit 2617	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2010/0312646	12-2010	Gupta et al.	705/14.58
*	B	US-2004/0253965	12-2004	Sato et al.	455/456.3
*	C	US-7,814,106	10-2010	Guido et al.	707/743
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Wayback machine "Iphone App Advertisement" http://www.blog.yieldbuild.com/2008/08/21/iphone-app-advertising/. August/24/2008
	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.

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	13	admob.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 12:57
L2	2	adfonic.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 13:01
L3	31	vibes.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 13:05
S1	1	((RYAN) near2 (HARDIN)).INV.	US-PGPUB; USPAT	OR	ON	2011/06/20 15:19
S2	89	((ANDREW) near2 (HILL)).INV.	US-PGPUB; USPAT	OR	ON	2011/06/20 15:20
S3	1	((RYAN) near2 (HARDIN)).INV.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 15:20
S4	161	((RYAN) near2 (HARDIN)).INV. or ((ANDREW) near2 (HILL)).INV.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 15:20
S5	49	("20030064705" | "20040214550" | "20040220906" | "20070185768" | "20080154728" | "20080162032" | "20080163073" | "20080215524" | "20080262897" | "20080307498" | "20080313039" | "20090063424" | "6810323" | "6847888" | "6867733" | "7009556" | "7080402" | "7089264" | "7096117" | "7124370" | "7200673" | "7207802" | "7219303").PN.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 15:35
S6	1	(12/434094).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/20 16:25
S7	1	(10/931309).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/20 16:57

S8	1	(08/995623).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/20 16:58
S9	21494	(location or (geographic near (area or region)) or position or place) near6 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:44
S10	17679	S9 and (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:47
S11	13684	S9 and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:47
S12	14799	(location or (geographic near (area or region)) or position or place) near3 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:49
S13	12394	S12 and (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:49
S14	3302	((location or (geographic near (area or region)) or position or place) near3 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity)) same (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:51
S15	700	S12 and ("455"/("414.1" or "456.3").ccls.)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:53
S16	321	S12 and (455/414.1.ccls. or 455/456.3.ccls.)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:54
S17	186	S16 and @pd <"20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:55
S18	37	"20090024476".pn. or "7860871".pn.	US-PGPUB;	OR	ON	2011/06/20

		or "7904064".pn. or "7092724".pn. or "20080139181".pn. or "20110029355".pn. or "20050049765".pn. or "20050221843".pn. or "20020111172".pn. or "2008995623".pn. or "20080119206".pn. or "20080027799".pn. or "7343317".pn. or "6735568".pn. or "20030154126".pn. or "20060270419".pn.	USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB			18:03
S19	1	2009-E29540.NRAN.	DERWENT	OR	ON	2011/06/21 14:17
S20	10	("20020091568" | "20030026231" | "20030212996" | "20040198396" | "20070150516" | "20070239348" | "20080153513" | "20080167801" | "6374182" | "7395149").PN. OR ("7904064").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 14:28
S21	161	((RYAN) near2 (HARDIN)).INV. or ((ANDREW) near2 (HILL)).INV.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:33
S22	2	S21 and (advert$5 or sponsor$4)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:33
S23	32	("6546257").URPN.	USPAT	OR	ON	2011/06/21 14:56
S24	14810	(location or (geographic near (area or region)) or position or place) near3 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:59
S25	321	S24 and (455/414.1.ccls. or 455/456.3.ccls.)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:59
S26	2132	(((location near3 based) or (geographic near (area or region)) or position or place) near3 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity)) same (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:01
S27	1159	(((location near3 based) or (geographic near (area or region)) or position or place) near3 (advertis$5 or sponsor$3 or announc$5 or promotion$3 or propaganda or publicity)) near10 (mobile or cell$5 or	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:04

		smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))				
S28	881	S27 and (select$3 or chos$3 or pick)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:07
S29	715	S28 and (request$3 or inquir$3 or ask$3)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:08
S30	542	S29 and (reserv$4 or hold$3 or maintain$3 or retain$3 or retain$3)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:12
S31	339	S30 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:13
S32	200	S31 and (perimeter or distance)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:14
S33	5193172	S32 increase	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:14
S34	151	S32 and increase	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:15
S35	151	("20010047294" | "20010054001" | "20020004733" | "20020010757" | "20020032677" | "20020038344" | "20020069105" | "20020080927" | "20020120685" | "4491946" | "4713806" | "4809160" | "4823122" | "4939638" | "4956773" | "5088036" | "5109486" | "5187787" | "5218699" | "5257369" | "5293614" | "5297283" | "5307490" | "5311591" | "5339435" | "5386568" | "5390328" | "5423042" | "5440744" | "5448740" | "5452459" | "5455952" | "5471629" | "5475792" | "5475817" | "5481721" | "5504921" | "5511197" | "5524244" | "5553282" | "5555367" | "5555427" | "5557798" |	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:30

		"5560003" | "5561785" | "5577231" | "5594921" | "5603031" | "5617537" | "5628005" | "5640564" | "5644768" | "5649186" | "5652888" | "5655148" | "5659751" | "5671225" | "5675796" | "5680573" | "5680617" | "5684955" | "5689709" | "5706435" | "5706502" | "5724588" | "5727145" | "5737607" | "5745678" | "5745695" | "5745703" | "5745755" | "5748897" | "5754849" | "5757925" | "5761656" | "5764897" | "5768532" | "5774551" | "5778187" | "5778228" | "5778368" | "5787425" | "5787431" | "5790548" | "5802367" | "5808911" | "5809507" | "5813013" | "5815149" | "5815709" | "5815711" | "5818448" | "5829022" | "5832219" | "5832529" | "5832593" | "5835737" | "5842018" | "5844553" | "5845129" | "5860004" | "5860153" | "5864862" | "5864866" | "5872928" | "5872973" | "5875335" | "5878411" | "5884024" | "5884079" | "5887134" | "5890158" | "5892904" | "5933497" | "5935249" | "5940827" | "5944793" | "5946485" | "5946694" | "5966531" | "5969967" | "5987506").PN. OR ("5991810" | "5999179" | "6003763" | "6009103" | "6016496" | "6016500" | "6026414" | "6031977" | "6061699" | "6061713" | "6088451" | "6301661" | "6311269" | "6324566" | "6332062" | "6377994" | "6405175" | "6446108" | "6557039" | "6560633" | "6571279" | "6606663" | "6609108" | "6775783").PN. OR ("7395333").URPN.				
S36	193	("20010047294" | "20010054001" | "20020004733" | "20020010757" | "20020032677" | "20020038344" | "20020069105" | "20020080927" | "20020120685" | "4491946" | "4713806" | "4809160" | "4823122" | "4939638" | "4956773" | "5088036" | "5109486" | "5187787" | "5218699" | "5257369" | "5293614" | "5297283" | "5307490" | "5311591" | "5339435" | "5386568" | "5390328" | "5423042" | "5440744" | "5448740" | "5452459" | "5455952" | "5471629" | "5475792" | "5475817" | "5481721" | "5504921" | "5511197" | "5524244" | "5553282" | "5555367" | "5555427" | "5557798" | "5560003" | "5561785" | "5577231" | "5594921" | "5603031" | "5617537" | "5628005" | "5640564" | "5644768" | "5649186" | "5652888" | "5655148" | "5659751" | "5671225" | "5675796" | "5680573" | "5680617" | "5684955" | "5689709" | "5706435" | "5706502" | "5724588" | "5727145" | "5737607" | "5745678" | "5745695" | "5745703" | "5745755" | "5748897" | "5754849" | "5757925" | "5761656" | "5764897" | "5768532" | "5774551" | "5778187" |	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:32

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S37	22	("20010037211" | "5247440" | "5442805" | "5485161" | "5767795" | "6154172").PN. OR ("6501421").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:34
S38	85	("5568153" | "5669061" | "5831545" | "5857155" | "5938721" | "5946687" | "5959577" | "5987381" | "Re35916").PN. OR ("6154172").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:35
S39	211	(S34 or S35 or S36 or S37 or S38) and (advert$5 or sponsor$4)	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:37
S40	203	(S34 or S35 or S36 or S37 or S38) and (advert$5)	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:37
S41	203	(S34 or S35 or S36 or S37 or S38) and (advert$5)	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:38
S42	12	US-6795710-$.DID. OR US-4554563-$.DID. OR US-7593721-$.DID. OR US-4554142-$.DID. OR US-7729945-$.DID. OR US-20020077897-$.DID.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:59
S43	1	"11963029"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 16:09
S44	1	(11/963029).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/21 16:09
S45	36	("20020052196" | "20020184089" | "20030014754" | "20040110515" | "20040116115" | "20040250212" | "20050001743" | "20060046768" | "5930699" | "5938721" | "6133853" |	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 17:04

		"6148261" | "6400806" | "6400941" | "6434381" | "6515595" | "6525768" | "6529824" | "6546002" | "6587835" | "6629136" | "6707421" | "6771290" | "6812888" | "6868335" | "6898434" | "6924748" | "6965868" | "7113110" | "7116985" | "7127261" | "7133834" | "7167553" | "7170852" | "7174301" | "7181227").PN. OR ("7593721").URPN.				
S46	2	("7729945").URPN.	USPAT	OR	ON	2011/06/21 17:10
S47	2	("7089264").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/21 17:14
S48	28	("7089264").URPN.	USPAT	OR	ON	2011/06/21 17:16
S49	0	("2010/0312646").URPN.	USPAT	OR	ON	2011/06/21 17:20
S50	29095	(location or (geographic near (area or region)) or position or place) near6 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 07:55
S51	23123	(location or (geographic near (area or region)) or position or place) near4 (advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 07:55
S52	413	705/14.58.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:12
S54	263	S52 and mobile	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:13
S55	156	S52 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:15
S56	3	S55 and perimeter	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:16
S57	155	S55 and (mobile or computer or cell$6 or smart$6 or pda or iphone or phone or laptop or (personal adj digital adj assistant) or UE)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT;	OR	ON	2011/06/23 09:18

			IBM_TDB			
S58	130	S55 and select	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:20
S59	42	S55 and ((select$3 or chos$3) near3 (sponsor or advertiser or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:21
S60	747	((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad) near6 (geographic or area or region or perimeter or location or cell)) same ((select$3 or chos$3 or pick) near3 (sponsor or advertiser or publisher or promoter))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:31
S61	703	(((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad) near6 (geographic or area or region or perimeter or location or cell)) same ((select$3 or chos$3 or pick) near3 (sponsor or advertiser or publisher or promoter))) and (mobile or computer or cell$6 or smart$6 or phone or computer or UE or portable or handheld or pda or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:33
S62	468	S61 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:34
S63	324	S62 and interest	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:35
S64	357	S62 and (interest or preference)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:36
S65	692	(((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or ad) near6 ((geographic near area) or area or region or perimeter or location or cell)) same ((select$3 or chos$3 or pick) near3 (sponsor or advertiser or publisher or promoter))) and (mobile or computer or cell$6 or smart$6 or phone or computer or UE or portable	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:43

		or handheld or pda or (personal adj digital adj assistant))				
S66	460	S65 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:44
S67	350	S66 and (interest or preference)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:44
S68	145	S67 not cell	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:09
S69	326	S67 not "536"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:12
S70	331	S67 not "536"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:13
S71	343	S67 not "424"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:16
S72	325	S70 not "424"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:17
S73	0	("7814106").URPN.	USPAT	OR	ON	2011/06/23 11:14
S74	54	("20010018340" | "20010065691" | "20020002552" | "20020023010" | "20020032035" | "20020065691" | "20020147644" | "20030013449" | "20030023489" | "20030026268" | "20040076279" | "20040083133" | "20040110515" | "5218367" | "5627549" | "5664948" | "5682525" | "5732324" | "5835061" | "5838237" | "5850433" | "5852810" | "5893093" | "5898680" | "5930474" | "5948041" | "5969678" | "6122520" | "6199045" | "6202022" | "6208866" | "6223122" | "6236330" | "6259381" | "6259405" | "6266612" | "6275705" | "6353398" |	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/23 11:14

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S75	77	("6452498").URPN.	USPAT	OR	ON	2011/06/23 11:16
S76	4	("2002/0099606").URPN.	USPAT	OR	ON	2011/06/23 11:29
S77	20	("7103368").URPN.	USPAT	OR	ON	2011/06/23 11:30
S78	222	705/14.56.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:12
S79	165	S78 and location	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:13
S80	138	S79 and (area or region)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:13
S81	109	S80 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:13
S82	19	S81 and sponsor	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:14
S84	77	S81 and (sponsor or advertiser or promoter or announcer or publisher)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:17
S85	77	S81 and (sponsor or advertiser or promoter or anouncer or publisher)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:17
S86	6	S84 and (reserve)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:18

S87	42	S84 and geograph$4	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:20
S88	81	(US-20100279665-$ or US-20060064346-$ or US-20050221843-$ or US-20050049765-$ or US-20020091568-$ or US-20090017798-$ or US-20080215428-$ or US-20080160966-$ or US-20080139223-$ or US-20080119206-$ or US-20080227467-$ or US-20080201731-$ or US-20080133336-$ or US-20080091518-$ or US-20070244750-$ or US-20070061363-$ or US-20070061300-$ or US-20030220835-$ or US-20100312646-$ or US-20090063283-$ or US-20090043660-$ or US-20090024476-$ or US-20090018904-$ or US-20090006190-$ or US-20080318559-$ or US-20080301093-$).did. or (US-20080275785-$ or US-20080261571-$ or US-20080215475-$ or US-20080208690-$ or US-20080195457-$ or US-20080189177-$ or US-20080139181-$ or US-20080113674-$ or US-20070233565-$ or US-20070165050-$ or US-20070143187-$ or US-20070130014-$ or US-20070121846-$ or US-20070113241-$ or US-20060230053-$ or US-20060099936-$ or US-20040199623-$ or US-20020099606-$ or US-20020065691-$).did. or (US-6014090-$ or US-7904064-$ or US-6484148-$ or US-6546257-$ or US-7370091-$ or US-7395333-$ or US-6918084-$ or US-6501421-$ or US-7085818-$ or US-7593721-$ or US-7729945-$ or US-7174301-$ or US-7814106-$ or US-7089264-$ or US-7668832-$ or US-7526278-$ or US-7437444-$ or US-7136871-$ or US-7103368-$ or US-6993326-$ or US-6665715-$ or US-6452498-$ or US-7848764-$ or US-6798358-$ or US-7916678-$).did. or (US-20090063424-$ or US-20080262897-$ or US-20080215524-$ or US-20070185768-$ or US-20040220906-$ or US-20040214550-$ or EP-1271458-$ or US-20110029355-$ or US-20090024476-$ or US-20080027799-$ or US-6795710-$).did.	US-PGPUB; USPAT; DERWENT	OR	ON	2011/06/23 15:25
S89	56	S88 and (reserve or assign or separate)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:26

