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
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	198315

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	

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

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	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY.DOCKET NO./TITLE	REQUEST ID
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	68904

Acknowledgement of Loss of Entitlement to Micro Entity Status

The entity status change request below filed through Private PAIR on 08/01/2018 has been accepted.

CERTIFICATIONS:

Change of Entity Status:

X Applicant asserting small entity status. See 37 CFR 1.27.

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

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:	/Ryan J. Hardin/
Name:	Ryan J. Hardin
Registration 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
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/856,392	04/03/2013	Ryan Hardin	0075652.00002

CONFIRMATION NO. 7722

POA ACCEPTANCE LETTER

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

OC000000101031788

Date Mailed: 07/18/2018

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

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

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

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

/nbekele/

PTO/AIA/81 (07-12)
Approved for use through 01/31/2018. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY TO ONE OR MORE OF THE JOINT INVENTORS AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	13/856392
Filing Date	03-APR-2013
First Named Inventor	Ryan Hardin
Art Unit	
Examiner Name	
Title	Exclusive Delivery of Content Within Geographic Areas

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

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

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

Ryan J. Hardin

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

☐ The address associated with Customer Number. (if applicable): 118653
-To Request A Customer Number see form PTO/SB/124

OR

Individual Name			
Address			
City		State	Zip
Country			
Telephone		Email	

I am the Inventor.

SIGNATURE of Inventor

Signature /Andrew Hill/	Date 07/13/2018
Name Andrew Hill	Telephone

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

☑ *Total of 2 forms are submitted.

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

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

Privacy Act Statement

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

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

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

PTO/AIA/81 (07-12)
Approved for use through 01/31/2018. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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POWER OF ATTORNEY TO ONE OR MORE OF THE JOINT INVENTORS AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	13/856392
Filing Date	03-APR-2013
First Named Inventor	Ryan Hardin
Art Unit	
Examiner Name	
Title	Exclusive Delivery of Content Within Geographic Areas

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

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

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

Ryan J. Hardin

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

☐ The address associated with Customer Number. (if applicable): 118653
-To Request A Customer Number see form PTO/SB/124

OR

Individual Name			
Address			
City		State	Zip
Country			
Telephone		Email	

I am the Inventor.

SIGNATURE of Inventor

Signature /Ryan Hardin/	Date 07/13/2018
Name Ryan Hardin	Telephone

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

☑ *Total of 2 forms are submitted.

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

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

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
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:	33168054
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	13-JUL-2018
Filing Date:	03-APR-2013
Time Stamp:	07:45:12
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	aia00081-andrew-13856392.pdf	282407 ebd0c54a58db481c7edcb754d75f6958439591e6	no	2

Warnings:

Information:					
2	Power of Attorney	aia00081-ryan-13856392.pdf	282398 05ea47418ce88f96593c72301ae288ad59edba28	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	564805		

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

CERTIFICATE OF CORRECTION

PATENT NO. : 8,977,247 B2
APPLICATION NO. : 13/856392
DATED : March 10, 2015
INVENTOR(S) : Hardin et al.

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

In the Claims

Column 13, Line 56 (Claim 1): insert -- a -- after "programs,".

Column 14, Line 25 (Claim 3): delete "from" after "to being to".

Column 15, Line 12 (Claim 8): insert -- a -- after "programs,".

Column 15, Line 51 (Claim 10): insert -- to -- after "and to being".

Column 16, Line 17 (Claim 14): after "wherein the program of", delete "the".

Column 16, Line 24 (Claim 14): after "registered application programs", replace "," with -- ; --.

Column 16, Line 27 (Claim 14): replace "geograpgic" with -- geographic --.

Column 17, Line 14 (Claim 17): insert -- to -- after "and to being".

Signed and Sealed this
Third Day of April, 2018



Andrei Iancu
Director of the United States Patent and Trademark Office

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al.	:	By the Examiner: Benjamin Morales Fernandez
Serial No.: 13/856,392	:	Group Art Unit: 2624
Filed: April 3, 2013	:	Atty. Docket No.: 0075652.00002

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

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

CORRECTED
REQUEST FOR CERTIFICATE OF CORRECTION UNDER 37 CFR 1.322

This is a request for the Office to Issue a Certificate of Correction of Office Mistake under 37 CFR 1.322 for US patent no. 8977247 ("the subject patent"). Upon review of the subject patent, which issued from the above-noted application, several mistakes introduced by the Office were identified. These mistakes were not present in the document last filed by the Applicants, which was an Amendment under 37 CFR 1.312 filed on December 16, 2104 ("the 1.312 amendment").

Following is a listing of these mistakes, along with reference to the corresponding passages of the Amendment under 37 CFR 1.312 filed on December 16, 2104.

Paragraph 13, line 56 (claim 1): insert -- a -- after "programs, ". See line 7 of claim 1 on page 2 of the 1.312 Amendment.

Paragraph 14, line 25 (claim 3): delete "from" after "to being to". See line 10 of claim 3 on page 3 of the 1.312 Amendment.

Paragraph 15, line 12 (claim 8): insert -- a -- after "programs, ". See line 13 of claim 8 on page 5 of the 1.312 Amendment.

Paragraph 15, line 51(claim 10): insert -- to -- after "and to being ". See line 10 of claim 10 on page 6 of the 1.312 Amendment.

Paragraph 16, line 17 (claim 14): after "wherein the program of", delete "the". See line 1 of claim 14 on page 8 of the 1.312 Amendment.

Paragraph 16, line 24 (claim 14): after "registered application programs", replace "," with -- ; --. See line 11 of claim 14 on page 8 of the 1.312 Amendment.

Paragraph 16, line 27 (claim 14), replace "geograpgic" with -- geographic --. See line 14 of claim 14 on page 8 of the 1.312 Amendment.

Paragraph 17, line 14 (claim 17), insert -- to -- after "and to being ". See line 10 of claim 17 on page 9-10 of the 1.312 Amendment.

In view of the foregoing information, the Applicants request that the Office issue a Certificate of Correction of Office Mistake under 37 CFR 1.322.

Respectfully submitted,

By: /David O. Simmons/
David O. Simmons
Reg. No. 43124

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

Electronic Acknowledgement Receipt

EFS ID:	21771362
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	15-MAR-2015
Filing Date:	03-APR-2013
Time Stamp:	11:12:47
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	Miscellaneous Incoming Letter	COC_request.pdf	81507 687890289991b36c87d1b08398c44bd4473 1e1f1d	no	2

Warnings:	
Information:	

Total Files Size (in bytes):	81507

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.

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New International Application Filed with the USPTO as a Receiving Office
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al.	:	By the Examiner: Benjamin Morales Fernandez
Serial No.: 13/856,392	:	Group Art Unit: 2624
Filed: April 3, 2013	:	Atty. Docket No.: 0075652.00002

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

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

REQUEST FOR CERTIFICATE OF CORRECTION UNDER 37 CFR 1.322

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Following is a listing of these mistakes, along with reference to the corresponding passages of the Amendment under 37 CFR 1.312 filed on December 16, 2104.

Paragraph 13, line 56 (claim 1): insert -- a -- after "programs, ". See line 7 of claim 1 on page 2 of the 1.131 Amendment.

Paragraph 14, line 25 (claim 3): delete "from" after "to being to". See line 10 of claim 3 on page 3 of the 1.131 Amendment.

Paragraph 15, line 12 (claim 8): insert -- a -- after "programs, ". See line 13 of claim 8 on page 5 of the 1.131 Amendment.

Paragraph 15, line 51(claim 10): insert -- to -- after "and to being ". See line 10 of claim 10 on page 6 of the 1.131 Amendment.

Paragraph 16, line 17 (claim 14): after "wherein the program of", delete "the". See line 1 of claim 14 on page 8 of the 1.131 Amendment.

Paragraph 16, line 24 (claim 14): after "registered application programs", replace "," with -- ; --. See line 11 of claim 14 on page 8 of the 1.131 Amendment.

Paragraph 16, line 27 (claim 14), replace "geograpgic" with -- geographic --. See line 14 of claim 14 on page 8 of the 1.131 Amendment.

Paragraph 17, line 14 (claim 17), insert -- to -- after "and to being ". See line 10 of claim 17 on page 9-10 of the 1.131 Amendment.

In view of the foregoing information, the Applicants request that the Office issue a Certificate of Correction of Office Mistake under 37 CFR 1.322.

Respectfully submitted,

By: /David O. Simmons/
David O. Simmons
Reg. No. 43124

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

Electronic Acknowledgement Receipt

EFS ID:	21767293
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	13-MAR-2015
Filing Date:	03-APR-2013
Time Stamp:	16:42:33
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	Miscellaneous Incoming Letter	COC_request.pdf	82007 fd6eee7682f58c4d7569dade2852aa862bbe878c	no	2

Warnings:	
Information:	

Total Files Size (in bytes):	82007

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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.

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www.uspto.gov

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/856,392	03/10/2015	8977247	0075652.00002	7722

41468 7590 02/18/2015

IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

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

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

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

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

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

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

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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	7722

41468 7590 02/04/2015

IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

EXAMINER
MORALES FERNANDE, BENJAMIN

ART UNIT	PAPER NUMBER
2624	

MAIL DATE	DELIVERY MODE
02/04/2015	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.

Response to Rule 312 Communication	Application No.	Applicant(s)
	13/856,392	HARDIN ET AL.
	Examiner	Art Unit
	BENJAMIN MORALES	2624

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

1. ☒ The amendment filed on *16 December 2014* under 37 CFR 1.312 has been considered, and has been:

a) ☒ entered.

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

c) ☐ disapproved because the amendment was filed after the payment of the issue fee.

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

d) ☐ disapproved. See explanation below.

e) ☐ entered in part. See explanation below.

/KENT CHANG/ Supervisory Patent Examiner, Art Unit 2624	/BENJAMIN MORALES/ Examiner, Art Unit 2624

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al.	:	By the Examiner: Benjamin Morales Fernandez
Serial No.: 13/856,392	:	Group Art Unit: 2624
Filed: April 3, 2013	:	Atty. Docket No.: 0075652.00002

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

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

AMENDMENT UNDER 37 CFR 1.312

Examiner Fernandez:

This is an amendment filed under 37 CFR 1.312 in view of the Notice of Allowance mailed on October 28, 2014 by the United States Patent And Trademark Office (the Office). The above-identified applicants (the Applicants) request that amendment of the claims, as presented below, be entered in this case.

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

Remarks begin on page 12 of this correspondence; and

Conclusions begin on page 16 of this correspondence.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail **Mail Stop ISSUE FEE**
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or Fax (571)-273-2885

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41468 7590 10/28/2014
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AUSTIN, TX 78731

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David O. Simmons	(Depositor's name)
	(Signature)
1-26-2015	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	7722

TITLE OF INVENTION: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	$240	$0	$0	$240	01/28/2015

EXAMINER	ART UNIT	CLASS-SUBCLASS
MORALES FERNANDEZ, BENJAMIN	2624	455-414.100

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

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

1 David O. Simmons
2
3

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

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

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

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

4a. The following fee(s) are submitted:
- ☒ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies .....

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

5. **Change in Entity Status** (from status indicated above)
- ☐ Applicant certifying micro entity status. See 37 CFR 1.29 — NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
- ☐ Applicant asserting small entity status. See 37 CFR 1.27 — NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
- ☐ Applicant changing to regular undiscounted fee status. — NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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

Authorized Signature David O. Simmons Date 1-26-2015
Typed or printed name David O. Simmons Registration No. 43124

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

Electronic Patent Application Fee Transmittal

Application Number:	13856392
Filing Date:	03-Apr-2013
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	David Odell Simmons
Attorney Docket Number:	0075652.00002

Filed as Micro Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Issue Fee	3501	1	240	240

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**240**

Electronic Acknowledgement Receipt

EFS ID:	21301792
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	26-JAN-2015
Filing Date:	03-APR-2013
Time Stamp:	09:19:25
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$240
RAM confirmation Number	8648
Deposit Account	
Authorized User	

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	issue_transmittal.PDF	4428738 14f79a126a108dae3e1ef0dcb2381cec07165c1d	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30573 3a7d1bc7fd657554cda765de350c55edfe3f7111	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	4459311		

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New Applications Under 35 U.S.C. 111
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New International Application Filed with the USPTO as a Receiving Office
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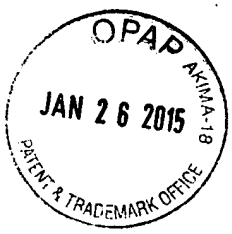
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David O. Simmons	(Depositor's name)
	(Signature)
1-26-2015	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	7722

TITLE OF INVENTION: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	$240	$0	$0	$240	01/28/2015

EXAMINER	ART UNIT	CLASS-SUBCLASS
MORALES FERNANDEZ, BENJAMIN	2624	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
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1 David O. Simmons
2
3

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

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(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

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5. **Change in Entity Status** (from status indicated above)
☐ Applicant certifying micro entity status. See 37 CFR 1.29
NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
☐ Applicant asserting small entity status. See 37 CFR 1.27
NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
☐ Applicant changing to regular undiscounted fee status.
NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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

Authorized Signature David O. Simmons Date 1-26-2015
Typed or printed name David O. Simmons Registration No. 43124

01/26/2015 INTEFSU 00000648 13856392
01 FC:3501 240.00 OP

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al.	:	By the Examiner: Benjamin Morales Fernandez
Serial No.: 13/856,392	:	Group Art Unit: 2624
Filed: April 3, 2013	:	Atty. Docket No.: 0075652.00002

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

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

AMENDMENT UNDER 37 CFR 1.312

Examiner Fernandez:

This is an amendment filed under 37 CFR 1.312 in view of the Notice of Allowance mailed on October 28, 2014 by the United States Patent And Trademark Office (the Office). The above-identified applicants (the Applicants) request that amendment of the claims, as presented below, be entered in this case.

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

Remarks begin on page 12 of this correspondence; and

Conclusions begin on page 16 of this correspondence.

AMENDMENT IN THE CLAIMS

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

1. (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 for use with a navigation system~~;

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

receiving, from at least a particular one of the ~~one or more of the~~ registered application programs, a~~t least one~~ request to obtain an interest in a designated geographic area;

determining if the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs;

in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs, reserving content delivery to at least the particular one of the ~~one or more of the~~ registered application programs to being from one or more sponsors after it is determined that an object of interest has entered the designated geographic area;

receiving, from the one or more sponsors, content to be delivered to at least one of the ~~one or more~~ registered application programs in response to said reserving; and

providing, after it is determined that the object of interest has entered the designated geographic area, at least a portion of the content ~~selected~~received

from the one or more sponsors to at least the particular one of the ~~one or more~~ registered application programs.

2. (currently amended) The method of claim 1 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

3. (currently amended) The method of claim 1 wherein:

receiving the ~~at least one~~ request to obtain the interest in the designated geographic area includes receiving a first request from a first one of the registered application programs and receiving a second request from a second one of the registered application programs;

reserving content delivery to at least the particular one of the ~~one or more~~ registered application programs includes restricting content delivery ~~delivered to one or more registered application programs~~ to being to ~~from~~ the first one of the registered application programs during a first period of time and to being to ~~from~~ the second one of the registered application programs during a second period of time;

receiving content to be delivered to at least the one of the ~~one or more~~ registered application programs includes receiving content from a~~the~~ first sponsor and receiving content from a~~the~~ second sponsor; and

providing the at least a portion of the content to at least the particular one of the ~~one or more~~ registered application programs includes providing at least a portion of the content received from the first sponsor to the first one of the ~~one or more of the~~ registered application programs during the first period of time and providing at least a portion of the content received from the second

sponsor to the second one of the ~~one or more of the~~ registered application programs during the second period of time.

4. (currently amended) The method of claim 1 wherein the one or more sponsors is at least one of the ~~one or more~~ registered application programs.

5. (currently amended) The method of claim 1, further comprising:

providing at least the particular one of the ~~one or more sponsors~~ registered application programs a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs; and

storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs.

6. (currently amended) The method of claim [[5]]2 wherein the one or more sponsors is at least one of the ~~one or more~~ registered application programs.

7. (currently amended) The method of claim 6 ~~wherein~~, further comprising:

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

~~the sponsor established perimeter definitions at least partially define the designated geographic area~~

providing at least the particular one of the registered application programs a response to the request in response to determining that the interest in the

designated geographic area is to be provided to at least the particular one of the registered application programs; and

storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs.

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 for registering a plurality of application programs for use with a content delivery platform~~, wherein the plurality of registered application programs are each associated for use with a navigation system~~;

at least one instruction for establishing a plurality of perimeters defining a plurality of geographic areas;

at least one instruction for receiving, from at least a particular one of the ~~one or more of the~~ registered application programs, a~~t least one~~ request to obtain an interest in a designated geographic area;

at least one instruction for determining if the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs;

at least one instruction for reserving content delivery to at least the particular one of the ~~one or more of the~~ registered application programs to being from one or more sponsors after it is determined that an object of interest has entered the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs;

at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the ~~one or more~~ registered application programs in response to said reserving; and

at least one instruction for providing at least a portion of the content ~~selected~~received from the one or more sponsors to [[ ]]at least the particular one of the ~~one or more~~ registered application programs after it is determined that the object of interest has entered the designated geographic area.

9. (currently amended) The system of claim 8 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

10. (currently amended) The system of claim 8 wherein:

receiving the ~~at least one~~ request to obtain the interest in the designated geographic area includes receiving a first request from a first one of the registered application programs and receiving a second request from a second one of the registered application programs;

reserving content delivery to at least the particular one of the ~~one or more~~ registered application programs includes restricting content delivery ~~delivered to one or more registered application programs~~ to being to ~~from~~ the first one of the registered application programs during a first period of time and to being to ~~from~~ the second one of the registered application programs during a second period of time;

receiving content to be delivered to at least the one of the ~~one or more~~ registered application programs includes receiving content from a~~the~~ first sponsor and receiving content from a~~the~~ second sponsor; and

providing the at least a portion of the content to at least the particular one of the ~~one or more~~ registered application programs includes providing at least a portion of the content received from the first sponsor to the first one of the ~~one or more of the~~ registered application programs during the first period of time and providing at least a portion of the content received from the second sponsor to the second one of the ~~one or more of the~~ registered application programs during the second period of time.

11. (currently amended) The system of claim 8 wherein the one or more sponsors is at least one of the registered application programs.

12. (currently amended) The system of claim 8 wherein the program of instructions further comprises:

at least one instruction for providing at least the particular one of the ~~one or more sponsors~~ registered application programs a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs; and

at least one instruction for storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs.

13. (currently amended) The system of claim [[12]]9 wherein the one or more sponsors is at least one of the ~~one or more~~ registered application programs.

14. (currently amended) The system of claim 13 wherein the program of instructions further comprises:

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

~~the sponsor established perimeter definitions at least partially define the designated geographic area~~

at least one instruction for providing at least the particular one of the registered application programs a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs; and

at least one instruction for storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs.

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 for registering a plurality of application programs for use with a content delivery platform~~, wherein the plurality of registered application programs are each associated for use with a navigation system~~;

at least one instruction for establishing a plurality of perimeters defining a plurality of geographic areas;

at least one instruction for receiving, from at least a particular one of the ~~one or more of the~~ registered application programs, a~~t least one~~ request to obtain an interest in a designated geographic area;

at least one instruction for determining if the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs;

at least one instruction for reserving content delivery to at least the particular one of the ~~one or more of the~~ registered application programs to being from one or more sponsors after it is determined that an object of interest has entered the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs;

at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the ~~one or more~~ registered application programs in response to said reserving; and

at least one instruction for providing at least a portion of the content ~~selected~~received from the one or more sponsors to [[ ]]at least the particular one of the ~~one or more~~ registered application programs after it is determined that the object of interest has entered the designated geographic area.

