AO 120 (Rev. 08/10)

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

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

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

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

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

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

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

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
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In the above---entitled case, the following decision has been rendered or judgement issued:

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

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

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

AO 120 (Rev. 08/10)

TO:	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

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

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

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY.DOCKET NO./TITLE	REQUEST ID
15/694,786	09/02/2017	Ryan Hardin	0075652.00006	198319

Acknowledgement of Loss of Entitlement to Entity Status Discount

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

CERTIFICATIONS:

Change of Entity Status:

X Applicant changing to regular undiscounted fee status.

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

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

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

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

Trials@uspto.gov
571-272-7822

Paper 23
Entered: July 26, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

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

v.

RYAN HARDIN and ANDREW HILL,
Patent Owner.

IPR2022-01327[1]
Patent 10,049,387 B2

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

GERSTENBLITH, *Administrative Patent Judge*.

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

---

[1] IPR2022-01328 and IPR2022-01329 have been consolidated with this proceeding.

I. INTRODUCTION

With the Board's authorization, Petitioner and Patent Owner (collectively referred to as "the Parties") filed a Joint Motion to Terminate Proceeding due to settlement ("Joint Motion"). Paper 21.[2] In support of the Joint Motion, the Parties filed Confidential Settlement and License Agreements (Exs. 1038, 1039 ("Settlement Agreements")). The Parties also filed a Joint Request to Treat the Settlement Agreement as Business Confidential Information pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c) (Paper 22 ("Joint Request")).

II. DISCUSSION

Under 35 U.S.C. § 317(a), "[a]n inter partes review instituted under this chapter shall be terminated with respect to any petitioner upon the joint request of the petitioner and the patent owner, unless the Office has decided the merits of the proceeding before the request for termination is filed."

In the Joint Motion, the Parties represent that they have reached an agreement to jointly seek termination of this *inter partes* review proceeding,

---

[2] In the Institution Decisions for IPR2022-01328 and IPR2022-01329, we consolidated each of those proceedings with IPR2022-01327 and indicated that "all further filings in the consolidated proceeding shall be made in IPR2022-01327." *See* Paper 15 at 25; Paper 16 at 25. We note that the Parties, however, also filed joint motions to terminate in IPR2022-01328 and IPR2022-01329 along with other papers and exhibits similar to those referred to in this Decision. Each of those joint motions is substantially the same as the Joint Motion filed here. In accordance with our order consolidating the three related proceedings, we issue this Decision in this consolidated proceeding and, to keep the record clear, we expunge the similar papers and exhibits filed by the parties in IPR2022-01328 and IPR2022-01329. The documents cited in this Decision are those that the Parties filed expressly in the consolidated proceeding of IPR2022-01327.

and that the filed copies of the Settlement Agreements are true and complete copies. Joint Motion 1–2. The Parties further represent that the Settlement Agreements resolve all proceedings currently pending before the Patent Office and related district court litigation involving U.S. Patent No. 10,049,387 ("the '387 patent"). *Id.* at 1.

Although trial has been instituted in the consolidating proceeding, we have not yet decided the merits and a final written decision has not been entered. Notwithstanding that the consolidated proceeding has moved beyond the preliminary stage, the Parties have shown adequately that termination of the consolidated proceeding is appropriate. Under these circumstances, we determine that good cause exists to terminate the consolidated proceeding.

The Parties also filed a Joint Request that the Settlement Agreements be treated as business confidential information and be kept separate from the file of the '387 patent. Joint Request 1. After reviewing the Settlement Agreements between the Parties, we find that the Settlement Agreements contain confidential business information regarding the terms of settlement. We determine that good cause exists to treat the Settlement Agreements between the Parties as business confidential information pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c).

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

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

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

III. ORDER

Accordingly, for the reasons discussed above, it is:

ORDERED that the Joint Motion to Terminate is *granted*, and the consolidated proceeding of IPR2022-01327, which includes IPR2022-01328 and IPR2022-01329, is *terminated* pursuant to 35 U.S.C. § 317(a) and 37 C.F.R. § 42.72;

FURTHER ORDERED that the Joint Request is *granted*, and the Settlement Agreements shall be kept separate from the file of U.S. Patent No. 10,049,387 B2 and made available only to Federal Government agencies on written request, or to any person on a showing of good cause, pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c);

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

FURTHER ORDERED that, to clarify the record in this consolidated proceeding and the record in each proceeding that was consolidated with this proceeding, Papers 15 and 16 and Exhibits 1038 and 1039 in IPR2022-

01328 and Papers 15 and 16 and Exhibits 1038 and 1039 in IPR2022-01329 will be expunged from the records in those proceedings and this Decision will also be entered in the record for each of those proceedings.

Home Depot - Exhibit 1021 - Page 8

FOR PETITIONER:

Jeffrey A. Miller
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FOR PATENT OWNER:

Brian E. Ferguson
Matthew Hopkins
WINSTON &STRAWN LLP
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MHopkins@winston.com
IPR-HardinHill@winston.com

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571-272-7822

Paper 17
Entered: July 26, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

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

v.

RYAN HARDIN and ANDREW HILL,
Patent Owner.

IPR2022-01327[1]
Patent 10,049,387 B2

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

GERSTENBLITH, *Administrative Patent Judge*.

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

---

[1] IPR2022-01328 and IPR2022-01329 have been consolidated with this proceeding.

I. INTRODUCTION

With the Board's authorization, Petitioner and Patent Owner (collectively referred to as "the Parties") filed a Joint Motion to Terminate Proceeding due to settlement ("Joint Motion"). Paper 21.[2] In support of the Joint Motion, the Parties filed Confidential Settlement and License Agreements (Exs. 1038, 1039 ("Settlement Agreements")). The Parties also filed a Joint Request to Treat the Settlement Agreement as Business Confidential Information pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c) (Paper 22 ("Joint Request")).

II. DISCUSSION

Under 35 U.S.C. § 317(a), "[a]n inter partes review instituted under this chapter shall be terminated with respect to any petitioner upon the joint request of the petitioner and the patent owner, unless the Office has decided the merits of the proceeding before the request for termination is filed."

In the Joint Motion, the Parties represent that they have reached an agreement to jointly seek termination of this *inter partes* review proceeding,

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[2] In the Institution Decisions for IPR2022-01328 and IPR2022-01329, we consolidated each of those proceedings with IPR2022-01327 and indicated that "all further filings in the consolidated proceeding shall be made in IPR2022-01327." *See* Paper 15 at 25; Paper 16 at 25. We note that the Parties, however, also filed joint motions to terminate in IPR2022-01328 and IPR2022-01329 along with other papers and exhibits similar to those referred to in this Decision. Each of those joint motions is substantially the same as the Joint Motion filed here. In accordance with our order consolidating the three related proceedings, we issue this Decision in this consolidated proceeding and, to keep the record clear, we expunge the similar papers and exhibits filed by the parties in IPR2022-01328 and IPR2022-01329. The documents cited in this Decision are those that the Parties filed expressly in the consolidated proceeding of IPR2022-01327.

and that the filed copies of the Settlement Agreements are true and complete copies. Joint Motion 1–2. The Parties further represent that the Settlement Agreements resolve all proceedings currently pending before the Patent Office and related district court litigation involving U.S. Patent No. 10,049,387 ("the '387 patent"). *Id.* at 1.

Although trial has been instituted in the consolidating proceeding, we have not yet decided the merits and a final written decision has not been entered. Notwithstanding that the consolidated proceeding has moved beyond the preliminary stage, the Parties have shown adequately that termination of the consolidated proceeding is appropriate. Under these circumstances, we determine that good cause exists to terminate the consolidated proceeding.

The Parties also filed a Joint Request that the Settlement Agreements be treated as business confidential information and be kept separate from the file of the '387 patent. Joint Request 1. After reviewing the Settlement Agreements between the Parties, we find that the Settlement Agreements contain confidential business information regarding the terms of settlement. We determine that good cause exists to treat the Settlement Agreements between the Parties as business confidential information pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c).

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

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

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

III. ORDER

Accordingly, for the reasons discussed above, it is:

ORDERED that the Joint Motion to Terminate is *granted*, and the consolidated proceeding of IPR2022-01327, which includes IPR2022-01328 and IPR2022-01329, is *terminated* pursuant to 35 U.S.C. § 317(a) and 37 C.F.R. § 42.72;

FURTHER ORDERED that the Joint Request is *granted*, and the Settlement Agreements shall be kept separate from the file of U.S. Patent No. 10,049,387 B2 and made available only to Federal Government agencies on written request, or to any person on a showing of good cause, pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c);

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

FURTHER ORDERED that, to clarify the record in this consolidated proceeding and the record in each proceeding that was consolidated with this proceeding, Papers 15 and 16 and Exhibits 1038 and 1039 in IPR2022-

01328 and Papers 15 and 16 and Exhibits 1038 and 1039 in IPR2022-01329 will be expunged from the records in those proceedings and this Decision will also be entered in the record for each of those proceedings.

Home Depot - Exhibit 1021 - Page 14

FOR PETITIONER:

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jim.park@arnoldporter.com

FOR PATENT OWNER:

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Matthew Hopkins
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BEFerguson@winston.com
MHopkins@winston.com
IPR-HardinHill@winston.com

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Paper 17
Entered: July 26, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

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RYAN HARDIN and ANDREW HILL,
Patent Owner.

IPR2022-01327[1]
Patent 10,049,387 B2

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

GERSTENBLITH, *Administrative Patent Judge*.

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

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[1] IPR2022-01328 and IPR2022-01329 have been consolidated with this proceeding.

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With the Board's authorization, Petitioner and Patent Owner (collectively referred to as "the Parties") filed a Joint Motion to Terminate Proceeding due to settlement ("Joint Motion"). Paper 21.[2] In support of the Joint Motion, the Parties filed Confidential Settlement and License Agreements (Exs. 1038, 1039 ("Settlement Agreements")). The Parties also filed a Joint Request to Treat the Settlement Agreement as Business Confidential Information pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c) (Paper 22 ("Joint Request")).

II. DISCUSSION

Under 35 U.S.C. § 317(a), "[a]n inter partes review instituted under this chapter shall be terminated with respect to any petitioner upon the joint request of the petitioner and the patent owner, unless the Office has decided the merits of the proceeding before the request for termination is filed."

In the Joint Motion, the Parties represent that they have reached an agreement to jointly seek termination of this *inter partes* review proceeding,

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and that the filed copies of the Settlement Agreements are true and complete copies. Joint Motion 1–2. The Parties further represent that the Settlement Agreements resolve all proceedings currently pending before the Patent Office and related district court litigation involving U.S. Patent No. 10,049,387 ("the '387 patent"). *Id.* at 1.

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

III. ORDER

Accordingly, for the reasons discussed above, it is:

ORDERED that the Joint Motion to Terminate is *granted*, and the consolidated proceeding of IPR2022-01327, which includes IPR2022-01328 and IPR2022-01329, is *terminated* pursuant to 35 U.S.C. § 317(a) and 37 C.F.R. § 42.72;

FURTHER ORDERED that the Joint Request is *granted*, and the Settlement Agreements shall be kept separate from the file of U.S. Patent No. 10,049,387 B2 and made available only to Federal Government agencies on written request, or to any person on a showing of good cause, pursuant to 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c);

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

FURTHER ORDERED that, to clarify the record in this consolidated proceeding and the record in each proceeding that was consolidated with this proceeding, Papers 15 and 16 and Exhibits 1038 and 1039 in IPR2022-

01328 and Papers 15 and 16 and Exhibits 1038 and 1039 in IPR2022-01329 will be expunged from the records in those proceedings and this Decision will also be entered in the record for each of those proceedings.