S90	27	S88 and (reserve or assign)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:26
S91	3025	(location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity)near6 (sponsor or advertiser or promoter or anouncer or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:12
S92	5003	(location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message)near6 (sponsor or advertiser or promoter or anouncer or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:13
S93	5041	(location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:14
S94	3910	((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:28
S95	1761	S94 and (register or subscribe or acces) and (reserv$3 or separat$3 or chos$3)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:33
S96	252	((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant)) same ((register or subscribe or acces) and (reserv$3 or separat$3 or chos$3))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:34
S97	0	(((location or (geographic near (area	US-PGPUB;	OR	ON	2011/06/24

		or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant)) same ((register or subscribe or acces) and (reserv$3 or separat$3 or chos$3))) and @pd < "20090501".pd.	USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB			08:35
S98	143	(((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant)) same ((register or subscribe or acces) and (reserv$3 or separat$3 or chos$3))) and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:36
S99	17	("7489768").URPN.	USPAT	OR	ON	2011/06/24 10:00
S100	16	("6993326").URPN.	USPAT	OR	ON	2011/06/24 10:00
S101	31	("6704737").URPN.	USPAT	OR	ON	2011/06/24 10:01
S102	0	("7930211").URPN.	USPAT	OR	ON	2011/06/24 10:06
S103	91	(US-20100279665-$ or US-20060064346-$ or US-20050221843-$ or US-20050049765-$ or US-20020091568-$ or US-20090017798-$ or US-20080215428-$ or US-20080160966-$ or US-20080139223-$ or US-20080119206-$ or US-20080227467-$ or US-20080201731-$ or US-20080133336-$ or US-20080091518-$ or US-20070244750-$ or US-20070061363-$ or US-20070061300-$ or US-20030220835-$ or US-20100312646-$ or US-20090063283-$ or US-20090043660-$ or US-20090024476-$ or US-20090018904-$ or US-20090006190-$ or US-20080318559-$ or US-20080301093-$).did. or (US-20080275785-$ or US-20080261571-$ or US-20080215475-$ or US-20080208690-$ or US-20080195457-$ or US-20080189177-$ or US-20080139181-$ or US-20080113674-$ or US-20070233565-$ or US-20070165050-$ or US-20070143187-	US-PGPUB; USPAT; DERWENT	OR	ON	2011/06/24 10:09

		$ or US-20070130014-$ or US-20070121846-$ or US-20070113241-$ or US-20060230053-$ or US-20060099936-$ or US-20040199623-$ or US-20020099606-$ or US-20020065691-$ or US-20080242279-$ or US-20060046759-$ or US-20050232189-$ or US-20030216960-$ or US-20030037028-$ or US-20020164977-$ or US-20010051517-$).did. or (US-6014090-$ or US-7904064-$ or US-6484148-$ or US-6546257-$ or US-7370091-$ or US-7395333-$ or US-6918084-$ or US-6501421-$ or US-7085818-$ or US-7593721-$ or US-7729945-$ or US-7174301-$ or US-7814106-$ or US-7089264-$ or US-7668832-$ or US-7526278-$ or US-7437444-$ or US-7136871-$ or US-7103368-$ or US-6993326-$ or US-6665715-$ or US-6452498-$ or US-7848764-$ or US-6798358-$ or US-7916678-$ or US-7509133-$).did. or (US-6704737-$ or US-7930211-$).did. or (US-20090063424-$ or US-20080262897-$ or US-20080215524-$ or US-20070185768-$ or US-20040220906-$ or US-20040214550-$ or EP-1271458-$ or US-20110029355-$ or US-20090024476-$ or US-20080027799-$ or US-6795710-$).did.				
S104	1	S103 and (reserve near3 (area or region or location))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:10
S105	25	S103 and ((reserve or select or limit) near3 (area or region or location))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:11
S106	9	S103 and ((advertiser or sponsor) near3((reserve or select or limit) near3 (area or region or location)))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:12
S107	16	S105 not S106	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:17
S108	20	("2005/0221843").URPN.	USPAT	OR	ON	2011/06/27 08:00
S109	15	("20020077130" | "20020095333" | "20020164977" | "20030198346" | "20040002897" | "20040209602" |	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/27 10:01

		"20050221843" | "20050227711" | "20060022048" | "20060058037" | "20060088028" | "20060099963" | "6571279" | "6879838" | "6985747").PN. OR ("7756534").URPN.				
S110	270	("6571279").URPN.	USPAT	OR	ON	2011/06/27 10:08
S111	0	("7526278").URPN.	USPAT	OR	ON	2011/06/27 14:08
S112	16	("20020102993" | "20020107027" | "20020116271" | "20030190921" | "4775999" | "5588042" | "5590092" | "5621784" | "5852775" | "6041234" | "6161142" | "6313732" | "6353398" | "6385592" | "6681114" | "7283827").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/27 14:08
S113	20	("7103368").URPN.	USPAT	OR	ON	2011/06/27 14:18
S114	68208	(expand$3 or increas$3) with radius	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 17:25
S115	80	S114 and 455/456.1.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 17:25
S116	16	("20020095333" | "20020164977" | "20030198346" | "20040002897" | "20040203890" | "20040209602" | "20050070306" | "20050096013" | "20050221843" | "20050227711" | "20060014531" | "20060030333" | "20060030337" | "20060058037" | "20090011760" | "7024205").PN. OR ("7840222").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/29 17:36
S117	5	("2003/0198346").URPN.	USPAT	OR	ON	2011/06/29 18:04
S118	563	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:33
S120	0	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:35
S121	0	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:35

S122	0	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and @pd <"20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:35
S123	61	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and display	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 18:36
S124	2	("20060253481").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/30 10:18
S125	69	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3 and display	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 10:14
S126	238	push or deliver$3) near2 (advertisement or cupon or promotion or message) same (geographic near (location or area or region) and target$3	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 10:17
S127	70969	(expand$3 or increas$3) with radius	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 10:19
S128	88	S127 and 455/456.1.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/12/29 10:19

EAST Search History (Interference)

<This search history is empty>

12/29/2011 1:22:36 PM
C:\Users\bmorales\Documents\EAST\Workspaces\12434094.wsp

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12434094	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES FERNANDEZ	2617

SEARCHED

Class	Subclass	Date	Examiner
705	14.58		BM

SEARCH NOTES

Search Notes	Date	Examiner
See East search History		BM
Run Updated East Search see attached East search History	12/29/2011	BM
Review previouslly cited references	12/28/2011	BM
Run Google NPL search	12/20/2011	BM

INTERFERENCE SEARCH

Class	Subclass	Date	Examiner

/B.M./ Examiner.Art Unit 2617	

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12434094	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES	4132

✓	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	06/29/2011	12/29/2011							
	1	✓	✓							
	2	✓	✓							
	3	✓	✓							
	4	✓	✓							
	5	✓	✓							
	6	✓	✓							
	7	✓	✓							
	8	✓	✓							
	9	✓	✓							
	10	✓	✓							
	11	✓	✓							
	12	✓	✓							
	13	✓	✓							
	14	✓	✓							
	15	✓	✓							
	16	✓	✓							
	17	✓	✓							
	18	✓	✓							
	19	✓	✓							
	20	✓	✓							

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

EDWARD J. MARSHALL, ATTORNEY AT LAW
8705 SHOAL CREEK BLVD.
SUITE 202
AUSTIN TX 78757

MAILED

OCT 26 2011

OFFICE OF PETITIONS

In re Application of
Hardin et al.
Application No. 12/434,094
Filed: May 1, 2009
Attorney Docket No. 000429.000002

DECISION ON PETITION
TO WITHDRAW FROM RECORD

This is a decision on the renewed Request to Withdraw as attorney or agent of record under 37 C.F.R. § 1.36(b), filed October 10, 2011.

The request is **APPROVED**.

A grantable request to withdraw as attorney/agent of record must be signed by every attorney/agent seeking to withdraw or contain a clear indication that one attorney is signing on behalf of another/others. The Office will require the practitioner(s) to certify that he, she or they have: (1) given reasonable notice to the client, prior to the expiration of the reply period, which the practitioner(s) intends to withdraw from employment; (2) delivered to the client or a duly authorized representative of the client all papers and property (including funds) to which the client is entitled; and (3) notified the client of any replies that may be due and the time frame within which the client must respond, pursuant to 37 CFR 10.40 (c).

The request was signed by Edward J. Marshall on behalf of all attorneys of record who are associated with Customer Number 87457.

All attorneys/agents associated with the Customer Number 87457 have been withdrawn. Applicants are reminded that there is no attorney of record at this time.

All future correspondence will be directed to the first named inventor at the address indicated below.

Currently, there is no outstanding Office action that requires a reply.

Telephone inquiries concerning this decision should be directed to the undersigned at (571) 272-7751. All other inquiries concerning either the examination or status of the application should be directed to the Technology Center.

/Joan Olszewski/
Joan Olszewski
Petitions Examiner
Office of Petitions

cc: Ryan Hardin
Pronet Solutions Corporation
P.O. Box 271861
Houston, TX 77277

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
12/434,094	05/01/2009	Ryan Hardin	000429.000002

CONFIRMATION NO. 1446

POWER OF ATTORNEY NOTICE

87457
Edward J. Marshall, Attorney at Law
8705 Shoal Creek Blvd.
Suite 202
Austin, TX 78757

OC000000050587005

Date Mailed: 10/25/2011

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 10/10/2011.

- The withdrawal as attorney in this application has been accepted. Future correspondence will be mailed to the new address of record. 37 CFR 1.33.

/jolszewski/

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

Doc Code: PET.POA.WDRW
Document Description: Petition to withdraw attorney or agent (SB83)

PTO/SB/83 (11-08)
Approved for use through 11/30/2011. 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.

REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	12434094
Filing Date	05/01/2009
First Named Inventor	Ryan Hardin
Art Unit	2617
Examiner Name	Morales Fernandez, Benjamin
Attorney Docket Number	000429.000002

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

Please withdraw me as attorney or agent for the above identified patent application, and

- ☐ all the practitioners of record;
- ☐ the practitioners (with registration numbers) of record listed on the attached paper(s); or
- ☑ the practitioners of record associated with Customer Number: 87457

NOTE: The immediately preceding box should only be marked when the practitioners were appointed using the listed Customer Number.

The reason(s) for this request are those described in 37 CFR :

☐ 10.40(b)(1)	☐ 10.40(b)(2)	☐ 10.40(b)(3)	☐ 10.40(b)(4)
☐ 10.40(c)(1)(i)	☐ 10.40(c)(1)(ii)	☐ 10.40(c)(1)(iii)	☐ 10.40(c)(1)(iv)
☐ 10.40(c)(1)(v)	☐ 10.40(c)(1)(vi)	☐ 10.40(c)(2)	☐ 10.40(c)(3)
☐ 10.40(c)(4)	☑ 10.40(c)(5)	☐ 10.40(c)(6) Please explain below:	

Certifications

Check each box below that is factually correct. WARNING: If a box is left unchecked, the request will likely not be approved.

1. ☑ I/We have given reasonable notice to the client, prior to the expiration of the response period, that the practitioner(s) intend to withdraw from employment.

2. ☑ I/We have delivered to the client or a duly authorized representative of the client all papers and property (including funds) to which the client is entitled.

3. ☑ I/We have notified the client of any responses that may be due and the time frame within which the client must respond.

Please provide an explanation, if necessary:

This collection of information is required by 37 CFR 1.36. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

PTO/SB/83 (11-08)
Approved for use through 11/30/2011. 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.

REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF CORRESPONDENCE ADDRESS

Complete the following section only when the correspondence address will change. *Changes of address will only be accepted to an inventor or an assignee that has properly made itself of record pursuant to 37 CFR 3.71.*

Change the correspondence address and direct all future correspondence to:

A. ☐ The address of the inventor or assignee associated with Customer Number: _____

OR

B. ☑ Inventor or Assignee name	Ryan Hardin, Pronet Solutions Corporation

Address P.O. Box 271861			
City Houston	State TX	Zip 77277	Country US
Telephone 1-800-914-1808		Email ryan@pronetcorp.com	

I am authorized to sign on behalf of myself and all withdrawing practitioners.

Signature	/Edward J. Marshall/		
Name	Edward J. Marshall	Registration No. 45395	
Address 8705 Shoal Creek Blvd., Suite 202			
City Austin	State TX	Zip 78757	Country US
Date 10/10/2011		Telephone No. 512 533-9944	

NOTE: ***Withdrawal is effective when approved rather than when received.***

This collection of information is required by 37 CFR 1.36. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

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.

Electronic Acknowledgement Receipt

EFS ID:	11153276
Application Number:	12434094
International Application Number:	
Confirmation Number:	1446
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	87457
Filer:	Edward J. Marshall/Kathy Weiss
Filer Authorized By:	Edward J. Marshall
Attorney Docket Number:	000429.000002
Receipt Date:	10-OCT-2011
Filing Date:	01-MAY-2009
Time Stamp:	17:32:40
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	Petition to withdraw attorney or agent (SB83)	sb0083_Hardin.pdf	269013 5a97e195b30c8f17e1688d46ced770ca95dc50c5	no	3

Warnings:	
Information:	

Total Files Size (in bytes):	269013

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.

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: October 5, 2011. I hereby certify that I have caused the document 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).

/Edward J. Marshall, Reg. No. 45,395/
Edward J. Marshall, Reg. No. 45395

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin
Application No: 12/434,094
Filing Date: 05/01/2009
Examiner: Morales Fernandez, Benjamin
Art Group:2617; CN: 1446
Docket No: 000429.000002
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Date: 10/5/2011

RESPONSE TO OFFICE ACTION

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

Dear Sir:

In response to a non-final Office Action dated July 7, 2011, having an initial shortened statutory period expiring October 7, 2011, Applicant submits this response, requests entry of the amendments made herein, and requests consideration of the remarks made herein.

IN THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (currently amended) A method comprising:

registering an application program for use with a content delivery platform, wherein the registered application program is executing on a mobile device;

establishing a plurality of perimeters defining a plurality of geographic areas;

reserving respective ones of the plurality of geographic areas for delivery of content to registered application programs associated with respective ones of a plurality of sponsors;

receiving, from the application program, a request for content to be displayed within the registered application program being executed on the mobile device;

in response to receiving the request:

identifying a target location based, at least in part, on the request;

selecting at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas; and

providing content exclusively to the registered application program based on the selecting.

2. (currently amended) The method of Claim 1, further comprising:

recording a request identifier associated with the request; and

providing the request identifier to the registered application program executing on the mobile device.

3. (currently amended) The method of Claim 2, further comprising:

receiving information related to user interaction with the provided content, the information including the request identifier; and

providing additional content to the registered application in response to the received information.

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4. (original) The method of Claim 1, further comprising:

determining whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location;

in response to a negative determination, increasing the predetermined radial distance.

5. (original) The method of Claim 1, further comprising:

receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

providing the sponsor a response to the request; and

storing a record of the interest in the selected one of the plurality of geographic areas.

6. (currently amended) The method of Claim 5, further comprising:

receiving, from the sponsor, content to be delivered to registered applications executing on mobile devices and having target locations contained within a selected one of the plurality of geographic areas.

7. (currently amended) The method of Claim 1, further comprising:

reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices ~~executing the application program~~ and having a target location contained within the specific one of the plurality of geographic areas.

8. (currently amended) 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:

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at least one instruction to register an application program for use with a content delivery platform, wherein the registered application program is executing on a mobile device;

at least one instruction to establish a plurality of perimeters defining a plurality of geographic areas;

at least one instruction to maintain a record associating each of a plurality of sponsors with the registered application program and at least one of the plurality of geographic areas;

at least one instruction to receive a request from the application program for content to be displayed within the registered application program being executed on the mobile device;

at least one instruction to identify a target location based, at least in part, on the request;

at least one instruction to select at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas; and

at least one instruction to provide content exclusively to the registered application program based on the selecting.

9. (currently amended) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the registered application program executing on the mobile device.