16. (currently amended) The non-transitory computer readable medium of claim 15 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

17. (currently amended) The non-transitory computer readable medium of claim 15 wherein:

receiving the ~~at least one~~ request to obtain the interest in the designated geographic area includes receiving a first request from a first one of the registered application programs and receiving a second request from a second one of the registered application programs;

reserving content delivery to at least the particular one of the ~~one or more~~ registered application programs includes restricting content delivery ~~delivered~~

~~to one or more registered application programs~~ to being to ~~from~~ the first one of the registered application programs during a first period of time and to being to ~~from~~ the second one of the registered application programs during a second period of time;

receiving content to be delivered to at least the one of the ~~one or more~~ registered application programs includes receiving content from a~~the~~ first sponsor and receiving content from a~~the~~ second sponsor; and

providing the at least a portion of the content to at least the particular one of the ~~one or more~~ registered application programs includes providing at least a portion of the content received from the first sponsor to the first one of the ~~one or more of the~~ registered application programs during the first period of time and providing at least a portion of the content received from the second sponsor to the second one of the ~~one or more of the~~ registered application programs during the second period of time.

18. (currently amended) The non-transitory computer readable medium of claim 15 wherein the one or more sponsors is at least one of the ~~one or more~~ registered application programs.

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

at least one instruction for providing at least the particular one of the ~~one or more sponsors~~ registered application programs a response to the request in response to determining that the interest in the designated ~~one or more of the plurality of~~ geographic area[[s]] is to be provided to at least the particular one of the ~~one or more~~ registered application programs; and

at least one instruction for storing a record of the interest in the designated geographic area in response to determining that the interest in the designated

geographic area is to be provided to at least the particular one of the ~~one or more~~ registered application programs.

20. (currently amended) The non-transitory computer readable medium of claim [[19]]18 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

REMARKS

The Notice of Allowance in this matter was mailed on October 28, 2014. After review of the allowed claims of record, it was noticed that the there were various antecedent basis inconsistencies and/or typographical errors in certain claims. Appropriate correction of these various antecedent basis inconsistencies and/or typographical errors has been made herein through amendment thereof. Furthermore, in view of the Reasons for Allowance presented by the Examiner in the Notice of Allowance, amendments have been made to certain claims, but which the Applicant submits do not contradict with the stated reasons for allowance.

Claims 1, 3-5, 8, 10, 12, 13, 15, and 17-19 have each been amended to recite "~~one or more~~ registered application programs". Independent claims 1, 8, and 15 each recite "registering a plurality of application programs", which provides proper antecedent basis for "registered application programs". To maintain proper antecedent basis throughout the claims, claims the limitation of recited language of "one or more" with respect to registered application programs has been deleted.

Independent claims 1, 8, and 15 have each been amended to recite "at least a particular one of the registered application programs" at the first instance of "the registered application programs". Corresponding amendments (i.e., "at least the particular one of the registered application programs") have been made in dependent claims 3, 5, 10, 12, 17, and 19. This amended language provides clarity in view of the above-mentioned amendments made for

antecedent basis reason with respect to the recited limitation of "the registered application programs".

Independent claims 1, 8, and 15 have each been amended to recite "content ~~selected~~received from". This amended language provides proper antecedent basis with respect to the previously recited limitation of receiving content.

Independent claims 1, 8, and 15 have each been amended to recite "a~~t least one~~ request" at the first instance of "the registered application programs". Corresponding amendments have been made in dependent claims 2, 3, 9, 10, 16, 17, and 20. This amended language maintains proper antecedent basis with respect to the recited language of "the request" in claims 5, 12, and 19.

Dependent claims 3, 10, and 17 have each been amended to recite "restricting content delivery ~~delivered to one or more registered application programs~~ to being to ~~from~~ the first one of the registered application programs during a first period of time and to being to ~~from~~ the second one of the registered application programs during a second period of time… providing at least a portion of the content received from the first sponsor to the first one of the ~~one or more of the~~ registered application programs during the first period of time and providing at least a portion of the content received from the second sponsor to the second one of the ~~one or more of the~~ registered application programs during the second period of time." This amended language provides proper antecedent basis and clarity with respect to the previously recited limitation of

receiving content in independent claims 1, 8, and 15, respectively, and finds express support at paragraph 0029 of the as-filed application.

Dependent claims 5, 12, and 19 have each been amended to recite "providing at least the particular one of the ~~one or more sponsors~~ registered application programs a response to the request." This amended language provides proper antecedent basis and clarity with respect to the previously recited limitation of receiving a request in independent claims 1, 8, and 15, respectively, and finds express support at paragraph 0061 of the as-filed application.

Dependent claims 7 and 14 have each been amended to recite "providing at least the particular one of the registered application programs a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs; and storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least the particular one of the registered application programs" This amended language is the same claim language as also recited at previously allowed dependent claims 5, 12, and 19.

Dependent claim 19 has been amended to recite "the designated ~~one or more of the plurality of~~ geographic area[[s]]", which provides for proper antecedent basis to "a designated geographic area" in corresponding independent claim 15.

Independent claims 1, 8, and 15 have each been amended to cancel the limitation of "wherein the plurality of registered application programs are each associated for use with a navigation system", which is not a distinguishing limitation necessary for patentability.

Home Depot - Exhibit 1020 - Page 45

CONCLUSIONS

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

Respectfully submitted,

By: /David O. Simmons/
David O. Simmons
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IVC Patent Agency
7637 Parkview Circle
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Electronic Acknowledgement Receipt

EFS ID:	20972854
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	16-DEC-2014
Filing Date:	03-APR-2013
Time Stamp:	11:56:46
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	Amendment after Notice of Allowance (Rule 312)	amendment_under_rule_312.pdf	151119 00d18df736c9e7a18c2cbc41448aefea853cff2d	no	16

Warnings:	
Information:	

Total Files Size (in bytes):	151119

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
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www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

41468 7590 10/28/2014

IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

EXAMINER
MORALES FERNANDEZ, BENJAMIN

ART UNIT	PAPER NUMBER
2624	

DATE MAILED: 10/28/2014

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	7722

TITLE OF INVENTION: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	$240	$0	$0	$240	01/28/2015

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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

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

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

41468 7590 10/28/2014
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

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

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	7722

TITLE OF INVENTION: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	$240	$0	$0	$240	01/28/2015

EXAMINER	ART UNIT	CLASS-SUBCLASS
MORALES FERNANDEZ, BENJAMIN	2624	455-414100

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
- ❑ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

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

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

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

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

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

4a. The following fee(s) are submitted:
- ❑ Issue Fee
- ❑ Publication Fee (No small entity discount permitted)
- ❑ Advance Order - # of Copies _____

4b. Payment of Fee(s): **(Please first reapply any previously paid issue fee shown above)**
- ❑ A check is enclosed.
- ❑ Payment by credit card. Form PTO-2038 is attached.
- ❑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)
- ❑ Applicant certifying micro entity status. See 37 CFR 1.29 — NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
- ❑ Applicant asserting small entity status. See 37 CFR 1.27 — NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
- ❑ Applicant changing to regular undiscounted fee status. — NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	7722

41468 7590 10/28/2014

IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2624	

DATE MAILED: 10/28/2014

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

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

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

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

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 13/856,392	Applicant(s) HARDIN ET AL.	
	Examiner BENJAMIN MORALES	Art Unit 2624	AIA (First Inventor to File) Status No

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

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

1. ☒ This communication is responsive to *10/07/2014*.
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on_____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are *1-20*. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov .
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   Certified copies:

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

   * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
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/ Examiner, Art Unit 2624	/KENT CHANG/ Supervisory Patent Examiner, Art Unit 2624

DETAILED ACTION

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

Terminal Disclaimer

2. The terminal disclaimer filed on 10/07/2014 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of 8433296 has been reviewed and is accepted. The terminal disclaimer has been recorded.

Allowable Subject Matter

3. Claims 1-20 are allowed.

Reasons For Allowance

4. The following is an examiner's statement of reasons for allowance: The claims are allowable over the prior art on record because none of the references in record either alone inherently or in combination discloses or renders obvious the combination of elements as claimed (Emphasis added) : A method comprising: **registering a plurality of application programs for use with a content delivery platform**, wherein the plurality of registered application programs are each associated for use with a navigation system; **establishing a plurality of perimeters defining a plurality of**

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

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/
Examiner, Art Unit 2624

/KENT CHANG/
Supervisory Patent Examiner, Art Unit 2624

EAST Search History

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L6	0	((register$3 near4 (application or app or program) same (content or advertisement or sponsor or cupons or banner or promotional)) same (navigation or GPG or location near system or module) same (establish$3 or defin$3 or select$3) near (perimeter or boundary or border or region) same (request$3 near5 interes near10 area) same reserving near10 (content or advertisement or sponsor or cupons or banner or promotional) near5 based near5 (location region area) same receiving near5 (content or advertisement or sponsor or cupons or banner or promotional)).clm.	US-PGPUB; USPAT; UPAD	OR	ON	2014/10/17 14:39
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10/17/2014 2:41:59 PM
C:\Users\bmorales\Documents\EAST\Workspaces\13856392.wsp

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al. : By the Examiner: Benjamin Morales Fenandez

Serial No.: 13/856,392 : Group Art Unit: 2624

Filed: April 3, 2013 :

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

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

Examiner Fernandez:

This is a response to an Office Actions mailed September 11, 2014 mailed by the United States Patent And Trademark Office (the Office). The Applicants request reconsideration of the above-identified application in view of the remarks presented herein.

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

Remarks begin on page 10 of this correspondence; and

Conclusions begin on page 12 of this correspondence.

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13856392	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES FERNANDEZ	2624

✓	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	11/08/2013	05/14/2014	09/05/2014	10/16/2014					
	1	✓	N	✓	=					
	2	✓	N	✓	=					
	3	✓	N	✓	=					
	4	✓	N	✓	=					
	5	✓	N	✓	=					
	6	✓	N	✓	=					
	7	✓	N	✓	=					
	8	✓	N	✓	=					
	9	✓	N	✓	=					
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	18	✓	N	✓	=					
	19	✓	N	✓	=					
	20	✓	N	✓	=					

Issue Classification

Application/Control No.	Applicant(s)/Patent Under Reexamination
13856392	HARDIN ET AL.
Examiner	**Art Unit**
BENJAMIN MORALES FERNANDEZ	2624

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

CPC Combination Sets							
Symbol					**Type**	**Set**	**Ranking**	**Version**
			/					
			/					

/BENJAMIN MORALES FERNANDEZ/ Examiner.Art Unit 2624	10/17/2014	**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	20	
/KENT CHANG/ Supervisory Patent Examiner.Art Unit 2624	10/20/2014	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13856392	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES FERNANDEZ	2624

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

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		

/BENJAMIN MORALES FERNANDEZ/ Examiner.Art Unit 2624	10/17/2014	**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	20	
/KENT CHANG/ Supervisory Patent Examiner.Art Unit 2624	10/20/2014	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13856392	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES FERNANDEZ	2624

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
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2	2	18	18												
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5	5														
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11	11														
12	12														
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14	14														
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16	16														

/BENJAMIN MORALES FERNANDEZ/ Examiner.Art Unit 2624	10/17/2014	**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	20	
/KENT CHANG/ Supervisory Patent Examiner.Art Unit 2624	10/20/2014	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13856392	HARDIN ET AL.
	Examiner	Art Unit
	BENJAMIN MORALES FERNANDEZ	2624

CPC- SEARCHED		
Symbol	Date	Examiner
See east attached CPC search History	09/05/2014	B.M.
See attached Search history	10/17/2014	B.M.

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
See East atached search History	11/08/2013	B.M

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
	See East attached interference search History	10/17/2014	B.M.

/B.M./ Examiner.Art Unit 2624	

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
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S2	31	(8610323 8647886 8687733 7095558 7580402 7089294 7096117 7103368 7124370 7200673 7207602 7219303 7614106 20080064705 20080183946 20040214550 20040220906 20040253985 20060064949 20070165788 20060004952 20080154728 20080160078 20060162032 20060215524 20080282897 20080307466 20080310038 20090024478 20090093424 20100312646).pn.	US-PGPUB; USPAT	OR	ON	2013/11/01 11:47
S3	89	("20030094705" | "20030196346" | "20040214550" | "20040220906" | "20040253985" | "20060064946" | "20070165788" | "20080004952" | "20080154728" | "20080162032" | "20080160078" | "20080215524" | "20080282897" | "20080307466" | "20080310038" | "20090024478" | "20090093424" | "20100312646" | "8610323" | "8647886" | "8687733" | "7095558" | "7580402" | "7089294" | "7096117" | "7103368" | "7124370" | "7200673" | "7207602" | "7219303" | "7614106").PN.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/09/08 12:59
S4	3	("20060064920").PN.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/09/08 13:03
S5	1449464	(G06Q20/02 G06Q20/0256 H04M3/42357 H04W4/02 H04W4/021 H04W4/18 H04L67/22 H04M2242/14).cpc.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/09/08 13:06
S6	1833	(G06Q20/02 G06Q20/0256 H04M3/42357 H04W4/02 H04W4/021 H04W4/18 H04L67/22 H04M2242/14).cpc. and (sponsor or advertiser) same reserv$3	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/09/08 13:06
S7	75	(G06Q20/02 G06Q20/0256 H04M3/42357 H04W4/02 H04W4/021 H04W4/18 H04L67/22 H04M2242/14).cpc. and (sponsor or advertiser) same reserv$3 same (area or region or perimeter or zone)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/09/08 13:07
S8	10	qualcom.as. and cdma near evdo	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/09/08 16:40
S9	20	qualcom.as. and cdma	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/09/08 16:40
S10	3	"8065307".pn.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/09/08 16:57

10/17/2014 2:26:33 PM
C:\Users\bmorales\Documents\EAST\Workspaces\13856392.wsp

Doc Code: DIST.E.FILE **Document Description: Electronic Terminal Disclaimer - Filed**	PTO/SB/26 U.S. Patent and Trademark Office Department of Commerce

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	13856392
Filing Date	03-Apr-2013
First Named Inventor	Ryan Hardin
Attorney Docket Number	0075652.00002
Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

☒ Filing of terminal disclaimer does not obviate requirement for response under 37 CFR 1.111 to outstanding Office Action

☒ This electronic Terminal Disclaimer is not being used for a Joint Research Agreement.

Owner	Percent Interest
Ryan Hardin and Andrew Hill	100%

The owner(s) with percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of prior patent number(s)

8433296

as the term of said prior patent is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the prior patent are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

In making the above disclaimer, the owner does not disclaim the terminal part of the term of any patent granted on the instant application that would extend to the expiration date of the full statutory term of the prior patent, "as the term of said prior patent is presently shortened by any terminal disclaimer," in the event that said prior patent later:
- expires for failure to pay a maintenance fee;
- is held unenforceable;
- is found invalid by a court of competent jurisdiction;
- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
- has all claims canceled by a reexamination certificate;
- is reissued; or
- is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

◉ Terminal disclaimer fee under 37 CFR 1.20(d) is included with Electronic Terminal Disclaimer request.

○ I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.
Applicant claims the following fee status: ○ Small Entity ◉ Micro Entity ○ Regular Undiscounted I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.
THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES I certify, in accordance with 37 CFR 1.4(d)(4) that I am: ◉ An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application Registration Number 43124 ○ A sole inventor ○ A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors as evidenced by the power of attorney in the application ○ A joint inventor; all of whom are signing this request

Signature	/David O. Simmons/
Name	David Simmons

*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).
Form PTO/SB/96 may be used for making this certification. See MPEP § 324.

Electronic Patent Application Fee Transmittal

Application Number:	13856392
Filing Date:	03-Apr-2013
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	David Odell Simmons
Attorney Docket Number:	0075652.00002

Filed as Micro Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Statutory or Terminal Disclaimer	1814	1	160	160
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($)
Miscellaneous:				
			Total in USD ($)	**160**

Doc Code: DISQ.E.FILE
Document Description: Electronic Terminal Disclaimer – Approved

Application No.: 13856392

Filing Date: 03-Apr-2013

Applicant/Patent under Reexamination: Hardin et al.

Electronic Terminal Disclaimer filed on October 7, 2014

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

Approved/Disapproved by: Electronic Terminal Disclaimer automatically approved by EFS-Web

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt

EFS ID:	20348799
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	07-OCT-2014
Filing Date:	03-APR-2013
Time Stamp:	14:09:31
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$160
RAM confirmation Number	378
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Electronic Terminal Disclaimer-Filed	eTerminal-Disclaimer.pdf	33598 f8198d20621116db20cf927c7eb9209348648031	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30303 c72e585fb770f6c08d72e1d0cb36aaba8ce716d8	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	63901		

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al.	:	By the Examiner: Benjamin Morales Fenandez
Serial No.: 13/856,392	:	Group Art Unit: 2624
Filed: April 3, 2013	:	

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

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

Examiner Fernandez:

This is a response to an Office Actions mailed September 11, 2014 mailed by the United States Patent And Trademark Office (the Office). The Applicants request reconsideration of the above-identified application in view of the remarks presented herein.

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

Remarks begin on page 10 of this correspondence; and

Conclusions begin on page 12 of this correspondence.

Home Depot - Exhibit 1220 Page 73

AMENDMENTS - IN THE CLAIMS

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

1. (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 for use with a navigation system;
   establishing a plurality of perimeters defining a plurality of geographic areas;
   receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area;
   determining if the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs;
   in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs, reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that an object of interest~~target location~~ has entered the designated geographic area;
   receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application programs in response to said reserving; and
   providing, after it is determined that the object of interest~~target location~~ has entered the designated geographic area, at least a portion of the content selected from the one or more sponsors to at least one of the one or more registered application programs.

2. (previously presented) The method of claim 1 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

3. (previously presented) The method of claim 1 wherein:

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

reserving content delivery to the one or more registered application programs includes restricting content delivered to one or more registered application programs to be from the first one of the registered application programs during a first period of time and to be from the second one of the registered application programs during a second period of time;

receiving content to be delivered to the one or more registered application programs includes receiving content from the first sponsor and receiving content from the second sponsor; and

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

4. (previously presented) The method of claim 1 wherein the one or more sponsors is at least one of the one or more registered application programs.

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

providing the one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs; and

storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to the one or more registered application programs.

6. (previously presented) The method of claim 5 wherein the one or more sponsors is at least one of the one or more registered application programs.

7. (previously presented) The method of claim 6 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

8. (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 for registering a plurality of application programs for use with a content delivery platform, wherein the plurality of registered application programs are each associated for use with a navigation system;

at least one instruction for establishing a plurality of perimeters defining a plurality of geographic areas;

at least one instruction for receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area;

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

at least one instruction for reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that an object of interest~~target location~~ has entered the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs

at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application programs in response to said reserving; and

at least one instruction for providing at least a portion of the content selected from the one or more sponsors to at least one of the one or more registered application programs after it is determined that the object of interest~~target location~~ has entered the designated geographic area.

9. (previously presented) The system of claim 8 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

10. (previously presented) The system of claim 8 wherein:

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

reserving content delivery to the one or more registered application programs includes restricting content delivered to one or more registered application programs to be from the first one of the registered application programs during

a first period of time and to be from the second one of the registered application programs during a second period of time;

receiving content to be delivered to the one or more registered application programs includes receiving content from the first sponsor and receiving content from the second sponsor; and

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

11. (previously presented) The system of claim 8 wherein the one or more sponsors is at least one of the registered application program.

12. (previously presented) The system of claim 8 wherein the program of instructions further comprises:

at least one instruction for providing the one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs; and

at least one instruction for storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to the one or more registered application programs.

13. (previously presented) The system of claim 12 wherein the one or more sponsors is at least one of the one or more registered application programs.

14. (previously presented) The system of claim 13 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

15. (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 for registering a plurality of application programs for use with a content delivery platform, wherein the plurality of registered application programs are each associated for use with a navigation system;

at least one instruction for establishing a plurality of perimeters defining a plurality of geographic areas;

at least one instruction for receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area;

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

at least one instruction for reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that an object of interest~~target location~~ has entered the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs

at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application programs in response to said reserving; and

at least one instruction for providing at least a portion of the content selected from the one or more sponsors to at least one of the one or more registered application programs after it is determined that the object of interest~~target location~~ has entered the designated geographic area.