Home Depot - Exhibit 1021 - Page 20

FOR PETITIONER:

Jeffrey A. Miller
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FOR PATENT OWNER:

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Home Depot - Exhibit 1021 - Page 21

AO 120 (Rev. 08/10)

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

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

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

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

Copy 1---Upon initiation of action, mail this copy to Director Copy 3---Upon termination of action, mail this copy to Director
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DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	7/30/2021	Eastern District of Texas

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

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AO 120 (Rev. 08/10)

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

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

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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

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

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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

AO 120 (Rev. 08/10)

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

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

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

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

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

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

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

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

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

DECISION/JUDGEMENT

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

AO 120 (Rev. 08/10)

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

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

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

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

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

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

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

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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 NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/694,786	08/14/2018	10049387	0075652.00006	7432

118653 7590 07/25/2018

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

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

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

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

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

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

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

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/694,786	09/02/2017	Ryan Hardin	0075652.00006	7432

118653 7590 07/10/2018

Ryan Hardin
P.O. BOX 271861
Houston, TEXAS 77277
UNITED STATES OF AMERICA

EXAMINER
AJIBADE AKONAI, OLUMIDE

ART UNIT	PAPER NUMBER
3648	

NOTIFICATION DATE	DELIVERY MODE
07/10/2018	ELECTRONIC

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

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

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

patent.matters@pronetcorp.com

Corrected ***Notice of Allowability***	**Application No.** 15/694,786	**Applicant(s)** Hardin et al.	
	Examiner OLUMIDE T AJIBADE AKONAI	**Art Unit** 3648	**AIA Status** No

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

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

1. ☑ This communication is responsive to claims submitted 06/26/2018.
   ☐ 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 1-34 . 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 areply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

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

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

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

/OLUMIDE AJIBADE AKONAI/
Primary Examiner, Art Unit 3648

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/694,786	Hardin et al.
	Examiner	**Art Unit**
	OLUMIDE T AJIBADE AKONAI	3648

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
H04W	/	4	/	02			I	2013-01-01
H04W	/	4	/	021			I	2013-01-01
H04W	/	4	/	18			I	2013-01-01
G06Q	/	30	/	0266			I	2013-01-01
G06Q	/	30	/	0267			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**
	/		/					

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	34	
/OLUMIDE AJIBADE AKONAI/ Primary Examiner, Art Unit 3648	05 July 2018	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

U.S. Patent and Trademark Office

Part of Paper No.: 20180705

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/694,786	Hardin et al.
	Examiner	**Art Unit**
	OLUMIDE T AJIBADE AKONAI	3648

INTERNATIONAL CLASSIFICATION				
CLAIMED				
G06Q	/	30	/	02
H04W	/	4	/	18
H04W	/	4	/	02
H04M	/	3	/	42
H04L	/	29	/	08

NON-CLAIMED				
	/		/	

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**

CROSS REFERENCES(S)						
CLASS	**SUBCLASS (ONE SUBCLASS PER BLOCK)**					

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	34	
/OLUMIDE AJIBADE AKONAI/ Primary Examiner, Art Unit 3648	05 July 2018	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

U.S. Patent and Trademark Office

Part of Paper No.: 20180705

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/694,786	Hardin et al.
	Examiner	**Art Unit**
	OLUMIDE T AJIBADE AKONAI	3648

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

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
	1		10		19		28								
	2		11		20		29								
	3		12		21		30								
	4		13		22		31								
	5		14		23		32								
	6		15		24		33								
	7		16		25		34								
	8		17		26										
	9		18		27										

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	34	
/OLUMIDE AJIBADE AKONAI/ Primary Examiner, Art Unit 3648	05 July 2018	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/694,786	Hardin et al.
	Examiner	Art Unit
	OLUMIDE T AJIBADE AKONAI	3648

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

CLAIMS

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

CLAIM		DATE								
Final	Original	07/05/2018								
	1	=								
	2	=								
	3	=								
	4	=								
	5	=								
	6	=								
	7	=								
	8	=								
	9	=								
	10	=								
	11	=								
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	27	=								
	28	=								
	29	=								
	30	=								
	31	=								
	32	=								
	33	=								
	34									

Response to Rule 312 Communication	Application No.	Applicant(s)	
	15/694,786	Hardin et al.	
	Examiner	Art Unit	AIA Status
	OLUMIDE T AJIBADE AKONAI	3648	No

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

1. ☑ The amendment filed on 26 June 2018 under 37 CFR 1.312 has been considered, and has been:

a) ☐ entered.

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

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

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

d) ☐ disapproved. See explanation below.

e) ☐ entered in part. See explanation below.

———

/OLUMIDE AJIBADE AKONAI/
Primary Examiner, Art Unit 3648

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: 26 June 2018. I hereby certify that I have caused this correspondence and/or document(s) indicated herein on the date indicated above to be transmitted via the Office electronic filing system in accordance with 37 C.F.R Sec. 1.6(a)(4).

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Ryan Hardin
Application No.: 15/694,786
Filing Date: 02 September 2017
Examiner: Ajibade Akonai, Olumide
Group Art Unit: 2641
Docket No.: 0075652.00006
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

AMENDMENT UNDER 37 CFR 1.312

Date: 26 June 2018

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

OK TO ENTER: /O.A/

07/05/2018

Dear Examiner:

This is an amendment filed under 37 CFR 1.312 in view of the Notice of Allowability mailed on March 27, 2018 by the United States Patent and Trademark Office ("the Office") regarding the above-identified application ("the Instant Application"). The applicants of the Instant Application ("the Applicants") respectfully request that amendment of the claims, as presented below, be entered in this case.

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

Remarks begin on page 17 of this correspondence; and

Conclusion begin on page 19 of this correspondence.

PART B - FEE(S) TRANSMITTAL

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

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

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

118653 7590 03/27/2018
Ryan Hardin
P.O. BOX 271861
Houston, TX 77277

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

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

Ryan Hardin	(Depositor's name)
	(Signature)
26 June 2018	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/694,786	09/02/2017	Ryan Hardin	0075652.00006	7432

TITLE OF INVENTION: Exclusive Delivery of Content Within Geographic Areas

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$500	$0	$0	$500	06/27/2018

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

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

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

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

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

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

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

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

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

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

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

Authorized Signature _____ Date 26 June 2018

Typed or printed name Ryan Hardin Registration No. _____

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

Electronic Patent Application Fee Transmittal

Application Number:	15694786
Filing Date:	02-Sep-2017
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	Ryan J Hardin
Attorney Docket Number:	0075652.00006

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
PUBL. FEE- EARLY, VOLUNTARY, OR NORMAL	1504	1	0	0
UTILITY APPL ISSUE FEE	2501	1	500	500
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**500**

Electronic Acknowledgement Receipt

EFS ID:	33012972
Application Number:	15694786
International Application Number:	
Confirmation Number:	7432
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	0075652.00006
Receipt Date:	26-JUN-2018
Filing Date:	02-SEP-2017
Time Stamp:	18:49:27
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$500
RAM confirmation Number	062718INTEFSW18510400
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)	NOA_20180327_signed.pdf	3251117 6a03682fdc0232d55056f61c38f830291026d151	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	32331 ebda7f8b5493b773e313226eb420560a68b23af3	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	3283448		

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.

Electronic Patent Application Fee Transmittal

Application Number:	15694786
Filing Date:	02-Sep-2017
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	Ryan J Hardin
Attorney Docket Number:	0075652.00006

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
CLAIMS IN EXCESS OF 20	2202	14	50	700
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**700**

Electronic Acknowledgement Receipt

EFS ID:	33012393
Application Number:	15694786
International Application Number:	
Confirmation Number:	7432
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	0075652.00006
Receipt Date:	26-JUN-2018
Filing Date:	02-SEP-2017
Time Stamp:	18:08:26
Application Type:	Utility under 35 USC 111(a)

Payment information:

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Certification Under 37 C.F.R. 1.8

Date of Mailing or Transmission: 26 June 2018. I hereby certify that I have caused this correspondence and/or document(s) indicated herein on the date indicated above to be transmitted via the Office electronic filing system in accordance with 37 C.F.R Sec. 1.6(a)(4).

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Ryan Hardin
Application No.: 15/694,786
Filing Date: 02 September 2017
Title: EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

Examiner: Ajibade Akonai, Olumide
Group Art Unit: 2641
Docket No.: 0075652.00006

AMENDMENT UNDER 37 CFR 1.312

Date: 26 June 2018

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

Dear Examiner:

This is an amendment filed under 37 CFR 1.312 in view of the Notice of Allowability mailed on March 27, 2018 by the United States Patent and Trademark Office ("the Office") regarding the above-identified application ("the Instant Application"). The applicants of the Instant Application ("the Applicants") respectfully request that amendment of the claims, as presented below, be entered in this case.

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

Remarks begin on page 17 of this correspondence; and

Conclusion begin on page 19 of this correspondence.

AMENDMENTS IN THE CLAIMS

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

1. (Currently Amended) A mobile device comprising:

memory;

at least one processor operably coupled to the memory;

a location-determination component; and

at least one module configured for execution by the at least one processor, wherein the at least one module comprises at least one instruction for:

receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one ~~designated~~selected geographic area of interest, wherein the at least one ~~designated~~selected geographic area of interest in each of the one or more requests is being requested via said application program to be reserved for having a particular identifier associated with the at least one ~~designated~~selected geographic area of interest provided to said application program after it has been determined, by at least use of the at least one processor and of location information representing at least one physical geographic location of the mobile device as determined by the location-determination component, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest, and wherein each of the one or more requests comprises data representing a) said particular identifier, represented by a data string, as content provided via said application program to be associated with the at least one ~~designated~~selected geographic area of interest, ~~and~~ b) at least one latitude value, at least one longitude value, and at least one radius value, each being provided via said application program, to be used for ~~defining~~establishing a perimeter boundary for the at least one

~~designated~~selected geographic area of interest, and c) information specifying at least one area bound by the perimeter boundary as the at least one selected geographic area of interest;

registering said application program, in the memory, for having said particular identifier provided to said application program after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest;

storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one ~~designated~~selected geographic area of interest;

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

after it has been determined, by at least use of the at least one processor, of the location information, and of the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least a designated length of time, providing at least said particular identifier associated with the at least one record stored in the memory to said application program.

2. (Currently Amended) The mobile device of claim 1 wherein the at least one module further comprises at least one instruction for:

determining, by at least use of the at least one processor, of the location information, and of the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one ~~designated~~selected

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

3. (Currently Amended) The mobile device of claim 2 wherein:

storing the at least one record includes storing the at least one record after availability for the at least one ~~designated~~selected geographic area of interest to be reserved per each of the one or more requests has been positively determined; and

the at least one module further comprises at least one instruction for:

determining availability for the at least one ~~designated~~selected geographic area of interest to be reserved for said application program.

4. (Currently Amended) The mobile device of claim 2 wherein the at least one module further comprises at least one instruction for:

after providing at least said particular identifier associated with the at least one record stored in the memory to said application program, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via said application program, content related to the at least one ~~designated~~selected geographic area of interest.

5. (Currently Amended) The mobile device of claim 2 wherein the at least one module further comprises at least one instruction for:

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

6. (Original) The mobile device of claim 2 wherein the at least one module further comprises at least one instruction for:

receiving a data value representing the designated length of time.

7. (Currently Amended) The mobile device of claim 2 wherein the at least one instruction

for receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one ~~designated~~selected geographic area of interest includes being at least one instruction for receiving, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other ~~designated~~selected geographic area of interest.

8. (Currently Amended) The mobile device of claim 7 wherein the at least one module further comprises at least one instruction for:

using the at least one ~~designated~~selected geographic area of interest with said particular identifier to establish, in the memory, the at least one ~~designated~~selected geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at least one other application program.

9. (Currently Amended) The mobile device of claim [[2]]6 wherein the at least one module further comprises at least one instruction for:

~~providing at least said particular identifier associated with the at least one record stored in the memory to said application program after it has been determined, by at least use of the at least one processor, of the location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest and has remained therein for at least a designated length of time includes~~ providing at least said particular identifier associated with the at least one record stored in the memory to said application program after it has been determined, by at least use of the at least one processor, of the location information, and of the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device, following a designated start time and during a designated duration of time, has at

least entered the at least one ~~designated~~selected geographic area of interest and has remained therein for at least the designated length of time; and

~~the at least one module further comprises at least one instruction for:~~

receiving a data value representing the designated duration of time.

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

receiving, on a mobile device, from an application program during its execution in the mobile device, one or more requests to reserve at least one ~~designated~~selected geographic area of interest, wherein the at least one ~~designated~~selected geographic area of interest in each of the one or more requests is being requested via said application program to be reserved for having a particular identifier associated with the at least one ~~designated~~selected geographic area of interest provided to said application program after it has been determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing at least one physical geographic location of the mobile device as determined by a location-determination component tangibly embodied by the mobile device, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest, and wherein each of the one or more requests comprises data representing a) said particular identifier, represented by a data string, as content provided via said application program to be associated with the at least one ~~designated~~selected geographic area of interest, ~~and~~ b) at least one latitude value, at least one longitude value, and at least one radius value, each being provided via said application program, to be used for ~~defining~~establishing a perimeter boundary for the at least one ~~designated~~selected geographic area of interest, and c) information specifying at least one area bound by the perimeter boundary as the at least one selected geographic area of interest;

registering said application program, in a memory tangibly embodied by the mobile device, for having said particular identifier provided to said application program

after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest;

storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one ~~designated~~selected geographic area of interest;

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

after it has been determined, by at least use of the at least one processor, of the location information, and of the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least a designated length of time, providing at least said particular identifier associated with the at least one record stored in the memory to said application program.

11. (Currently Amended) The computer readable medium of claim 10 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

determining, by at least use of the at least one processor, of the location information, and of the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least the designated length of time.

12. (Currently Amended) The computer readable medium of claim 11 wherein:

storing the at least one record includes storing the at least one record after availability

for the at least one ~~designated~~selected geographic area of interest to be reserved per each of the one or more requests has been positively determined; and

the at least one program of computer executable instructions further comprises at least one instruction for:

determining availability for the at least one ~~designated~~selected geographic area of interest to be reserved for said application program.

13. (Currently Amended) The computer readable medium of claim 11 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

after providing at least said particular identifier associated with the at least one record stored in the memory to said application program, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via said application program, content related to the at least one ~~designated~~selected geographic area of interest.

14. (Currently Amended) The computer readable medium of claim 11 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

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

15. (Original) The computer readable medium of claim 11 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

receiving a data value representing the designated length of time.

16. (Currently Amended) The computer readable medium of claim 11 wherein the at least one instruction for receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one ~~designated~~selected geographic

area of interest includes being at least one instruction for receiving, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other ~~designated~~selected geographic area of interest.

17. (Currently Amended) The computer readable medium of claim 16 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

using the at least one ~~designated~~selected geographic area of interest with said particular identifier to establish, in the memory, the at least one ~~designated~~selected geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at least one other application program.

18. (Currently Amended) The computer readable medium of claim [[11]]15 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

~~providing at least said particular identifier associated with the at least one record stored in the memory to said application program after it has been determined, by at least use of the at least one processor, of the location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest and has remained therein for at least a designated length of time includes~~ providing at least said particular identifier associated with the at least one record stored in the memory to said application program after it has been determined, by at least use of the at least one processor, of the location information, and of the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device, following a designated start time and during a designated duration of time, has at least entered the at least one ~~designated~~selected geographic area of interest and

has remained therein for at least the designated length of time; and

~~the at least one program of computer executable instructions further comprises at least one instruction for:~~

receiving a data value representing the designated duration of time.