10. (currently amended) The system of Claim 9, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content to the registered application in response to the received information.

11. (original) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location; and

at least one instruction to increase the predetermined radial distance in response to the at least one instruction to determine.

12. (original) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request; and

at least one instruction to store a record of the interest in the selected one of the plurality of geographic areas.

13. (currently amended) The system of Claim 12, wherein the program of instructions further comprises:

at least one instruction to receive, from the sponsor, content to be delivered to registered applications executing on mobile devices and having target locations contained within the selected one of the plurality of geographic areas.

14. (currently amended) The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices ~~executing the application program~~ and having a target location contained within the specific one of the plurality of geographic areas.

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15. (currently amended) A non-transitory computer readable medium tangibly embodying a program of computer executable instructions, the program of instructions comprising:

at least one instruction to register an application program for use with a content delivery platform, wherein the registered application program is executing on a mobile device;

at least one instruction to establish a plurality of perimeters defining respective geographic areas;

at least one instruction to maintain a record associating each of a plurality of sponsors with the registered application program and at least one of the plurality of geographic areas;

at least one instruction to receive a request from the registered application program being executed on a mobile device for content to be displayed within the registered application program being executed on the mobile device;

at least one instruction to identify a target location based, at least in part, on the request;

at least one instruction to select at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas; and

at least one instruction to provide content exclusively to the registered application program based on the selecting.

16. (currently amended) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the registered application program executing on the mobile device.

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17. (currently amended) The non-transitory computer readable medium of Claim 16, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content to the registered application in response to the received information.

18. (currently amended) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial 4 distance of the target location; and

at least one instruction to increase the predetermined radial distance in response to a negative 6 determination.

19. (currently amended) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request;

at least one instruction to store a record of the interest in the selected one of the plurality of geographic area; and

at least one instruction to receive, from the sponsor, content to be delivered to registered applications executing on mobile devices having target locations contained within the selected one of the plurality of geographic areas.

20. (currently amended) The non-transitory computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to registered applications executing on mobile devices ~~executing the~~

~~application program~~ and having a target location contained within the specific one of the plurality of geographic areas.

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REMARKS

Claims 1-20 are pending in this application and all stand rejected. Applicant has amended claims 1-3, 6-10, and 13-20. No new matter has been added by these amendments, which are fully supported by the specification as filed.

Rejection of Claims 15-20 Under 35 U.S.C. § 101

Claims 15-20 are rejected under 35 U.S.C. §101 because the claimed computer readable medium can possibly be interpreted as including transitory signal, and transitory signals are non-statutory subject matter. While the applicant believes that original claims 15-20 were already limited to statutory subject matter, in the interest of advancing prosecution applicant has amended Claims 15-20 to explicitly include the term "non-transitory," as suggested by the Office. Withdrawal of this rejection is, therefore, respectfully requested.

Rejection of Claims 1-20 Under 35 U.S.C. § 102(e)

Claims 1-20 are rejected under 35 U.S.C. §102(e) as being anticipated by Gupta (US 2010/0312616 A1).

Claims 4-7, 11-14, and 18-20

The rejection of claims 4, 11, and 18 under 35 U.S.C. §102(e) as being anticipated by Gupta is improper, because by the Office's own admission Gupta does not teach each and every element of Claims 4, 11, and 18. *See Official Action*, pp. 6-7 ("Gupta does not specifically teach 'in response to a negative determination, increasing the predetermined radial distance'.").

Likewise, the rejection of claims 5-7, 12-14, and 19-20 under 35 U.S.C. §102(e) as being anticipated by Gupta is improper, because by the Office's own admission Gupta does not teach each and every element of Claims 4, 11, and 18. *See Official Action*, p. 7 ("Gupta does not specifically teaches '…receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas' 'providing the sponsor a response to the request' 'storing a record of the interest in the selected one of the plurality of geographic areas'.").

Because, Gupta does not teach or suggest each and every element of claims 4-7, 11-14, and 18-20, Applicant respectfully requests the Office to withdraw its rejection of these claims under 35 U.S.C. §102(e).

Claims 1, 8, and 15

Each of the independent claims 1, 8 and 15 have been amended to clarify that the content is delivered on an application by application basis, exclusively to registered application programs for which sponsors have a reserved interest in a target area. Claim 1, for example, recites the following elements: "reserving respective ones of the plurality of geographic areas for delivery of content to registered application programs associated with respective ones of a plurality of sponsors ," "receiving, from the application program, a request for content to be displayed within the registered application program being executed on the mobile device," and "providing content exclusively to the registered application program based on the selecting." Claims 8 and 15 include similar elements. Applicant submits that these amendments distinguish over the cited art for at least the following reasons.

At a minimum, Gupta does not disclose the claimed relationships between geographic areas and registered applications recited in claim 1. In particular, Gupta does not disclose that content delivery is reserved on an application by application basis, as recited generally by claim 1. Neither does Gupta disclose that content associated with a target area is provided exclusively to the registered application for display within the registered application, which is also recited generally by claim 1. Reserving content on an application by application basis, and providing content exclusively to the registered application allows each registered application running on the mobile device to provide unique content associated with a single target area.

Consider the following example encompassed by claims 1, 8, and 15, in which two different registered programs could be executing on a mobile device. For a single target area, a first sponsor might have reserved content delivery to a first registered program for that target area, while a different sponsor might have reserved content delivery to a second registered program for that same target area. In both cases, according the claims in their current form, each registered program could display different content reserved for different sponsors. Support for this interpretation of the claims can be found at paragraph [0020] of Applicants Specification. *Specification*, para. [0020] ("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.").

In contrast to the above example, Gupta does not appear to deliver sponsor-specific content on an application by application basis, as claimed generally by claims 1, 8, and 15. While Applicant notes that Gupta discloses attaching an advertisement to an application running on a mobile device (*Gupta*, para. [0071]), Gupta does not disclose that the advertisement is sent exclusively to registered applications for which a particular sponsor has a reserved interest in a target area, as recited generally by claims 1, 8 and 15.

As discussed above Gupta does not teach or suggest each and every element of amended claims 1, 8, and 15. Applicant, therefore, respectfully requests the Office to withdraw its rejection of claims 1, 8, and 15.

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Claims 2-7, 9-14, and 16-20

Claims 2-7, 9-14, and 16-20 are dependent upon one of the allowable independent claims 1, 8, or 15 and introduce additional patentable subject matter. The applicant believes that the reasons that distinguish claims 1, 8, and 15 over the present rejection are applicable in distinguishing claims 2-7, 9-14, and 16-20 over the same rejections.

Rejection of Claims 4, 11, and 18 Under 35 U.S.C. § 103

Claims 4, 11, and 18 are rejected under 35 U.S.C. §103(a) as being unpatentable over Gupta (US 2010/0312646) in view of Sato (US 2004/0253965).

Claims 4, 11, and 18 are dependent upon one of the allowable independent claims 1, 8, or 15 and introduce additional patentable subject matter. The applicant believes that the reasons that distinguish claims 1, 8, and 15 over the present rejection are applicable in distinguishing claims 4, 11, and 18 over the same rejections.

Rejection of Claims 5-7, 12-14, and 19-20 Under 35 U.S.C. § 103

Claims 5-7, 12-14, and 19-20 are rejected under 35 U.S.C. §103(a) as being unpatentable over Gupta (US 2010/0312646) in view of Guido (US 7,814,106).

Claims 5-7, 12-14, and 19-20 are dependent upon one of the allowable independent claims 1, 8, or 15 and introduce additional patentable subject matter. The applicant believes that the reasons that distinguish claims 1, 8, and 15 over the present rejection are applicable in distinguishing claims -7, 12-14, and 19-20 over the same rejections.

CONCLUSION

In view of the amendments and arguments set forth above, Applicant submits that all claims remaining in this application are in condition for allowance. A Notice of Allowability is courteously solicited.

It is believed that no additional fees are due. However, if Applicant is mistaken or any fees should be due, the Office is hereby authorized to charge any such fees associated with filing to Deposit Account 50-5038.

Respectfully submitted,

Date: 10/5/2011

By: /Edward J. Marshall, RN 45,395/
Edward J. Marshall, Reg. 45,395

Edward J. Marshall, Attorney at Law PLLC
8705 Shoal Creek Blvd, Suite 202
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Electronic Acknowledgement Receipt

EFS ID:	11117731
Application Number:	12434094
International Application Number:	
Confirmation Number:	1446
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	87457
Filer:	Edward J. Marshall/Kathy Weiss
Filer Authorized By:	Edward J. Marshall
Attorney Docket Number:	000429.000002
Receipt Date:	05-OCT-2011
Filing Date:	01-MAY-2009
Time Stamp:	15:54:04
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		Resp_to_7-7-11_NFOA.pdf	121358 52d0f7f98e7faed241d841800fd7ea6dc6a033da	yes	13

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	8
	Applicant Arguments/Remarks Made in an Amendment	9	13
Warnings:			
Information:			
	Total Files Size (in bytes):	121358	

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

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

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

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

PTO/SB/06 (07-06)
Approved for use through 1/31/2007. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
12/434,094	05/01/2009	

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			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			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 $250 ($125 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			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 10/05/2011	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $30 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $125 =	0	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	0	OR	TOTAL ADD'L FEE	

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

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

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/MARQUITA JONES/

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 NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/434,094	05/01/2009	Ryan Hardin	000429.000002	1446

87457 7590 07/07/2011

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EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2617	
MAIL DATE	DELIVERY MODE
07/07/2011	PAPER

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.

Office Action Summary	Application No.	Applicant(s)	
	12/434,094	HARDIN ET AL.	
	Examiner	Art Unit	
	BENJAMIN MORALES	4132	

-- 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* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1)☒ Responsive to communication(s) filed on *05/01/2009*.

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

3)☐ 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

4)☒ Claim(s) *1-20* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-20* is/are rejected.

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

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

Application Papers

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

10)☒ The drawing(s) filed on *01 May 2009* 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).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

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).

a)☐ All b)☐ Some * c)☐ None of:

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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *07/23/2009*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

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.

Claims 15-20 are rejected under 35 U.S.C. 101 because A " computer readable medium " is defined in the specification to include "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" . The broadest reasonable interpretation of a claim drawn to a computer readable medium (also called machine readable medium and other such variations) typically covers forms of non-transitory tangible media and transitory propagating signals *per se* in view of the ordinary and customary meaning of computer readable ``media. See MPEP 2111.01. When the broadest reasonable interpretation of a claim covers a signal *per se*, the claim must be rejected under 35 U.S.C 101 as covering non-statutory subject matter. The claims, as defined in the specification, cover both non-statutory subject matter and statutory subject matter. A claim drawn to such a computer readable medium that covers both transitory and non-transitory embodiments may be amended to narrow the claim to cover only statutory embodiments by adding the limitation "non-transitory" to the claim.

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Gupta (US 2010/0312646 A1).

As per claim 1, Gupta teaches “A method comprising: registering an application program for use with a content delivery platform”(paragraph [0049],[0026],[0029],[0079] Discloses the registering of the client that could be an application) “establishing a plurality of perimeters defining a plurality of geographic areas” (paragraph [0035],[0047]) “reserving respective ones of the plurality of geographic areas for delivery of content associated with respective ones of a plurality of sponsors” (paragraph [0018], [0019], [0020], [0070], [0080]) “receiving, from the application program, a request for content to be displayed on the mobile device” (paragraph [0026],[0030]) “in response to receiving the request: identifying a target location based, at least in part, on the request” (abstract, paragraph [0004], [0018], [0024], [0025], [0040]) “selecting at least one of the plurality of sponsors based on a relationship between the target location and at least

one of the plurality of geographic areas" (paragraph [0039], [0020]) "and providing content to the application program based on the selecting"(paragraph [0035], [0039]).

As per claim 2, Gupta teaches " further comprising: recording a request identifier associated with the request" (paragraph [0004] Fig. 5 article 550) "providing the request identifier to the mobile device" (paragraph [0004]).

As per claim3, Gupta teaches "receiving information related to user interaction with the provided content" (paragraph [0029]) "the information including the request identifier" (paragraph [0029]) "providing additional content in response to the received information" (paragraph [0037], [0038]).

As per claim 8, Gupta teaches "A system comprising: memory" (Fig. 10 article 1004, abstract, paragraphs [0004], [0055],[0056][) "a communications interface operably coupled to the memory"(paragraph [0056] Fig. 10) "and at least one processor operably coupled to the memory and the communications interface" (paragraph [0056] Fig. 10) "the processor configured to execute a program of instructions" (paragraph [0056] fig.10 article 1002 contains article 1024 which are the instructions) "the program of instructions comprising: at least one instruction to register an application program for use with a content delivery platform" (paragraph [0049],[0026],[0029],[0079] Discloses the registering of the client that could be an application) "at least one instruction to establish a plurality of perimeters defining a plurality of geographic areas" (paragraph [0035],[0047]) "at least one instruction to maintain a record associating each of a plurality of sponsors with at least one of the plurality of geographic areas" (paragraph [0018], [0019], [0020], [0070], [0080]) "at least one instruction to receive a request from

the application program for content to be displayed on the mobile device" (paragraph [0026],[0030]) "at least one instruction to identify a target location based, at least in part, on the request" (abstract, paragraph [0004], [0018], [0024], [0025], [0040]) "at least one instruction to select at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas" (paragraph [0039], [0020]) "and at least one instruction to provide content to the application program based on the selecting" (paragraph [0035], [0039])..

As per claims 9 and 10, since they are system claims of claims 2 and 3 respectively representing the same limitations as claims 2 and 3, they are rejected for the same basis as claims 2-3.

As per claim 15, Gupta teaches ". A computer readable medium tangibly embodying a program of computer executable instructions (paragraph [0098]), the program of instructions comprising: at least one instruction to register an application program for use with a content delivery platform" (paragraph [0049],[0026],[0029],[0079] Discloses the registering of the client that could be an application) "at least one instruction to establish a plurality of perimeters defining respective geographic areas" (paragraph [0035],[0047]) "at least one instruction to maintain a record associating each of a plurality of sponsors with at least one of the plurality of geographic areas" (paragraph [0018], [0019], [0020], [0070], [0080]) "at least one instruction to receive a request from the application being executed on a mobile device for content to be displayed on the mobile device" (paragraph [0026],[0030]) "at least one instruction to identify a target location based, at least in part, on the request" (abstract, paragraph

[0004], [0018], [0024], [0025], [0040]) “at least one instruction to select at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas” (paragraph [0039], [0020]) “ and at least one instruction to provide content to the application program based on the selecting” (paragraph [0035], [0039]).

As per claims 16 and 17, since they are computer readable claims representing the same limitations as claims 2 and 3, they are rejected for the same basis as claims 2-

Claim Rejections - 35 USC § 103

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

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

4. Claims 4, 11 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646 A1) in view of Sato (US 2004/0253965).

As per claim 4, Gupta teaches “determining whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location” (paragraph [0039]).

Gupta does not specifically teach “in response to a negative determination, increasing the predetermined radial distance” (Sato paragraph [0126], [0129], [0131], and [0132]).

However Sato, in the other hand teaches “in response to a negative determination, increasing the predetermined radial distance” (Sato paragraph [0126], [0129], [0131], and [0132]).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention to modify Gupta’s invention with the teaching provide by Sato in order to, increase the predetermined radial distance base on a negative determination. Because it would help to increase the chance that a user visits the closest sponsors business.

As per claims 11 and 18, since they are system and computer readable medium claims representing the same limitation as in claim 4, they are rejected for the same basis as claim 4.