16. (previously presented) The non-transitory computer readable medium of claim 15 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

17. (previously presented) The non-transitory computer readable medium of claim 15 wherein:

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

reserving content delivery to the one or more registered application programs includes restricting content delivered to one or more registered application programs to be from the first one of the registered application programs during a first period of time and to be from the second one of the registered application programs during a second period of time;

receiving content to be delivered to the one or more registered application programs includes receiving content from the first sponsor and receiving content from the second sponsor; and

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

18. (previously presented) The non-transitory computer readable medium of claim 15 wherein the one or more sponsors is at least one of the one or more registered application program.

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

at least one instruction for providing the one or more sponsors a response to the request in response to determining that the interest in the designated one or more of the plurality of geographic areas is to be provided to the one or more registered application programs; and

at least one instruction for storing a record of the interest in the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to the one or more registered application programs.

20. (previously presented) The non-transitory computer readable medium of claim 19 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area.

REMARKS

The Application has been reviewed in light of the Office Actions mailed September 11, 2014. At the time of this Office Action, Claims 1-20 were pending in the Application. The following actions were taken or matters raised: (I) Claims 1-20 were rejected under 35 U.S.C. 112(b) or 35 U.S.C. § 112 (pre-AIA), second paragraph and (II) Claims 1-20 were rejected on the grounds of nonstatutory double patenting as being unpatentable over one or more claims of U.S. Patent No. 8,433,296. In order to advance prosecution of this case by overcoming the rejections asserted by the Office and/or characterizing the Applicant's claimed invention (i.e., the invention) with greater specificity, certain claims have been amended and a terminal disclaimer has been filed in association with this matter. The Applicants submit that the amendments made herein do not involve the introduction of any new matter. Accordingly, the Applicants respectfully request reconsideration and favorable action in this case.

Double Patenting Rejection

With respect to the rejection of claims 1-20 on the grounds of nonstatutory double patenting, the Applicants submit that a terminal disclaimer has been filed in association with this matter.

Rejection of the Claims 1-20 under 35 U.S.C. § 112

The Office has rejected independent Claims 1-20 under 35 U.S.C. 112(b) or 35 U.S.C. § 112 (pre-AIA), second paragraph. The Applicants submit that the present invention as recited in amended independent Claims 1, 8, and 15 and all claims dependent thereon over come this rejection. The term –target location—has been replaced with "object of interest".

This amendment finds support at paragraphs 0030, 0031, 0032, 0034, and 0035. Accordingly, the Applicants submit that the rejection under 35 U.S.C. 112(b) or 35 U.S.C. § 112 (pre-AIA), second paragraph applied to independent Claims 1, 8, and 15 have been overcome, and respectfully requests the Office to withdraw such rejections to independent Claims 1, 8, and 15 as well as all claims dependent thereon.

CONCLUSION

The Applicants have made an earnest attempt to place this case in condition for allowance. For the foregoing reasons, and for reasons clearly apparent, the Applicants respectfully requests full allowance of all pending claims. If there are any matters that can be discussed by telephone to further the prosecution of the Application, the Applicants invite the Examiner to contact the undersigned at 512-345-9767 at the Examiner's convenience.

Respectfully Submitted,

/David O. Simmons/

By:
David O. Simmons
Reg. No. 43124

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7637 Parkview Circle
Austin, Texas 78731
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Facsimile: (512) 345-0021

Electronic Acknowledgement Receipt

EFS ID:	20349041
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	07-OCT-2014
Filing Date:	03-APR-2013
Time Stamp:	14:18:03
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		response.pdf	139722 251d7f1c5b18e2ffc69530ea567398e28ba6ef58	yes	12

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Response After Final Action	1	1
	Claims	2	9
	Applicant Arguments/Remarks Made in an Amendment	10	12
Warnings:			
Information:			
	Total Files Size (in bytes):	139722	

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.

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

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. 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 13/856,392	Filing Date 04/03/2013	☐ To be Mailed

ENTITY: ☐ LARGE ☐ SMALL ☒ MICRO

APPLICATION AS FILED – PART I

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

APPLICATION AS AMENDED – PART II

AMENDMENT	10/07/2014	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $20 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $105 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	0

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

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

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

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

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

LIE
/MARCIA GORDON/

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

UNITED STATES DEPARTMENT OF COMMERCE
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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	7722

41468 7590 09/11/2014

IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2624	
MAIL DATE	DELIVERY MODE
09/11/2014	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. 13/856,392	Applicant(s) HARDIN ET AL.	
	Examiner BENJAMIN MORALES	Art Unit 2624	AIA (First Inventor to File) Status No

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

Period for Reply

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

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

Status

1)☒ Responsive to communication(s) filed on *05/27/2014*.

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

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

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

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

Disposition of Claims*

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

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

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *1-20* is/are rejected.

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

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

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

Application Papers

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

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

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

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

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

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

Attachment(s)

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

2) ☒ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date *09/20/2013*.

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

4) ☐ Other: _____.

DETAILED ACTION

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

Claim Rejections - 35 USC § 112

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

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

The following is a quotation of 35 U.S.C. 112 (pre-AIA), second paragraph:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

3. Claims 1-20 are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor, or for pre-AIA the applicant regards as the invention. The claim mentions the limitation “after it is determined that a target location has entered the designated geographic area" it is unclear how a location which a fix point in time can enter an area since a location is something that its unable to move since it’s a description of fix points or places.

Double Patenting

4. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the “right to exclude” granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double

patenting rejection is appropriate where the claims at issue are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on a nonstatutory double patenting ground provided the reference application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO internet Web site contains terminal disclaimer forms which may be used. Please visit http://www.uspto.gov/forms/. The filing date of the application will determine what form should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to http://www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

5. Claims 1-20 are rejected on the ground of nonstatutory double patenting over claims 1,6 and 11 of U.S. Patent No. 8433296 since the claims, if allowed, would improperly extend the “right to exclude” already granted in the patent.

The subject matter claimed in the instant application is fully disclosed in the patent and is covered by the patent since the patent and the application are claiming common subject matter, as follows:

13856392	8433296
1.A method comprising: registering a plurality of application programs for use with a content delivery platform, **wherein the plurality of registered application programs are each associated for use with a navigation system**; establishing a plurality of perimeters defining a plurality of geographic areas; receiving, from the one or more of the **registered application programs**, at least one request to obtain an interest in a designated geographic area; **determining if the interest in the designated geographic area is to be provided to at least one of the one or**	1. 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

more registered application programs; in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs, reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that a target location has entered the designated geographic area; receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application program in response to said reserving; and providing, after it is determined that the target location has entered the designated geographic area, at least a portion of the content selected from the one or more sponsors to at least one of the one or more registered application programs.	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.
8.A system comprising: memory; a	6. A system comprising: memory; a

communications interface operably coupled to the memory; and at least one processor operably coupled to the memory and the communications interface, the processor configured to execute a program of instructions, the program of instructions comprising: at least one instruction for registering a plurality of application programs for use with a content delivery platform, **wherein the plurality of registered application programs are each associated for use with a navigation system**; at least one instruction for establishing a plurality of perimeters defining a plurality of geographic areas; **at least one instruction for receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area;** at least one instruction for determining if	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,

the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs; at least one instruction for reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that a target location has entered the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application program in response to said reserving; and at least one instruction for providing at least a portion of the content selected from the one or more sponsors to at least one	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

of the one or more registered application programs after it is determined that the target location has entered the designated geographic area.	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.
15. A non-transitory computer readable medium tangibly embodying a program of computer executable instructions, the program of instructions comprising: at least one instruction for registering a plurality of application programs for use with a content delivery platform, **wherein the plurality of registered application programs are each associated for use with a navigation system**; at least one instruction for establishing a plurality of perimeters defining a plurality of geographic areas; at least one instruction for receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area; at least one	11. 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

instruction for determining if the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs; at least one instruction for reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that a target location has entered the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application program in response to said reserving; and at least one instruction for providing at least a portion of the content selected from the one or more sponsors to at least one of the one	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

or more registered application programs after it is determined that the target location has entered the designated geographic area	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.

As seen in the above table all the limitations in this application are on the claims of 8433296 and the only difference is that the application program type on 13/856392 is associated with a navigation system which it's not specified on claim 1 on 8433296 even though the application itself receives location information which should be associated with some kind of location identification system but it's not mentioned o the claim. Additionally the fact that the registered application program as a sponsor to supply the interest for a region. It would have been an obvious matter of design choice to let a registered application program be a sponsor, since applicant has not disclosed that receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area solves any stated problem or is for any particular purpose and it appears that the invention would perform equally well with any well-known advertiser registering system.

However Teshima in the other hand teaches "wherein the plurality of registered application programs are each associated for use with a navigation system" (abstract

Figure 5 column 16 lines 22-47 where the advertisements are sent to be displayed on a navigation system).

Therefor it would have being obvious to a person with ordinary skill in the art at the time of the invention to provide the teachings described above from Teshima's invention 8433296 invention in order to effectively deliverer advertisement information to travelers both walkers and drivers.

Furthermore, there is no apparent reason why applicant was prevented from presenting claims corresponding to those of the instant application during prosecution of the application which matured into a patent. See *In re Schneller*, 397 F.2d 350, 158 USPQ 210 (CCPA 1968). See also MPEP § 804.

Conclusion

6. 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 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/
Examiner, Art Unit 2624

/KENT CHANG/

Supervisory Patent Examiner, Art Unit 2624

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13856392	HARDIN ET AL.
	Examiner	Art Unit
	BENJAMIN MORALES FERNANDEZ	2624

CPC- SEARCHED		
Symbol	Date	Examiner
See east attached CPC search History	09/05/2014	B.M.

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
See East atached search History	11/08/2013	B.M

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

/B.M./ Examiner.Art Unit 2624	

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13856392	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES FERNANDEZ	2624

✓	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	11/08/2013	05/14/2014	09/05/2014						
	1	✓	N	✓						
	2	✓	N	✓						
	3	✓	N	✓						
	4	✓	N	✓						
	5	✓	N	✓						
	6	✓	N	✓						
	7	✓	N	✓						
	8	✓	N	✓						
	9	✓	N	✓						
	10	✓	N	✓						
	11	✓	N	✓						
	12	✓	N	✓						
	13	✓	N	✓						
	14	✓	N	✓						
	15	✓	N	✓						
	16	✓	N	✓						
	17	✓	N	✓						
	18	✓	N	✓						
	19	✓	N	✓						
	20	✓	N	✓						

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

OPAP AKIMA-2
SEP 2 0 2013
PATENT & TRADEMARK OFFICE

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

U.S.PATENTS

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6810323		2004-10-26	Bullock et al.	
	2	6847888		2005-01-25	Fox et al.	
	3	6867733		2005-03-15	Sandhu et al.	
	4	7009556		2006-03-07	Stewart	
	5	7080402		2006-07-18	Bates et al.	
	6	7089264		2006-08-08	Guido et al.	
	7	7096117		2006-08-22	Gale et al.	
	8	7103368		2006-09-05	Teshima	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

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

Application Number	13856392
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First Named Inventor	Hardin
Art Unit	2698
Examiner Name	MORALES FERNANDEZ, BENJAMIN
Attorney Docket Number	0075652.00002

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

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

U.S.PATENT APPLICATION PUBLICATIONS

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

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Art Unit	2698
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Attorney Docket Number	0075652.00002

	5	20040253965		2004-12-16	Sato et al.	
	6	20060064346		2006-03-23	Steenstra et al.	
	7	20070185768		2007-08-09	Vengroff et al.	
	8	20080004952		2008-01-03	Koli	
	9	20080154728		2008-06-26	Thomas	
	10	20080163073		2008-07-03	Becker et al.	
	11	20080162032		2008-07-03	Wuersch et al.	
	12	20080215524		2008-09-04	Fuchs et al.	
	13	20080262897		2008-10-23	Howarter et al.	
	14	20080307498		2008-12-11	Johnson et al.	
	15	20080313039		2008-12-18	Altberge et al.	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT
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Application Number	13856392
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First Named Inventor	Hardin
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Examiner Name	MORALES FERNANDEZ, BENJAMIN
Attorney Docket Number	0075652.00002

	16	20090024476		2009-01-22	Baar et al.	
	17	20090063424		2009-03-05	Iwamura et al.	
	18	20100312646		2010-12-09	Gupta et al.	

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FOREIGN PATENT DOCUMENTS

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

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NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	Wayback machine "Iphone App Advertisement" http://www.blog.yieldbuild.com/2008/08/21/iphone-app-advertising/. Aug. 24, 2008.	☐
	2	AdMob, Inc., "Help for Advertisers--Ad Pricing", http://www.admob.com/home/help/helpfiles/Advertisers/Ad Pricing, May 19, 2009.	☐
	3	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.	☐

The PTO did not receive the following listed Item(s)_____

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Home Depot - Exhibit 1020 - Page 107

INFORMATION DISCLOSURE STATEMENT BY APPLICANT
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Application Number	13856392
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First Named Inventor	Hardin
Art Unit	2698
Examiner Name	MORALES FERNANDEZ, BENJAMIN
Attorney Docket Number	0075652.00002

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

If you wish to add additional non-patent literature document citation information please click the Add button

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First Named Inventor	Hardin
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Examiner Name	MORALES FERNANDEZ, BENJAMIN
Attorney Docket Number	0075652.00002

EXAMINER SIGNATURE			
Examiner Signature	/Benjamin Morales Fernandez/	Date Considered	09/08/2014

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al.	:	By the Examiner: Benjamin Morales Fenandez
Serial No.: 13/856,392	:	Group Art Unit: 2624
Filed: April 3, 2013	:	

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

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

Examiner Fernandez:

This is a response to an Office Actions mailed November 20, 2013 and May 21, 2014 mailed by the United States Patent And Trademark Office (the Office). The Applicants request reconsideration of the above-identified application in view of the remarks presented herein.

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

Remarks begin on page 13 of this correspondence; and

Conclusions begin on page 22 of this correspondence.

AMENDMENTS - IN THE CLAIMS

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

1. (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 for use with a navigation system;

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

receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area;

determining if the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs;

in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs, reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that a target location has entered the designated geographic area ~~reserving for delivery of content from a plurality of sponsors to the plurality of registered application programs on the basis of a geographic area associated with each of the plurality of registered application programs~~;

receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application program in response to said reserving; and

~~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, after it is determined that the target location has entered the designated geographic area, at least a portion of the content selected from the one or more~~at least one~~ sponsors to at least one of the one or more registered application programs.

2. (currently amended) The method of claim 1 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~, further comprising:~~

~~recording a request identifier associated with the request; and~~

~~providing the request identifier to the registered application program~~.

3. (currently amended) The method of claim 1[[2]] wherein:

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

reserving content delivery to the one or more registered application programs includes restricting content delivered to one or more registered application programs to be from the first one of the registered application programs during a first period of time and to be from the second one of the registered application programs during a second period of time;

receiving content to be delivered to the one or more registered application programs includes receiving content from the first sponsor and receiving content from the second sponsor; and

providing the at least a portion of the content to the one or more registered application programs includes providing at least a portion of the content received from the first sponsor to one or more of the registered application programs during the first period of time and providing at least a portion of the

content received from the second sponsor to the one or more of the registered application programs during the second period of time~~, 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 wherein the one or more sponsors is at least one of the one or more registered application programs~~, 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; and~~

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

5. (currently amended) 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 one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs; and

storing a record of the interest in the designated ~~selected one of the plurality of~~ geographic area[[s]] in response to determining that the interest in the designated geographic area is to be provided to the one or more registered application programs.

6. (currently amended) The method of claim 5 wherein the one or more sponsors is at least one of the one or more registered application programs~~, further comprising:~~

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

7. (currently amended) The method of claim 6[[1]] wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~, 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 for registering a plurality of application programs for use with a content delivery platform, wherein the plurality of registered application programs are each associated for use with a navigation system;

at least one instruction for establishing a plurality of perimeters defining a plurality of geographic areas;

at least one instruction for receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area;

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

at least one instruction for reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that a target location has entered the designated geographic area in response to determining that the interest in the

designated geographic area is to be provided to at least one of the one or more registered application programs

at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application program in response to said reserving; and

at least one instruction for providing at least a portion of the content selected from the one or more sponsors to at least one of the one or more registered application programs after it is determined that the target location has entered the designated geographic area~~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 for use with a navigation system;~~

~~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 at least 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 in accordance with a content delivery reservation associating the at least one sponsor with a geographic area; and~~

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

9. (currently amended) The system of claim 8[[,]] wherein~~the program of instructions further comprises~~:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~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. (currently amended) The system of claim 8[[9,]] wherein~~the program of instructions further comprises~~:

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

reserving content delivery to the one or more registered application programs includes restricting content delivered to one or more registered application programs to be from the first one of the registered application programs during a first period of time and to be from the second one of the registered application programs during a second period of time;

receiving content to be delivered to the one or more registered application programs includes receiving content from the first sponsor and receiving content from the second sponsor; and

providing the at least a portion of the content to the one or more registered application programs includes providing at least a portion of the content received from the first sponsor to one or more of the registered application programs during the first period of time and providing at least a portion of the content received from the second sponsor to the one or more of the registered application programs during the second period of time~~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 one or more sponsors is at least one of the registered application program ~~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. (currently amended) 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~~for providing the one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs; and

at least one instruction ~~to store~~for storing a record of the interest in the designated ~~selected one of the plurality of~~ geographic area[[s]] in response to determining that the interest in the designated geographic area is to be provided to the one or more registered application programs.

13. (currently amended) The system of claim 12[[,]] wherein the one or more sponsors is at least one of the one or more registered application programs~~the program of instructions further comprises:~~

~~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~~.

14. (currently amended) The system of claim [[8,]]13 wherein ~~the program of instructions further comprises~~:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~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 for registering a plurality of application programs for use with a content delivery platform, wherein the plurality of registered application programs are each associated for use with a navigation system;

at least one instruction for establishing a plurality of perimeters defining a plurality of geographic areas;

at least one instruction for receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area;

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

at least one instruction for reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that a target location has entered the designated geographic area in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs

at least one instruction for receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application program in response to said reserving; and

at least one instruction for providing at least a portion of the content selected from the one or more sponsors to at least one of the one or more registered application programs after it is determined that the target location has entered the designated geographic area~~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 for use with a navigation system;~~

~~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 at least 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 in accordance with a content delivery reservation associating the at least one sponsor with a geographic area; and~~

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

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

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~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. (currently amended) The non-transitory computer readable medium of claim [[16,]]15 wherein ~~the program of instructions further comprises~~:

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

reserving content delivery to the one or more registered application programs includes restricting content delivered to one or more registered application programs to be from the first one of the registered application programs during a first period of time and to be from the second one of the registered application programs during a second period of time;

receiving content to be delivered to the one or more registered application programs includes receiving content from the first sponsor and receiving content from the second sponsor; and

providing the at least a portion of the content to the one or more registered application programs includes providing at least a portion of the content received from the first sponsor to one or more of the registered application programs during the first period of time and providing at least a portion of the content received from the second sponsor to the one or more of the registered application programs during the second period of time~~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 one or more sponsors is at least one of the one or more registered application program ~~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. (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~~for providing the one or more sponsors a response to the request in response to determining that the interest in the designated one or more of the plurality of geographic areas is to be provided to the one or more registered application programs; and

at least one instruction ~~to store~~for storing a record of the interest in the designated ~~selected one of the plurality of~~ geographic area[[s]] in response to determining that the interest in the designated geographic area is to be provided to the one or more registered application programs~~; and~~

~~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~~.

20. (currently amended) The non-transitory computer readable medium of claim [[15,]]19 wherein~~the program of instructions further comprises~~:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~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~~.