19. (Currently Amended) A method comprising:

sending a request, via a particular application program executing in a mobile device, to at least one program of computer executable instructions operating in the mobile device, to reserve a particular ~~designated~~selected geographic area of interest for having a specific identifier associated with the particular ~~designated~~selected geographic area of interest provided to the particular application program after it has been determined that the mobile device has at least entered the particular ~~designated~~selected geographic area of interest, wherein the request comprises data representing a) the specific identifier to be associated with the particular ~~designated~~selected geographic area of interest, ~~and~~ b) a particular latitude value, a particular longitude value, and a particular radius value to be used for ~~defining~~establishing a particular perimeter boundary for the particular ~~designated~~selected geographic area of interest, and c) information specifying at least one particular area bound by the particular perimeter boundary as the particular selected geographic area of interest, and wherein the at least one program of computer executable instructions comprises at least one instruction for:

receiving, on the mobile device, from an application program during its execution in the mobile device, one or more requests to reserve at least one ~~designated~~selected geographic area of interest, wherein the at least one ~~designated~~selected geographic area of interest in each of the one or more requests is being requested via said application program to be reserved for having a particular identifier associated with the at least one ~~designated~~selected geographic area of interest provided to said application program after it has been determined, by at least use of at least one

processor tangibly embodied by the mobile device and of location information representing at least one physical geographic location of the mobile device as determined by a location-determination component tangibly embodied by the mobile device, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest, and wherein each of the one or more requests comprises data representing a) said particular identifier, represented by a data string, as content provided via said application program to be associated with the at least one ~~designated~~selected geographic area of interest, ~~and~~ b) at least one latitude value, at least one longitude value, and at least one radius value, each being provided via said application program, to be used for ~~defining~~establishing a perimeter boundary for the at least one ~~designated~~selected geographic area of interest, and c) information specifying at least one area bound by the perimeter boundary as the at least one selected geographic area of interest;

registering said application program, in a memory tangibly embodied by the mobile device, for having said particular identifier provided to said application program after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest;

storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one ~~designated~~selected geographic area of interest;

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

after it has been determined, by at least use of the at least one processor, of the location information, and of the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the

memory for said application program, that the mobile device has at least entered the at least one ~~designated~~selected geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least a designated length of time, providing at least said particular identifier associated with the at least one record stored in the memory to said application program.

20. (Original) The method of claim 19, further comprising:

implementing, in the mobile device, the at least one program of computer executable instructions.

21. (New) The method of claim 19 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

determining, by at least use of the at least one processor, of the location information, and of the at least one selected geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one selected geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least the designated length of time.

22. (New) The method of claim 21 wherein:

storing the at least one record includes storing the at least one record after availability for the at least one selected geographic area of interest to be reserved per each of the one or more requests has been positively determined; and

the at least one program of computer executable instructions further comprises at least one instruction for:

determining availability for the at least one selected geographic area of interest to be reserved for said application program.

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

after the providing at least said particular identifier associated with the at least one record stored in the memory to said application program wherein said application program is the particular application program, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via the particular application program, content related to the at least one selected geographic area of interest.

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

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

25. (New) The method of claim 21 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

receiving a data value representing the designated length of time.

26. (New) The method of claim 21 wherein the at least one instruction for receiving, on the mobile device, from an application program during its execution in the mobile device, one or more requests to reserve at least one selected geographic area of interest includes being at least one instruction for receiving, on the mobile device, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other selected geographic area of interest.

27. (New) The method of claim 26 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

using the at least one selected geographic area of interest with said particular identifier to establish, in the memory, the at least one selected geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at

least one other application program.

28. (New) The method of claim 25 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

providing at least said particular identifier associated with the at least one record stored in the memory to said application program after it has been determined, by at least use of the at least one processor, of the location information, and of the at least one selected geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device, following a designated start time and during a designated duration of time, has at least entered the at least one selected geographic area of interest and has remained therein for at least the designated length of time; and

receiving a data value representing the designated duration of time.

29. (New) The mobile device of claim 3 wherein the at least one module further comprises at least one instruction for:

after providing at least said particular identifier associated with the at least one record stored in the memory to said application program, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via said application program, content related to the at least one selected geographic area of interest.

30. (New) The mobile device of claim 29 wherein:

the at least one instruction for receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one selected geographic area of interest includes being at least one instruction for receiving, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other selected geographic area of interest; and

the at least one module further comprises at least one instruction for:

using the at least one selected geographic area of interest with said particular identifier to establish, in the memory, the at least one selected geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at least one other application program.

31. (New) The computer readable medium of claim 12 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

after providing at least said particular identifier associated with the at least one record stored in the memory to said application program, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via said application program, content related to the at least one selected geographic area of interest.

32. (New) The computer readable medium of claim 31 wherein:

the at least one instruction for receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one selected geographic area of interest includes being at least one instruction for receiving, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other selected geographic area of interest; and

the at least one program of computer executable instructions further comprises at least one instruction for:

using the at least one selected geographic area of interest with said particular identifier to establish, in the memory, the at least one selected geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at least one other application program.

33. (New) The method of claim 22, further comprising:

after the providing at least said particular identifier associated with the at least one record stored in the memory to said application program wherein said application program is the particular application program, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via the particular application program, content related to the at least one selected geographic area of interest.

34. (New) The method of claim 22 wherein:

the at least one instruction for receiving, on the mobile device, from an application program during its execution in the mobile device, one or more requests to reserve at least one selected geographic area of interest includes being at least one instruction for receiving, on the mobile device, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other selected geographic area of interest; and

the at least one program of computer executable instructions further comprises at least one instruction for:

using the at least one selected geographic area of interest with said particular identifier to establish, in the memory, the at least one selected geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at least one other application program.

REMARKS

The Notice of Allowability indicated that Claims 1-20 are allowed. After review of the allowed claims of record, Applicants present the indicated amendments and new dependent claims for addition to the claims of record. The Applicants submit that these amendments a) do not involve the introduction of any new matter, b) do not contradict with any stated reasons for allowance, and c) provide proper protection of, proper antecedent basis with respect to, and/or clarity to the claimed invention.

Independent Claims 1, 10, and 19 have been amended. Dependent claims 2-5, 7-9, 11-14, and 16-18 have been amended to comport with the respective amended independent claims on which they depend. Dependent Claims 29-30 have been added and each have a dependency upon allowed independent Claim 1. Dependent Claims 31-32 have been added and each have a dependency upon allowed independent Claim 10. Dependent Claims 21-28 and 33-34 have been added and each have a dependency upon allowed independent Claim 19. Antecedence for dependent Claims 21-34 are found in the specification as filed, in the allowed claim(s) of record, the detailed description, and/or the drawings. More specifically, similar language for dependent Claims 21-28 can be respectively found in the allowed claims of record in Claims 2-9; similar language for dependent Claims 29, 31, and 33 can be found in the allowed claim of record in Claim 4; and similar language for dependent Claims 30, 32, and 34 can be found in the allowed claims of record in Claims 7-8.

The Applicants respectfully request that the indicated amendments and new dependent claims presented herein be entered in this case.

FEES

The Instant Application previously contained twenty (20) allowed claims (Claims 1-20). The total number of allowed independent claims remains unchanged at three (3) independent claims. Dependent Claims 21-34 have been presently added; hence, there are fourteen (14) claims in excess of twenty (20) in this case. The Applicants have submitted payment for the fourteen (14) claims in excess of twenty (20).

CONCLUSION

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

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

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Electronic Acknowledgement Receipt

EFS ID:	33012330
Application Number:	15694786
International Application Number:	
Confirmation Number:	7432
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	0075652.00006
Receipt Date:	26-JUN-2018
Filing Date:	02-SEP-2017
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Application Type:	Utility under 35 USC 111(a)

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		312_Amendment_final.pdf	212276 acbe40c2efa6443edcfe3457f4124710a78e1653	yes	19

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment after Notice of Allowance (Rule 312)	1	1
	Claims	2	16
	Applicant Arguments/Remarks Made in an Amendment	17	19
Warnings:			
Information:			
	Total Files Size (in bytes):	212276	

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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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EXAMINER
AJIBADE AKONAI, OLUMIDE

ART UNIT	PAPER NUMBER
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/694,786	09/02/2017	Ryan Hardin	0075652.00006	7432

TITLE OF INVENTION: Exclusive Delivery of Content Within Geographic Areas

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$500	$0	$0	$500	06/27/2018

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: Maintenance fees are due in utility patents issuing on applications filed on or after Dec. 12, 1980. It is patentee's responsibility to ensure timely payment of maintenance fees when due. More information is available at www.uspto.gov/PatentMaintenanceFees.

PART B - FEE(S) TRANSMITTAL

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

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

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

118653 7590 03/27/2018
Ryan Hardin
P.O. BOX 271861
Houston, TX 77277

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

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

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

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nonprovisional	SMALL	$500	$0	$0	$500	06/27/2018

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

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

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

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

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

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

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

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

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

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

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

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15/694,786	09/02/2017	Ryan Hardin	0075652.00006	7432

118653 7590 03/27/2018

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

EXAMINER	
AJIBADE AKONAI, OLUMIDE	
ART UNIT	**PAPER NUMBER**
2641	

DATE MAILED: 03/27/2018

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

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

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

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

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 15/694,786	Applicant(s) HARDIN ET AL.	
	Examiner OLUMIDE T. AJIBADE AKONAI	Art Unit 2641	AIA (First Inventor to File) Status No

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

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

1. ☒ This communication is responsive to *claims submitted 12/07/2017*.
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on_____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are *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 _____.

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

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

DETAILED ACTION

Allowable Subject Matter

1. Claims 1-20 are allowed.

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

Conclusion

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

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

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

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

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

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	15694786
Filing Date	2017-09-02
First Named Inventor	Hardin, Ryan
Art Unit	
Examiner Name	
Attorney Docket Number	0075652.00006

U.S.PATENTS Remove

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /O.A/

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Attorney Docket Number	0075652.00006

	9	6810323		2004-10-26	Bullock et al.	
	10	6847888		2005-01-25	Fox et al.	
	11	6867733		2005-03-15	Sandhu et al.	
	12	7103368		2006-09-05	Teshima, Toru	
	13	7814106		2010-10-12	Guido et al.	
	14	9251520		2016-02-02	Shen et al.	

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

U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20080215524		2008-09-04	Fuchs et al.	
	2	20080262897		2008-10-23	Howarter et al.	
	3	20080307498		2008-12-11	Johnson et al.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /O.A/

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	Art Unit	
	Examiner Name	
	Attorney Docket Number	0075652.00006

	4	20080313039		2008-12-18	Altberge et al.	
	5	20090063424		2009-03-05	Iwamura et al.	
	6	20080154728		2008-06-26	Thomas	
	7	20080163073		2008-07-03	Becker et al.	
	8	20080162032		2008-07-03	Wuersch et al.	
	9	20040214550		2004-10-28	Jenkins	
	10	20070185768		2007-08-09	Vengroff et al.	
	11	20030064705		2003-04-03	Desiderio	
	12	20040220906		2004-11-04	Gargi et al.	
	13	20030198346		2003-10-23	Meifu et al.	
	14	20090024476		2009-01-22	Baar et al.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /O.A/

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	First Named Inventor	Hardin, Ryan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	0075652.00006

	15	20080004952		2008-01-03	Koli, Ari	
	16	20040253965		2004-12-16	Sato et al.	
	17	20100312646		2010-12-09	Gupta et al.	
	18	20060064346		2006-03-26	Steenstra et al.	
	19	20080098420		2008-04-24	Khivesara et al.	
	20	20030101454		2003-05-29	Ozer et al.	
	21	20100075697		2010-03-25	Gupta et al.	
	22	20090131080		2009-05-21	Nadler et al.	
	23	20090029721		2009-01-29	Doraswamy	

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /O.A/

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Examiner Name	
Attorney Docket Number	0075652.00006

	1						

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NON-PATENT LITERATURE DOCUMENTS Remove

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	AdMob, Inc., "Help for Advertisers–Ad Pricing", http://www.admob.com/home/help/helpfiles/Advertisers/Ad Pricing, 2009-05-19	
	2	AdMob, Inc., "Help for Advertisers–Target the Specific User You Want to Reach", http://www.admob.com/home/help/helpfiles/Advertisers/Target, 2009-05-19	
	3	AdMob, Inc., "iPhone for Advertisers", http://www.admob.com/home/help/helpfiles/Advertisers/iPhone Ad, 2009-05-19	
	4	Google, Inc., "What are the different options for targeting ads to mobile phones and devices?", https://adwords.google.com/support/bin/answer=107265&hl=en.sub.–US, 2009-05-18	
	5	Google, Inc., "How does customized targeting work?", http://adwords.google.com/support/bin/answer.py?answer=116, 2009-05-18	
	6	Google, Inc., "How are ads ranked?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6111, 2009-05-18	
	7	Google, Inc., "How do ads cycle through the search page results?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=87402, 2009-05-18	
	8	Google, Inc., "How do I create a mobile ad?", http://adwords.google.com/support/bin/answer=29488&cbid, 2009-05-18	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /O.A/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
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	Filing Date	2017-09-02
	First Named Inventor	Hardin, Ryan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	0075652.00006

	9	Google, Inc., "Lesson 3c: Language & Location Targeting", http://www.google.com/adwords/learningcenter/text/print-19158.html, 2009-05-19	
	10	Google, Inc., "What is position preference?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=31788, 2009-05-19	
	11	Google, Inc., "What are mobile ads?", http://adwords.google.com/support/bin/answer.py?answer=29492&cbid, 2009-05-18	
	12	Google, Inc., "Why can't I see my ad?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6105, 2009-05-18	
	13	Wayback Machine, "Iphone App Advertisement", http://www.blog.yieldbuild.com/2008/08/21/iphone-app-advertising/, 2008-08-24	