5. Claims 5-7, 12-14 and 19-20 rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (US 2010/0312646 A1) in view of Guido (US 7814106).

As per claim 5, Gupta does not specifically teaches "...receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas” “providing the sponsor a response to the request” “storing a record of the interest in the selected one of the plurality of geographic areas”.

However Guido, in the other hand teaches " receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas” (column 8 lines 22-39 column 4 lines 65-67 column 5 lines 1-10); “providing the sponsor a

response to the request" (column 8 lines 10-53) "storing a record of the interest in the selected one of the plurality of geographic areas" (column 8 lines 40-53).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention to modify Gupta's invention with the teaching provide by Guido in order to, help the advertiser pull more customers in the define area.

As per claim 6, Gupta teaches "…receiving, from the sponsor, content to be delivered to mobile devices having target locations contained within a selected one of the plurality of geographic areas"(paragraphs [0019],[0020]).

As per claim 7, Gupta teaches "…executing the application program having a target location contained within the specific one of the plurality of geographic areas" (paragraph [0040]).

Gupta does not specifically teach "reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to mobile devices".

However Guido in the other hand teaches"…reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to mobile devices" (column 8 lines 22-39 column 4 lines 65-67 column 5 lines 1-10).

Therefor it would have been obvious to a person with ordinary skill in the art at the time of the invention to modify Gupta's invention with the teaching provide by Guido in order to, help the advertiser pull more customers in the define area.

As per claim 12, since it is a system claim representing the same limitation as in claim 5, it is rejected for the same basis as claim 5.

As per claim 19, since it is a computer readable medium claim representing the same limitations as in claims 5-6, it is rejected for the same basis as claims 5-6.

As per claims 14 and 20 since they are system and computer readable medium claims representing the same limitation as in claim 7, they are rejected for the same basis as claim 7.

Conclusion

1. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure..

Baar (US 2009/0024476) teaches dividing a region in a plurality of geographic areas and assigning advertisers to each area to display in a mobile device base on location.

Meifu (US 2003/0198346) teaches the distribution of advertisement using a push method base on location, also teaches the change of the search radius base on a threshold value.

Teshima (US 7103368) teaches the distribution of advertisement base on location and the assignation of specific regions for targeting the advertisement base on the area reservation.

Koli (2008/0004952) teaches the advertisement distribution and the registration of the application use for the distribution.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BENJAMIN MORALES whose telephone number is (571)270-5797. The examiner can normally be reached on 7:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jinsong Hu can be reached on 571-272-3965. 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.

/BENJAMIN MORALES FERNANDEZ/
Examiner, Art Unit 2617

/Jinsong Hu/
Supervisory Patent Examiner, Art Unit 2617

Notice of References Cited	Application/Control No. 12/434,094	Applicant(s)/Patent Under Reexamination HARDIN ET AL.	
	Examiner BENJAMIN MORALES	Art Unit 4132	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2010/0312646	12-2010	Gupta et al.	705/14.58
*	B	US-7,814,106	10-2010	Guido et al.	707/743
*	C	US-2004/0253965	12-2004	Sato et al.	455/456.3
*	D	US-7,103,368	09-2006	Teshima, Toru	455/456.3
*	E	US-2008/0004952	01-2008	Koli, Ari	705/14
*	F	US-2009/0024476	01-2009	Baar et al.	705/14
*	G	US-2003/0198346	10-2003	Meifu et al.	380/258
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
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	N					
	O					
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*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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*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.

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12434094	HARDIN ET AL.
	Examiner	Art Unit
	BENJAMIN MORALES	4132

✓	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	06/29/2011								
	1	✓								
	2	✓								
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	14	✓								
	15	✓								
	16	✓								
	17	✓								
	18	✓								
	19	✓								
	20	✓								

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12434094	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES FERNANDEZ	2617

SEARCHED

Class	Subclass	Date	Examiner
705	14.58		BM

SEARCH NOTES

Search Notes	Date	Examiner
See East search History		

INTERFERENCE SEARCH

Class	Subclass	Date	Examiner

/B.M./ Examiner.Art Unit 2617	

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CONFIRMATION NO. 1446

SERIAL NUMBER	FILING or 371(c) DATE RULE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
12/434,094	05/01/2009	455	2617	000429.000002

APPLICANTS

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

** **CONTINUING DATA** **********

** **FOREIGN APPLICATIONS** **********

** **IF REQUIRED, FOREIGN FILING LICENSE GRANTED** ** SMALL ENTITY **
05/12/2009

Foreign Priority claimed ☐ Yes ☑ No 35 USC 119(a-d) conditions met ☐ Yes ☐ No Verified and Acknowledged /BENJAMIN MORALES FERNANDEZ/ Examiner's Signature	☐ Met after Allowance Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
		TX	7	20	3

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UNITED STATES

TITLE

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

FILING FEE RECEIVED		
462	FEES: Authority has been given in Paper No._____ to charge/credit DEPOSIT ACCOUNT No._____ for following:	☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit

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PTO/SB/08a (08-09)
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(Not for submission under 37 CFR 1.99)

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

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	3	7096117		2006-08-22	Gale et al.	
	4	7124370		2006-10-17	Fish	
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	6	7089264		2006-08-08	Guido et al.	
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Receipt date: 07/23/2009	Application Number	12434094	12434094 - GAU: 2617
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (**Not for submission under 37 CFR 1.99)**	Filing Date	2009-05-01	
	First Named Inventor	Hardin	
	Art Unit	2617	
	Examiner Name		
	Attorney Docket Number	000429.000002	

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	10	6847888		2005-01-25	Fox et al.	
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	1	20080215524		2008-09-04	Fuchs et al.	
	2	20080262897		2008-10-23	Howarter et al.	
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Receipt date: 07/23/2009	Application Number	12434094	12434094 - GAU: 2617
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (**Not for submission under 37 CFR 1.99)**	Filing Date	2009-05-01	
	First Named Inventor	Hardin	
	Art Unit	2617	
	Examiner Name		
	Attorney Docket Number	000429.000002	

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Receipt date: 07/23/2009	Application Number	12434094	12434094 - GAU: 2617
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	First Named Inventor	Hardin	
	Art Unit	2617	
	Examiner Name		
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Receipt date: 07/23/2009	Application Number	12434094 12434094 - GAU: 2617
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	First Named Inventor	Hardin
	Art Unit	2617
	Examiner Name	
	Attorney Docket Number	000429.000002

	12	Google, Inc., "Why can't I see my ad?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6105, May 18, 2009.	☐

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EXAMINER SIGNATURE

Examiner Signature	/Benjamin Morales Fernandez/	Date Considered	06/23/2011

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	1	((RYAN) near2 (HARDIN)).INV.	US-PGPUB; USPAT	OR	ON	2011/06/20 15:19
S2	89	((ANDREW) near2 (HILL)).INV.	US-PGPUB; USPAT	OR	ON	2011/06/20 15:20
S3	1	((RYAN) near2 (HARDIN)).INV.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 15:20
S4	161	((RYAN) near2 (HARDIN)).INV. or ((ANDREW) near2 (HILL)).INV.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 15:20
S5	49	("20030064705" | "20040214550" | "20040220906" | "20070185768" | "20080154728" | "20080162032" | "20080163073" | "20080215524" | "20080262897" | "20080307498" | "20080313039" | "20090063424" | "6810323" | "6847888" | "6867733" | "7009556" | "7080402" | "7089264" | "7096117" | "7124370" | "7200673" | "7207802" | "7219303").PN.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 15:35
S6	1	(12/434094).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/20 16:25
S7	1	(10/931309).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/20 16:57
S8	1	(08/995623).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/20 16:58

S9	21494	(location or (geographic near (area or region)) or position or place) near6 (advertisement or sponsor $3 or announcement or promotion or propaganda or publicity)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:44
S10	17679	S9 and (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:47
S11	13684	S9 and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:47
S12	14799	(location or (geographic near (area or region)) or position or place) near3 (advertisement or sponsor $3 or announcement or promotion or propaganda or publicity)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:49
S13	12394	S12 and (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:49
S14	3302	((location or (geographic near (area or region)) or position or place) near3 (advertisement or sponsor $3 or announcement or promotion or propaganda or publicity)) same (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:51
S15	700	S12 and ("455"/("414.1" or "456.3").ccls.)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:53
S16	321	S12 and (455/414.1.ccls. or 455/456.3.ccls.)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:54
S17	186	S16 and @pd <"20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 17:55

S18	37	"20090024476".pn. or "7860871".pn. or "7904064".pn. or "7092724".pn. or "20080139181".pn. or "20110029355".pn. or "20050049765".pn. or "20050221843".pn. or "20020111172".pn. or "2008995623".pn. or "20080119206".pn. or "20080027799".pn. or "7343317".pn. or "6735568".pn. or "20030154126".pn. or "20060270419".pn.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/20 18:03
S19	1	2009-E29540.NRAN.	DERWENT	OR	ON	2011/06/21 14:17
S20	10	("20020091568" | "20030026231" | "20030212996" | "20040198396" | "20070150516" | "20070239348" | "20080153513" | "20080167801" | "6374182" | "7395149"). PN. OR ("7904064").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 14:28
S21	161	((RYAN) near2 (HARDIN)).INV. or ((ANDREW) near2 (HILL)).INV.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:33
S22	2	S21 and (advert$5 or sponsor$4)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:33
S23	32	("6546257").URPN.	USPAT	OR	ON	2011/06/21 14:56
S24	14810	(location or (geographic near (area or region)) or position or place) near3 (advertisement or sponsor $3 or announcement or promotion or propaganda or publicity)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:59
S25	321	S24 and (455/414.1.ccls. or 455/456.3.ccls.)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 14:59

S26	2132	(((location near3 based) or (geographic near (area or region)) or position or place) near3 (advertisement or sponsor $3 or announcement or promotion or propaganda or publicity)) same (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:01
S27	1159	(((location near3 based) or (geographic near (area or region)) or position or place) near3 (advertis$5 or sponsor$3 or announc$5 or promotion$3 or propaganda or publicity)) near10 (mobile or cell$5 or smart$5 or pda or computer or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:04
S28	881	S27 and (select$3 or chos $3 or pick)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:07
S29	715	S28 and (request$3 or inquir$3 or ask$3)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:08
S30	542	S29 and (reserv$4 or hold $3 or maintain$3 or retain $3 or retain$3)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:12
S31	339	S30 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:13
S32	200	S31 and (perimeter or distance)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:14
S33	5193172	S32 increase	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:14

S34	151	S32 and increase	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:15
S35	151	("20010047294" | "20010054001" | "20020004733" | "20020010757" | "20020032677" | "20020038344" | "20020069105" | "20020080927" | "20020120685" | "4491946" | "4713806" | "4809160" | "4823122" | "4939638" | "4956773" | "5088036" | "5109486" | "5187787" | "5218699" | "5257369" | "5293614" | "5297283" | "5307490" | "5311591" | "5339435" | "5386568" | "5390328" | "5423042" | "5440744" | "5448740" | "5452459" | "5455952" | "5471629" | "5475792" | "5475817" | "5481721" | "5504921" | "5511197" | "5524244" | "5553282" | "5555367" | "5555427" | "5557798" | "5560003" | "5561785" | "5577231" | "5594921" | "5603031" | "5617537" | "5628005" | "5640564" | "5644768" | "5649186" | "5652888" | "5655148" | "5659751" | "5671225" | "5675796" | "5680573" | "5680617" | "5684955" | "5689709" | "5706435" | "5706502" | "5724588" | "5727145" | "5737607" | "5745678" | "5745695" | "5745703" | "5745755" | "5748897" | "5754849" | "5757925" | "5761656" | "5764897" | "5768532" | "5774551" | "5778187" | "5778228" | "5778368" | "5787425" | "5787431" | "5790548" | "5802367" | "5808911" | "5809507" | "5813013" | "5815149" | "5815709" | "5815711" | "5818448" | "5829022" | "5832219" | "5832529" | "5832593" | "5835737" |	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:30

		"5842018" | "5844553" | "5845129" | "5860004" | "5860153" | "5864862" | "5864866" | "5872928" | "5872973" | "5875335" | "5878411" | "5884024" | "5884079" | "5887134" | "5890158" | "5892904" | "5933497" | "5935249" | "5940827" | "5944793" | "5946485" | "5946694" | "5966531" | "5969967" | "5987506").PN. OR ("5991810" | "5999179" | "6003763" | "6009103" | "6016496" | "6016500" | "6026414" | "6031977" | "6061699" | "6061713" | "6088451" | "6301661" | "6311269" | "6324566" | "6332062" | "6377994" | "6405175" | "6446108" | "6557039" | "6560633" | "6571279" | "6606663" | "6609108" | "6775783").PN. OR ("7395333").URPN.				
S36	193	("20010047294" | "20010054001" | "20020004733" | "20020010757" | "20020032677" | "20020038344" | "20020069105" | "20020080927" | "20020120685" | "4491946" | "4713806" | "4809160" | "4823122" | "4939638" | "4956773" | "5088036" | "5109486" | "5187787" | "5218699" | "5257369" | "5293614" | "5297283" | "5307490" | "5311591" | "5339435" | "5386568" | "5390328" | "5423042" | "5440744" | "5448740" | "5452459" | "5455952" | "5471629" | "5475792" | "5475817" | "5481721" | "5504921" | "5511197" | "5524244" | "5553282" | "5555367" | "5555427" | "5557798" | "5560003" | "5561785" | "5577231" | "5594921" | "5603031" | "5617537" | "5628005" | "5640564" | "5644768" | "5649186" | "5652888" | "5655148" |	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:32

		"5659751" | "5671225" | "5675796" | "5680573" | "5680617" | "5684955" | "5689709" | "5706435" | "5706502" | "5724588" | "5727145" | "5737607" | "5745678" | "5745695" | "5745703" | "5745755" | "5748897" | "5754849" | "5757925" | "5761656" | "5764897" | "5768532" | "5774551" | "5778187" | "5778228" | "5778368" | "5787425" | "5787431" | "5790548" | "5802367" | "5808911" | "5809507" | "5813013" | "5815149" | "5815709" | "5815711" | "5818448" | "5829022" | "5832219" | "5832529" | "5832593" | "5835737" | "5842018" | "5844553" | "5845129" | "5860004" | "5860153" | "5864862" | "5864866" | "5872928" | "5872973" | "5875335" | "5878411" | "5884024" | "5884079" | "5887134" | "5890158" | "5892904" | "5933497" | "5935249" | "5940827" | "5944793" | "5946485" | "5946694" | "5966531" | "5969967" | "5987506").PN. OR ("5999179" | "6003763" | "6009103" | "6016496" | "6016500" | "6026414" | "6031977" | "6061699" | "6061713" | "6268856" | "6324566" | "6332062" | "6405175" | "6446108" | "6484150" | "6560633"). PN. OR ("6918084").URPN.				
S37	22	("20010037211" | "5247440" | "5442805" | "5485161" | "5767795" | "6154172").PN. OR ("6501421").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:34
S38	85	("5568153" | "5669061" | "5831545" | "5857155" | "5938721" | "5946687" | "5959577" | "5987381" | "Re35916").PN. OR ("6154172").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:35
S39	211	(S34 or S35 or S36 or S37 or S38) and (advert$5 or sponsor$4)	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:37