REMARKS

The Application has been reviewed in light of the Office Actions mailed November 20, 2014 and May 21, 2014. At the time of this Office Action, Claims 1-20 were pending in the Application. The following actions were taken or matters raised: (I) Claims 1-20 were rejected on the grounds of nonstatutory double patenting as being unpatentable over one or more claims of U.S. Patent No. 8,433,296 in view of U.S. Patent No. 7,103,368; (II) Claims 1-3, 8-10, and 15-17 were rejected under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420); (III) Claims 4, 11, and 18 were rejected under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Sato (US 2004/0253965); and (IV) Claims 5-7, 12-14, and 19-20 were rejected under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Guido (US 7814106). In order to advance prosecution of this case by overcoming the rejections asserted by the Office and/or characterizing the Applicant's claimed invention (i.e., the invention) with greater specificity, certain claims have been amended. The Applicants submit that the amendments made herein do not involve the introduction of any new matter. Accordingly, the Applicants respectfully request reconsideration and favorable action in this case.

Double Patenting Rejection

With respect to the rejection of claims 1-20 on the grounds of nonstatutory double patenting, the Applicants request reconsideration in view of the scope of amended claims 1-20.

Rejection of the Claims 1, 8 and 15 under pre-AIA 35 USC 103(a)

The Office has rejected independent Claims 1, 8 and 15 under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420). The Applicants submit that the present invention as recited in amended independent Claims 1, 8, and 15 and all claims dependent thereon are distinguished from the disclosures of Gupta and Khivesara, individually and in any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta and Khivesara. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. § 103(a) applied to independent Claims 1, 8, and 15 have been overcome, and respectfully requests the Office to withdraw such rejections to independent Claims 1, 8, and 15 as well as all claims dependent thereon.

Independent claims 1, 8, and 15 have each been amended to recite:

1.) registering a plurality of application programs for use with a content delivery platform, wherein the plurality of registered application programs are each associated for use with a navigation system; *[originally recited language]*

2.) establishing a plurality of perimeters defining a plurality of geographic areas; *[originally recited language]*

3.) receiving, from the one or more of the registered application programs, at least one request to obtain an interest in a designated geographic area; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009, 0018, 0021, 0044 and 0048]*

4.) determining if the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs; *[This recited language finds*

support in the specification of the Applicant's as-filed application at least at paragraphs 0009 and0049]

5.) in response to determining that the interest in the designated geographic area is to be provided to at least one of the one or more registered application programs, reserving content delivery to one or more of the registered application programs to being from one or more sponsors after it is determined that a target location has entered the designated geographic area; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0019-0021, 0023, 0027, 0050]*

6.) receiving, from the one or more sponsors, content to be delivered to at least one of the one or more registered application program in response to said reserving; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0008, 0009, 0029, 0035, 0044 and 0050]* and

7.) providing, after it is determined that the target location has entered the designated geographic area, at least a portion of the content selected from the one or more sponsors to at least one of the one or more registered application programs. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0006, 0019, 0021, 0029, 0034 and 0038]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended independent Claims 1, 8 and 15.

Rejection of the Claims 2, 7, 9, 14, 16 and 20 under pre-AIA 35 USC 103(a)

The Office has rejected dependent Claims 2, 9, and 16 under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al.

(US 2008/0098420). The Office has rejected dependent Claims 7, 14, and 20 under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Guido (US 7814106). The Applicants submit that the present invention as recited in amended dependent Claims 2, 7, 9, 14, 16 and 20 and all claims dependent thereon are distinguished from the disclosures of Gupta, Khivesara, and Guido, individually and in any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta, Khivesara and Guido. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. § 103(a) applied to dependent Claims 2, 7, 9, 14, 16 and 20 have been overcome, and respectfully requests the Office to withdraw such rejections to dependent Claims 2, 7, 9, 14, 16 and 20 as well as all claims dependent thereon.

Dependent claims 2, 7, 9, 14, 16 and 20 have each been amended to recite:

1.) receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0045-0047]* and

2.) the sponsor established perimeter definitions at least partially define the designated geographic area. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0045-0047]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended dependent Claims 2, 7, 9, 14, 16 and 20.

Rejection of the Claims 3, 10, and 17 under pre-AIA 35 USC 103(a)

The Office has rejected dependent Claims 3, 10, and 17 under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420). The Applicants submit that the present invention as recited in amended dependent Claims 3, 10, and 17 and all claims dependent thereon are distinguished from the disclosures of Gupta and Khivesara, individually and in any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta and Khivesara. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. § 103(a) applied to dependent Claims 3, 10, and 17 have been overcome, and respectfully requests the Office to withdraw such rejections to dependent Claims 3, 10, and 17 as well as all claims dependent thereon.

Dependent claims 3, 10, and 17 have each been amended to recite:

1.) receiving the at least one request to obtain the interest in the designated geographic area includes receiving a first request from a first one of the registered application programs and receiving a second request from a second one of the registered application programs; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009, 0018, 0021, 0044 and 0048]*

2.) reserving content delivery to the one or more registered application programs includes restricting content delivered to one or more registered application programs to be from the first one of the registered application programs during a first period of time and to be from the second one of the registered application programs during a second period of time; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009, 0029 and 0052]*

3.) receiving content to be delivered to the one or more registered application programs includes receiving content from the first sponsor and receiving content from the second sponsor; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0008, 0009, 0029, 0035, 0044 and 0050]* and

4.) providing the at least a portion of the content to the one or more registered application programs includes providing at least a portion of the content received from the first sponsor to one or more of the registered application programs during the first period of time and providing at least a portion of the content received from the second sponsor to the one or more of the registered application programs during the second period of time. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009, 0029 and 0052]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended dependent Claims 3, 10 and 17.

Rejection of the Claims 4, 6, 11, 13 and 18 under pre-AIA 35 USC 103(a)

The Office has rejected dependent Claims 4, 11, and 18 under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Sato (US 2004/0253965). The Office has rejected dependent Claims 6 and 13 under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Guido (US 7814106). The Applicants submit that the present invention as recited in amended dependent Claims 4, 6, 11, 13 and 18 and all claims dependent thereon are distinguished from the disclosures of Gupta, Khivesara, Guido and Sato, individually and in

any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta, Khivesara, Guido and Sato. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. § 103(a) applied to dependent Claims 4, 6, 11, 13 and 18 have been overcome, and respectfully requests the Office to withdraw such rejections to dependent Claims 4, 6, 11, 13 and 18 as well as all claims dependent thereon.

Dependent claims 4, 6, 11, 13 and 18 have each been amended to recite:

1.) the one or more sponsors is at least one of the one or more registered application programs. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0019, 0067 and 0068]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended dependent Claims 4, 6, 11, 13 and 18.

Rejection of the Claims 5, 12, and 19 under pre-AIA 35 USC 103(a)

The Office has rejected dependent Claims 5, 12, and 19 under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Guido (US 7814106). The Applicants submit that the present invention as recited in amended dependent Claims 5, 12, and 19 and all claims dependent thereon are distinguished from the disclosures of Gupta, Khivesara and Guido, individually and in any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta, Khivesara and Guido. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. §

103(a) applied to dependent Claims 5, 12, and 19 have been overcome, and respectfully requests the Office to withdraw such rejections to dependent Claims 5, 12, and 19 as well as all claims dependent thereon.

Dependent claims 5, 12, and 19 have each been amended to recite:

1.) providing the one or more sponsors a response to the request after determining that the interest in the designated geographic area is to be provided to the at least one of the one or more registered application programs; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009]* and

2.) storing a record of the interest in the designated geographic area after determining that the interest in the designated geographic area is to be provided to at least one of the one or more application programs. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009 and 0033]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended dependent Claims 5, 12 and 19.

Allowable Subject Matter In Parent Application

In an Examiner's Amendment in the Notice of Allowance mailed January 14, 2013 in parent application serial no. 12/434,094, the following language was amended into independent Claims 1, 8 and 15:

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; and

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

The Applicants submit that these same limitations are expressly and/or effectively presented in one or more of the as-amended claims presented herein, as indicated below:

1.) receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas; *[clause 3 of independent claims 1, 8 and 15]*

2.) providing the sponsor a response to the request; *[clause 1 of independent claims 5, 12 and 19]*

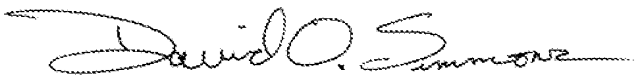
3.) storing a record of the interest in the selected one of the plurality of geographic areas; *[clause 1 of independent claims 5, 12 and 19]* and

4.) receiving, from the sponsor, content to be delivered to registered application programs having target locations contained within a selected one of the plurality of geographic areas. *[clause 6 of independent claims 1, 8 and 15]*

CONCLUSION

The Applicants have made an earnest attempt to place this case in condition for allowance. For the foregoing reasons, and for reasons clearly apparent, the Applicants respectfully requests full allowance of all pending claims. If there are any matters that can be discussed by telephone to further the prosecution of the Application, the Applicants invite the Examiner to contact the undersigned at 512-345-9767 at the Examiner's convenience.

Respectfully Submitted,



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Electronic Acknowledgement Receipt

EFS ID:	19128265
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	41468
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	27-MAY-2014
Filing Date:	03-APR-2013
Time Stamp:	13:14:54
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		response.pdf	228031 3c7b86044cd0c8979634a39f82ad801b6485b223	yes	22

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	12
	Applicant Arguments/Remarks Made in an Amendment	13	22
Warnings:			
Information:			
	Total Files Size (in bytes):	228031	

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 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 13/856,392	Filing Date 04/03/2013	☐ To be Mailed

ENTITY: ☐ LARGE ☐ SMALL ☒ MICRO

APPLICATION AS FILED – PART I

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

APPLICATION AS AMENDED – PART II

AMENDMENT **05/27/2014**

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $20 =	0
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $105 =	0
☐ Application Size Fee (37 CFR 1.16(s))						
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
					TOTAL ADD'L FEE	0

AMENDMENT

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

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

LIE
/KAREN VESTAL/

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.
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	7722

41468 7590 05/21/2014

IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2624	
MAIL DATE	DELIVERY MODE
05/21/2014	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. 13/856,392	Applicant(s) HARDIN ET AL.	
	Examiner BENJAMIN MORALES	Art Unit 2624	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 2 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1)☒ Responsive to communication(s) filed on *04/19/2014*.

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

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

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

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

Disposition of Claims*

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

5a) Of the above claim(s) *1-20* is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☐ Claim(s) _____ is/are rejected.

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

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

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

Application Papers

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

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

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

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

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

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

Attachment(s)

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

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

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

4) ☐ Other: _____.

DETAILED ACTION

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

Election/Restrictions

2. Newly submitted claims 1-20 are directed to an invention that is independent or distinct from the invention originally claimed for the following reasons: The claims are directed to a method registering reservation and definition of a geographic area to a be selected by a sponsor and applied rules on how to establish availability or in availability of an area to delivery of content from the sponsor of interest on that area exclusively. While the original presentation claims where oriented to delivery of content from a sponsor to navigation system based geographical area associated with the application programs.

Since applicant has received an action on the merits for the originally presented invention, this invention has been constructively elected by original presentation for prosecution on the merits. Accordingly, claims 1-20 withdrawn from consideration as being directed to a non-elected invention. See 37 CFR 1.142(b) and MPEP § 821.03.

Response to Amendment

3. The amendment filed on 04/19/2014 amending claims (1-20) which were previously drawn to the elected invention and presenting currently amended claims (1-20) in a way as to be drawn to a non-elected invention is non-responsive (MPEP § 821.03). The remaining claims are not readable on the elected invention because are

directed to a method registering reservation and definition of a geographic area to be selected by a sponsor and applied rules on how to establish availability or in availability of an area to delivery of content from the sponsor of interest on that area exclusively.

Since the above-mentioned reply appears to be *bona fide*, applicant is given a TIME PERIOD of **TWO (2) MONTHS** from the mailing date of this notice within which to supply the omission or correction in order to avoid abandonment. This application has been granted special status under the accelerated examination program. Extensions of this time period may be granted under 37 CFR 1.136(a). However, filing a petition for extension of time will result in the application being taken out of the accelerated examination program.

The objective of the accelerated examination program is to complete the examination of an application within twelve months from the filing date of the application. Any reply must be filed electronically via EFS-Web so that the papers will be expeditiously processed and considered. If the reply is not filed electronically via EFS-Web, the final disposition of the application may occur later than twelve months from the filing of the application.

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/
Examiner, Art Unit 2624

/KENT CHANG/
Supervisory Patent Examiner, Art Unit 2624

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13856392	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES FERNANDEZ	2624

✓	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	11/08/2013	05/14/2014							
	1	✓	N							
	2	✓	N							
	3	✓	N							
	4	✓	N							
	5	✓	N							
	6	✓	N							
	7	✓	N							
	8	✓	N							
	9	✓	N							
	10	✓	N							
	11	✓	N							
	12	✓	N							
	13	✓	N							
	14	✓	N							
	15	✓	N							
	16	✓	N							
	17	✓	N							
	18	✓	N							
	19	✓	N							
	20	✓	N							

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/856,392	04/03/2013	Ryan Hardin	0075652.00002

CONFIRMATION NO. 7722

41468
IVC Patent Agency
7637 PARKVIEW CIRCLE
AUSTIN, TX 78731

POA ACCEPTANCE LETTER

OC000000067970862

Date Mailed: 04/28/2014

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 04/19/2014.

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

/hgray/

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ryan Hardin et al.	:	By the Examiner: Benjamin Morales Fenandez
Serial No.: 13/856,392	:	Group Art Unit: 2624
Filed: April 3, 2013	:	

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

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

Examiner Fernandez:

This is a response to an Office Action mailed November 20, 2013 by the United States Patent And Trademark Office (the Office). The Applicants request reconsideration of the above-identified application in view of the remarks presented herein.

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

Remarks begin on page 13 of this correspondence; and

Conclusions begin on page 22 of this correspondence.

AMENDMENTS - IN THE CLAIMS

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

1. (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 for use with a navigation system;~~

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

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

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

in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors, restricting content delivered to one or more instances of an application program to being from the one or more sponsors after it is determined that a target location has entered the designated geographic area ~~reserving for delivery of content from a plurality of sponsors to the plurality of registered application programs on the basis of a geographic area associated with each of the plurality of registered application programs~~;

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

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

2. (currently amended) The method of claim 1 wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~, further comprising:~~

~~recording a request identifier associated with the request; and~~

~~providing the request identifier to the registered application program~~.

3. (currently amended) The method of claim 1[[2]] wherein:

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

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

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

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

second sponsor to the instance of the application program during the second period of time~~, 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 wherein the one or more sponsors is at least one of the one or more instances of the application program~~, 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; and~~

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

5. (currently amended) 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 one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors; and

storing a record of the interest in the designated ~~selected one of the plurality of~~ geographic area[[s]] in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors.

6. (currently amended) The method of claim 5 wherein the one or more sponsors is at least one of the one or more instances of the application program~~, further comprising:~~

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

7. (currently amended) The method of claim 6[[1]] wherein:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~, 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 for receiving, from one or more sponsors, at least one request to obtain an interest in a designated geographic area;

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

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

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

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

the content received from the one or more sponsors to at least one of the one or more instances of the application program~~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 for use with a navigation system;~~

~~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 at least 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 in accordance with a content delivery reservation associating the at least one sponsor with a geographic area; and~~

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

9. (currently amended) The system of claim 8[[,]] wherein ~~the program of instructions further comprises~~:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~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. (currently amended) The system of claim 8[[9,]] wherein ~~the program of instructions further comprises~~:

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

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

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

providing the at least a portion of the content to the one or more instances of the application program includes providing at least a portion of the content received from the first sponsor to an instance of the application program during the first period of time and providing at least a portion of the content received from the second sponsor to the instance of the application program during the second period of time~~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 one or more sponsors is at least one of the one or more instances of the application program~~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. (currently amended) 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~~for providing the one or more sponsors a response to the request in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors; and

at least one instruction ~~to store~~for storing a record of the interest in the designated ~~selected one of the plurality of~~ geographic area[[s]] in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors.

13. (currently amended) The system of claim 12[[,]] wherein the one or more sponsors is at least one of the one or more instances of the application program~~the program of instructions further comprises:~~

~~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~~.

14. (currently amended) The system of claim [[8,]]13 wherein ~~the program of instructions further comprises~~:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~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 for receiving, from one or more sponsors, at least one request to obtain an interest in a designated geographic area;

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

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

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

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

~~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 at least 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 in accordance~~

~~with a content delivery reservation associating the at least one sponsor with a geographic area; and~~

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

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

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~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. (currently amended) The non-transitory computer readable medium of claim [[16,]]15 wherein ~~the program of instructions further comprises~~:

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

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

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

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

second sponsor to the instance of the application program during the second period of time~~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 one or more sponsors is at least one of the one or more instances of the application program ~~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. (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~~for providing the one or more sponsors a response to the request in response to determining that the interest in the designated one or more of the plurality of geographic areas is to be provided to the one or more sponsors; and

at least one instruction ~~to store~~for storing a record of the interest in the designated ~~selected one of the plurality of~~ geographic area[[s]] in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors~~; and~~

~~at least one instruction 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~~.

20. (currently amended) The non-transitory computer readable medium of claim [[15,]]19 wherein ~~the program of instructions further comprises~~:

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

the sponsor established perimeter definitions at least partially define the designated geographic area~~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~~.

REMARKS

The Application has been reviewed in light of the Office Action mailed November 20, 2013. At the time of this Office Action, Claims 1-20 were pending in the Application. The following actions were taken or matters raised: (I) Claims 1-20 were rejected on the grounds of nonstatutory double patenting as being unpatentable over one or more claims of U.S. Patent No. 8,433,296 in view of U.S. Patent No. 7,103,368; (II) Claims 1-3, 8-10, and 15-17 were rejected under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420); (III) Claims 4, 11, and 18 were rejected under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Sato (US 2004/0253965); and (IV) Claims 5-7, 12-14, and 19-20 were rejected under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Guido (US 7814106). In order to advance prosecution of this case by overcoming the rejections asserted by the Office and/or characterizing the Applicant's claimed invention (i.e., the invention) with greater specificity, certain claims have been amended. The Applicants submit that the amendments made herein do not involve the introduction of any new matter. Accordingly, the Applicants respectfully request reconsideration and favorable action in this case.

Double Patenting Rejection

With respect to the rejection of claims 1-20 on the grounds of nonstatutory double patenting, the Applicants request reconsideration in view of the scope of amended claims 1-20.

Rejection of the Claims 1, 8 and 15 under pre-AIA 35 USC 103(a)

The Office has rejected independent Claims 1, 8 and 15 under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420). The Applicants submit that the present invention as recited in amended independent Claims 1, 8, and 15 and all claims dependent thereon are distinguished from the disclosures of Gupta and Khivesara, individually and in any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta and Khivesara. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. § 103(a) applied to independent Claims 1, 8, and 15 have been overcome, and respectfully requests the Office to withdraw such rejections to independent Claims 1, 8, and 15 as well as all claims dependent thereon.

Independent claims 1, 8, and 15 have each been amended to recite:

1.) receiving, from one or more sponsors, at least one request to obtain an interest in a designated geographic area; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009, 0018, 0021, 0044 and 0048]*

2.) determining if the interest in the designated geographic area is to be provided to the one or more sponsors; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009 and0049]*

3.) restricting content delivered to one or more instances of an application program to being from the one or more sponsors after it is determined that a target location has entered the designated geographic area and in response to determining that the interest in the designated geographic area is to be provided to the one or more sponsors; *[This recited language finds*

support in the specification of the Applicant's as-filed application at least at paragraphs 0019-0021, 0023, 0027, 0050]

4.) receiving, from the one or more sponsors, content to be delivered to at least one of the one or more instances of the application program after it is determined that the target location has entered the designated geographic area; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0008, 0009, 0029, 0035, 0044 and 0050]* and

5.) providing, after it is determined that the target location has entered the designated geographic area, at least a portion of the content received from the one or more sponsors to at least one of the one or more instances of the application program. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0006, 0019, 0021, 0029, 0034 and 0038]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended independent Claims 1, 8 and 15.