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

EXAMINER SIGNATURE

Examiner Signature	/OLUMIDE AJIBADE AKONAI/	Date Considered	03/05/2018

*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. /O.A/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15694786
Filing Date	2017-09-02
First Named Inventor	Hardin, Ryan
Art Unit	
Examiner Name	
Attorney Docket Number	0075652.00006

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)	
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. /O.A/

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. /O.A/

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15694786	HARDIN ET AL.
	Examiner	Art Unit
	OLUMIDE T AJIBADE AKONAI	2641

CPC- SEARCHED		
Symbol	Date	Examiner
H04W4/02 64/00 4/021 4/023 4/206 4/027 4/028 4/001 4/18 8/18 88/02	3/5/2018	OA
H04L67/18 67/306 67/20 67/26	3/5/2018	OA
G06Q30/02 30/0267 30/0261 30/0241 20/3224 30/0251 20/322	3/5/2018	OA

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

SEARCH NOTES		
Search Notes	Date	Examiner
EAST search	3/5/2018	OA
invenrtor search	3/5/2018	OA

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

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

Bibliographic Data

Application No: 15694786

Foreign Priority claimed: ○ Yes ◉ No

35 USC 119 (a-d) conditions met: ☐ Yes ☑ No ☐ Met After Allowance

Verified and Acknowledged: /OLUMIDE AJIBADE AKONAI/ (Examiner's Signature) | (Initials)

Title: Exclusive Delivery of Content Within Geographic Areas

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
09/02/2017	455	2641	0075652.00006
RULE			

APPLICANTS

INVENTORS

Ryan Hardin, Henderson, TX, UNITED STATES

Andrew Hill, Houston, TX, UNITED STATES

CONTINUING DATA

This application is a CON of 15009961 01/29/2016 PAT 9779418

15009961 is a CON of 14608285 01/29/2015 PAT 9286625

14608285 is a CON of 13856392 04/03/2013 PAT 8977247

13856392 is a CON of 12434094 05/01/2009 PAT 8433296

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

09/12/2017

STATE OR COUNTRY

UNITED STATES

ADDRESS

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

FILING FEE RECEIVED

$730

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L3	148	(((mobile wireless cellular) adj (device terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") same (advertisement$1 "sponsored content" "sponsored data" "sponsored information" informercial coupon$1) with (location position coordinate$1) with (application software app) and 455/414.1,414.2,456.1-456.6,418,419.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2018/03/05 08:35
L4	126	L3 AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR H04W4/023 OR H04W4/206 OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2018/03/05 08:35
L5	11	"12434094"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2018/03/05 08:40
L6	32	("20030064705" | "20030198346" | "20040214550" | "20040220906" | "20040253965" | "20060064346" | "20070185768" | "20080004952" | "20080098420" | "20080154728" | "20080162032" | "20080163073" | "20080215524" | "20080262897" | "20080307498" | "20080313039" | "20090024476" | "20090063424" | "20100312646" | "6810323" | "6847888" | "6867733" | "7009556" | "7080402" | "7089264" | "7096117" | "7103368" | "7124370" | "7200673" | "7207802" | "7219303" | "7814106").PN. OR ("9286625").URPN.	US-PGPUB; USPAT; USOCR	OR	OFF	2018/03/05 08:41
L7	10	(((mobile wireless cellular) adj (device terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") with (app application program) same request$3 near4 reserv$5 with (POI "point of interest" "area of interest" zone area location position) same (identifier "identification information")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2018/03/05 08:51
L8	35	(((mobile wireless cellular) adj (device	US-PGPUB;	OR	OFF	2018/03/05

		terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") same (advertisement$1 "sponsored content" "sponsored data" "sponsored information" informercial coupon$1) with (location position coordinate$1) with (application software app) same request$3 same identifier	USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			09:32
L9	6	"13693145"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2018/03/05 09:34
L10	6	"14845071"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2018/03/05 09:39
L11	10	("20040030930" | "20040139204" | "20060293085" | "20070011087" | "20080004985" | "20080160984" | "20080297311" | "20090315670" | "20100130179" | "20120019365").PN. OR ("9398083").URPN.	US-PGPUB; USPAT; USOCR	OR	OFF	2018/03/05 09:41
L13	7	(((mobile wireless cellular) adj (device terminal station phone)) "user equipment" WTRU "wireless communication device" "mobile communication device") with (advertisement$1 "sponsored content" "sponsored data" "sponsored information" informercial coupon$1) with (location position coordinate$1) with (application software app) with (identifier identification) same (longitude and latitude)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2018/03/05 09:56

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	37	("20030064705" | "20030101454" | "20030198346" | "20040214550" | "20040220906" | "20040253965" | "20060064346" | "20070185768" | "20080004952" | "20080098420" | "20080154728" | "20080162032" | "20080163073" | "20080215524" | "20080262897" | "20080307498" | "20080313039" | "20090024476" | "20090029721" | "20090063424" | "20090131080" | "20100075697" | "20100312646" | "6810323" | "6847888" | "6867733" | "7009556" | "7080402" | "7089264" | "7096117" | "7103368" | "7124370" | "7200673" | "7207802" | "7219303" | "7814106" | "9251520").PN.	US-PGPUB; USPAT	OR	OFF	2018/03/05 08:33
L2	37	Hardin.in. AND ((H04W4/02 OR H04W64/00 OR H04W4/021 OR H04W4/023 OR H04W4/206	US-PGPUB;	OR	OFF	2018/03/05 08:34

		OR H04W4/027 OR H04W4/028 OR H04W4/001 OR H04W4/18 OR H04W8/18 OR H04W88/02 OR H04L67/18 OR H04L67/306 OR H04L67/20 OR H04L67/26 OR G06Q30/02 OR G06Q30/0267 OR G06Q30/0261 OR G06Q30/0241 OR G06Q20/3224 OR G06Q30/0251 OR G06Q20/322).CPC.)	USPAT			
L12	4	(location and content and application and program and area and identifier and perimeter and request$3 and register$3 and select$3).clm.	US-PGPUB; USPAT	OR	OFF	2018/03/05 09:41

3/5/2018 10:02:42 AM
C:\Users\oajibadeakonai\Documents\EAST\Workspaces\15694786.wsp

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15694786	HARDIN ET AL.
	Examiner	**Art Unit**
	OLUMIDE T AJIBADE AKONAI	2641

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

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	20	
/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641	03/05/2018	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15694786	HARDIN ET AL.
	Examiner	**Art Unit**
	OLUMIDE T AJIBADE AKONAI	2641

US ORIGINAL CLASSIFICATION		INTERNATIONAL CLASSIFICATION														
CLASS	SUBCLASS	CLAIMED									NON-CLAIMED					
		G	0	6	Q	30 / 02 (2012.0)										
CROSS REFERENCE(S)		H	0	4	W	4 / 18 (2009.0)										
		H	0	4	W	4 / 02 (2018.0)										
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)	H	0	4	M	3 / 42 (2006.0)										
		H	0	4	L	29 / 08										

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	20	
/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641	03/05/2018	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15694786	HARDIN ET AL.
	Examiner	**Art Unit**
	OLUMIDE T AJIBADE AKONAI	2641

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

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
	1		17												
	2		18												
	3		19												
	4		20												
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	7														
	8														
	9														
	10														
	11														
	12														
	13														
	14														
	15														
	16														

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 20	
/OLUMIDE T AJIBADE AKONAI/ Primary Examiner.Art Unit 2641 (Primary Examiner)	03/05/2018 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 1

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/694,786	09/02/2017	Ryan Hardin	0075652.00006	7432

118653 7590 01/22/2018

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

EXAMINER	
AJIBADE AKONAI, OLUMIDE	

ART UNIT	PAPER NUMBER
2641	

NOTIFICATION DATE	DELIVERY MODE
01/22/2018	ELECTRONIC

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

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

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

patent.matters@pronetcorp.com

Applicant-Initiated Interview Summary	Application No.	Applicant(s)	
	15/694,786	HARDIN ET AL.	
	Examiner	Art Unit	
	OLUMIDE T. AJIBADE AKONAI	2641	

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

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

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

Date of Interview: *17 January 2018*.

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

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

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

Claim(s) discussed: *1*.

Identification of prior art discussed: *none*.

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

The applicant discussed the difference between the claims in the currently pending application and the claims in previous applications. Specifically, the applicant discussed changes to the current claims claims that make them different from the claims of the parent applications.

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

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

☐ Attachment

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

Summary of Record of Interview Requirements

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

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

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

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

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

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

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

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

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

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

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

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

Examiner to Check for Accuracy

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/694,786	09/02/2017	Ryan Hardin	0075652.00006

CONFIRMATION NO. 7432

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

PUBLICATION NOTICE

OC00000096243577

Title: Exclusive Delivery of Content Within Geographic Areas

Publication No.US-2017-0364954-A1
Publication Date:12/21/2017

NOTICE OF PUBLICATION OF APPLICATION

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

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

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Public Records Division. The Public Records Division can be reached by telephone at (571) 272-3150 or (800) 972-6382, by facsimile at (571) 273-3250, by mail addressed to the United States Patent and Trademark Office, Public Records Division, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at www.uspto.gov using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently https://portal.uspto.gov/pair/PublicPair. 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

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 15/694,786	Filing Date 09/02/2017	☐ 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 **12/07/2017**

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

AMENDMENT

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

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

LDRC
ADRIANE WINSTON

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

Certification Under 37 CFR 1.8

Date of Mailing or Transmission: 7 December 2017. I hereby certify that I have caused this correspondence and/or document(s) indicated herein on the date indicated above to be transmitted via the Office electronic filing system in accordance with 37 CFR 1.6(a)(4).

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ryan Hardin et al.
Application No.: 15/694,786
Filing Date: 02 September 2017
Title: Exclusive Delivery of Content Within Geographic Areas

Examiner: Perez Gutierrez, Rafael
Group Art Unit: 2642
Docket No.: 0075652.00006

PRELIMINARY AMENDMENT UNDER 37 CFR 1.115

Date: 7 December 2017

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

Dear Examiner:

This Preliminary Amendment is being filed under 37 CFR 1.115 and is being filed prior to the mailing of a first Office action on the merits with regard to the above-identified patent application ("the Instant Application"). Prior to examination, please amend the Instant Application as follows:

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

Remarks begin on page 12 of this correspondence; and

Conclusions begin on page 13 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 mobile device comprising:

memory;

at least one processor operably coupled to the memory;

a location-determination component; and

at least one module configured for execution by the at least one processor, wherein the at least one module comprises at least one instruction for:

receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest, wherein the at least one designated geographic area of interest in each of the one or more requests is being requested via said application program to be reserved for having a particular identifier associated with the at least one designated geographic area of interest provided to said application program after it has been determined, by at least use of the at least one processor and of location information representing [[a]]at least one physical geographic location of the mobile device as determined by the location-determination component, that the mobile device has at least entered the at least one designated geographic area of interest, and wherein each of the one or more requests comprises data representing a) said particular identifier, represented by a data string, as content provided via said application program to be associated with the at least one designated geographic area of interest, and b) at least one latitude value, at least one longitude value, and at least one radius value, each being provided via said application program, to be used for defining the at least one designated geographic area of interest;

registering said application program, in the memory, for having said particular identifier provided to said application program after it has been determined, by at least use of the at least one processor and of the location

information, that the mobile device has at least entered the at least one designated geographic area of interest;

storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one designated geographic area of interest;

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

after it has been determined, by at least use of the at least one processor, ~~and~~ of the location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least a designated length of time, ~~selecting, from the memory,~~ providing at least said particular identifier associated with the at least one record stored in the memory to said application program. ~~as stored therein; and~~

~~providing at least said particular identifier to said application program, subject to the selecting.~~

2. (Currently Amended) The mobile device of claim 1 wherein the at least one module further comprises at least one instruction for:

~~storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one designated geographic area of interest;~~

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

determining, by at least use of the at least one processor, of the ~~mobile device~~ location information, and of the at least one designated geographic area of

interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least the designated length of time.

3. (Original) The mobile device of claim 2 wherein:

storing the at least one record includes storing the at least one record after availability for the at least one designated geographic area of interest to be reserved per each of the one or more requests has been positively determined; and

the at least one module further comprises at least one instruction for:

determining availability for the at least one designated geographic area of interest to be reserved for said application program.

4. (Currently Amended) The mobile device of claim 2 wherein the at least one module further comprises at least one instruction for:

after providing at least said particular identifier associated with the at least one record stored in the memory to said application program, ~~subject to the selecting,~~ displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via said application program, content related to the at least one designated geographic area of interest.

5. (Original) The mobile device of claim 2 wherein the at least one module further comprises at least one instruction for:

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

6. (Original) The mobile device of claim 2 wherein the at least one module further comprises at least one instruction for:

receiving a data value representing the designated length of time.

7. (Original) The mobile device of claim 2 wherein the at least one instruction for receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest includes being at least one instruction for receiving, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other designated geographic area of interest.

8. (Original) The mobile device of claim 7 wherein the at least one module further comprises at least one instruction for:

using the at least one designated geographic area of interest with said particular identifier to establish the at least one designated geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at least one other application program.