S40	203	(S34 or S35 or S36 or S37 or S38) and (advert$5)	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:37
S41	203	(S34 or S35 or S36 or S37 or S38) and (advert$5)	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 15:38
S42	12	US-6795710-$.DID. OR US-4554563-$.DID. OR US-7593721-$.DID. OR US-4554142-$.DID. OR US-7729945-$.DID. OR US-20020077897-$.DID.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 15:59
S43	1	"11963029"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/21 16:09
S44	1	(11/963029).APP.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/21 16:09
S45	36	("20020052196" | "20020184089" | "20030014754" | "20040110515" | "20040116115" | "20040250212" | "20050001743" | "20060046768" | "5930699" | "5938721" | "6133853" | "6148261" | "6400806" | "6400941" | "6434381" | "6515595" | "6525768" | "6529824" | "6546002" | "6587835" | "6629136" | "6707421" | "6771290" | "6812888" | "6868335" | "6898434" | "6924748" | "6965868" | "7113110" | "7116985" | "7127261" | "7133834" | "7167553" | "7170852" | "7174301" | "7181227").PN. OR ("7593721").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/21 17:04
S46	2	("7729945").URPN.	USPAT	OR	ON	2011/06/21 17:10
S47	2	("7089264").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2011/06/21 17:14
S48	28	("7089264").URPN.	USPAT	OR	ON	2011/06/21 17:16
S49	0	("2010/0312646").URPN.	USPAT	OR	ON	2011/06/21 17:20

S50	29095	(location or (geographic near (area or region)) or position or place) near6 (advertisement or sponsor $3 or announcement or promotion or propaganda or publicity or ad)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 07:55
S51	23123	(location or (geographic near (area or region)) or position or place) near4 (advertisement or sponsor $3 or announcement or promotion or propaganda or publicity or ad)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 07:55
S52	413	705/14.58.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:12
S54	263	S52 and mobile	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:13
S55	156	S52 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:15
S56	3	S55 and perimeter	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:16
S57	155	S55 and (mobile or computer or cell$6 or smart $6 or pda or iphone or phone or laptop or (personal adj digital adj assistant) or UE)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:18
S58	130	S55 and select	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:20
S59	42	S55 and ((select$3 or chos $3) near3 (sponsor or advertiser or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:21

S60	747	((advertisement or sponsor $3 or announcement or promotion or propaganda or publicity or ad) near6 (geographic or area or region or perimeter or location or cell)) same ((select$3 or chos$3 or pick) near3 (sponsor or advertiser or publisher or promoter))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:31
S61	703	(((advertisement or sponsor $3 or announcement or promotion or propaganda or publicity or ad) near6 (geographic or area or region or perimeter or location or cell)) same ((select$3 or chos$3 or pick) near3 (sponsor or advertiser or publisher or promoter))) and (mobile or computer or cell$6 or smart $6 or phone or computer or UE or portable or handheld or pda or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:33
S62	468	S61 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:34
S63	324	S62 and interest	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:35
S64	357	S62 and (interest or preference)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:36
S65	692	(((advertisement or sponsor $3 or announcement or promotion or propaganda or publicity or ad) near6 ((geographic near area) or area or region or perimeter or location or cell)) same ((select$3 or chos$3 or pick) near3 (sponsor or advertiser or publisher or promoter))) and (mobile or computer or cell$6 or smart $6 or phone or computer	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:43

		or UE or portable or handheld or pda or (personal adj digital adj assistant))				
S66	460	S65 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:44
S67	350	S66 and (interest or preference)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 09:44
S68	145	S67 not cell	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:09
S69	326	S67 not "536"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:12
S70	331	S67 not "536"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:13
S71	343	S67 not "424"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:16
S72	325	S70 not "424"/$.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 10:17
S73	0	("7814106").URPN.	USPAT	OR	ON	2011/06/23 11:14
S74	54	("20010018340" | "20010065691" | "20020002552" | "20020023010" | "20020032035" | "20020065691" | "20020147644" | "20030013449" | "20030023489" | "20030026268" | "20040076279" | "20040083133" | "20040110515" | "5218367" | "5627549" |	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/23 11:14

		"5664948" | "5682525" | "5732324" | "5835061" | "5838237" | "5850433" | "5852810" | "5893093" | "5898680" | "5930474" | "5948041" | "5969678" | "6122520" | "6199045" | "6202022" | "6208866" | "6223122" | "6236330" | "6259381" | "6259405" | "6266612" | "6275705" | "6353398" | "6360167" | "6381465" | "6414402" | "6414602" | "6414635" | "6415226" | "6438561" | "6452498" | "6604083" | "6654800" | "6757661" | "6785551" | "6983311" | "7181415" | "7364068" | "7415423" | "7729945").PN.				
S75	77	("6452498").URPN.	USPAT	OR	ON	2011/06/23 11:16
S76	4	("2002/0099606").URPN.	USPAT	OR	ON	2011/06/23 11:29
S77	20	("7103368").URPN.	USPAT	OR	ON	2011/06/23 11:30
S78	222	705/14.56.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:12
S79	165	S78 and location	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:13
S80	138	S79 and (area or region)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:13
S81	109	S80 and @pd < "20090501"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:13
S82	19	S81 and sponsor	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:14

S84	77	S81 and (sponsor or advertiser or promoter or announcer or publisher)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:17
S85	77	S81 and (sponsor or advertiser or promoter or anouncer or publisher)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:17
S86	6	S84 and (reserve)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:18
S87	42	S84 and geograph$4	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:20
S88	81	(US-20100279665-$ or US-20060064346-$ or US-20050221843-$ or US-20050049765-$ or US-20020091568-$ or US-20090017798-$ or US-20080215428-$ or US-20080160966-$ or US-20080139223-$ or US-20080119206-$ or US-20080227467-$ or US-20080201731-$ or US-20080133336-$ or US-20080091518-$ or US-20070244750-$ or US-20070061363-$ or US-20070061300-$ or US-20030220835-$ or US-20100312646-$ or US-20090063283-$ or US-20090043660-$ or US-20090024476-$ or US-20090018904-$ or US-20090006190-$ or US-20080318559-$ or US-20080301093-$).did. or (US-20080275785-$ or US-20080261571-$ or US-20080215475-$ or US-20080208690-$ or US-20080195457-$ or US-20080189177-$ or US-20080139181-$ or US-20080113674-$ or US-20070233565-$ or US-20070165050-$ or US-20070143187-$ or US-	US-PGPUB; USPAT; DERWENT	OR	ON	2011/06/23 15:25

		20070130014-$ or US-20070121846-$ or US-20070113241-$ or US-20060230053-$ or US-20060099936-$ or US-20040199623-$ or US-20020099606-$ or US-20020065691-$).did. or (US-6014090-$ or US-7904064-$ or US-6484148-$ or US-6546257-$ or US-7370091-$ or US-7395333-$ or US-6918084-$ or US-6501421-$ or US-7085818-$ or US-7593721-$ or US-7729945-$ or US-7174301-$ or US-7814106-$ or US-7089264-$ or US-7668832-$ or US-7526278-$ or US-7437444-$ or US-7136871-$ or US-7103368-$ or US-6993326-$ or US-6665715-$ or US-6452498-$ or US-7848764-$ or US-6798358-$ or US-7916678-$).did. or (US-20090063424-$ or US-20080262897-$ or US-20080215524-$ or US-20070185768-$ or US-20040220906-$ or US-20040214550-$ or EP-1271458-$ or US-20110029355-$ or US-20090024476-$ or US-20080027799-$ or US-6795710-$).did.				
S89	56	S88 and (reserve or assign or separate)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:26
S90	27	S88 and (reserve or assign)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/23 15:26
S91	3025	(location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity)near6 (sponsor or advertiser or promoter or anouncer or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:12

S92	5003	(location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message)near6 (sponsor or advertiser or promoter or anouncer or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:13
S93	5041	(location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:14
S94	3910	((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:28
S95	1761	S94 and (register or subscribe or acces) and (reserv$3 or separat$3 or chos$3)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:33

S96	252	((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant)) same ((register or subscribe or acces) and (reserv$3 or separat$3 or chos$3))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:34
S97	0	(((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant)) same ((register or subscribe or acces) and (reserv$3 or separat$3 or chos$3))) and @pd < "20090501".pd.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:35
S98	143	(((location or (geographic near (area or region)) or position or place or region) near3 ((advertisement or sponsor$3 or announcement or promotion or propaganda or publicity or information or message or coupon or flyer)near6 (sponsor or advertiser or promoter or anouncer or publisher))) and (mobile or cell$5 or smart$5 or pda or laptop or ipad or tablet or (personal adj digital adj assistant)) same ((register	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 08:36

		or subscribe or acces) and (reserv$3 or separat$3 or chos$3))) and @pd < "20090501"				
S99	17	("7489768").URPN.	USPAT	OR	ON	2011/06/24 10:00
S100	16	("6993326").URPN.	USPAT	OR	ON	2011/06/24 10:00
S101	31	("6704737").URPN.	USPAT	OR	ON	2011/06/24 10:01
S102	0	("7930211").URPN.	USPAT	OR	ON	2011/06/24 10:06
S103	91	(US-20100279665-$ or US-20060064346-$ or US-20050221843-$ or US-20050049765-$ or US-20020091568-$ or US-20090017798-$ or US-20080215428-$ or US-20080160966-$ or US-20080139223-$ or US-20080119206-$ or US-20080227467-$ or US-20080201731-$ or US-20080133336-$ or US-20080091518-$ or US-20070244750-$ or US-20070061363-$ or US-20070061300-$ or US-20030220835-$ or US-20100312646-$ or US-20090063283-$ or US-20090043660-$ or US-20090024476-$ or US-20090018904-$ or US-20090006190-$ or US-20080318559-$ or US-20080301093-$).did. or (US-20080275785-$ or US-20080261571-$ or US-20080215475-$ or US-20080208690-$ or US-20080195457-$ or US-20080189177-$ or US-20080139181-$ or US-20080113674-$ or US-20070233565-$ or US-20070165050-$ or US-20070143187-$ or US-20070130014-$ or US-20070121846-$ or US-20070113241-$ or US-20060230053-$ or US-20060099936-$ or US-20040199623-$ or US-20020099606-$ or US-20020065691-$ or US-	US-PGPUB; USPAT; DERWENT	OR	ON	2011/06/24 10:09

		20080242279-$ or US-20060046759-$ or US-20050232189-$ or US-20030216960-$ or US-20030037028-$ or US-20020164977-$ or US-20010051517-$).did. or (US-6014090-$ or US-7904064-$ or US-6484148-$ or US-6546257-$ or US-7370091-$ or US-7395333-$ or US-6918084-$ or US-6501421-$ or US-7085818-$ or US-7593721-$ or US-7729945-$ or US-7174301-$ or US-7814106-$ or US-7089264-$ or US-7668832-$ or US-7526278-$ or US-7437444-$ or US-7136871-$ or US-7103368-$ or US-6993326-$ or US-6665715-$ or US-6452498-$ or US-7848764-$ or US-6798358-$ or US-7916678-$ or US-7509133-$).did. or (US-6704737-$ or US-7930211-$).did. or (US-20090063424-$ or US-20080262897-$ or US-20080215524-$ or US-20070185768-$ or US-20040220906-$ or US-20040214550-$ or EP-1271458-$ or US-20110029355-$ or US-20090024476-$ or US-20080027799-$ or US-6795710-$).did.				
S104	1	S103 and (reserve near3 (area or region or location))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:10
S105	25	S103 and ((reserve or select or limit) near3 (area or region or location))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:11
S106	9	S103 and ((advertiser or sponsor) near3((reserve or select or limit) near3 (area or region or location)))	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:12

S107	16	S105 not S106	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/24 10:17
S108	20	("2005/0221843").URPN.	USPAT	OR	ON	2011/06/27 08:00
S109	15	("20020077130" | "20020095333" | "20020164977" | "20030198346" | "20040002897" | "20040209602" | "20050221843" | "20050227711" | "20060022048" | "20060058037" | "20060088028" | "20060099963" | "6571279" | "6879838" | "6985747").PN. OR ("7756534").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/27 10:01
S110	270	("6571279").URPN.	USPAT	OR	ON	2011/06/27 10:08
S111	0	("7526278").URPN.	USPAT	OR	ON	2011/06/27 14:08
S112	16	("20020102993" | "20020107027" | "20020116271" | "20030190921" | "4775999" | "5588042" | "5590092" | "5621784" | "5852775" | "6041234" | "6161142" | "6313732" | "6353398" | "6385592" | "6681114" | "7283827").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/27 14:08
S113	20	("7103368").URPN.	USPAT	OR	ON	2011/06/27 14:18
S114	68208	(expand$3 or increas$3) with radius	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 17:25
S115	80	S114 and 455/456.1.ccls.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2011/06/29 17:25

S116	16	("20020095333" | "20020164977" | "20030198346" | "20040002897" | "20040203890" | "20040209602" | "20050070306" | "20050096013" | "20050221843" | "20050227711" | "20060014531" | "20060030333" | "20060030337" | "20060058037" | "20090011760" | "7024205").PN. OR ("7840222").URPN.	US-PGPUB; USPAT; USOCR	OR	ON	2011/06/29 17:36

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
12/434,094	05/01/2009	Ryan Hardin	000429.000002

CONFIRMATION NO. 1446

87457
Edward J. Marshall, Attorney at Law
8705 Shoal Creek Blvd.
Suite 202
Austin, TX 78757

PUBLICATION NOTICE

OC000000044348508

Title:EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Publication No.US-2010-0279665-A1
Publication Date:11/04/2010

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(Not for submission under 37 CFR 1.99)

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

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

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

	9	6810323		2004-10-26	Bullock et al.	
	10	6847888		2005-01-25	Fox et al.	
	11	6867733		2005-03-15	Sandhu et al.	