Rejection of the Claims 2, 7, 9, 14, 16 and 20 under pre-AIA 35 USC 103(a)

The Office has rejected dependent Claims 2, 9, and 16 under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420). The Office has rejected dependent Claims 7, 14, and 20 under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Guido (US 7814106). The Applicants submit that the present invention as recited in amended dependent Claims 2, 7, 9, 14, 16 and 20 and all claims dependent thereon are distinguished from the disclosures of Gupta,

Khivesara, and Guido, individually and in any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta, Khivesara and Guido. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. § 103(a) applied to dependent Claims 2, 7, 9, 14, 16 and 20 have been overcome, and respectfully requests the Office to withdraw such rejections to dependent Claims 2, 7, 9, 14, 16 and 20 as well as all claims dependent thereon.

Dependent claims 2, 7, 9, 14, 16 and 20 have each been amended to recite:

1.) receiving the at least one request to obtain the interest in the designated geographic area includes receiving sponsor established perimeter definitions; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0045-0047]* and

2.) the sponsor established perimeter definitions at least partially define the designated geographic area. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0045-0047]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended dependent Claims 2, 7, 9, 14, 16 and 20.

Rejection of the Claims 3, 10, and 17 under pre-AIA 35 USC 103(a)

The Office has rejected dependent Claims 3, 10, and 17 under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420). The Applicants submit that the present invention as recited in amended dependent Claims 3, 10, and 17 and all claims dependent thereon are distinguished from the

disclosures of Gupta and Khivesara, individually and in any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta and Khivesara. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. § 103(a) applied to dependent Claims 3, 10, and 17 have been overcome, and respectfully requests the Office to withdraw such rejections to dependent Claims 3, 10, and 17 as well as all claims dependent thereon.

Dependent claims 3, 10, and 17 have each been amended to recite:

1.) receiving the at least one request to obtain the interest in the designated geographic area includes receiving a first request from a first sponsor and receiving a second request from a second sponsor; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009, 0018, 0021, 0044 and 0048]*

2.) restricting the content delivered to the one or more instances of the application program includes restricting content delivered to one or more instances of the application program to be from the first one of the sponsors during a first period of time and to be from the second one of the sponsors during a second period of time; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009, 0029 and 0052]*

3.) receiving content to be delivered to the one or more instances of the application program includes receiving content from the first sponsor and receiving content from the second sponsor; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0008, 0009, 0029, 0035, 0044 and 0050]* and

4.) providing the at least a portion of the content to the to the one or more instances of the application program includes providing at least a portion of the content received from

the first sponsor to an instance of the application program during the first period of time and providing at least a portion of the content received from the second sponsor to the instance of the application program during the second period of time the sponsor established perimeter definitions at least partially define at least one of the designated geographic areas. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009, 0029 and 0052]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended dependent Claims 3, 10 and 17.

Rejection of the Claims 4, 6, 11, 13 and 18 under pre-AIA 35 USC 103(a)

The Office has rejected dependent Claims 4, 11, and 18 under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Sato (US 2004/0253965). The Office has rejected dependent Claims 6 and 13 under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Guido (US 7814106). The Applicants submit that the present invention as recited in amended dependent Claims 4, 6, 11, 13 and 18 and all claims dependent thereon are distinguished from the disclosures of Gupta, Khivesara, Guido and Sato, individually and in any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta, Khivesara, Guido and Sato. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. § 103(a) applied to dependent Claims 4, 6, 11, 13 and 18 have been overcome, and respectfully requests the Office to

withdraw such rejections to dependent Claims 4, 6, 11, 13 and 18 as well as all claims dependent thereon.

Dependent claims 4, 6, 11, 13 and 18 have each been amended to recite:

1.) the one or more sponsors is at least one of the one or more instances of the application program. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0019, 0067 and 0068]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended dependent Claims 4, 6, 11, 13 and 18.

Rejection of the Claims 5, 12, and 19 under pre-AIA 35 USC 103(a)

The Office has rejected dependent Claims 5, 12, and 19 under pre-AIA 35 USC U.S.C. 103(a) as being unpatentable over Gupta et al. (US 2010/00312646) in view of Khivesara et al. (US 2008/0098420) in further view of Guido (US 7814106). The Applicants submit that the present invention as recited in amended dependent Claims 5, 12, and 19 and all claims dependent thereon are distinguished from the disclosures of Gupta, Khivesara and Guido, individually and in any combination thereof, and that the present invention provides advantageous, useful and non-obvious functionality with respect to Gupta, Khivesara and Guido. Accordingly, the Applicants submit that the rejection under pre-AIA 35 U.S.C. § 103(a) applied to dependent Claims 5, 12, and 19 have been overcome, and respectfully requests the Office to withdraw such rejections to dependent Claims 5, 12, and 19 as well as all claims dependent thereon.

Dependent claims 5, 12, and 19 have each been amended to recite:

1.) providing the one or more sponsors a response to the request after determining that the interest in the designated geographic area is to be provided to the one or more sponsors; *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009]* and

2.) storing a record of the interest in the designated geographic area after determining that the interest in the designated geographic area is to be provided to the one or more sponsors. *[This recited language finds support in the specification of the Applicant's as-filed application at least at paragraphs 0009 and 0033]*

The cited prior art references, individually or in combination, do not disclose or suggest the claimed invention as recited in amended dependent Claims 5, 12 and 19.

Allowable Subject Matter In Parent Application

In an Examiner's Amendment in the Notice of Allowance mailed 14-January 2013 in parent application serial no. 12/434,094, the following language was amended into independent Claims 1, 8 and 15:

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; and

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

The Applicants submit that these same limitations are expressly and/or effectively presented in one or more of the as-amended claims presented herein, as indicated below:

1.) receiving, from a sponsor, a request to obtain an interest in a selected one of the plurality of geographic areas; *[clause1 of independent claims 1, 8 and 15]*

2.) providing the sponsor a response to the request; *[clause 1 of independent claims 5, 12 and 19]*

3.) storing a record of the interest in the selected one of the plurality of geographic areas; *[clause 1 of independent claims 5, 12 and 19]* and

4.) receiving, from the sponsor, content to be delivered to registered application programs having target locations contained within a selected one of the plurality of geographic areas. *[clause 4 of independent claims 1, 8 and 15]*

CONCLUSION

The Applicants have made an earnest attempt to place this case in condition for allowance. For the foregoing reasons, and for reasons clearly apparent, the Applicants respectfully requests full allowance of all pending claims. If there are any matters that can be discussed by telephone to further the prosecution of the Application, the Applicants invite the Examiner to contact the undersigned at 512-345-9767 at the Examiner's convenience.

Respectfully Submitted,



By:
David O. Simmons
Reg. No. 43124

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

CERTIFICATION OF MICRO ENTITY STATUS
(GROSS INCOME BASIS)

Application Number or Control Number (if applicable):	Patent Number (if applicable):
13/856,392	
First Named Inventor:	**Title of Invention:**
Ryan Hardin	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

The applicant hereby certifies the following—

(1) **SMALL ENTITY REQUIREMENT -** The applicant qualifies as a small entity as defined in 37 CFR 1.27.

(2) **APPLICATION FILING LIMIT -** Neither the applicant nor the inventor nor a joint inventor has been named as the inventor or a joint inventor on more than four previously filed U.S. patent applications, excluding provisional applications and international applications under the Patent Cooperation Treaty (PCT) for which the basic national fee under 37 CFR 1.492(a) was not paid, and also excluding patent applications for which the applicant has assigned all ownership rights or is obligated to assign all ownership rights as a result of the applicant's previous employment.

(3) **GROSS INCOME LIMIT ON APPLICANTS AND INVENTORS -** Neither the applicant nor the inventor nor a joint inventor, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986 (26 U.S.C. 61(a)), exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.

(4) **GROSS INCOME LIMIT ON PARTIES WITH AN "OWNERSHIP INTEREST" -** Neither the applicant nor the inventor nor a joint inventor has assigned, granted, or conveyed, nor is under an obligation by contract or law to assign, grant, or convey, a license or other ownership interest in the application concerned to an entity that, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986, exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.

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

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

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

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.
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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 Patent Application Fee Transmittal

Application Number:	13856392
Filing Date:	03-Apr-2013
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	David Odell Simmons
Attorney Docket Number:	0075652.00002

Filed as Micro 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:				
Extension - 2 months with $0 paid	3252	1	150	150

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
			Total in USD ($)	**150**

Electronic Acknowledgement Receipt

EFS ID:	18808713
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	19-APR-2014
Filing Date:	03-APR-2013
Time Stamp:	15:54:35
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$150
RAM confirmation Number	4915
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1		response.pdf	223869 34c0b30f0739c5bc57444e24d1c5dcc32271e521	yes	22

Multipart Description/PDF files in .zip description		
Document Description	**Start**	**End**
Amendment/Req. Reconsideration-After Non-Final Reject	1	1
Claims	2	12
Applicant Arguments/Remarks Made in an Amendment	13	22

Warnings:

Information:

2	Certification of Micro Entity (Gross Income Basis)	microentity.pdf	131535 0753711033320f32b3ad5b1faa46bdb7ae62e2eeb	no	2

Warnings:

Information:

3	Fee Worksheet (SB06)	fee-info.pdf	30412 f19b0f2d6469e45130f08909a5b23bcced446806	no	2

Warnings:

Information:

Total Files Size (in bytes):	385816

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.

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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Document Description: Power of Attorney

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Application Number	13/856,392
Filing Date	04/03/2013
First Named Inventor	Ryan Hardin
Title	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
Art Unit	2624
Examiner Name	Benjamin Morales Fenandez
Attorney Docket Number	0075652.00002

SIGNATURE of Applicant or Patent Practitioner

Signature		Date (Optional)	4/19/2014
Name	David O. Simmons	Registration Number	43124
Title (if Applicant is a juristic entity)			
Applicant Name (if Applicant is a juristic entity)			

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. If more than one applicant, use multiple forms.

☑ *Total of 2 forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Doc Code: PA..
Document Description: Power of Attorney

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POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

Application Number	Filing Date

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)

☑ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above: 41468

OR

☐ I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

Please recognize or change the correspondence address for the application identified in the attached transmittal letter or the boxes above to:

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OR

☐ The address associated with Customer Number:

OR

Firm or Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

☑ Inventor or Joint Inventor (title not required below)

☐ Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)

☐ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)

☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

The undersigned (whose title is supplied below) is authorized to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

Signature	Ryan H	Date (Optional)	
Name	Ryan Hardin		
Title			

NOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.

☑ Total of 2 forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Doc Code: PA..
Document Description: Power of Attorney

PTO/AIA/82B (07-13)
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POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

Application Number	Filing Date

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)

☑ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above: 41468

OR

☐ I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

Please recognize or change the correspondence address for the application identified in the attached transmittal letter or the boxes above to:

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City		State		Zip	
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I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

☑ Inventor or Joint Inventor (title not required below)

☐ Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)

☐ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)

☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

The undersigned (whose title is supplied below) is authorized to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

Signature	/A Hill/	Date (Optional)	
Name	Andrew Hill		
Title			

NOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.

☑ Total of 2 forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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Electronic Acknowledgement Receipt

EFS ID:	18808719
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	David Odell Simmons
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	19-APR-2014
Filing Date:	03-APR-2013
Time Stamp:	16:14:39
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	poa.pdf	975152 088a20b6665417722969966 0a485eff0dd890b24	no	3

Warnings:	
Information:	

Total Files Size (in bytes):	975152

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 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 13/856,392	Filing Date 04/03/2013	☐ To be Mailed

ENTITY: ☐ LARGE ☐ SMALL ☒ MICRO

APPLICATION AS FILED – PART I

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

APPLICATION AS AMENDED – PART II

AMENDMENT **04/19/2014**

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $20 =	0
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $105 =	0
☐ Application Size Fee (37 CFR 1.16(s))						
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
					TOTAL ADD'L FEE	0

AMENDMENT

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

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

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

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

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

LIE
/BRENDA TURNER/

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.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/856,392	04/03/2013	Ryan Hardin	0075652.00002	7722

118653 7590 11/20/2013

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EXAMINER	
MORALES FERNANDEZ, BENJAMIN	
ART UNIT	PAPER NUMBER
2624	
MAIL DATE	DELIVERY MODE
11/20/2013	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. 13/856,392	Applicant(s) HARDIN ET AL.	
	Examiner BENJAMIN MORALES	Art Unit 2624	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 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 *04/03/2013*.

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

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

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

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

Disposition of Claims

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

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

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *1-20* is/are rejected.

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

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

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

Application Papers

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

11)☒ The drawing(s) filed on *04/03/2013* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some * c)☐ None of the:

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

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

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

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

Attachment(s)

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

2) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *09/20/2013*.

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

4) ☐ Other: _____.

DETAILED ACTION

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

Double Patenting

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

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on a nonstatutory double patenting ground provided the reference application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of

activities undertaken within the scope of a joint research agreement. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO internet Web site contains terminal disclaimer forms which may be used. Please visit http://www.uspto.gov/forms/. The filing date of the application will determine what form should be used. A web-based e-Terminal Disclaimer may be filled out completely online using web-screens. An e-Terminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about e-Terminal Disclaimers, refer to http://www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

1. Claims 1-20 rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-15 of U.S. Patent No. 8433296 in view of Teshima (US 7103368).

US 8433296	13/856392
1. 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	1. A method comprising: registering a plurality of application programs for use with a content delivery platform, **wherein the plurality of registered application programs are each associated for use with a navigation system**; establishing a plurality of perimeters defining a plurality of

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	geographic areas; reserving delivery of content from a plurality of sponsors to the plurality of registered application programs on the basis of a geographic area associated with each of the plurality of registered application programs; 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.

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.	
6. 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	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 a plurality of application programs for use with a content delivery platform, **wherein the plurality of registered application programs are each associated for use with a navigation system**; 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	to maintain at least one record indicating content delivery reservations 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 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 in accordance with a content delivery reservation associating the at least one sponsor with a geographic area; and at least one instruction to provide the selected content to the registered application program.

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.	
11. 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	15. 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 for use with a navigation system**; 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	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 at least 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 in accordance with a content delivery reservation associating the at least one sponsor with a geographic area; and at least one instruction to provide the selected content to the registered application program.

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.	

As seen in the above table all the limitations in this application are on the claims of 8433296 and the only difference is that the application program type on 13/856392 is associated with a navigation system which it's not specified on claim 1 on 8433296 even though the application itself receives location information which should be associated with some kind of location identification system but it's not mentioned o the claim.

However Teshima in the other hand teaches "wherein the plurality of registered application programs are each associated for use with a navigation system" (abstract

Figure 5 column 16 lines 22-47 where the advertisements are sent to be displayed on a navigation system).

Therefor it would have being obvious to a person with ordinary skill in the art at the time of the invention to provide the teachings described above from Teshima's invention 8433296 invention in order to effectively deliverer advertisement information to travelers both walkers and drivers.

Furthermore, there is no apparent reason why applicant was prevented from presenting claims corresponding to those of the instant application during prosecution of the application which matured into a patent. See *In re Schneller*, 397 F.2d 350, 158 USPQ 210 (CCPA 1968). See also MPEP § 804.

Claim Rejections - 35 USC § 103

2. The following is a quotation of pre-AIA 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.

3. Claims 1-3, 8-10 and 15-17 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Gupta et al (US 20100312646;hereinafter Gupta) in view of Khivesara et al (US 2008/0098420 hereinafter Khivesara) .

As per claim 1, Gupta teaches “A method comprising: registering application programs for use with a content delivery platform” (paragraph [0049], [0026], [0029], [0079] Discloses the registering of the client that could be an applications), wherein the plurality of registered application programs are each associated for use with a navigation system (paragraph [0040] the registered application uses the GPS or navigational system coordinated to identify the user location and that is used on the process for the distribution of geographical related content); establishing a plurality of perimeters defining a plurality of geographic areas (paragraph [0035],[0047]); reserving delivery of content from a plurality of sponsors to the plurality of registered application programs on the basis of a geographic area associated with each of the plurality of registered application programs (paragraph [0018], [0019], [0020], [0070], [0080]); receiving, from a registered application program, a request for content to be used within the registered application program (paragraph [0026],[0030][0004] Figure 8 and 9 the content is being displayed writhing the 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 (paragraph [0039], [0020]); and providing the content from the at least one sponsor to the registered application program"(paragraph [0035], [0039]).

Gupta is not specific about “registering a **plurality** of application programs for use with a content delivery platform”.

However Khivesara in the other hand discloses “”registering a plurality of application programs for use with a content delivery platform” (paragraph [0168] more than one application gets registered to receive the advertisement).

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 Khivesara’s invention to Gupta’s invention in order to be able to provide the advertisement with context to the application being used.

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 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 claim 3, 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 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 (paragraph [0056] fig.10 article 1002 contains article 1024 which are the instructions) comprising: at least one instruction to register application programs for use with a content delivery platform (paragraph [0049],[0026],[0029],[0079] Discloses the registering), wherein the registered application programs are each associated for use with a navigation system (paragraph [0040] the registered application uses the GPS or navigational system coordinated to identify the user location and that is used on the process for the distribution of geographical related content); 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 at least one record indicating content delivery reservations 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 a registered application program for content to be used within the registered application program (paragraph [0026],[0029-0030][0043]); 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 in accordance with a content delivery reservation associating the at least one sponsor with

a geographic area (paragraph [0039], [0020]); and at least one instruction to provide the selected content to the registered application program "(paragraph [0035], [0039]).

Gupta is not specific about “least one instruction to register a **plurality** of application programs for use with a content delivery platform”.

However Khivesara in the other hand discloses ”least one instruction to register a plurality of application programs for use with a content delivery platform” (paragraph [0168] more than one application gets registered to receive the advertisement).

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 Khivesara’s invention to Gupta’s invention in order to be able to provide the advertisement with context to the application being used.

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 a application programs for use with a content delivery platform(paragraph [0049],[0026],[0029],[0079] Discloses the registering) , wherein the registered application programs are each

associated for use with a navigation system (paragraph [0040] the registered application uses the GPS or navigational system coordinated to identify the user location and that is used on the process for the distribution of geographical related content); at least one instruction to establish a plurality of perimeters defining respective geographic areas (paragraph [0035],[0047]); at least one instruction to maintain at least one record indicating content delivery reservations associating each of a plurality of sponsors with at least one of the plurality of geographic areas (paragraph [0039], [0020]); at least one instruction to receive a request from a registered application program for content to be used within the registered application program (paragraph [0026],[0029-0030][0043]); 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 in accordance with a content delivery reservation associating the at least one sponsor with a geographic area (paragraph [0039], [0020]); and at least one instruction to provide the selected content to the registered application program"(paragraph [0035], [0039]).

Gupta is not specific about “least one instruction to register a **plurality** of application programs for use with a content delivery platform”.

However Khivesara in the other hand discloses ”least one instruction to register a plurality of application programs for use with a content delivery platform” (paragraph [0168] more than one application gets registered to receive the advertisement).

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 Khivesara’s

invention to Gupta's invention in order to be able to provide the advertisement with context to the application being used.

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.

4. Claim 4, 11 and 18 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Gupta et al (US 20100312646;hereinafter Gupta) in view of Khivesara et al (US 2008/0098420 hereinafter Khivesara) in further view of Sato (US 20040253965).

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/Khivesara is silent about "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/Khivesara's invention in order to help increase the chance that a user visits the closest sponsors business.

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/Khivesara does not specifically teach "in response to a negative determination, increasing the predetermined radial distance.

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/Khivesara '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.

5. Claims 5-7, 12-14 and 19-20 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Gupta et al (US 20100312646;hereinafter Gupta) in view of Khivesara et al (US 2008/0098420 hereinafter Khivesara) in further view of Guido (US 7814106) .

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/Khivesara's 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 application programs having target locations contained within a selected one of the plurality of geographic areas (paragraphs

[0019],[0020]).

As per claim 7, Gupta teaches "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 programs"

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 programs" (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/Khivesara's invention 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 13, since it is a system claim representing the same limitation as in claim 6, it is rejected for the same basis as claim 6.

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 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.