9. (Currently Amended) The mobile device of claim 2 wherein:

~~selecting, from the memory,~~ providing at least said particular identifier ~~as stored therein~~ associated with the at least one record stored in the memory to said application program after it has been determined, by at least use of the at least one processor, ~~and~~ of the location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest and has remained therein for at least a designated length of time includes ~~selecting, from the memory,~~ providing at least said particular identifier ~~as stored therein~~ associated with the at least one record stored in the memory to said application program after it has been determined, by at least use of the at least one processor, ~~and~~ of the location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device, following a designated start time and during a

designated duration of time, has at least entered the at least one designated geographic area of interest and has remained therein for at least the designated length of time; and

the at least one module further comprises at least one instruction for:

receiving a data value representing the designated duration of time.

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

receiving, on a mobile device, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest, wherein the at least one designated geographic area of interest in each of the one or more requests is being requested via said application program to be reserved for having a particular identifier associated with the at least one designated geographic area of interest provided to said application program after it has been determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing [[a]]at least one physical geographic location of the mobile device as determined by a location-determination component tangibly embodied by the mobile device, that the mobile device has at least entered the at least one designated geographic area of interest, and wherein each of the one or more requests comprises data representing a) said particular identifier, represented by a data string, as content provided via said application program to be associated with the at least one designated geographic area of interest, and b) at least one latitude value, at least one longitude value, and at least one radius value, each being provided via said application program, to be used for defining the at least one designated geographic area of interest;

registering said application program, in a memory tangibly embodied by the mobile device, for having said particular identifier provided to said application program after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one

designated geographic area of interest;

storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one designated geographic area of interest;

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

after it has been determined, by at least use of the at least one processor, ~~and~~ of the location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least a designated length of time, ~~selecting, from the memory,~~ providing at least said particular identifier associated with the at least one record stored in the memory to said application program. ~~as stored therein; and~~

~~providing at least said particular identifier to said application program, subject to the selecting.~~

11. (Currently Amended) The computer readable medium of claim 10 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

~~storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one designated geographic area of interest;~~

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

determining, by at least use of the at least one processor, of the ~~mobile device~~ location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application

program, that the mobile device has at least entered the at least one designated geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least the designated length of time.

12. (Original) The computer readable medium of claim 11 wherein:

storing the at least one record includes storing the at least one record after availability for the at least one designated geographic area of interest to be reserved per each of the one or more requests has been positively determined; and

the at least one program of computer executable instructions further comprises at least one instruction for:

determining availability for the at least one designated geographic area of interest to be reserved for said application program.

13. (Currently Amended) The computer readable medium of claim 11 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

after providing at least said particular identifier <u>associated with the at least one record stored in the memory</u> to said application program, ~~subject to the selecting,~~ displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via said application program, content related to the at least one designated geographic area of interest.

14. (Original) The computer readable medium of claim 11 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

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

15. (Original) The computer readable medium of claim 11 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

receiving a data value representing the designated length of time.

16. (Original) The computer readable medium of claim 11 wherein the at least one instruction for receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest includes being at least one instruction for receiving, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other designated geographic area of interest.

17. (Original) The computer readable medium of claim 16 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

using the at least one designated geographic area of interest with said particular identifier to establish the at least one designated geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at least one other application program.

18. (Currently Amended) The computer readable medium of claim 11 wherein:

~~selecting, from the memory,~~ providing at least said particular identifier ~~as stored therein~~ associated with the at least one record stored in the memory to said application program after it has been determined, by at least use of the at least one processor, ~~and~~ of the location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest and has remained therein for at least a designated length of time includes ~~selecting, from the memory,~~ providing at least said particular identifier ~~as stored therein~~ associated with the at least one record stored in the memory to said application program after it has been determined, by at least use of the at least one processor, ~~and~~ of the location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device, following a designated start time and during a

designated duration of time, has at least entered the at least one designated geographic area of interest and has remained therein for at least the designated length of time; and

the at least one program of computer executable instructions further comprises at least one instruction for:

receiving a data value representing the designated duration of time.

19. (Currently Amended) A method comprising:

sending a request, via a particular application program executing in a mobile device, to at least one program of computer executable instructions operating in the mobile device, to reserve a particular designated geographic area of interest for having a specific identifier associated with the particular designated geographic area of interest provided to the particular application program after it has been determined that the mobile device has at least entered the particular designated geographic area of interest, wherein the request comprises data representing a) the specific identifier to be associated with the particular designated geographic area of interest, and b) a particular latitude value, a particular longitude value, and a particular radius value to be used for defining the particular designated geographic area of interest, and wherein the at least one program of computer executable instructions comprises at least one instruction for:

receiving, on the mobile device, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest, wherein the at least one designated geographic area of interest in each of the one or more requests is being requested via said application program to be reserved for having a particular identifier associated with the at least one designated geographic area of interest provided to said application program after it has been determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing [a]]at least one physical geographic location of the mobile device as determined by a location-determination component tangibly embodied by the mobile

device, that the mobile device has at least entered the at least one designated geographic area of interest, and wherein each of the one or more requests comprises data representing a) said particular identifier, represented by a data string, as content provided via said application program to be associated with the at least one designated geographic area of interest, and b) at least one latitude value, at least one longitude value, and at least one radius value, each being provided via said application program, to be used for defining the at least one designated geographic area of interest;

registering said application program, in a memory tangibly embodied by the mobile device, for having said particular identifier provided to said application program after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one designated geographic area of interest;

storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one designated geographic area of interest;

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

after it has been determined, by at least use of the at least one processor, ~~and~~ of the location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least a designated length of time, ~~selecting, from the memory,~~ providing at least said particular identifier associated with the at least one record stored in the memory to said application program ~~as stored therein; and~~

~~providing at least said particular identifier to said application program, subject~~

~~to the selecting.~~

20. (Original) The method of claim 19, further comprising:

implementing, in the mobile device, the at least one program of computer executable instructions.

REMARKS

This Preliminary Amendment is being filed prior to the mailing of a first Office action on the merits with regard to the above-identified application. By the above amendments, Applicants have amended claims 1-2, 4, 9-11, 13, and 18-19. The Applicants submit that the amended claims a) provide proper protection of and/or clarity to the claimed invention, b) do not involve the introduction of any new matter and, c) are fully supported by the Instant Application as filed. Accordingly, claims 1-20 are pending in the above-identified application, and the Applicants respectfully request the Examiner to consider and timely allow claims 1-20.

Home Depot - Exhibit 1021 - Page 106

CONCLUSION

The Applicants respectfully request the Examiner to consider and timely allow claims 1-20. If there are any matters that can be discussed by telephone to further the prosecution of this case, the Applicants respectfully request that the Examiner phone the undersigned at 903.702.5420 at the Examiner's convenience.

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

Ryan Hardin
P.O. Box 271861
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Electronic Acknowledgement Receipt

EFS ID:	31160411
Application Number:	15694786
International Application Number:	
Confirmation Number:	7432
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	0075652.00006
Receipt Date:	07-DEC-2017
Filing Date:	02-SEP-2017
Time Stamp:	15:14:47
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	Preliminary Amendment	PreliminaryAmendmentFinal.pdf	334359 c04546ad02f8d0bcd178a2015504c9d1472b004d	no	14

Warnings:

Information:	
Total Files Size (in bytes):	334359

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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.

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

PTO/SB/439 (11-15)

AUTHORIZATION FOR INTERNET COMMUNICATIONS IN A PATENT APPLICATION OR REQUEST TO WITHDRAW AUTHORIZATION FOR INTERNET COMMUNICATIONS		
	Application No.	15/694786
	Filing Date	02 September 2017
	First Named Inventor	Hardin, Ryan
	Art Unit	2642
	Examiner Name	Perez Gutierrez, Rafael
	Practitioner Docket No.	0075652.00006

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

I. To authorize permission for Internet Communications.

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

II. To withdraw authorization for Internet Communications.

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

I am the

☑ applicant.

☐ attorney or agent of record. Registration number _____.

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

/Andrew S. Hill/ — Signature

07 December 2017 — Date

Andrew S. Hill — Typed or printed name

903.702.5420 — Telephone Number

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

☑ * Total of 2 forms are submitted.

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

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

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

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

PTO/SB/439 (11-15)

AUTHORIZATION FOR INTERNET COMMUNICATIONS IN A PATENT APPLICATION OR REQUEST TO WITHDRAW AUTHORIZATION FOR INTERNET COMMUNICATIONS		
	Application No.	15/694786
	Filing Date	02 September 2017
	First Named Inventor	Hardin, Ryan
	Art Unit	2642
	Examiner Name	Perez Gutierrez, Rafael
	Practitioner Docket No.	0075652.00006

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

I. To authorize permission for Internet Communications.

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

II. To withdraw authorization for Internet Communications.

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

I am the

☑ applicant.

☐ attorney or agent of record. Registration number _____.

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

/Ryan J. Hardin/ — Signature

07 December 2017 — Date

Ryan J. Hardin — Typed or printed name

903.702.5420 — Telephone Number

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

☑ * Total of 2 forms are submitted.

Privacy Act Statement

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

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

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
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9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Electronic Acknowledgement Receipt

EFS ID:	31160765
Application Number:	15694786
International Application Number:	
Confirmation Number:	7432
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	0075652.00006
Receipt Date:	07-DEC-2017
Filing Date:	02-SEP-2017
Time Stamp:	15:26:50
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Internet Communications Authorized	sb0439_andrew.pdf	72022 93b8e2d153064ab0a7e58471175714d38c3e65bf	no	2

Warnings:

Information:					
2	Internet Communications Authorized	sb0439_ryan.pdf	72202 adc624317312c34b81d5f221e4c3b9742082aa6e	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	144224	

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

USPTO Automated Interview Request (AIR)

Dec 7 2017

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

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

Name(s):
Ryan J Hardin

S-signature:
/Ryan J Hardin/

Registration Number:

U.S. Application Number:
15694786

Confirmation Number:
7432

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

Phone Number:
9037025420

Proposed Time of Interview:
1-17-2018 12:00 PM ET

Prefered Interview Type:
Video Conference

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

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 15/694,786

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	70		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	300		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	360		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	20 minus 20 =	*	x 40 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*	x 210 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	730		TOTAL	

APPLICATION AS AMENDED - PART II

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

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
15/694,786	09/02/2017		730	0075652.00006	20	3

CONFIRMATION NO. 7432

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

FILING RECEIPT

OC000000094019107

Date Mailed: 09/14/2017

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

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

Applicant(s)

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

Power of Attorney: The patent practitioners associated with Customer Number 118653

Domestic Priority data as claimed by applicant

This application is a CON of 15/009,961 01/29/2016 PAT 9779418
which is a CON of 14/608,285 01/29/2015 PAT 9286625
which is a CON of 13/856,392 04/03/2013 PAT 8977247
which is a CON of 12/434,094 05/01/2009 PAT 8433296

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 09/12/2017

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/694,786**

Projected Publication Date: 12/21/2017

Non-Publication Request: No

Early Publication Request: No
**** SMALL ENTITY ****
Title

Exclusive Delivery of Content Within Geographic Areas

Preliminary Class

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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

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

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit http://www.SelectUSA.gov or call +1-202-482-6800.

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	
Filing Date	02-September-2017
First Named Inventor	Hardin, Ryan
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 02-September-2017
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.**

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.

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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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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	
Filing Date	02-September-2017
First Named Inventor	Hardin, Ryan
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 02-September-2017
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.

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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.

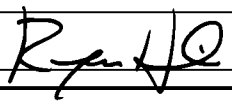
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.

LEGAL NAME OF INVENTOR

Inventor: Ryan Hardin Date (Optional): 02-September-2017

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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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:

- [x] 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): 02-September-2017

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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4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
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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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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00006
	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	State/Province	Country of Residence
Henderson	TX	US

Mailing Address of Inventor:

Address 1	P.O. Box 271861
Address 2	
City	Houston
State/Province	TX
Postal Code	77277
Country	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Andrew		Hill	

Residence Information (Select One) ◉ US Residency Non US Residency Active US Military Service

City	State/Province	Country of Residence
Houston	TX	US

Mailing Address of Inventor:

Address 1	P.O. Box 271861
Address 2	
City	Houston
State/Province	TX
Postal Code	77277
Country	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00006
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

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

Customer Number	118653		
Email Address	patent.matters@pronetcorp.com	Add Email	Remove Email

Application Information:

Title of the Invention	Exclusive Delivery of Content Within Geographic Areas		
Attorney Docket Number	0075652.00006	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	7	**Suggested Figure for Publication (if any)**	1

Filing By Reference:

Only complete this section when filing an application by reference under 35 U.S.C. 111(c) and 37 CFR 1.57(a). Do not complete this section if application papers including a specification and any drawings are being filed. Any domestic benefit or foreign priority information must be provided in the appropriate section(s) below (i.e., "Domestic Benefit/National Stage Information" and "Foreign Priority Information").

For the purposes of a filing date under 37 CFR 1.53(b), the description and any drawings of the present application are replaced by this reference to the previously filed application, subject to conditions and requirements of 37 CFR 1.57(a).

Application number of the previously filed application	Filing date (YYYY-MM-DD)	Intellectual Property Authority or Country

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

☐ **Request Not to Publish.** I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application **has not and will not** be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32).
Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

Please Select One:	● Customer Number	US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number	118653		

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00006
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.
When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Pending			Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)	
	Continuation of	15009961	2016-01-29	

Prior Application Status	Patented	Remove

Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
15009961	Continuation of	14608285	2015-01-29	9286625	2016-03-15

Prior Application Status	Patented	Remove

Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
14608285	Continuation of	13856392	2013-04-03	8977247	2015-03-10

Prior Application Status	Patented	Remove

Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
13856392	Continuation of	12434094	2009-05-01	8433296	2013-04-30

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button. Add

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)[i] the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Remove

Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button. Add

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00006
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.
NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00006
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

Authorization or Opt-Out of Authorization to Permit Access:

When this Application Data Sheet is properly signed and filed with the application, applicant has provided written authority to permit a participating foreign intellectual property (IP) office access to the instant application-as-filed (see paragraph A in subsection 1 below) and the European Patent Office (EPO) access to any search results from the instant application (see paragraph B in subsection 1 below).