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	1	20080215524		2008-09-04	Fuchs et al.	
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	3	20080307498		2008-12-11	Johnson et al.	
	4	20080313039		2008-12-18	Altberge et al.	
	5	20090063424		2009-03-05	Iwamura et al.	
	6	20080154728		2008-06-26	Thomas	

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

	7	20080163073		2008-07-03	Becker at al.	
	8	20080162032		2008-07-03	Wuersch et al.	
	9	20040214550		2004-10-28	Jenkins	
	10	20070185768		2007-08-09	Vengroff et al.	
	11	20030064705		2003-04-03	Desiderio	
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	Application Number	12434094
	Filing Date	2009-05-01
	First Named Inventor	Hardin
	Art Unit	2617
	Examiner Name	
	Attorney Docket Number	000429.000002

	1	AdMob, Inc., "Help for Advertisers-Ad Pricing", http://www.admob.com/home/help/helpfiles/Advertisers/Ad Pricing, May 19, 2009.	☐
	2	AdMob, Inc., "Help for Advertisers-Target the Specific User You Want to Reach", http://www.admob.com/home/help/helpfiles/Advertisers/Target, May 19, 2009.	☐
	3	AdMob, Inc., "iPhone for Advertisers", http://www.admob.com/home/help/helpfiles/Advertisers/iPhone Ad, May 19, 2009.	☐
	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_US, May 18, 2009.	☐
	5	Google, Inc., "How does customized targeting work?", http://adwords.google.com/support/bin/answer.py?answer=116, May 18, 2009.	☐
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	9	Google, Inc., "Lesson 3c: Language & Location Targeting", http://www.google.com/adwords/learningcenter/text/print-19158.html, May 19, 2009.	☐
	10	Google, Inc., "What is position preference?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=31788, May 19, 2009.	☐
	11	Google, Inc., "What are mobile ads?", http://adwords.google.com/support/bin/answer.py?answer=29492&cbid, May 18, 2009.	☐

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	12434094
	Filing Date	2009-05-01
	First Named Inventor	Hardin
	Art Unit	2617
	Examiner Name	
	Attorney Docket Number	000429.000002

	12	Google, Inc., "Why can't I see my ad?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6105, May 18, 2009.	☐

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	First Named Inventor	Hardin
	Art Unit	2617
	Examiner Name	
	Attorney Docket Number	000429.000002

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

☒ None

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Signature	/Edward J. Marshall/	Date (YYYY-MM-DD)	2009-07-23
Name/Print	Edward J. Marshall	Registration Number	45395

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EFS ID:	5755804
Application Number:	12434094
International Application Number:	
Confirmation Number:	1446
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	87457
Filer:	Edward J. Marshall/Kathy Weiss
Filer Authorized By:	Edward J. Marshall
Attorney Docket Number:	000429.000002
Receipt Date:	23-JUL-2009
Filing Date:	01-MAY-2009
Time Stamp:	13:10:51
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Filed (SB/08)	IDS.pdf	612066 33e90e958ed889c4521a07e796b0be6aa21bec15	no	7

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Warnings:					
Information:					
3	NPL Documents	NP2.pdf	1419221 a9dd091cf00d102aac6a97ef52aeadd344bac4a3	no	3
Warnings:					
Information:					
4	NPL Documents	NP3.pdf	1979430 f414a32261feeb289bc22dcefe67588f7ff4b5a0	no	3
Warnings:					
Information:					
5	NPL Documents	NP4.pdf	838536 81c07594f3cea2a4d7be9c3c62e4e0cbeaae9f5b	no	1
Warnings:					
Information:					
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Warnings:					
Information:					
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Warnings:					
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8	NPL Documents	NP7.pdf	750971 975b27a242ab32e0e6ef91f294d6be3269a44f7a	no	1
Warnings:					
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9	NPL Documents	NP8.pdf	660657 f51c9952c58d5a179a0f484174761f6c5f36d787	no	1
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10	NPL Documents	NP9.pdf	4644850 bb7f192bc2d9ccdc1cbf0bc5ef069753ddf9cb47	no	6
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Information:					
12	NPL Documents	NP11.pdf	573093 556d7f311a073de628b0d79a3fe6ef85b9ec7acd	no	1
Warnings:					
Information:					
13	NPL Documents	NP12.pdf	2858417 b703e67b523eddbda4074c1d351c8da39383b654	no	3
Warnings:					
Information:					
		Total Files Size (in bytes):	18315246		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
12/434,094	05/01/2009	2617	462	000429.000002	20	3

CONFIRMATION NO. 1446

87457
Edward J. Marshall, Attorney at Law
7805 Shoal Creek Blvd.
Suite 202
Austin, TX 78757

FILING RECEIPT

OC000000035955290

Date Mailed: 05/15/2009

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**

Applicant(s)

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

Power of Attorney: The patent practitioners associated with Customer Number 87457

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 05/12/2009

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 12/434,094**

Projected Publication Date: 11/04/2010

Non-Publication Request: No

Early Publication Request: No
** **SMALL ENTITY** **

Title

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Preliminary Class

455

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 (1-866-999-4158).

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.

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PTO/SB/05 (08-08)
Approved for use through 06/30/2010. OMB 0651-0032
U.S. Patent and Trademark Office. U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	000429.000002
First Inventor	Ryan Hardin
Title	Exclusive Delivery of Content Withi
Express Mail Label No.	

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☐ **Fee Transmittal Form** (e.g., PTO/SB/17)
2. ☑ **Applicant claims small entity status.** See 37 CFR 1.27.
3. ☑ **Specification** [*Total Pages* 27]
   Both the claims and abstract must start on a new page
   (For information on the preferred arrangement, see MPEP 608.01(a))
4. ☑ **Drawing(s)** (*35 U.S.C. 113*) [*Total Sheets* 7]
5. **Oath or Declaration** [*Total Sheets* 2]
   a. ☑ Newly executed (original or copy)
   b. ☐ A copy from a prior application (37 CFR 1.63(d))
   (for continuation/divisional with Box 18 completed)
   i. ☐ DELETION OF INVENTOR(S)
   Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☑ **Application Data Sheet.** See 37 CFR 1.76
7. ☐ **CD-ROM or CD-R** in duplicate, large table or Computer Program *(Appendix)*
   ☐ Landscape Table on CD
8. **Nucleotide and/or Amino Acid Sequence Submission**
   (if applicable, items a. – c. are required)
   a. ☐ Computer Readable Form (CRF)
   b. Specification Sequence Listing on:
      i. ☐ CD-ROM or CD-R (2 copies); or
      ii. ☐ Paper
   c. ☐ Statements verifying identity of above copies

ADDRESS TO: **Commissioner for Patents**
P.O. Box 1450
Alexandria VA 22313-1450

ACCOMPANYING APPLICATION PARTS

9. ☐ **Assignment Papers** (cover sheet & document(s))
   Name of Assignee_____
10. ☐ **37 CFR 3.73(b) Statement** *(when there is an assignee)* ☐ **Power of Attorney**
11. ☐ **English Translation Document** *(if applicable)*
12. ☐ **Information Disclosure Statement** (PTO/SB/08 or PTO-1449)
    ☐ Copies of citations attached
13. ☐ **Preliminary Amendment**
14. ☐ **Return Receipt Postcard** (MPEP 503)
    (*Should be specifically itemized)*
15. ☐ **Certified Copy of Priority Document(s)**
    (if foreign priority is claimed)
16. ☐ **Nonpublication Request** under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent.
17. ☐ Other:_____

18. If a CONTINUING APPLICATION, *check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:*

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: .....

Prior application information: *Examiner* _____ *Art Unit:* _____

19. CORRESPONDENCE ADDRESS

☑ The address associated with Customer Number: 87457 ***OR*** ☐ Correspondence address below

Name					
Address					
City		State		Zip Code	
Country		Telephone		Email	

Signature	/Edward J. Marshall/		Date	5/1/2009	
Name (Print/Type)	Edward J. Marshall			Registration No. (Attorney/Agent)	45,395

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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

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

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

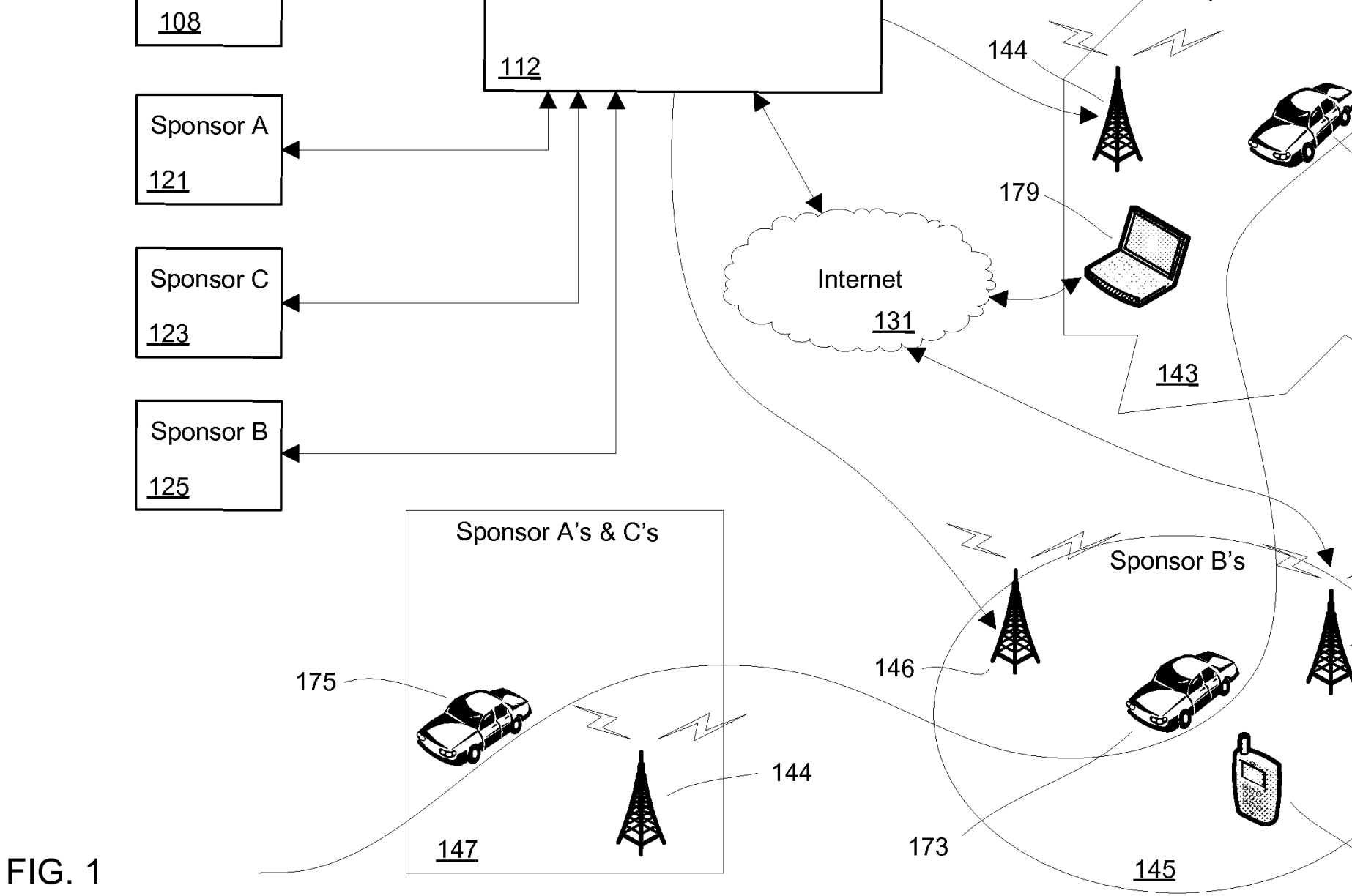

108
112
Sponsor A
121
Sponsor C
123
Sponsor B
125
144
179
Internet
131
143
Sponsor A's & C's
Sponsor B's
175
146
144
147
173
145

FIG. 1

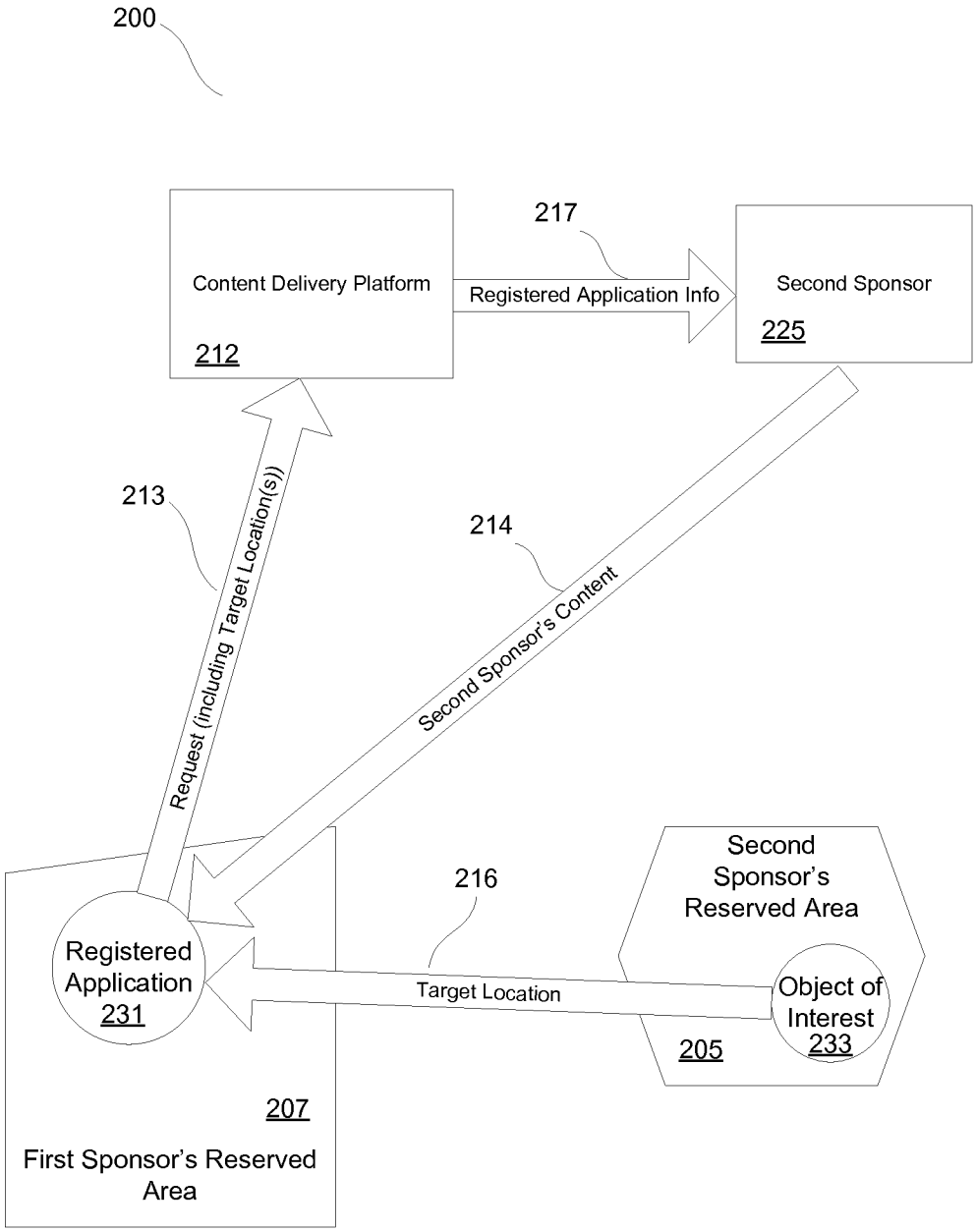

200
Content Delivery Platform
212
217
Registered Application Info
Second Sponsor
225
213
Request (including Target Location(s))
214
Second Sponsor's Content
216
Second Sponsor's Reserved Area
Registered Application
231
Target Location
Object of Interest
233
205
207
First Sponsor's Reserved Area