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 2624

/Kent Chang/
Supervisory Patent Examiner, Art Unit 2624

Notice of References Cited	Application/Control No. 13/856,392	Applicant(s)/Patent Under Reexamination HARDIN ET AL.	
	Examiner BENJAMIN MORALES	Art Unit 2624	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2008/0098420	04-2008	Khivesara et al.	725/32
	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
	13856392	HARDIN ET AL.
	Examiner	**Art Unit**
	BENJAMIN MORALES FERNANDEZ	2624

✓	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	11/08/2013								
	1	✓								
	2	✓								
	3	✓								
	4	✓								
	5	✓								
	6	✓								
	7	✓								
	8	✓								
	9	✓								
	10	✓								
	11	✓								
	12	✓								
	13	✓								
	14	✓								
	15	✓								
	16	✓								
	17	✓								
	18	✓								
	19	✓								
	20	✓								

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13856392	HARDIN ET AL.
	Examiner	Art Unit
	BENJAMIN MORALES FERNANDEZ	2624

CPC- SEARCHED		
Symbol	Date	Examiner

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
See East atached search History	11/08/2013	B.M

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

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CONFIRMATION NO. 7722

SERIAL NUMBER	FILING or 371(c) DATE RULE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
13/856,392	04/03/2013	455	2624	0075652.00002

APPLICANTS

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

**** CONTINUING DATA ***************************

This application is a CON of 12/434,094 05/01/2009 PAT 8433296

**** FOREIGN APPLICATIONS ***************************

**** IF REQUIRED, FOREIGN FILING LICENSE GRANTED **** ** MICRO ENTITY **
05/15/2013

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

ADDRESS

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

TITLE

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

FILING FEE RECEIVED		
400	FEES: Authority has been given in Paper No._____ to charge/credit DEPOSIT ACCOUNT No._____ for following:	☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit

BIB (Rev. 05/07).

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	95	88103023 8947886 8667753 7009558 7893402 7089284 7096117 7103388 7124370 7203873 7207802 7219303 7614106 20030064705 20030168348 20040214550 20040220908 20040253695 20060084348 20070165788 20080004952 20080154728 20080163373 20080182092 20080215524 20080282597 20080307486 20080313038 20090024478 20090083424 20100312646.pn.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/01 11:46
S2	91	88103023 8947886 8667753 7009558 7893402 7089284 7096117 7103388 7124370 7203873 7207802 7219303 7614106 20030064705 20030168348 20040214550 20040220908 20040253695 20060084348 20070165788 20080004952 20080154728 20080163373 20080182092 20080215524 20080282597 20080307486 20080313038 20090024478 20090083424 20100312646.pn.	US-PGPUB; USPAT	OR	ON	2013/11/01 11:47
S3	1701423	((app or application or program) same (location or LBS or location adj based)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:05
S4	143379	((app or application or program) same (location or LBS or location adj based) same (advertisement or promotion or ads)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:06
S5	6704	((app or application or program) same (location or LBS or location adj based) same (advertisement or promotion or ads or promotion or cupon) and mobile	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:09
S6	1776	(((app or application or program) same (location or LBS or location adj based) same (advertisement or promotion or ads or promotion or cupon))) ab	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:09
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S9	11758	(((register$3 or subscrib$3 or enrlls$3) and (software or program or app) and (advertisement or promotion or cupon or ads))) .ab	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:17
S10	2319	(((register$3 or subscrib$3 or enrlls$3) and (software or program or app) and (advertisement or promotion or cupon or ads) and mobile)).ab.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:17
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S12	11582	google.as. or admob.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:20
S13	13	admob.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:21
S14	0	google.as. and ((ads or advertisement) and mobile).as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:25
S15	1117	google.as. and ((ads or advertisement) and mobile).ab.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:25
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S18	49	S17 not S12	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:33
S19	49	S17 not S12	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:33
S20	12	S17 not S11	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:33
S21	10	adwords.as.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 13:39
S22	20	adwill.as.	US-PGPUB; USPAT; FPRS; EPO; JPO;	OR	ON	2013/11/06 13:46

			DERWENT; IBM_TDB					
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S26	199	((provid$3 or supply$3 or distribut$3) and (advertisement or ads or promotions or coupons) and mobile and location and (application or app)).ab.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 14:26		
S27	16	((provid$3 or supply$3 or distribut$3) and (advertisement or ads or promotions or coupons) and mobile and location and (application or app) and (different or plurality)).ab.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/11/06 14:27		

11/6/2013 5:39:02 PM
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Receipt date: 09/20/2013
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Document Description: Transmittal Letter
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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission: 14

Application Number	13856392
Filing Date	2013-04-03
First Named Inventor	Hardin
Art Unit	2698
Examiner Name	Morales Fernandez, Benjamin
Attorney Docket Number	0075652.00002

ENCLOSURES *(Check all that apply)*

- ☐ Fee Transmittal Form
  - ☐ Fee Attached
- ☐ Amendment/Reply
  - ☐ After Final
  - ☐ Affidavits/declaration(s)
- ☐ Extension of Time Request
- ☐ Express Abandonment Request
- ☑ Information Disclosure Statement
- ☐ Certified Copy of Priority Document(s)
- ☐ Reply to Missing Parts/ Incomplete Application
  - ☐ Reply to Missing Parts under 37 CFR 1.52 or 1.53
- ☐ Drawing(s)
- ☐ Licensing-related Papers
- ☐ Petition
- ☐ Petition to Convert to a Provisional Application
- ☐ Power of Attorney, Revocation Change of Correspondence Address
- ☐ Terminal Disclaimer
- ☐ Request for Refund
- ☐ CD, Number of CD(s) _____
  - ☐ Landscape Table on CD
- ☐ After Allowance Communication to TC
- ☐ Appeal Communication to Board of Appeals and Interferences
- ☐ Appeal Communication to TC **(Appeal Notice, Brief, Reply Brief)**
- ☐ Proprietary Information
- ☐ Status Letter
- ☑ Other Enclosure(s) (please Identify below):
  Misc. Letter "Notice for Examiner"

Remarks

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

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Signature	/Ryan J. Hardin/		
Printed name	Ryan J. Hardin		
Date	20 September 2013	Reg. No.	

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin
Application No.: 13/856,392
Filing Date: 03 April 2013
Docket No.: 0075652.00002
Examiner: Morales Fernandez, Benjamin
Group Art Unit: 2698
Confirmation No.: 7722
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

NOTICE FOR EXAMINER

Date: 20 September 2013

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

Dear Sir:

The Examiner should be advised that the U.S. Utility Application listed above (hereinafter in this Notice For Examiner referred to as "This Application") having U.S. Application No. 13/856,392, filed April 3, 2013, currently pending, claims priority to Application No. 12/434,094, filed May 1, 2009, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", now U.S. Patent No. 8,433,296. This Notice For Examiner is being filed prior to the mailing of a first office action on the merits with regard to This Application.

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

Prime Deposition Exhibit 1020 Page 205

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

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

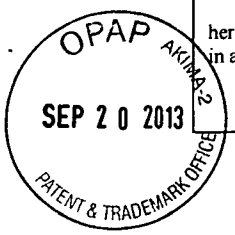
RESPECTFULLY SUBMITTED,

By: /Ryan J. Hardin/
Ryan J. Hardin
P.O. Box 271861
Houston, Texas 77277
Phone: 903.702.5420
Fax: 800.914.1808

Date: 20 September 2013

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Home Depot Exhibit 1020 Page 206



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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin
Application No.: 13/856,392
Filing Date: 03 April 2013
Docket No.: 0075652.00002
Examiner: Morales Fernandez, Benjamin
Group Art Unit: 2698
Confirmation No.: 7722
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

INFORMATION DISCLOSURE STATEMENT

Date: 20 September 2013

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P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of candor and good faith to disclose all information known to be material to patentability under 37 C.F.R. § 1.56, the Examiner is requested to consider the references submitted herewith in accordance with 37 CFR §§ 1.97-1.98 and make them of record in the above-referenced application ("The Instant Application"). It should be noted that The Instant Application relies on a parent case for an earlier effective filing date under 35 U.S.C. 120, the parent case being properly identified as U.S. Application No. 12/434,094, filed May 1, 2009, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", now U.S. Patent No. 8,433,296, and the information disclosure statement submitted in the aforementioned parent case complies with 37 CFR § 1.98(a) through 37 CFR § 1.98(c); therefore, pursuant to 37 CFR § 1.98(d), a copy of any patent, publication, pending U.S. application or other information as specified in CFR § 1.98(a) previously submitted to, or cited

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

Prime Depo Exhibit 1020 Page 207

by, the Office in the aforementioned parent case that is listed herewith is not provided herewith. This Information Disclosure Statement is being filed prior to the mailing of a first office action on the merits.

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

Similarly, in accordance with 37 CFR § 1.97(h), this Information Disclosure Statement is not intended and should not be considered to be an admission that the information cited herein is, or is considered to be, material to patentability as defined in 37 CFR § 1.56(b).

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

RESPECTFULLY SUBMITTED,

By: /Ryan J. Hardin/
Ryan J. Hardin
P.O. Box 271861
Houston, Texas 77277
Phone: 903.702.5420
Fax: 800.914.1808

Date: 20 September 2013

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

Home Depot - Exhibit 1020 - Page 203

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

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

CERTIFICATION STATEMENT

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

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

OR

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

☐ See attached certification statement.

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

☒ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Ryan J. Hardin/	Date (YYYY-MM-DD)	2013-09-20
Name/Print	Ryan J. Hardin	Registration Number	

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
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.

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

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

OPAP AKIMA-2
SEP 20 2013
PATENT & TRADEMARK OFFICE

U.S.PATENTS

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6810323		2004-10-26	Bullock et al.	
	2	6847888		2005-01-25	Fox et al.	
	3	6867733		2005-03-15	Sandhu et al.	
	4	7009556		2006-03-07	Stewart	
	5	7080402		2006-07-18	Bates et al.	
	6	7089264		2006-08-08	Guido et al.	
	7	7096117		2006-08-22	Gale et al.	
	8	7103368		2006-09-05	Teshima	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

Home Depot - Exhibit 1020 - Page 21

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	13856392
	Filing Date	2013-04-03
	First Named Inventor	Hardin
	Art Unit	2698
	Examiner Name	MORALES FERNANDEZ, BENJAMIN
	Attorney Docket Number	0075652.00002

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

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

U.S.PATENT APPLICATION PUBLICATIONS

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT
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First Named Inventor	Hardin
Art Unit	2698
Examiner Name	MORALES FERNANDEZ, BENJAMIN
Attorney Docket Number	0075652.00002

	5	20040253965		2004-12-16	Sato et al.	
	6	20060064346		2006-03-23	Steenstra et al.	
	7	20070185768		2007-08-09	Vengroff et al.	
	8	20080004952		2008-01-03	Koli	
	9	20080154728		2008-06-26	Thomas	
	10	20080163073		2008-07-03	Becker et al.	
	11	20080162032		2008-07-03	Wuersch et al.	
	12	20080215524		2008-09-04	Fuchs et al.	
	13	20080262897		2008-10-23	Howarter et al.	
	14	20080307498		2008-12-11	Johnson et al.	
	15	20080313039		2008-12-18	Altberge et al.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

INFORMATION DISCLOSURE STATEMENT BY APPLICANT
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Examiner Name	MORALES FERNANDEZ, BENJAMIN
Attorney Docket Number	0075652.00002

	16	20090024476		2009-01-22	Baar et al.	
	17	20090063424		2009-03-05	Iwamura et al.	
	18	20100312646		2010-12-09	Gupta et al.	

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

FOREIGN PATENT DOCUMENTS

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

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NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	Wayback machine "Iphone App Advertisement" http://www.blog.yieldbuild.com/2008/08/21/iphone-app-advertising/. Aug. 24, 2008.	☐
	2	AdMob, Inc., "Help for Advertisers--Ad Pricing", http://www.admob.com/home/help/helpfiles/Advertisers/Ad Pricing, May 19, 2009.	☐
	3	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.	☐

The PTO did not receive the following listed Item(s)_____

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	13856392
	Filing Date	2013-04-03
	First Named Inventor	Hardin
	Art Unit	2698
	Examiner Name	MORALES FERNANDEZ, BENJAMIN
	Attorney Docket Number	0075652.00002

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

If you wish to add additional non-patent literature document citation information please click the Add button

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

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

EXAMINER SIGNATURE			
Examiner Signature	/Benjamin Morales Fernandez/	Date Considered	10/30/2013

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /B.M./

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
13/856,392		2624	2642

OC000000064353673

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

Doc Code: TRAN.LET

Document Description: Transmittal Letter

09-23-13

1 fw

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SEP 20 2013
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PTO/SB/21 (07-09)
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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission	14

Application Number	13856392
Filing Date	2013-04-03
First Named Inventor	Hardin
Art Unit	2698
Examiner Name	Morales Fernandez, Benjamin
Attorney Docket Number	0075652.00002

ENCLOSURES *(Check all that apply)*

- ☐ Fee Transmittal Form
  - ☐ Fee Attached
- ☐ Amendment/Reply
  - ☐ After Final
  - ☐ Affidavits/declaration(s)
- ☐ Extension of Time Request
- ☐ Express Abandonment Request
- ☑ Information Disclosure Statement
- ☐ Certified Copy of Priority Document(s)
- ☐ Reply to Missing Parts/ Incomplete Application
  - ☐ Reply to Missing Parts under 37 CFR 1.52 or 1.53
- ☐ Drawing(s)
- ☐ Licensing-related Papers
- ☐ Petition
- ☐ Petition to Convert to a Provisional Application
- ☐ Power of Attorney, Revocation Change of Correspondence Address
- ☐ Terminal Disclaimer
- ☐ Request for Refund
- ☐ CD, Number of CD(s) _____
  - ☐ Landscape Table on CD
- ☐ After Allowance Communication to TC
- ☐ Appeal Communication to Board of Appeals and Interferences
- ☐ Appeal Communication to TC **(Appeal Notice, Brief, Reply Brief)**
- ☐ Proprietary Information
- ☐ Status Letter
- ☑ Other Enclosure(s) (please Identify below):
  Misc. Letter "Notice for Examiner"

Remarks

Note: The Total Number of Pages in This Submission as indicated above includes the indicated enclosures and additionally includes this Transmittal Form (one page) and its associated Privacy Act Statement (one page), for a total of 14 pages.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name			
Signature	/Ryan J. Hardin/		
Printed name	Ryan J. Hardin		
Date	20 September 2013	Reg. No.	

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature	/Ryan J. Hardin/		
Typed or printed name	Ryan J. Hardin	Date	20 September 2013

This collection of information is required by 37 CFR 1.5. 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 and1.14. This collection is estimated to 2 hours 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.

OPAP AKIMA2
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Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: 20 September 2013. I hereby certify that this correspondence and/or document(s) indicated herein on the date indicated above is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450".

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin
Application No.: 13/856,392
Filing Date: 03 April 2013
Docket No.: 0075652.00002
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Examiner: Morales Fernandez, Benjamin
Group Art Unit: 2698
Confirmation No.: 7722

NOTICE FOR EXAMINER

Date: 20 September 2013

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

Dear Sir:

The Examiner should be advised that the U.S. Utility Application listed above (hereinafter in this Notice For Examiner referred to as "This Application") having U.S. Application No. 13/856,392, filed April 3, 2013, currently pending, claims priority to Application No. 12/434,094, filed May 1, 2009, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", now U.S. Patent No. 8,433,296. This Notice For Examiner is being filed prior to the mailing of a first office action on the merits with regard to This Application.

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

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

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

RESPECTFULLY SUBMITTED,

By: /Ryan J. Hardin/
Ryan J. Hardin
P.O. Box 271861
Houston, Texas 77277
Phone: 903.702.5420
Fax: 800.914.1808

Date: 20 September 2013

OPAP AKIMA-2
SEP 2 0 2013
PATENT & TRADEMARK OFFICE

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: 20 September 2013. I hereby certify that this correspondence and/or document(s) indicated herein on the date indicated above is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450".

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin
Application No.: 13/856,392
Filing Date: 03 April 2013
Docket No.: 0075652.00002
Examiner: Morales Fernandez, Benjamin
Group Art Unit: 2698
Confirmation No.: 7722
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

INFORMATION DISCLOSURE STATEMENT

Date: 20 September 2013

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

Dear Sir:

In compliance with the duty of candor and good faith to disclose all information known to be material to patentability under 37 C.F.R. § 1.56, the Examiner is requested to consider the references submitted herewith in accordance with 37 CFR §§ 1.97-1.98 and make them of record in the above-referenced application ("The Instant Application"). It should be noted that The Instant Application relies on a parent case for an earlier effective filing date under 35 U.S.C. 120, the parent case being properly identified as U.S. Application No. 12/434,094, filed May 1, 2009, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", now U.S. Patent No. 8,433,296, and the information disclosure statement submitted in the aforementioned parent case complies with 37 CFR § 1.98(a) through 37 CFR § 1.98(c); therefore, pursuant to 37 CFR § 1.98(d), a copy of any patent, publication, pending U.S. application or other information as specified in CFR § 1.98(a) previously submitted to, or cited

by, the Office in the aforementioned parent case that is listed herewith is not provided herewith. This Information Disclosure Statement is being filed prior to the mailing of a first office action on the merits.

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By: /Ryan J. Hardin/
Ryan J. Hardin
P.O. Box 271861
Houston, Texas 77277
Phone: 903.702.5420
Fax: 800.914.1808

Date: 20 September 2013

Home Depot - Exhibit 1020 - Page 222

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	13856392
	Filing Date	2013-04-03
	First Named Inventor	Hardin
	Art Unit	2698
	Examiner Name	MORALES FERNANDEZ, BENJAMIN
	Attorney Docket Number	0075652.00002

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

OR

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

☐ See attached certification statement.

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

☒ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Ryan J. Hardin/	Date (YYYY-MM-DD)	2013-09-20
Name/Print	Ryan J. Hardin	Registration Number	

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

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

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

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

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

PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

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

OPAP AKIMA2
SEP 2 0 2013
PATENT & TRADEMARK OFFICE

U.S.PATENTS

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6810323		2004-10-26	Bullock et al.	
	2	6847888		2005-01-25	Fox et al.	
	3	6867733		2005-03-15	Sandhu et al.	
	4	7009556		2006-03-07	Stewart	
	5	7080402		2006-07-18	Bates et al.	
	6	7089264		2006-08-08	Guido et al.	
	7	7096117		2006-08-22	Gale et al.	
	8	7103368		2006-09-05	Teshima	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
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	First Named Inventor	Hardin
	Art Unit	2698
	Examiner Name	MORALES FERNANDEZ, BENJAMIN
	Attorney Docket Number	0075652.00002

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

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

U.S.PATENT APPLICATION PUBLICATIONS

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
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	Examiner Name	MORALES FERNANDEZ, BENJAMIN
	Attorney Docket Number	0075652.00002

	5	20040253965		2004-12-16	Sato et al.	
	6	20060064346		2006-03-23	Steenstra et al.	
	7	20070185768		2007-08-09	Vengroff et al.	
	8	20080004952		2008-01-03	Koli	
	9	20080154728		2008-06-26	Thomas	
	10	20080163073		2008-07-03	Becker et al.	
	11	20080162032		2008-07-03	Wuersch et al.	
	12	20080215524		2008-09-04	Fuchs et al.	
	13	20080262897		2008-10-23	Howarter et al.	
	14	20080307498		2008-12-11	Johnson et al.	
	15	20080313039		2008-12-18	Altberge et al.	

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	Examiner Name	MORALES FERNANDEZ, BENJAMIN
	Attorney Docket Number	0075652.00002

	16	20090024476		2009-01-22	Baar et al.	
	17	20090063424		2009-03-05	Iwamura et al.	
	18	20100312646		2010-12-09	Gupta et al.	