Should applicant choose not to provide an authorization identified in subsection 1 below, applicant **must opt-out** of the authorization by checking the corresponding box A or B or both in subsection 2 below.

NOTE: This section of the Application Data Sheet is **ONLY** reviewed and processed with the **INITIAL** filing of an application. After the initial filing of an application, an Application Data Sheet cannot be used to provide or rescind authorization for access by a foreign IP office(s). Instead, Form PTO/SB/39 or PTO/SB/69 must be used as appropriate.

1. Authorization to Permit Access by a Foreign Intellectual Property Office(s)

A. Priority Document Exchange (PDX) - Unless box A in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the State Intellectual Property Office of the People's Republic of China (SIPO), the World Intellectual Property Organization (WIPO), and any other foreign intellectual property office participating with the USPTO in a bilateral or multilateral priority document exchange agreement in which a foreign application claiming priority to the instant patent application is filed, access to: (1) the instant patent application-as-filed and its related bibliographic data, (2) any foreign or domestic application to which priority or benefit is claimed by the instant application and its related bibliographic data, and (3) the date of filing of this Authorization. See 37 CFR 1.14(h)(1).

B. Search Results from U.S. Application to EPO - Unless box B in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the EPO access to the bibliographic data and search results from the instant patent application when a European patent application claiming priority to the instant patent application is filed. See 37 CFR 1.14(h)(2).

The applicant is reminded that the EPO's Rule 141(1) EPC (European Patent Convention) requires applicants to submit a copy of search results from the instant application without delay in a European patent application that claims priority to the instant application.

2. Opt-Out of Authorizations to Permit Access by a Foreign Intellectual Property Office(s)

☐ A. Applicant **DOES NOT** authorize the USPTO to permit a participating foreign IP office access to the instant application-as-filed. If this box is checked, the USPTO will not be providing a participating foreign IP office with any documents and information identified in subsection 1A above.

☐ B. Applicant **DOES NOT** authorize the USPTO to transmit to the EPO any search results from the instant patent application. If this box is checked, the USPTO will not be providing the EPO with search results from the instant application.

NOTE: Once the application has published or is otherwise publicly available, the USPTO may provide access to the application in accordance with 37 CFR 1.14.

PTO/AIA/14 (11-15)
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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00006
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

Applicant Information:

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

Applicant 1 Remove

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00006
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

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Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.

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Signature	/Ryan Hardin/			Date (YYYY-MM-DD)	2017-09-02
First Name	Ryan	Last Name	Hardin	Registration Number	

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	0075652.00006
	Application Number	
Title of Invention	Exclusive Delivery of Content Within Geographic Areas	

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First Name	Andrew	Last Name	Hill	Registration Number	

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EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This continuation patent application claims priority from co-pending United States Non-provisional Patent Application having Serial No. 15/009,961, filed 29-January-2016, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", which claims priority from co-pending United States Non-provisional Patent Application having Serial No. 14/608,285, filed 29-January-2015, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS" , now U.S. Patent No. 9,286,625 issued on 15-March-2016, which claims priority from co-pending United States Non-provisional Patent Application having Serial No. 13/856,392, filed 03-April-2013, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", now U.S. Patent No. 8,977,247 issued on 10-March-2015, which claims priority from co-pending United States Non-provisional Patent Application having Serial No. 12/434,094, filed 01-May-2009, entitled "EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS", now U.S. Patent No. 8,433,296 issued on 30-April-2013, all having a common applicant herewith and being incorporated herein in their entirety by reference.

FIELD

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

BACKGROUND

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

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

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

SUMMARY

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

embodiments, a sponsor is selected based on a relationship between the target location and one or more reserved geographic areas. Content is then provided to the application program.

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

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

[0009] In at least one embodiment, the content delivery system reserves exclusive interests in geographic areas for particular sponsors based on the sponsors' requests, and store a record of that interest. In some embodiments, the content delivery system receives, from a sponsor, content to be delivered to mobile devices based on a target location being positioned within particular geographic areas. The content delivery system can also reserve an interest in geographic areas that

remain unreserved by other sponsors. Furthermore, some embodiments include time based restrictions.

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

BRIEF DESCRIPTION OF THE DRAWINGS

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

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

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

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

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

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

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

DETAILED DESCRIPTION

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

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

[0020] In some embodiments, a registered application program is provided to mobile devices by developer platform 108, content delivery platform 112, one of sponsor A 121, sponsor C 123, or sponsor B 125, or by another desired delivery mechanism. In some embodiments, registering the

application program with content delivery platform 112 allows developer 108 to receive revenue from sponsor A 121, sponsor C 123, or sponsor B 125 for content displayed on a mobile device located within, or in proximity to, a geographical area reserved by one or more of the sponsors.

[0021] Sponsor A 121, sponsor C 123, or sponsor B 125 can reserve an exclusive interest in a particular geographic area by sending a request to content delivery platform 112. In some embodiments, the request can be for exclusive delivery of content to mobile devices running any registered application within given geographic areas, or for content to be delivered to particular registered applications based on a target location. The request can also include time limitations, limitations based on the length of time a mobile device remains within a given geographic area, or other desired limitations. Furthermore, the reserved interest can be either completely exclusive, or semi-exclusive.

[0022] System 100 can include a network, for example Internet 131, through which content delivery platform 112, can communicate to other networked devices; and communication towers 144, which can include AM or FM broadcast towers, mobile telephone stations, or other suitable communication infrastructure, including satellites (not illustrated) that might be useful in providing content based on a target location. Content delivery platform 112 can use this communication infrastructure to communicate with various computing devices, including portable computer 179, which may include laptop computers, desktop computers, palmtop computers, tablet computers, digital video recorders (DVRs), television set-top boxes, or any of various general or dedicated purpose computers that can be carried or transported; wireless device 177, which can include personal digital assistants (PDAs), cellular telephones, personal communication system (PCS) devices, music players, video players, gaming consoles, or portable televisions; or

any of various devices that may be included in, or carried by, motor vehicles 171, 173, or 175, including navigation systems, satellite radios, or the like. It should be noted that the term "mobile device" can include all computing devices as listed above that can communicate with content delivery platform 112, that the above listing of devices is not exhaustive, and that a device that qualifies as one type of device may also be considered to be of another type. For example, a mobile phone may also be a general purpose computing device, a radio, a television, and a navigation system.

[0023] Still referring to Figure 1, consider first motor vehicle 171, which is located within sponsor A's reserved geographic area 143. A driver of first motor vehicle 171 can receive advertisements or other content from Sponsor A via a registered application running on a radio, a PDA, a cellular telephone, a laptop, or a global positioning navigation device (none of which are specifically illustrated). In this example, because first motor vehicle 171 is located within sponsor A's reserved geographic area 143, content delivery platform 121 provides content exclusively related to sponsor A 121; advertisements or other content from sponsor C 123 and sponsor B 125 can be excluded.

[0024] Portable computer 179 can be connected to Internet 131 via a hardwired network connection, a Wi-Fi connection or other suitable communication connection. In some embodiments, if portable computer 179 is running a registered program application, the user of portable computer 179 will receive content related exclusively to sponsor A as long as he is within sponsor A's reserved geographic area 143. In some embodiments, the driver of first motor vehicle 171 and the user of laptop 179 will still be able to receive advertisements from other sponsors

through devices not running a program that has been registered on content delivery platform 112, or through non-registered programs running on the same device.

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

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

[0027] In this example, both second motor vehicle 173 and wireless device 177 are located within sponsor B's reserved geographic area 145. The driver of second motor vehicle 173 and the

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

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

[0029] Because third motor vehicle 175 is within sponsor A and sponsor C's reserved geographic area 147, a mobile device carried by third motor vehicle 175 can receive advertising content from either or both sponsor A and sponsor C. In some embodiments, the interest in sponsor A and sponsor C's reserved geographic area 147 can be equally divided between sponsor A 121 and sponsor C 123, while in other embodiments one of sponsor A 121 and sponsor C 123 can have

an interest superior to that of the other. In some embodiments, content delivery platform 112 can deliver advertisements or other content related to Sponsor A at selected times, while content related to Sponsor C is delivered at other times. Additionally, content related to sponsor A may be delivered via a first registered application, while content related to sponsor C can be delivered via a second registered application. Thus, sponsors can advertise or provide other content to members of particular demographics based on a type of application a particular demographic is more likely to use.

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

[0031] In response to receiving the target location information 216 from object of interest 233, registered application 231 can send a request 213 to content delivery platform 212. The request

can include, but is not limited to, information indicating the location of object of interest 233, a request for content, information indicating the location of registered application 231, information indicating the identity of the registered application 231, and a previously received request identifier.

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

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

[0034] Note that in the illustrated embodiment, despite the fact that registered application 231 is located within first sponsor's reserved area 207, the information delivered to registered application

231 can be content related exclusively to second sponsor's reserved area 205, in which object of interest 233 is located. This is because, in the illustrated embodiment, the target location is the location of object of interest 233, rather than the location of a mobile device executing registered application 231.

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

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

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

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

[0039] In some embodiments, target location G 392 can be a mobile device running two or more registered applications, and can receive content related to sponsor A, because the mobile device

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

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

increasing the radius. So, for example, after a first check finds no advertiser reserved areas within search areas 341 or 351, the search areas can be increased to encompass areas 343 and 353, respectively.

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

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

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

[0044] Additional techniques accounting for the proximity of exclusively reserved advertising areas and sponsor's physical locations with respect to mobile device locations can be implemented according to the teaching set forth herein. For example, in some embodiments, sponsors may obtain an interest in all otherwise unreserved geographic areas. For example, a content delivery system can deliver content from a "default" sponsor, if it is determined that no other content is to be delivered to a mobile device.

[0045] Referring next to Figure 4, a method 400 for allowing sponsors to reserve particular geographic areas will be discussed according to embodiments of the present disclosure. Method 400 begins, as illustrated by block 401. As illustrated by block 403, a content delivery platform, for example content delivery platform 112 as illustrated in Figure 1, can receive a request for

sponsor registration, which can also include receiving physical address location from the sponsor. As illustrated by block 405, the sponsor can establish perimeters defining geographic areas of exclusive or semi-exclusive control. These geographic areas are areas the sponsor wishes to reserve for delivery of his own advertisements or other content controlled by the sponsor.

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

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

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

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

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

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

[0051] Referring next to Figure 5, a method 500 of registering an application program for use in conjunction with a content delivery platform is illustrated according to various embodiments of the present disclosure. Method 500 begins as illustrated by block 501. As illustrated by block 503,

an application can be registered on a content delivery platform in response to a request by a developer, for example developer 108 as illustrated in Figure 1. As illustrated by block 505, a request for content can be received from a device running a registered application. In some embodiments, the same registered application may be executed on any of various mobile devices, including mobile telephones, personal digital assistants, laptops, and the like. Furthermore, multiple devices may execute copies of the same registered application, multiple different registered applications may be executed on a single mobile device, and multiple different registered applications may be executed on multiple devices.

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

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

[0054] As illustrated by block 511, selected content can be provided to an application for display on a mobile device. In at least one embodiment, different content from the same sponsor can be provided to the same device for display within different applications, or the same content from the same sponsor can be displayed for all mobile devices running all registered applications that have target locations within the delivery area for the content. For example, a first program run on a mobile device may display a first advertisement within that program while a second program running on the same device may display a second advertisement, which is different from the first advertisement. In some embodiments in which an interest in a particular geographic area is shared between multiple sponsors, a primary sponsor's content can be exclusively displayed via a first registered application running on a particular mobile device, while content from other sponsors can be displayed via a second and subsequent applications running on the same mobile device.

[0055] As illustrated by block 513, if the target location is not within a sponsor's reserved area, a determination can be made regarding whether at least one sponsor's presence is within a first predetermined radius of the target location. In some embodiments, a determination is made regarding whether a sponsor's physical location is within a predetermined radius of the target

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

[0056] As illustrated by block 519, content from a randomly or pseudo-randomly selected sponsor can be delivered to a mobile device if the target location is not within a desired proximity to a sponsor's reserved area. In some embodiments, rather than delivering content randomly, content selections can be made based on desired criteria. Content related to a sponsor that reserved all otherwise unallocated space can be delivered to a mobile device executing a registered application. In some such embodiments, if any particular geographic areas have not yet been reserved, or if any device requesting content does not have a target location contained within a reserved geographic area, the default sponsor's content can be delivered to the mobile device. Method 500 ends as illustrated by block 521.

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

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

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

forward information associated with a target location to the content delivery platform, or the content delivery server can obtain location information from a third party application or device, from a home location register (HLR), from a visiting location register (VLR), from raw, differential, processed or semi-processed GPS data, from power signals used in code-division multiple access (CDMA) or other wireless communications systems, or otherwise.

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

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

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

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

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

connected via a specialized bus 711. In some embodiments, CPU A 705 or CPU B 707 may be a specialized processor, such as a graphics processor, other co-processor, or the like.

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

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

[0067] Various disclosed embodiments can be implemented in hardware, software, or a combination containing both hardware and software elements. In one or more embodiments, the invention is implemented in software, which includes but is not limited to firmware, resident

software, microcode, etc. Some embodiments may be realized as a computer program product, and may be implemented as a computer-usable or computer-readable medium embodying program code for use by, or in connection with, a computer, a processor, or other suitable instruction execution system.

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

[0069] Various embodiments have been described for delivering content related to a commercial media program. Other variations and modifications of the embodiments disclosed may be made based on the description provided, without departing from the scope of the invention as set forth in the following claims.