FIG. 2

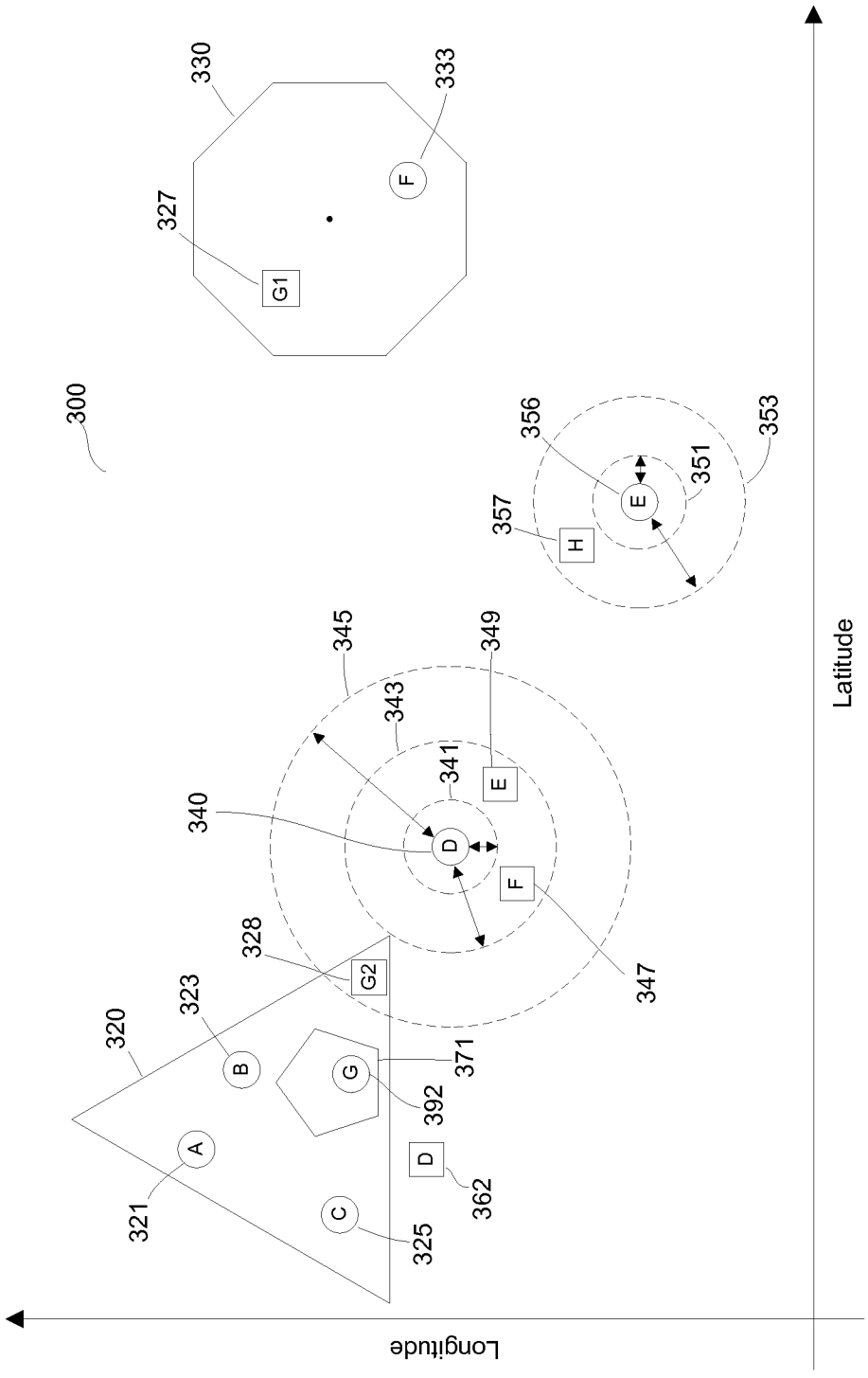

300
330
333
327
F
G1
356
353
351
357
E
H
345
349
343
341
340
E
D
F
347
328
G2
323
320
B
G
371
392
A
D
362
321
C
325
Latitude
Longitude

FIG. 3

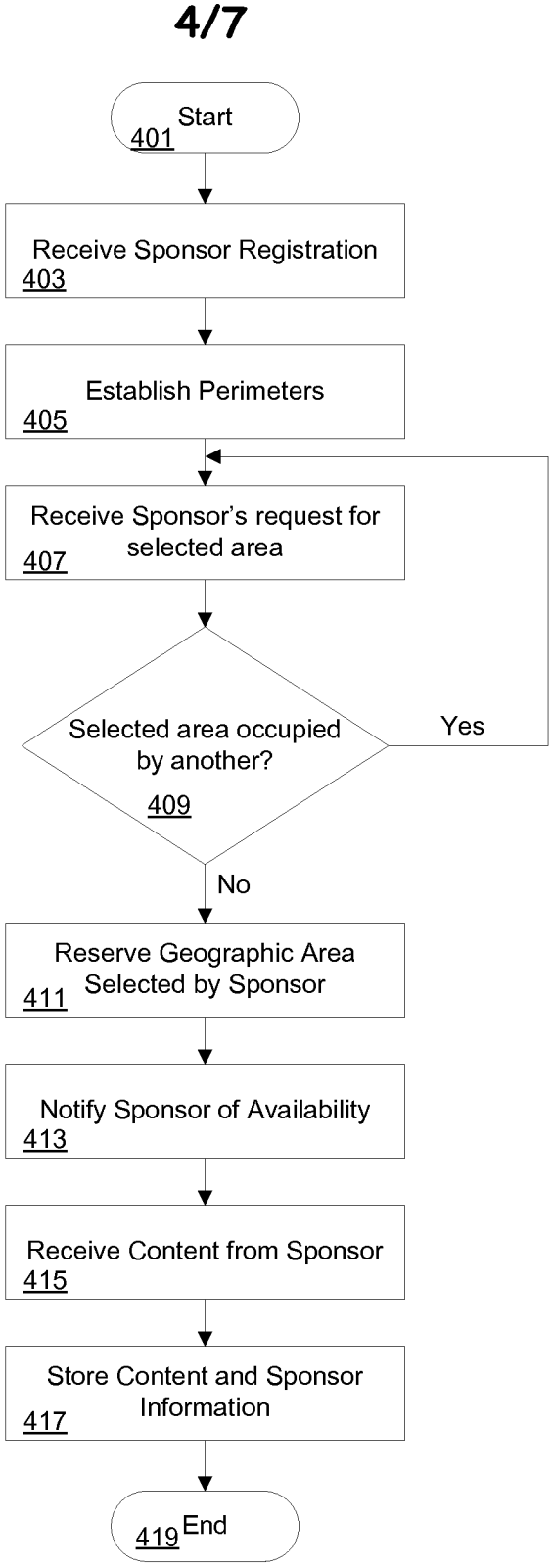

400
Start
401
Receive Sponsor Registration
403
Establish Perimeters
405
Receive Sponsor's request for selected area
407
Selected area occupied by another?
409
Yes
No
Reserve Geographic Area Selected by Sponsor
411
Notify Sponsor of Availability
413
Receive Content from Sponsor
415
Store Content and Sponsor Information
417
End
419

FIG. 4

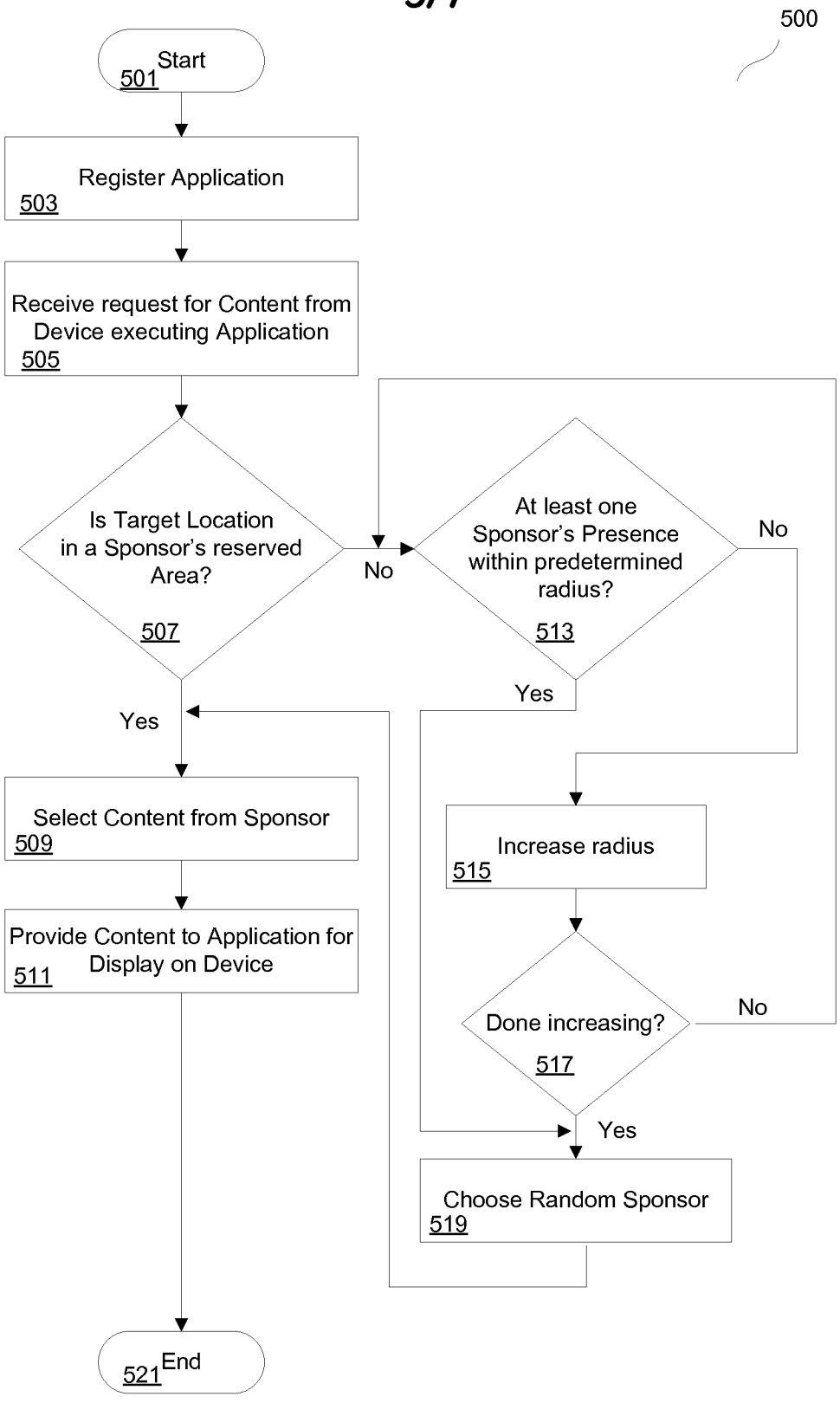

500
Start
501
Register Application
503
Receive request for Content from Device executing Application
505
Is Target Location in a Sponsor's reserved Area?
507
No
At least one Sponsor's Presence within predetermined radius?
513
No
Yes
Yes
Select Content from Sponsor
509
Provide Content to Application for Display on Device
511
Increase radius
515
Done increasing?
517
No
Yes
Choose Random Sponsor
519
End
521

FIG. 5

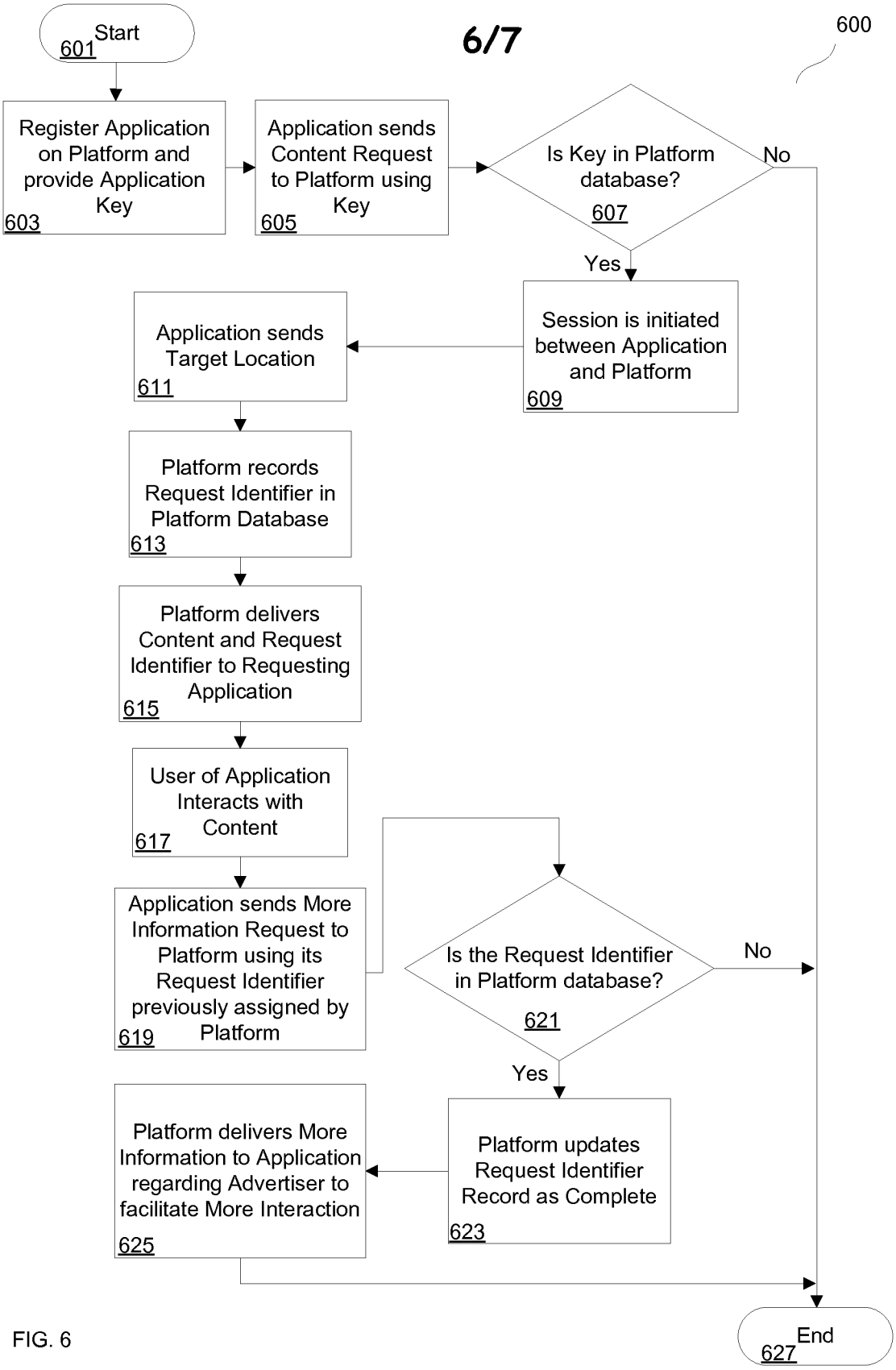

600
Start
601
Register Application on Platform and provide Application Key
603
Application sends Content Request to Platform using Key
605
Is Key in Platform database?
607
No
Yes
Session is initiated between Application and Platform
609
Application sends Target Location
611
Platform records Request Identifier 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