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FOREIGN PATENT DOCUMENTS

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	1							☐

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NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	Wayback machine "Iphone App Advertisement" http://www.blog.yieldbuild.com/2008/08/21/iphone-app-advertising/. Aug. 24, 2008.	☐
	2	AdMob, Inc., "Help for Advertisers--Ad Pricing", http://www.admob.com/home/help/helpfiles/Advertisers/Ad Pricing, May 19, 2009.	☐
	3	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.	☐

The PTO did not receive the following listed Item(s)_____

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	13856392
	Filing Date	2013-04-03
	First Named Inventor	Hardin
	Art Unit	2698
	Examiner Name	MORALES FERNANDEZ, BENJAMIN
	Attorney Docket Number	0075652.00002

	4	AdMob, Inc., "iPhone for Advertisers", http://www.admob.com/home/help/helpfiles/Advertisers/iPhone Ad, May 19, 2009.	☐
	5	Google, Inc., "What are the different options for targeting ads to mobile phones and devices?", https://adwords.google.com/support/bin/answer=107265&hl=en.sub.--US, May 18, 2009.	☐
	6	Google, Inc., "How does customized targeting work?", http://adwords.google.com/support/bin/answer.py?answer=116, May 18, 2009.	☐
	7	Google, Inc., "How are ads ranked?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6111, May 18, 2009.	☐
	8	Google, Inc., "How do ads cycle through the search page results?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=87402, May 18, 2009.	☐
	9	Google, Inc., "How do I create a mobile ad?", http://adwords.google.com/support/bin/answer=29488&cbid, May 18, 2009.	☐
	10	Google, Inc., "Lesson 3c: Language & Location Targeting", http://www.google.com/adwords/learningcenter/text/print-19158.html, May 19, 2009.	☐
	11	Google, Inc., "What is position preference?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=31788, May 19, 2009.	☐
	12	Google, Inc., "What are mobile ads?", http://adwords.google.com/support/bin/answer.py?answer=29492&cbid, May 18, 2009.	☐
	13	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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	Application Number	13856392
	Filing Date	2013-04-03
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	Art Unit	2698
	Examiner Name	MORALES FERNANDEZ, BENJAMIN
	Attorney Docket Number	0075652.00002

EXAMINER SIGNATURE			
Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/856,392	04/03/2013	Ryan Hardin	0075652.00002

CONFIRMATION NO. 7722

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

PUBLICATION NOTICE



Title:EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Publication No.US-2013-0226705-A1
Publication Date:08/29/2013

NOTICE OF PUBLICATION OF APPLICATION

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

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

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

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

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 13/856,392

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	70
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	150
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	180
TOTAL CLAIMS (37 CFR 1.16(i))	20 minus 20 =	*			OR	x 20 =	0.00
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*				x 105 =	0.00
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	400

APPLICATION AS AMENDED - PART II

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

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

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

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

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

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

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
13/856,392	04/03/2013	2642	400	0075652.00002	20	3

CONFIRMATION NO. 7722

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

FILING RECEIPT

OC000000061249268

Date Mailed: 05/23/2013

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

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

Applicant(s)

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

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CON of 12/434,094 05/01/2009 PAT 8433296

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 05/15/2013

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/856,392**

Projected Publication Date: 08/29/2013

Non-Publication Request: No

Early Publication Request: No
** **MICRO ENTITY** **

Title

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Preliminary Class

455

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

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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.

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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.

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

As the below named inventor, I hereby declare that:

This declaration is directed to:

- [■] The attached application, or
- [ ] United States application or PCT international application number _____

filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

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LEGAL NAME OF INVENTOR

Inventor: Ryan Hardin Date (Optional): 03 April 2013

Signature: 

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

As the below named inventor, I hereby declare that:

This declaration is directed to:

- [■] The attached application, or
- [ ] United States application or PCT international application number _____

  filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

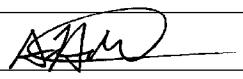
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LEGAL NAME OF INVENTOR

Inventor: Andrew Hill Date (Optional): 03 April 2013

Signature: 

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. 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 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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CERTIFICATION OF MICRO ENTITY STATUS
(GROSS INCOME BASIS)

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

The applicant hereby certifies the following—

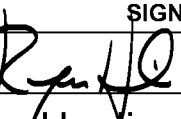
(1) **SMALL ENTITY REQUIREMENT -** The applicant qualifies as a small entity as defined in 37 CFR 1.27.

(2) **APPLICATION FILING LIMIT -** Neither the applicant nor the inventor nor a joint inventor has been named as the inventor or a joint inventor on more than four previously filed U.S. patent applications, excluding provisional applications and international applications under the Patent Cooperation Treaty (PCT) for which the basic national fee under 37 CFR 1.492(a) was not paid, and also excluding patent applications for which the applicant has assigned all ownership rights or is obligated to assign all ownership rights as a result of the applicant's previous employment.

(3) **GROSS INCOME LIMIT ON APPLICANTS AND INVENTORS -** Neither the applicant nor the inventor nor a joint inventor, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986 (26 U.S.C. 61(a)), exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.

(4) **GROSS INCOME LIMIT ON PARTIES WITH AN "OWNERSHIP INTEREST" -** Neither the applicant nor the inventor nor a joint inventor has assigned, granted, or conveyed, nor is under an obligation by contract or law to assign, grant, or convey, a license or other ownership interest in the application concerned to an entity that, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986, exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.

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

Signature					
Name	Ryan Hardin				
Date	03 April 2013	Telephone		Registration No.	

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

CERTIFICATION OF MICRO ENTITY STATUS
(GROSS INCOME BASIS)

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

The applicant hereby certifies the following—

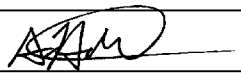
(1) **SMALL ENTITY REQUIREMENT -** The applicant qualifies as a small entity as defined in 37 CFR 1.27.

(2) **APPLICATION FILING LIMIT -** Neither the applicant nor the inventor nor a joint inventor has been named as the inventor or a joint inventor on more than four previously filed U.S. patent applications, excluding provisional applications and international applications under the Patent Cooperation Treaty (PCT) for which the basic national fee under 37 CFR 1.492(a) was not paid, and also excluding patent applications for which the applicant has assigned all ownership rights or is obligated to assign all ownership rights as a result of the applicant's previous employment.

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

Signature					
Name	Andrew Hill				
Date	03 April 2013	Telephone		Registration No.	

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

EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application is a continuation of U.S. Patent Application Ser. No. 12/434,094, filed May 1, 2009, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS," the subject matter of which is herein incorporated by reference in its entirety.

FIELD

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

BACKGROUND

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

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

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

SUMMARY

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

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

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

[0009] In at least one embodiment, the content delivery system reserves exclusive interests in geographic areas for particular sponsors based on the sponsors' requests, and store a record of that interest. In some embodiments, the content delivery system receives, from a sponsor, content to be delivered to mobile devices based on a target location being positioned within particular geographic areas. The content delivery system can also reserve an interest in

geographic areas that remain unreserved by other sponsors. Furthermore, some embodiments include time based restrictions.

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

BRIEF DESCRIPTION OF THE DRAWINGS

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

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

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

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

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

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

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

DETAILED DESCRIPTION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WHAT IS CLAIMED IS:

1. A method comprising:

registering a plurality of application programs for use with a content delivery platform, wherein the plurality of registered application programs are each associated for use with a navigation system;

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

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

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. 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. 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. 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. 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 registered application programs 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 registered application programs and 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 a plurality of application programs for use with a content delivery platform, wherein the plurality of registered application programs are each associated for use with a navigation system;
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 at least 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 in accordance with a content delivery reservation associating the at least one sponsor with a geographic area; and

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

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 registered application program.

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 to the registered application 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 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. 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 registered application programs 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 registered application programs and having a target location contained within the specific one of the plurality of geographic areas.

15. 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 for use with a navigation system;
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 at least 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 in accordance with a content delivery reservation associating the at least one sponsor with a geographic area; and

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

16. 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. 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. 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. 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 application programs having target locations contained within the selected one of the plurality of geographic areas.

20. 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.

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.

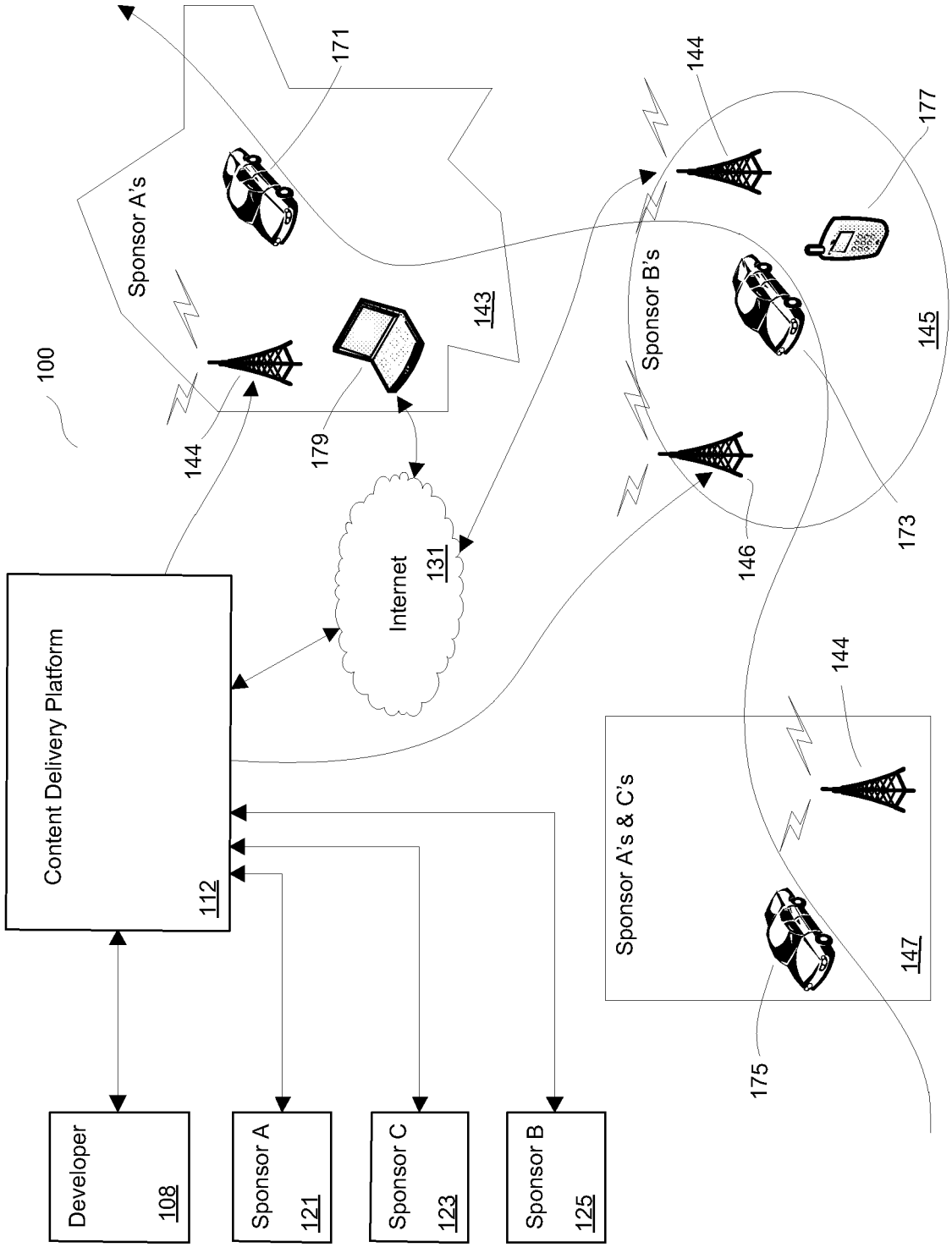


FIG. 1

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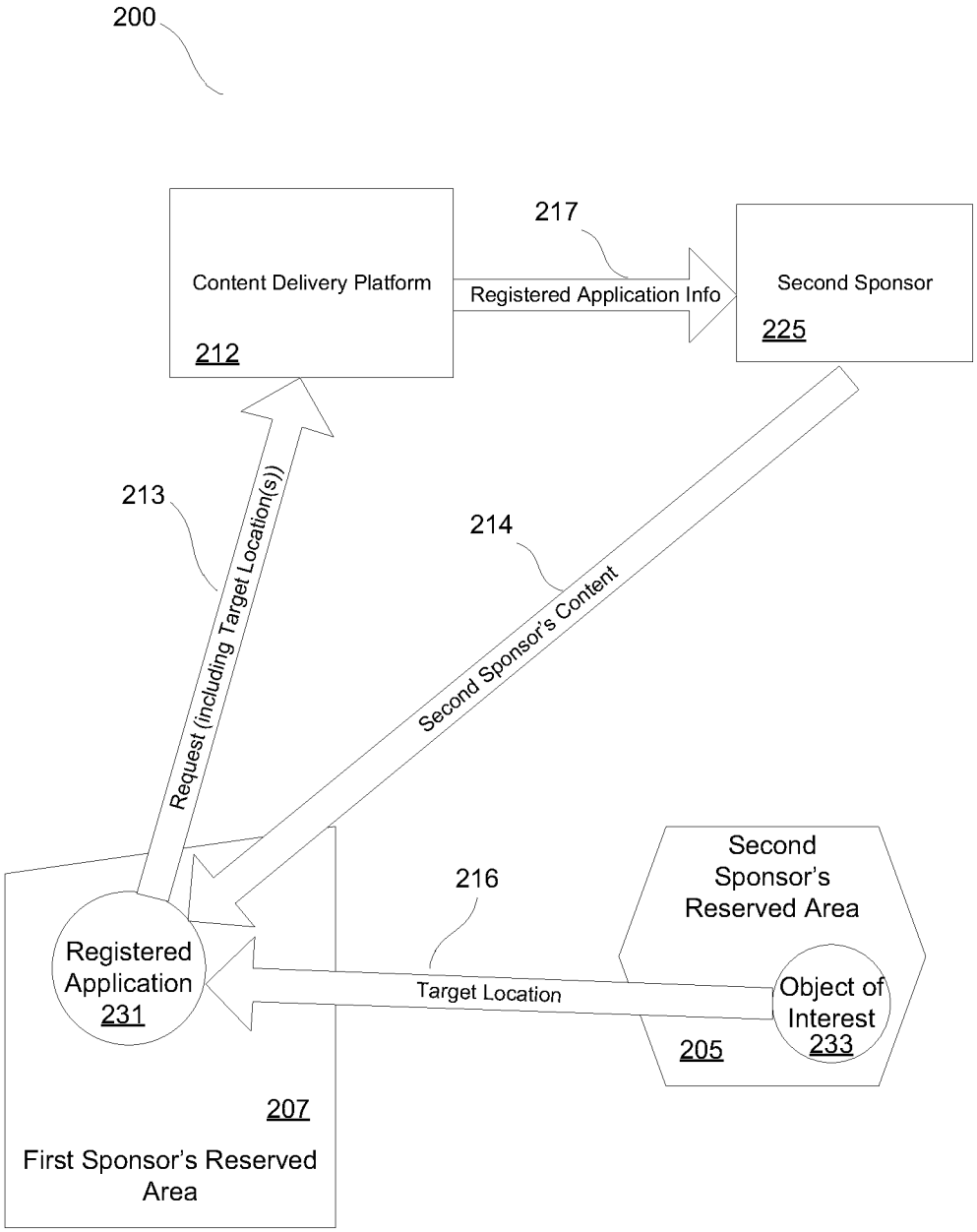

200
Content Delivery Platform
212
217
Registered Application Info
Second Sponsor
225
213
Request (including Target Location(s))
214
Second Sponsor's Content
216
Second Sponsor's Reserved Area
Registered Application
231
Target Location
Object of Interest
233
205
207
First Sponsor's Reserved Area

FIG. 2

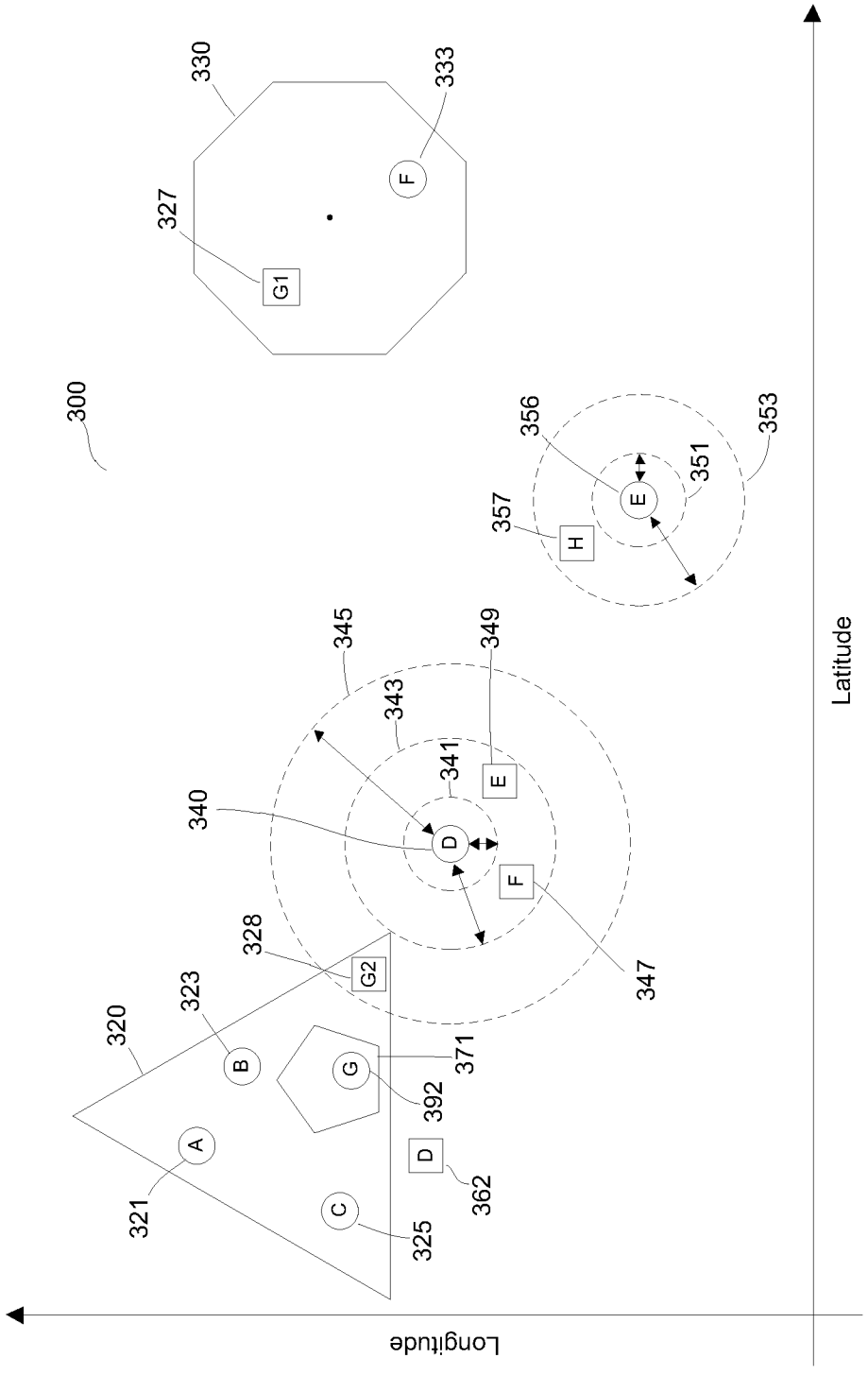

300
330
333
F
327
G1
356
353
351
E
357
H
345
349
343
341
E
340
D
F
347
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323
320
B
G
371
392
A
D
362
321
C
325
Latitude
Longitude