WHAT IS CLAIMED IS:

1. A mobile device comprising:

memory;

at least one processor operably coupled to the memory;

a location-determination component; and

at least one module configured for execution by the at least one processor, wherein the at least one module comprises at least one instruction for:

receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest, wherein the at least one designated geographic area of interest in each of the one or more requests is being requested via said application program to be reserved for having a particular identifier associated with the at least one designated geographic area of interest provided to said application program after it has been determined, by at least use of the at least one processor and of location information representing a physical geographic location of the mobile device as determined by the location-determination component, that the mobile device has at least entered the at least one designated geographic area of interest, and wherein each of the one or more requests comprises data representing a) said particular identifier, represented by a data string, as content provided via said application program to be associated with the at least one designated geographic area of interest, and b) at least one latitude value, at least one longitude value, and at least one radius value, each being provided via said application program, to be used for defining the at least one designated geographic area of interest;

registering said application program, in the memory, for having said particular identifier provided to said application program after it has been determined, by at least use of the at least one processor and of the location

information, that the mobile device has at least entered the at least one designated geographic area of interest;

after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one designated geographic area of interest and has remained therein for at least a designated length of time, selecting, from the memory, said particular identifier as stored therein; and

providing at least said particular identifier to said application program, subject to the selecting.

2. The mobile device of claim 1 wherein the at least one module further comprises at least one instruction for:

storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one designated geographic area of interest;

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

determining, by at least use of the at least one processor, of the mobile device location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least the designated length of time.

3. The mobile device of claim 2 wherein:

storing the at least one record includes storing the at least one record after availability for the at least one designated geographic area of interest to be reserved per each of the one or more requests has been positively determined; and

the at least one module further comprises at least one instruction for:

determining availability for the at least one designated geographic area of interest to be reserved for said application program.

4. The mobile device of claim 2 wherein the at least one module further comprises at least one instruction for:

after providing at least said particular identifier to said application program, subject to the selecting, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via said application program, content related to the at least one designated geographic area of interest.

5. The mobile device of claim 2 wherein the at least one module further comprises at least one instruction for:

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

6. The mobile device of claim 2 wherein the at least one module further comprises at least one instruction for:

receiving a data value representing the designated length of time.

7. The mobile device of claim 2 wherein the at least one instruction for receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest includes being at least one instruction for receiving, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other designated geographic area of interest.

8. The mobile device of claim 7 wherein the at least one module further comprises at least one instruction for:

using the at least one designated geographic area of interest with said particular identifier to establish the at least one designated geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at least one other application program.

9. The mobile device of claim 2 wherein:

selecting, from the memory, said particular identifier as stored therein after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one designated geographic area of interest and has remained therein for at least a designated length of time includes selecting, from the memory, said particular identifier as stored therein after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device, following a designated start time and during a designated duration of time, has at least entered the at least one designated geographic area of interest and has remained therein for at least the designated length of time; and

the at least one module further comprises at least one instruction for:

receiving a data value representing the designated duration of time.

10. A non-transitory computer readable medium tangibly embodying at least one program of computer executable instructions, wherein the at least one program of computer executable instructions comprises at least one instruction for:

receiving, on a mobile device, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest, wherein the at least one designated geographic area of interest in each of the one or more requests is being requested via said

application program to be reserved for having a particular identifier associated with the at least one designated geographic area of interest provided to said application program after it has been determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing a physical geographic location of the mobile device as determined by a location-determination component tangibly embodied by the mobile device, that the mobile device has at least entered the at least one designated geographic area of interest, and wherein each of the one or more requests comprises data representing a) said particular identifier, represented by a data string, as content provided via said application program to be associated with the at least one designated geographic area of interest, and b) at least one latitude value, at least one longitude value, and at least one radius value, each being provided via said application program, to be used for defining the at least one designated geographic area of interest;

registering said application program, in a memory tangibly embodied by the mobile device, for having said particular identifier provided to said application program after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one designated geographic area of interest;

after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one designated geographic area of interest and has remained therein for at least a designated length of time, selecting, from the memory, said particular identifier as stored therein; and

providing at least said particular identifier to said application program, subject to the selecting.

11. The computer readable medium of claim 10 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

storing, in the memory, at least one record, for said application program, associated with said particular identifier and the at least one designated geographic area of interest;

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

determining, by at least use of the at least one processor, of the mobile device location information, and of the at least one designated geographic area of interest associated with the at least one record stored in the memory for said application program, that the mobile device has at least entered the at least one designated geographic area of interest associated with the at least one record stored in the memory and has remained therein for at least the designated length of time.

12. The computer readable medium of claim 11 wherein:

storing the at least one record includes storing the at least one record after availability for the at least one designated geographic area of interest to be reserved per each of the one or more requests has been positively determined; and

the at least one program of computer executable instructions further comprises at least one instruction for:

determining availability for the at least one designated geographic area of interest to be reserved for said application program.

13. The computer readable medium of claim 11 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

after providing at least said particular identifier to said application program, subject to the selecting, displaying, on the mobile device via a graphical user interface tangibly embodied by the mobile device and via said application program, content related to the at least one designated geographic area of interest.

14. The computer readable medium of claim 11 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

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

15. The computer readable medium of claim 11 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

receiving a data value representing the designated length of time.

16. The computer readable medium of claim 11 wherein the at least one instruction for receiving, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest includes being at least one instruction for receiving, from at least one other application program during its execution in the mobile device, one or more other requests to reserve at least one other designated geographic area of interest.

17. The computer readable medium of claim 16 wherein the at least one program of computer executable instructions further comprises at least one instruction for:

using the at least one designated geographic area of interest with said particular identifier to establish the at least one designated geographic area of interest in each of the one or more requests as an area reserved for content related to said application program and not an area reserved for content related to the at least one other application program.

18. The computer readable medium of claim 11 wherein:

selecting, from the memory, said particular identifier as stored therein after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one designated

geographic area of interest and has remained therein for at least a designated length of time includes selecting, from the memory, said particular identifier as stored therein after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device, following a designated start time and during a designated duration of time, has at least entered the at least one designated geographic area of interest and has remained therein for at least the designated length of time; and

the at least one program of computer executable instructions further comprises at least one instruction for:

receiving a data value representing the designated duration of time.

19. A method comprising:

sending a request, via a particular application program executing in a mobile device, to at least one program of computer executable instructions operating in the mobile device, to reserve a particular designated geographic area of interest for having a specific identifier associated with the particular designated geographic area of interest provided to the particular application program after it has been determined that the mobile device has at least entered the particular designated geographic area of interest, wherein the request comprises data representing a) the specific identifier to be associated with the particular designated geographic area of interest, and b) a particular latitude value, a particular longitude value, and a particular radius value to be used for defining the particular designated geographic area of interest, and wherein the at least one program of computer executable instructions comprises at least one instruction for:

receiving, on the mobile device, from an application program during its execution in the mobile device, one or more requests to reserve at least one designated geographic area of interest, wherein the at least one designated geographic area of interest in each of the one or more requests is being requested via said application program to be reserved for having a

particular identifier associated with the at least one designated geographic area of interest provided to said application program after it has been determined, by at least use of at least one processor tangibly embodied by the mobile device and of location information representing a physical geographic location of the mobile device as determined by a location-determination component tangibly embodied by the mobile device, that the mobile device has at least entered the at least one designated geographic area of interest, and wherein each of the one or more requests comprises data representing a) said particular identifier, represented by a data string, as content provided via said application program to be associated with the at least one designated geographic area of interest, and b) at least one latitude value, at least one longitude value, and at least one radius value, each being provided via said application program, to be used for defining the at least one designated geographic area of interest;

registering said application program, in a memory tangibly embodied by the mobile device, for having said particular identifier provided to said application program after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one designated geographic area of interest;

after it has been determined, by at least use of the at least one processor and of the location information, that the mobile device has at least entered the at least one designated geographic area of interest and has remained therein for at least a designated length of time, selecting, from the memory, said particular identifier as stored therein; and

providing at least said particular identifier to said application program, subject to the selecting.

20. The method of claim 19, further comprising:

implementing, in the mobile device, the at least one program of computer executable

3 instructions.

1

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.

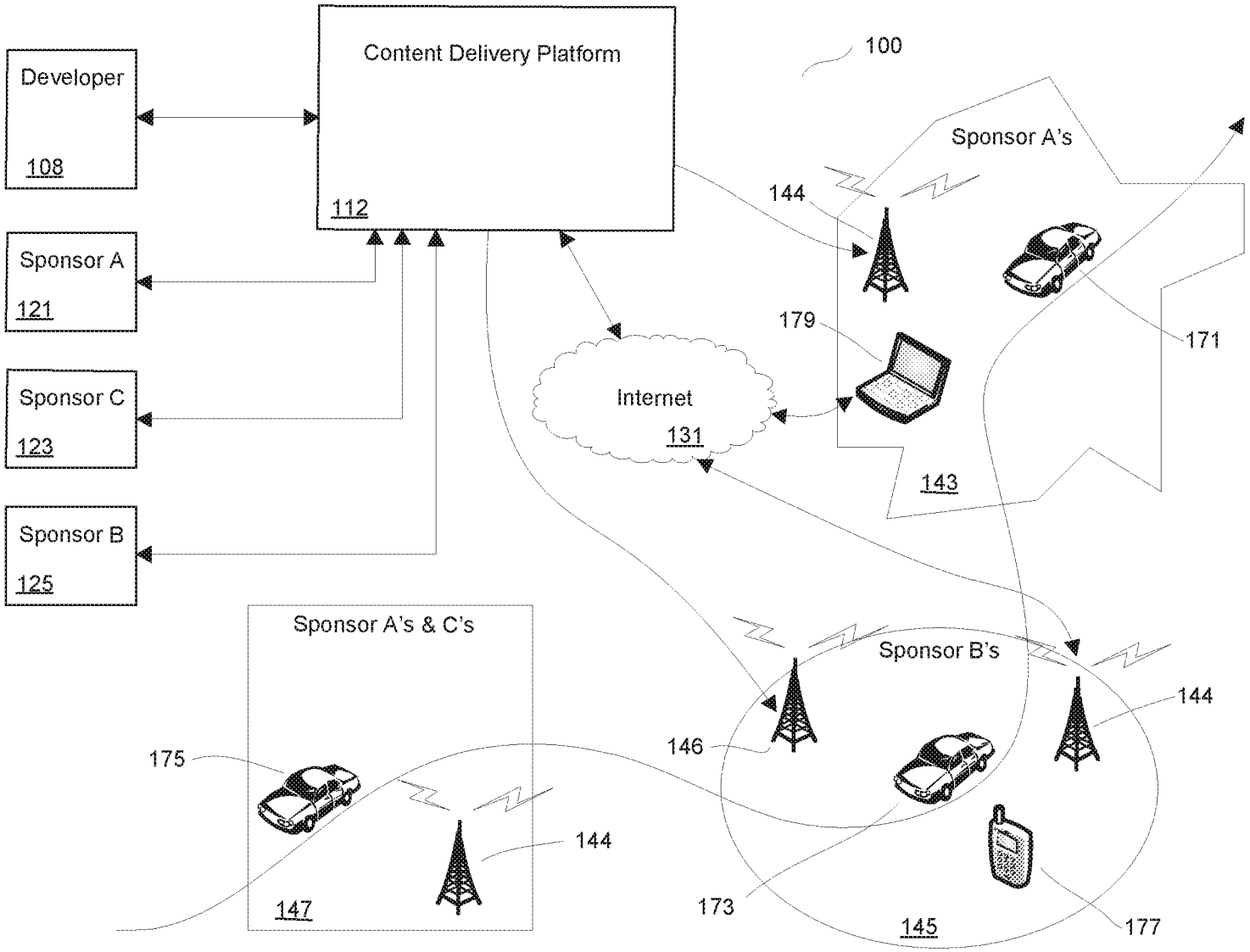

Content Delivery Platform
100
Developer
108
112
Sponsor A
121
Sponsor C
123
Sponsor B
125
Sponsor A's
144
179
171
Internet
131
143
Sponsor A's & C's
175
144
147
Sponsor B's
144
146
173
145
177