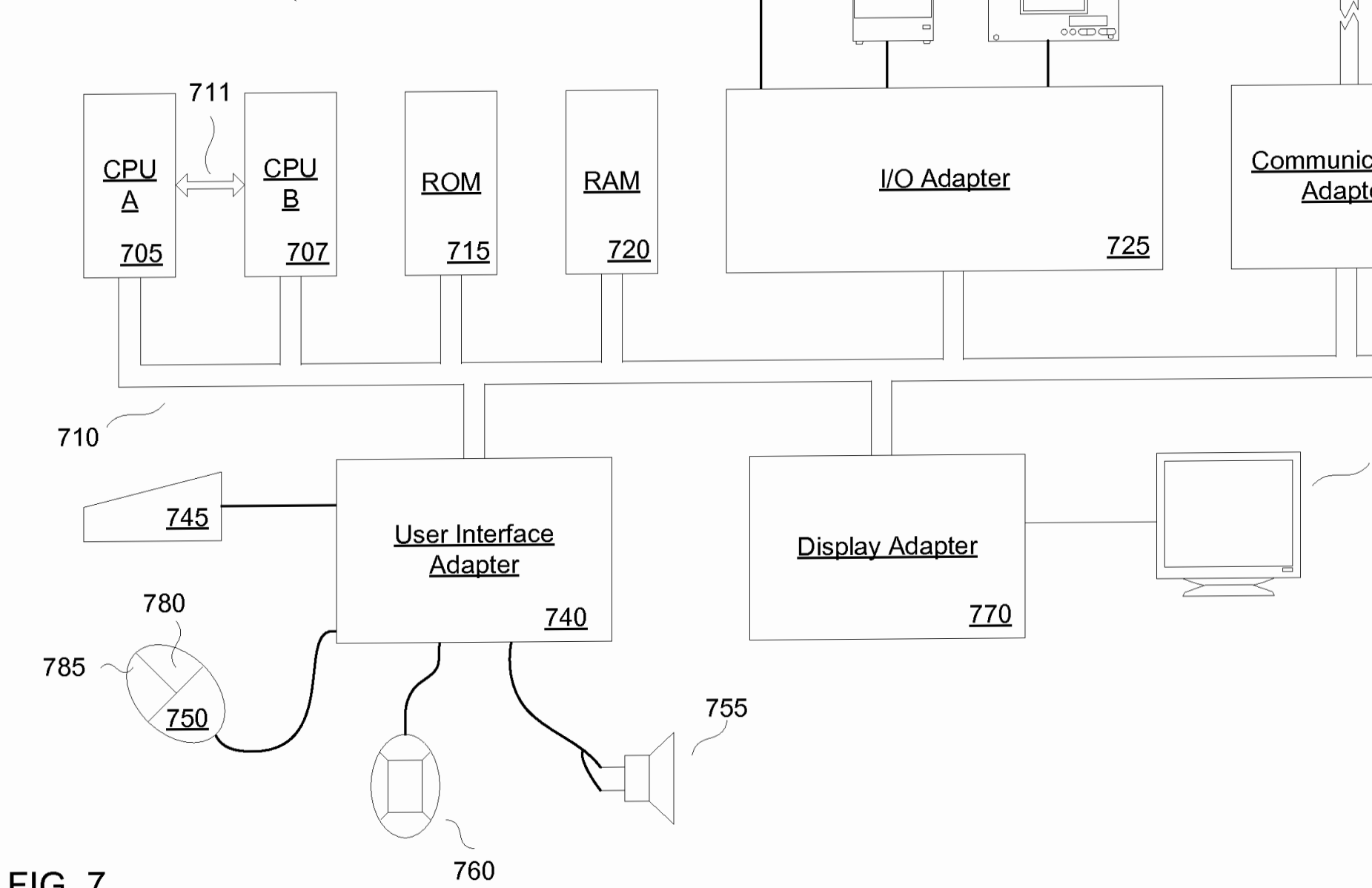

711
CPU
A
705
CPU
B
707
ROM
715
RAM
720
I/O Adapter
725
710
745
User Interface
Adapter
740
Display Adapter
770
780
785
750
755
760

FIG. 7

DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, mailing address and citizenship are as stated below adjacent to my name.

I believe 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 that is claimed and for which a patent is sought by way of the application entitled:

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

which application bears the Attorney Docket Number stated above and which (if applicable or known):

- ☒ is filed herewith.
- ☐ was filed on _____ as Application No. _____ (if known).
- ☐ and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above indentified application, Including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information, which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56.

I hereby claim priority benefits under Title 35, United States Code, § 119 (a)-(d) or § 365(b) of any foreign application(s) designated at least one country other than the United States of America, listed below and have also identified below any foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United states of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed:

Prior Foreign Application(s)			Priority Claimed	
Number	Country	Day/Month/Year Filed	Yes	No
None				

I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and to transact all business in the United States Patent and Trademark office connected therewith:

Registered Patent Practitioners associated with Customer Number

87457

(Edward Marshall, Atty. at Law)

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

Please establish as ***CORRESPONDENCE ADDRESS*** the following:

The address associated with the Customer Number shown above

Full Name of sole (or first joint) inventor: Ryan Hardin

Inventor's Signature: Ryan Hardin Date: 30-April-2009
Residence: Henderson, TX Citizenship: USA
Mailing Address: Pronet Solutions Corporation
P.O. Box 271861
Houston, TX 77277

Full name of second joint inventor: Andrew Hill

Inventor's Signature: Andrew Hill Date: 30-April-2009
Residence: Houston, TX Citizenship: USA
Mailing Address: Pronet Solutions Corporation
P.O. Box 271861
Houston, TX 77277

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:	Edward J. Marshall
Attorney Docket Number:	000429.000002

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Utility filing Fee (Electronic filing)	4011	1	82	82
Utility Search Fee	2111	1	270	270
Utility Examination Fee	2311	1	110	110
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**462**

Electronic Acknowledgement Receipt

EFS ID:	5259589
Application Number:	12434094
International Application Number:	
Confirmation Number:	1446
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	87457
Filer:	Edward J. Marshall
Filer Authorized By:	
Attorney Docket Number:	000429.000002
Receipt Date:	01-MAY-2009
Filing Date:	
Time Stamp:	14:04:44
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$462
RAM confirmation Number	260
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1		Specification_Claims_Abstract_Final.pdf	204917 823497314e2f1156436b30897dd223e770ad28df	yes	27

Multipart Description/PDF files in .zip description		
Document Description	**Start**	**End**
Specification	1	20
Claims	21	26
Abstract	27	27

Warnings:					
Information:					
2	Application Data Sheet	sb0014_fill.pdf	964732 610e6a3036fc7b130c200058d34db8ed322959b5	no	4
Warnings:					
Information:					
3	Transmittal of New Application	sb0005_fill.pdf	241246 3213cc26743a249b48bfb555234b27d980bcac21	no	2
Warnings:					
Information:					
4	Drawings-only black and white line drawings	FIGS_1-7_Final.pdf	110468 914afe4c1faa17bd25845578c316f199b88cef92	no	7
Warnings:					
Information:					
5	Oath or Declaration filed	Combined_Decl_PwrOfAtty.pdf	334699 b6ffa968059f1b70973db5850eea9ace6768ef1f	no	2
Warnings:					
Information:					
6	Fee Worksheet (PTO-875)	fee-info.pdf	33226 0d0d26e92f2447b94046ccb444353091cdbfb8d7	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	1889288		

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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.

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

FIELD

[0001] This disclosure relates generally to delivery of content, and more particularly to delivery of content within reserved geographic areas.

BACKGROUND

[0002] 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.

[0003] 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.

[0004] 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

[0005] 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.

[0006] 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.

[0007] 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.

[0008] 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.

[0009] 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

[0010] FIG. 1 is an abstract representation of exclusive content delivery to particular reserved areas according to various embodiments of the present disclosure;

[0011] 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;

[0012] FIG. 3 is a graph representing expanded search areas to determine which content is delivered according to various embodiments of the present disclosure;

[0013] FIG. 4 is a flowchart illustrating a method of reserving a geographic area according to embodiments of the present disclosure;

[0014] FIG. 5 is a flowchart illustrating registration of an application for content delivery according to embodiments of the present disclosure;

[0015] FIG. 6 is a flowchart illustrating delivery of content to particular applications in a reserved area according to embodiments of the present disclosure;

[0016] FIG. 7 is a diagram illustrating a processing system according to embodiments of the present disclosure.

DETAILED DESCRIPTION

[0017] 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.

[0018] 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.

[0019] 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.

[0020] 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.

[0021] 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.

[0022] 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.

[0023] 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.

[0024] 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.

[0025] 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.

[0026] 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.

[0027] 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.

[0028] 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.

[0029] 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.

[0030] 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.

[0031] 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.

[0032] 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).

[0033] 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.

[0034] 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).

[0035] 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.

[0036] 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.

[0037] 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.

[0038] 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.

[0039] 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.

[0040] 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.

[0041] 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.

[0042] 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.

[0043] 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.

[0044] 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.

[0045] 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.

[0046] 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.

[0047] 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.

[0048] 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.

[0049] 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.

[0050] 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.

[0051] 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.

[0052] 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.

[0053] 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.

[0054] 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.

[0055] 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.

[0056] 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.

[0057] 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.

[0058] 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.

[0059] 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.

[0060] 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.

[0061] 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.

[0062] 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.

[0063] 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.

[0064] 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.

[0065] 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.

[0066] 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.

[0067] 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.

[0068] 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 use with a content delivery platform;

establishing a plurality of perimeters defining a plurality of geographic areas;

reserving respective ones of the plurality of geographic areas for delivery of content associated with respective ones of a plurality of sponsors;

receiving, from the application program, a request for content to be displayed on the mobile device;

in response to receiving the request:

identifying a target location based, at least in part, on the request;

selecting at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas; and

providing content to the application program based on the selecting.

2. The method of Claim 1, further comprising:

recording a request identifier associated with the request; and

providing the request identifier to the mobile device.

3. The method of Claim 2, further comprising:

receiving information related to user interaction with the provided content, the information including the request identifier; and

providing additional content in response to the received information.

4. The method of Claim 1, further comprising:

determining whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location;

in response to a negative determination, increasing the predetermined radial distance.

5. The method of Claim 1, further comprising:

receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

providing the sponsor a response to the request; and

storing a record of the interest in the selected one of the plurality of geographic areas.

6. The method of Claim 5, further comprising:

receiving, from the sponsor, content to be delivered to mobile devices having target locations contained within a selected one of the plurality of geographic areas.

7. The method of Claim 1, further comprising:

reserving a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to mobile devices executing the application program having a target location contained within the specific one of the plurality of geographic areas.

8. A system comprising:

memory;

a communications interface operably coupled to the memory; and

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

at least one instruction to register an application program for use with a content delivery platform;

at least one instruction to establish a plurality of perimeters defining a plurality of geographic areas;

at least one instruction to maintain a record associating each of a plurality of sponsors with at least one of the plurality of geographic areas;

at least one instruction to receive a request from the application program for content to be displayed on the mobile device;

at least one instruction to identify a target location based, at least in part, on the request;

at least one instruction to select at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas; and

at least one instruction to provide content to the application program based on the selecting.

9. The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the mobile device.

10. The system of Claim 9, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content in response to the received information.

11. The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location; and

at least one instruction to increase the predetermined radial distance in response to the at least one instruction to determine.

12. The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request; and

at least one instruction to store a record of the interest in the selected one of the plurality of geographic areas.

13. The system of Claim 12, wherein the program of instructions further comprises:

at least one instruction to receive, from the sponsor, content to be delivered to mobile devices having target locations contained within the selected one of the plurality of geographic areas.

14. The system of Claim 8, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to mobile devices executing the application program having a target location contained within the specific one of the plurality of geographic areas.

15. A computer readable medium tangibly embodying a program of computer executable instructions, the program of instructions comprising:

at least one instruction to register an application program for use with a content delivery platform;

at least one instruction to establish a plurality of perimeters defining respective geographic areas;

at least one instruction to maintain a record associating each of a plurality of sponsors with at least one of the plurality of geographic areas;

at least one instruction to receive a request from the application being executed on a mobile device for content to be displayed on the mobile device;

at least one instruction to identify a target location based, at least in part, on the request;

at least one instruction to select at least one of the plurality of sponsors based on a relationship between the target location and at least one of the plurality of geographic areas; and

at least one instruction to provide content to the application program based on the selecting.

16. The computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to record a request identifier associated with the request; and

at least one instruction to provide the request identifier to the mobile device.

17. The computer readable medium of Claim 16, wherein the program of instructions further comprises:

at least one instruction to receive information related to user interaction with the provided content, the information including the request identifier; and

at least one instruction to provide additional content in response to the received information.

18. The computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to determine whether at least one of the plurality of sponsors is associated with a geographical representation lying at least partially within a predetermined radial distance of the target location; and

at least one instruction to increase the predetermined radial distance in response to a negative determination.

19. The computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to receive, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas;

at least one instruction to provide the sponsor a response to the request;

at least one instruction to store a record of the interest in the selected one of the plurality of geographic area; and

at least one instruction to receive, from the sponsor, content to be delivered to mobile devices having target locations contained within the selected one of the plurality of geographic areas.

20. The computer readable medium of Claim 15, wherein the program of instructions further comprises:

at least one instruction to reserve a specific one of the plurality of geographic areas for exclusive delivery of content associated with a particular one of the plurality of sponsors to mobile devices executing the application program having a target location contained within the specific one of the plurality of geographic areas.

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.

PTO/SB/14 (07-07)
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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	000429.000002
	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.)

Applicant Information:

Applicant 1 Remove

Applicant Authority ◉ Inventor ○ Legal Representative under 35 U.S.C. 117 ○ Party of Interest under 35 U.S.C. 118

Prefix	Given Name	Middle Name	Family Name	Suffix
Mr.	Ryan		Hardin	

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Citizenship under 37 CFR 1.41(b) [i] US

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Applicant 2 Remove

Applicant Authority ◉ Inventor ○ Legal Representative under 35 U.S.C. 117 ○ Party of Interest under 35 U.S.C. 118

Prefix	Given Name	Middle Name	Family Name	Suffix
Mr.	Andrew		Hill	

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

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Citizenship under 37 CFR 1.41(b) [i] US

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Postal Code	77277	Country [i]	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	000429.000002
	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	87457		
Email Address	edmarshall@marshalliplaw.com	Add Email	Remove Email

Application Information:

Title of the Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS		
Attorney Docket Number	000429.000002	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Suggested Class (if any)		**Sub Class (if any)**	
Suggested Technology Center (if any)			
Total Number of Drawing Sheets (if any)	7	**Suggested Figure for Publication (if any)**	1

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). Enter either 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	87457		

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This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78(a)(2) or CFR 1.78(a)(4), and need not otherwise be made part of the specification.

Prior Application Status			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)

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

Home Depot - Exhibit 1019 - Page 271

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	000429.000002
	Application Number	
Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS	

Foreign Priority Information:

This section allows for the applicant to claim benefit of foreign priority and to identify any prior foreign application for which priority is not claimed. 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(a).

Remove

Application Number	Country [i]	Parent Filing Date (YYYY-MM-DD)	Priority Claimed
			(•) Yes ( ) No

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

Assignee Information:

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

Assignee 1 Remove

If the Assignee is an Organization check here. ☐

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

Mailing Address Information:

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

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

Signature:

A signature of the applicant or representative is required in accordance with 37 CFR 1.33 and 10.18. Please see 37 CFR 1.4(d) for the form of the signature.

Signature	/Edward J. Marshall/			Date (YYYY-MM-DD)	2009-05-01
First Name	Edward	Last Name	Marshall	Registration Number	45395

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	000429.000002
	Application Number	
Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS	

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

SCORE Placeholder Sheet for IFW Content

Application Number: 12434094 Document Date: 5/1/2009

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

- Drawings – Other than Black and White Line Drawings

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

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Form Revision Date: February 8, 2006

PTO/SB/06 (12-04)

Filing Date: **05/01/09**

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 12/434,094

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	**82**		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	**270**		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	**110**		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	**20** minus 20 =		x$26		OR	x$52	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	**3** minus 3 =	*	x$110			x$220	
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $270 ($135 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))			195			390	
			TOTAL	**462**		TOTAL	

* If the difference in column 1 is less than zero, enter "0" in column 2.

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))					N/A		OR	N/A	
						TOTAL ADD'T FEE		OR	TOTAL ADD'T 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))					N/A		OR	N/A	
						TOTAL ADD'T FEE		OR	TOTAL ADD'T 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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