FIG. 3

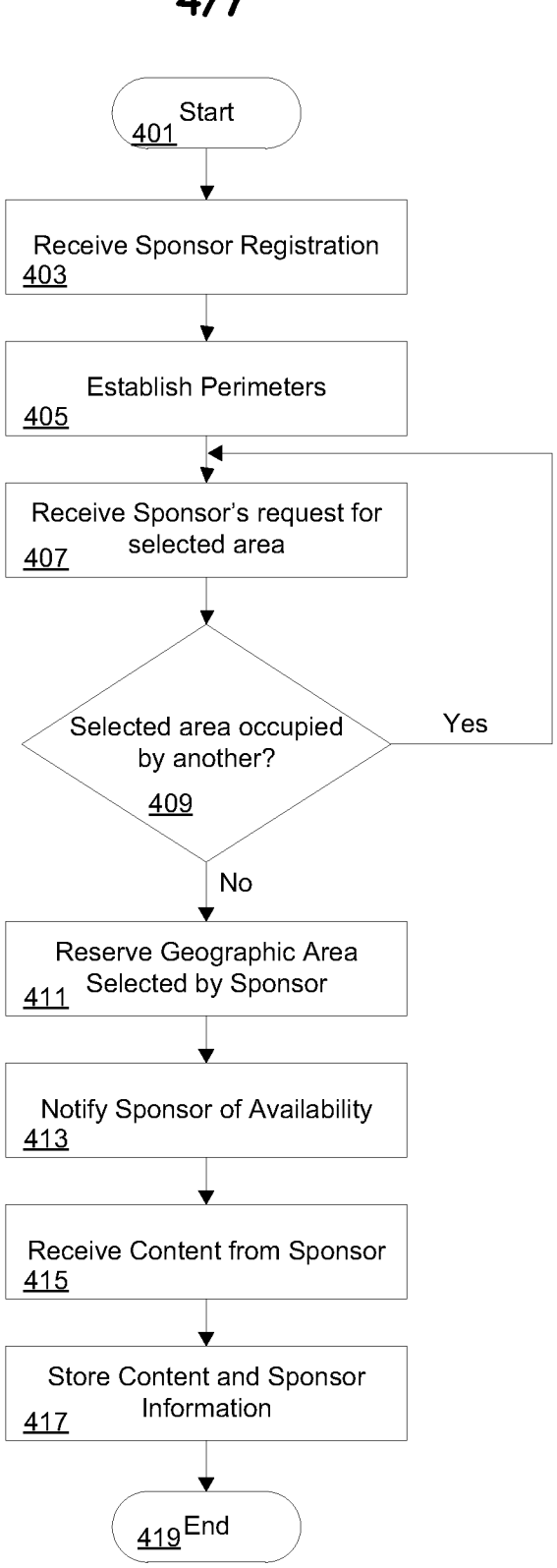

400
Start
401
Receive Sponsor Registration
403
Establish Perimeters
405
Receive Sponsor's request for selected area
407
Selected area occupied by another?
409
Yes
No
Reserve Geographic Area Selected by Sponsor
411
Notify Sponsor of Availability
413
Receive Content from Sponsor
415
Store Content and Sponsor Information
417
End
419

FIG. 4

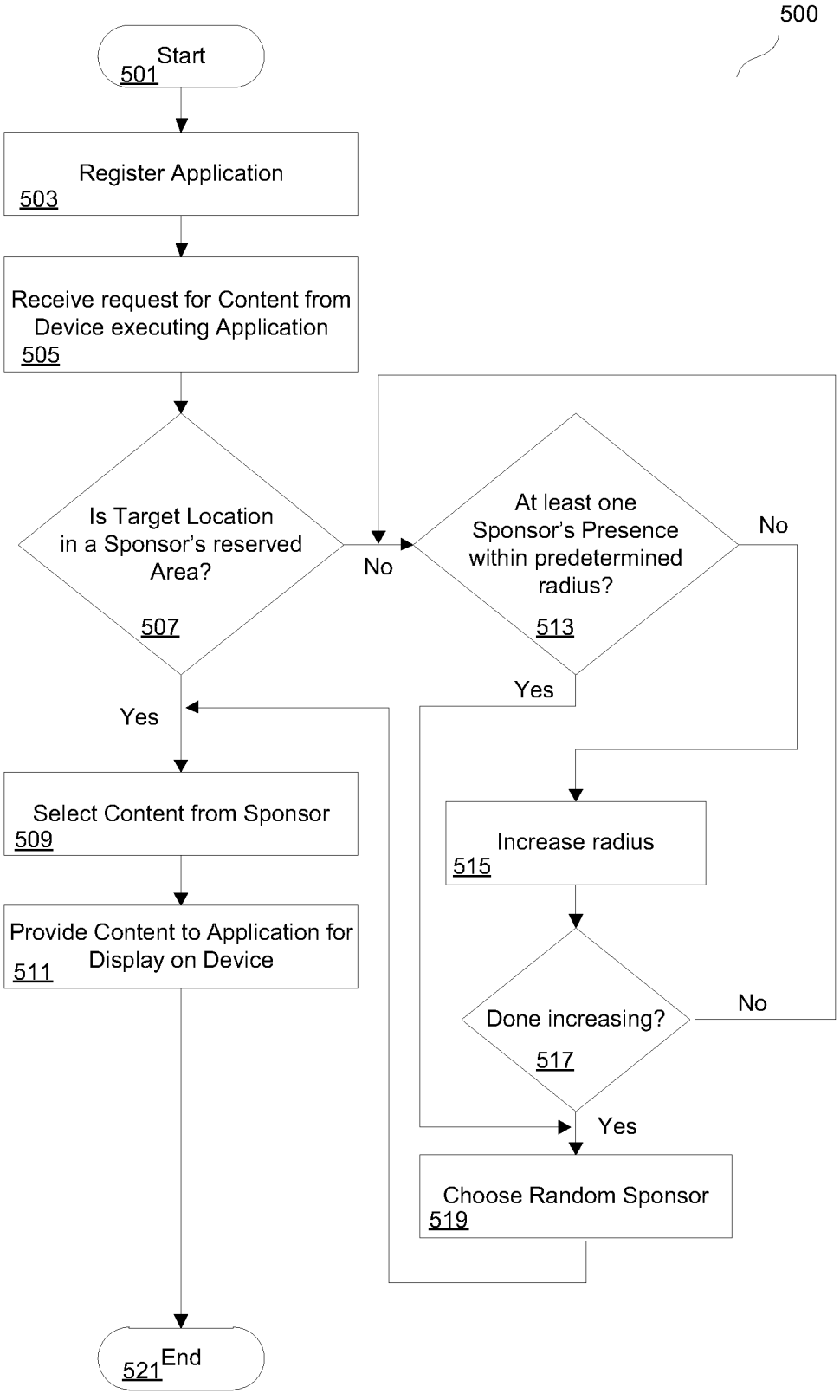

500
Start
501
Register Application
503
Receive request for Content from Device executing Application
505
Is Target Location in a Sponsor's reserved Area?
507
No
At least one Sponsor's Presence within predetermined radius?
513
No
Yes
Yes
Select Content from Sponsor
509
Provide Content to Application for Display on Device
511
Increase radius
515
Done increasing?
517
No
Yes
Choose Random Sponsor
519
End
521

FIG. 5

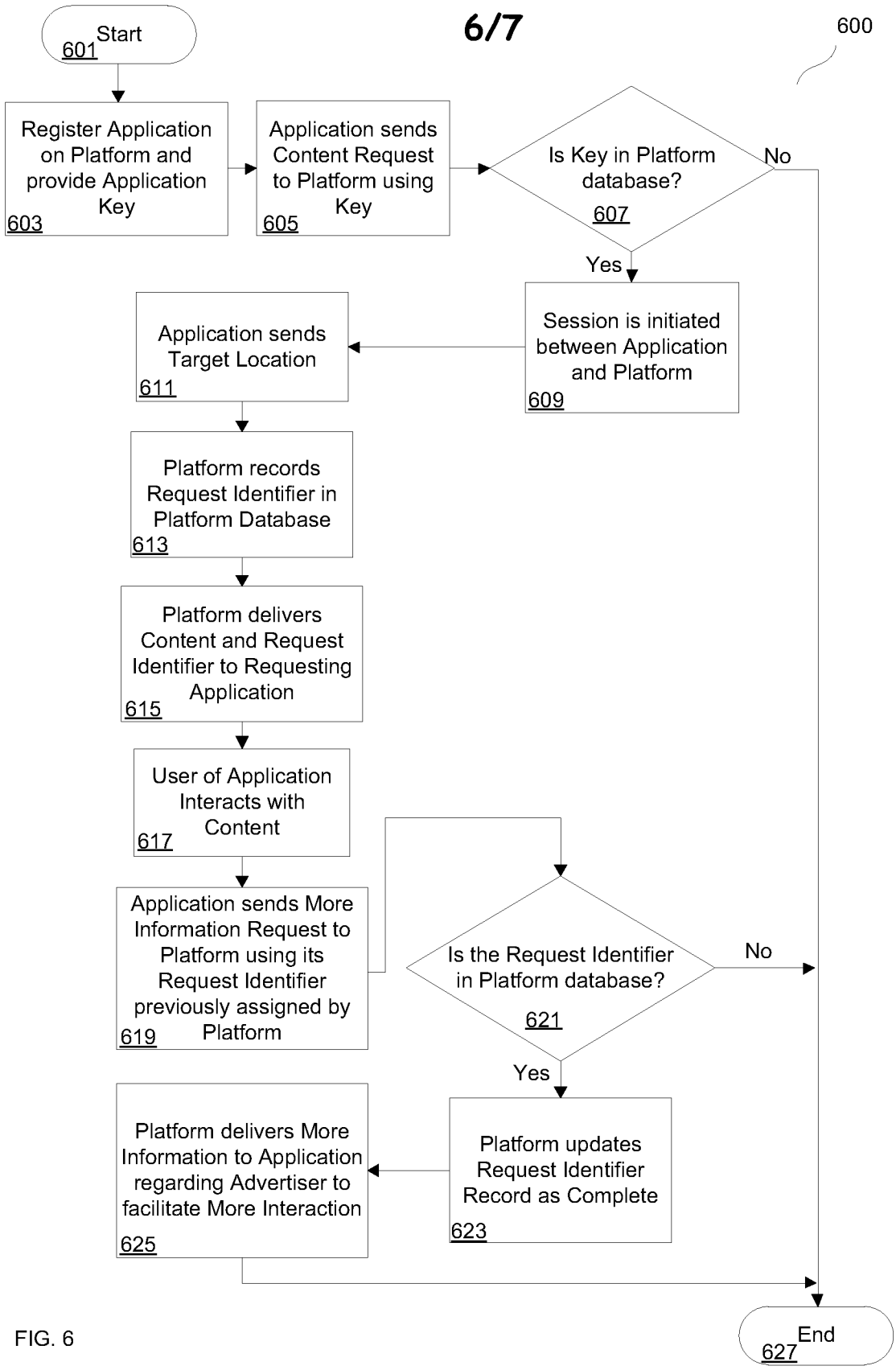

600
Start
601
Register Application on Platform and provide Application Key
603
Application sends Content Request to Platform using Key
605
Is Key in Platform database?
607
No
Yes
Session is initiated between Application and Platform
609
Application sends Target Location
611
Platform records Request Identifier 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

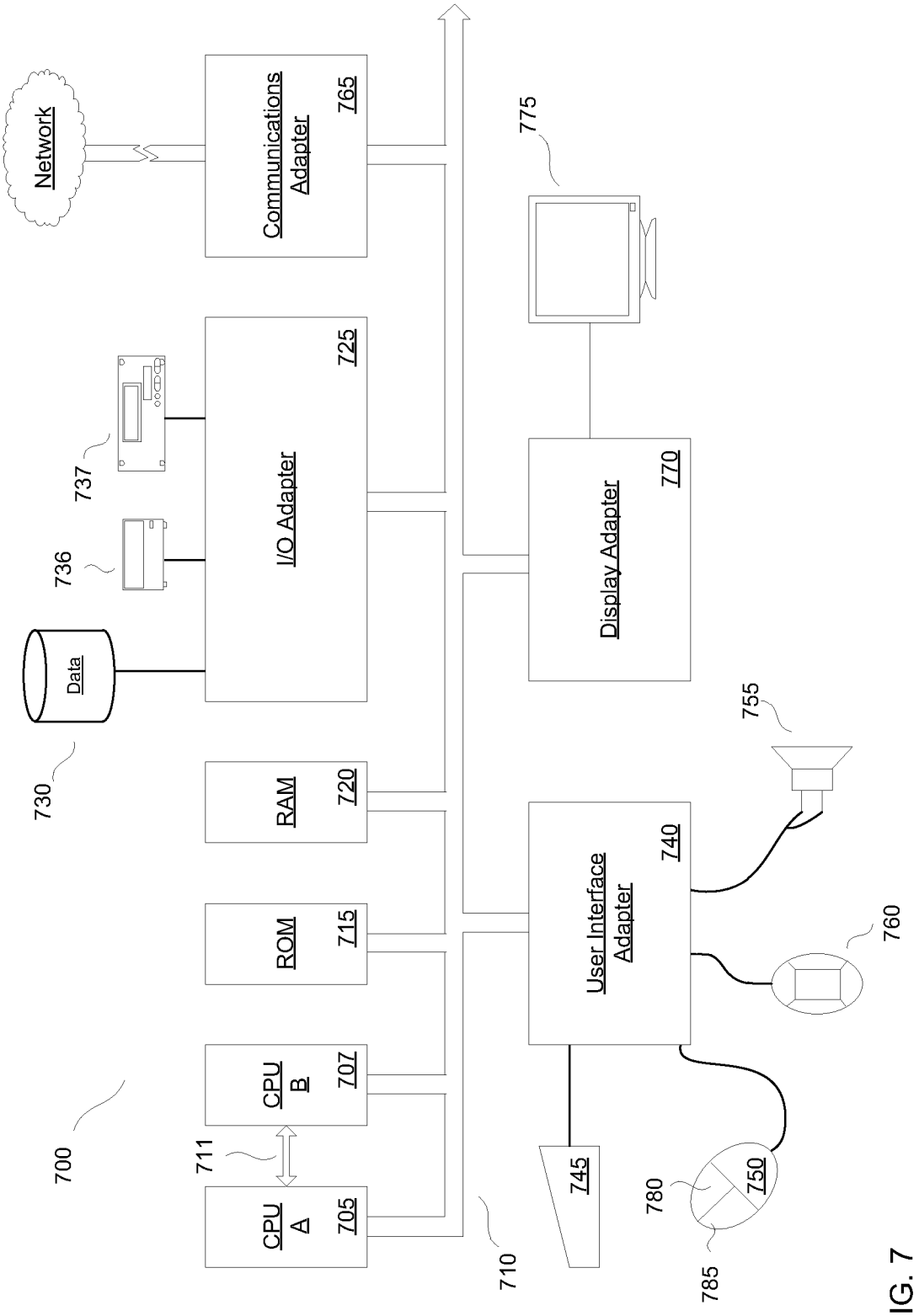


FIG. 7

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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:	0075652.00002

Filed as Micro Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
BASIC UTILITY PATENT FILING FEE-MCRO-ENT	3011	1	70	70
Utility Search Fee	3111	1	150	150
Utility Examination Fee	3311	1	180	180
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

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

Electronic Acknowledgement Receipt

EFS ID:	15428028
Application Number:	13856392
International Application Number:	
Confirmation Number:	7722
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Correspondence Address:	Ryan Hardin Pronet Solutions Corporation PO Box 271861 - Houston TX 77277 US - -
Filer:	Edward J. Marshall
Filer Authorized By:	
Attorney Docket Number:	0075652.00002
Receipt Date:	03-APR-2013
Filing Date:	
Time Stamp:	20:32:15
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$400

RAM confirmation Number	6321
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Application Data Sheet	ADS_new.pdf	1502909 04b4cdd0e12282552ee62f387724b173ddf3ed48	no	7
Warnings:					
Information:					
2	Oath or Declaration filed	Declaration-executed-bz.pdf	221851 63ca9c1ea5d55ba13fe5363efda1f18a490a22c2	no	2
Warnings:					
Information:					
3	Certification of Micro Entity (Gross Income Basis)	sb0015a-bz.pdf	194236 d149777625d4287fcb6c461861baa0aca08e6809	no	2
Warnings:					
Information:					
4		Continuation_App-bz.pdf	146247 6684cfda38025b49ade14d3710dc739fc5105b47	yes	28

Multipart Description/PDF files in .zip description

Document Description	Start	End
Specification	1	21
Claims	22	27
Abstract	28	28

Warnings:					
Information:					
5	Drawings-only black and white line drawings	Continuation_FIGS_Final-bz.pdf	92047 408508e5334f212f5a0fa8fdb0844a3df39d872d	no	7
Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	33272 2721313325d116fc22f37a9f70b9b1c6612852572	no	2
Warnings:					

Information:	
Total Files Size (in bytes):	2190562

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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.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00002
	Application Number	
Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Ryan		Hardin	

Residence Information (Select One) ◉ US Residency ○ Non US Residency ○ Active US Military Service

City	Houston	State/Province	TX	Country of Residence ⓘ	US

Mailing Address of Inventor:

Address 1	Pronet Solutions Corporation		
Address 2	P.O. Box 271861		
City	Houston	**State/Province**	TX
Postal Code	77277	**Country** ⓘ	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Andrew		Hill	

Residence Information (Select One) ◉ US Residency ○ Non US Residency ○ Active US Military Service

City	Houston	State/Province	TX	Country of Residence ⓘ	US

Mailing Address of Inventor:

Address 1	Pronet Solutions Corporation		
Address 2	P.O. Box 271861		
City	Houston	**State/Province**	TX
Postal Code	77277	**Country** ⓘ	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00002
	Application Number	
Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS	

☒ **An Address is being provided for the correspondence Information of this application.**

Name 1	Ryan Hardin	**Name 2**	
Address 1	P.O. Box 271861		
Address 2			
City	Houston	**State/Province**	TX
Country [i]	US	**Postal Code**	77277
Phone Number		**Fax Number**	
Email Address		Add Email	Remove Email

Application Information:

Title of the Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS		
Attorney Docket Number	0075652.00002	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	7	**Suggested Figure for Publication (if any)**	1

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

☐ **Request Not to Publish.** I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application **has not and will not** be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32).
Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

Please Select One:	◉ Customer Number	○ US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number			

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00002
	Application Number	
Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS	

Prior Application Status	Pending		Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	Continuation of	12434094	2009-05-01

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button. Add

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55(d). When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX) [i] the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(h)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Remove

Application Number	Country [i]	Filing Date (YYYY-MM-DD)	Access Code [i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button. Add

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.

Authorization to Permit Access:

☐ Authorization to Permit Access to the Instant Application by the Participating Offices

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00002
	Application Number	
Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS	

If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.

Applicant Information:

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

Applicant 1 Remove

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

◯ Assignee	◯ Legal Representative under 35 U.S.C. 117	◯ Joint Inventor
◯ Person to whom the inventor is obligated to assign.	◯ Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor :

If the Applicant is an Organization check here. ☐

Prefix	**Given Name**	Middle Name	**Family Name**	Suffix

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00002
	Application Number	
Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS	

Mailing Address Information:			
Address 1			
Address 2			
City		**State/Province**	
Country i		Postal Code	
Phone Number		Fax Number	
Email Address			

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

Non-Applicant Assignee Information:

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

Assignee 1

Complete this section only if non-applicant assignee information is desired to be included on the patent application publication in accordance with 37 CFR 1.215(b). Do not include in this section an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest), as the patent application publication will include the name of the applicant(s).

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00002
	Application Number	
Title of Invention	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS	

Signature:

Remove

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

Signature	/Ryan Hardin/			Date (YYYY-MM-DD)	2013-04-03
First Name	Ryan	Last Name	Hardin	Registration Number	

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

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

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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

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

SCORE Placeholder Sheet for IFW Content

Application Number: 13856392 Document Date: 04/03/2013

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

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To access the documents in the SCORE database, refer to instructions developed by SIRA.

At the time of document entry (noted above):

- Examiners may access SCORE content via the eDAN interface.
- Other USPTO employees can bookmark the current SCORE URL (http://es/ScoreAccessWeb/).
- External customers may access SCORE content via the Public and Private PAIR interfaces.

Form Revision Date: February 8, 2006