FIG. 1

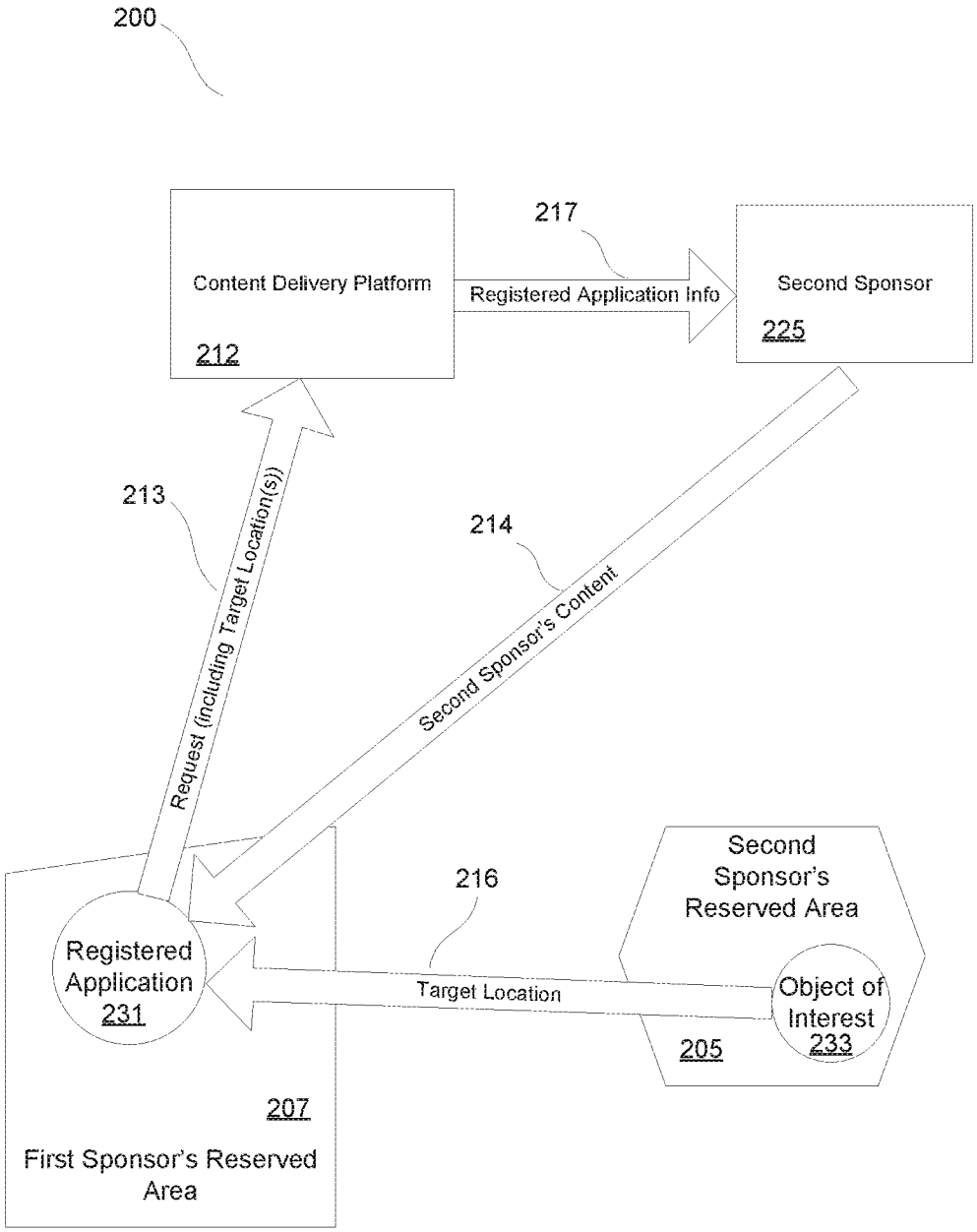

200
Content Delivery Platform
212
217
Registered Application Info
Second Sponsor
225
213
Request (including Target Location(s))
214
Second Sponsor's Content
Second Sponsor's Reserved Area
216
Registered Application
231
Target Location
Object of Interest
233
205
207
First Sponsor's Reserved Area

FIG. 2

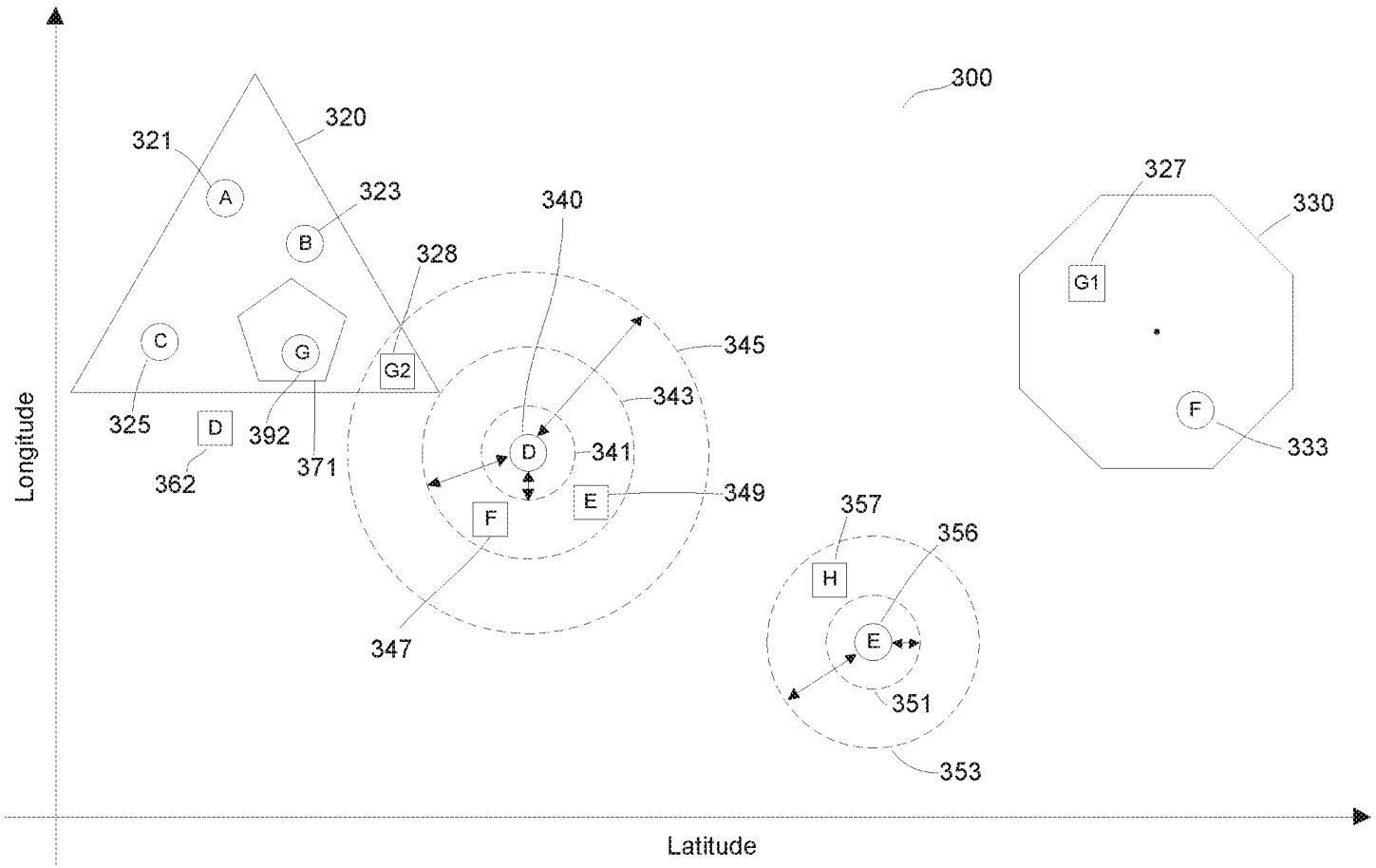


FIG. 3

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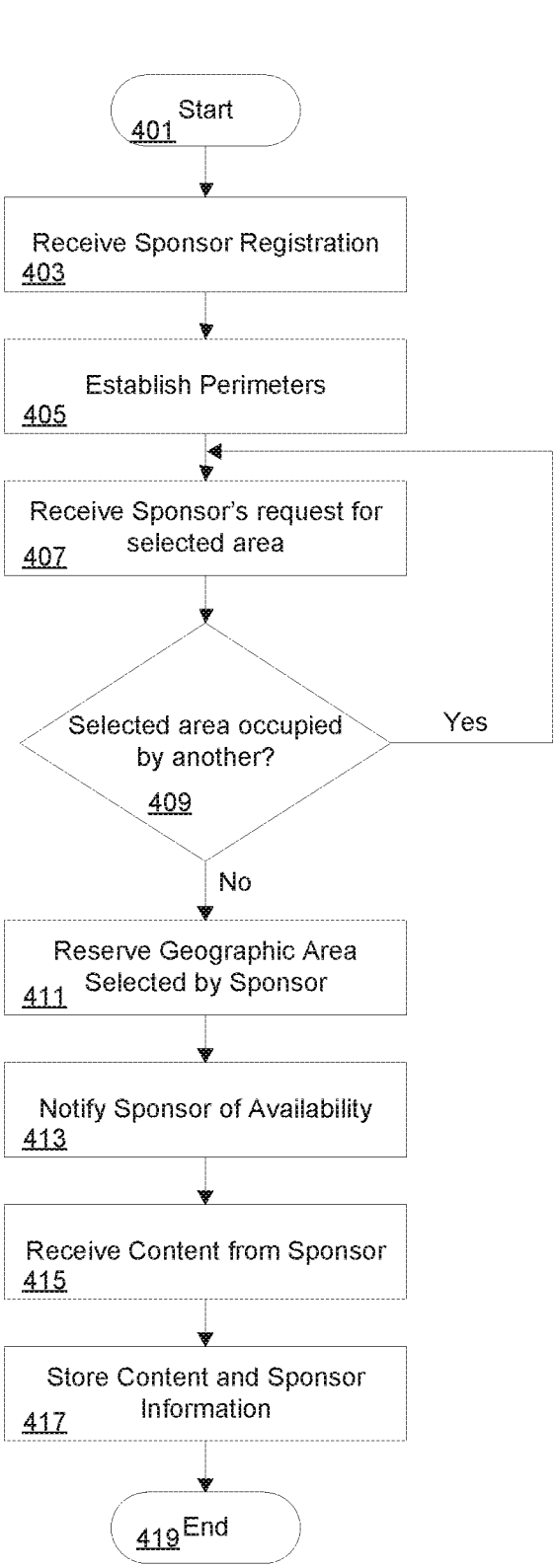

400
Start
401
Receive Sponsor Registration
403
Establish Perimeters
405
Receive Sponsor's request for selected area
407
Selected area occupied by another?
409
Yes
No
Reserve Geographic Area Selected by Sponsor
411
Notify Sponsor of Availability
413
Receive Content from Sponsor
415
Store Content and Sponsor Information
417
End
419

FIG. 4

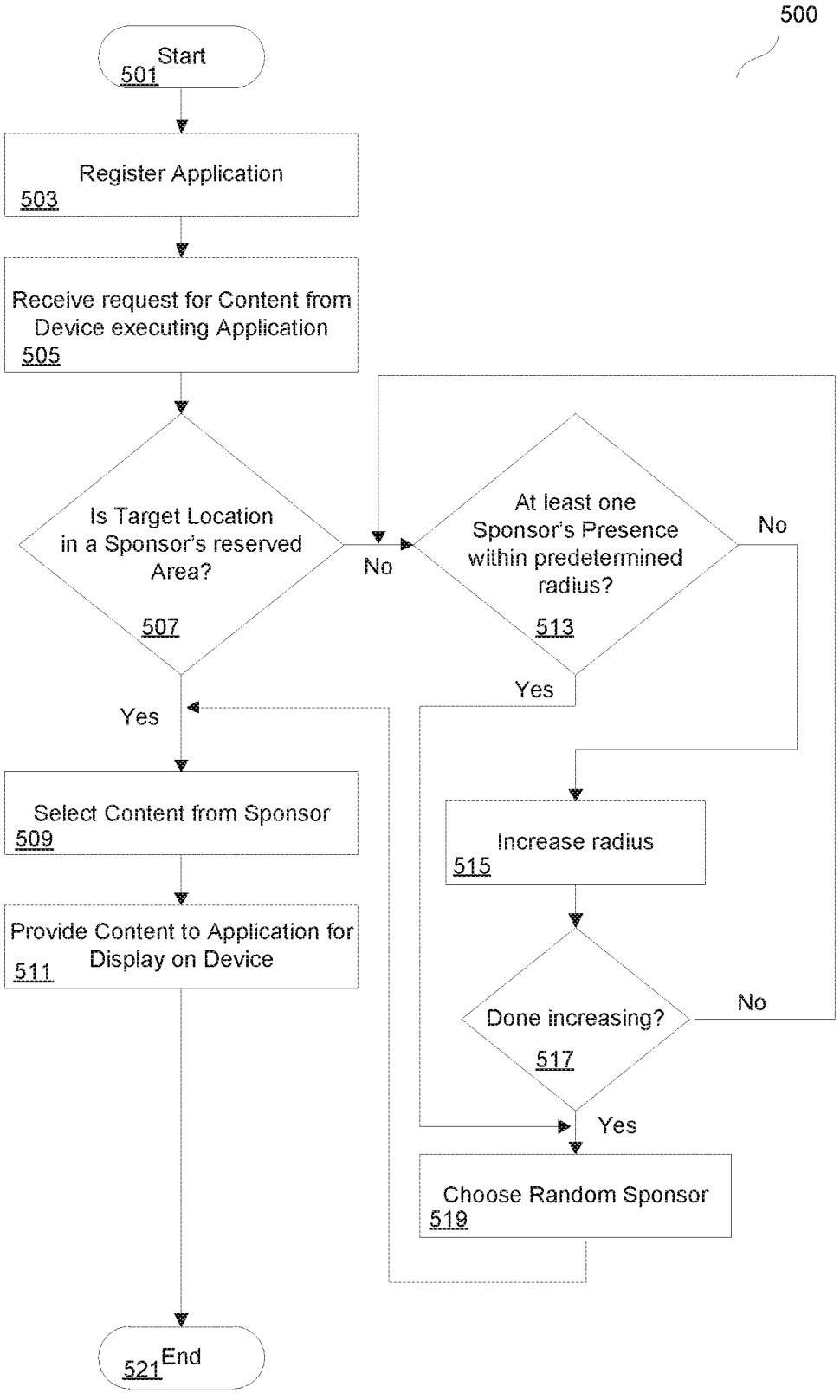

500
Start
501
Register Application
503
Receive request for Content from Device executing Application
505
Is Target Location in a Sponsor's reserved Area?
507
No
At least one Sponsor's Presence within predetermined radius?
513
No
Yes
Yes
Select Content from Sponsor
509
Provide Content to Application for Display on Device
511
Increase radius
515
Done increasing?
517
No
Yes
Choose Random Sponsor
519
End
521

FIG. 5

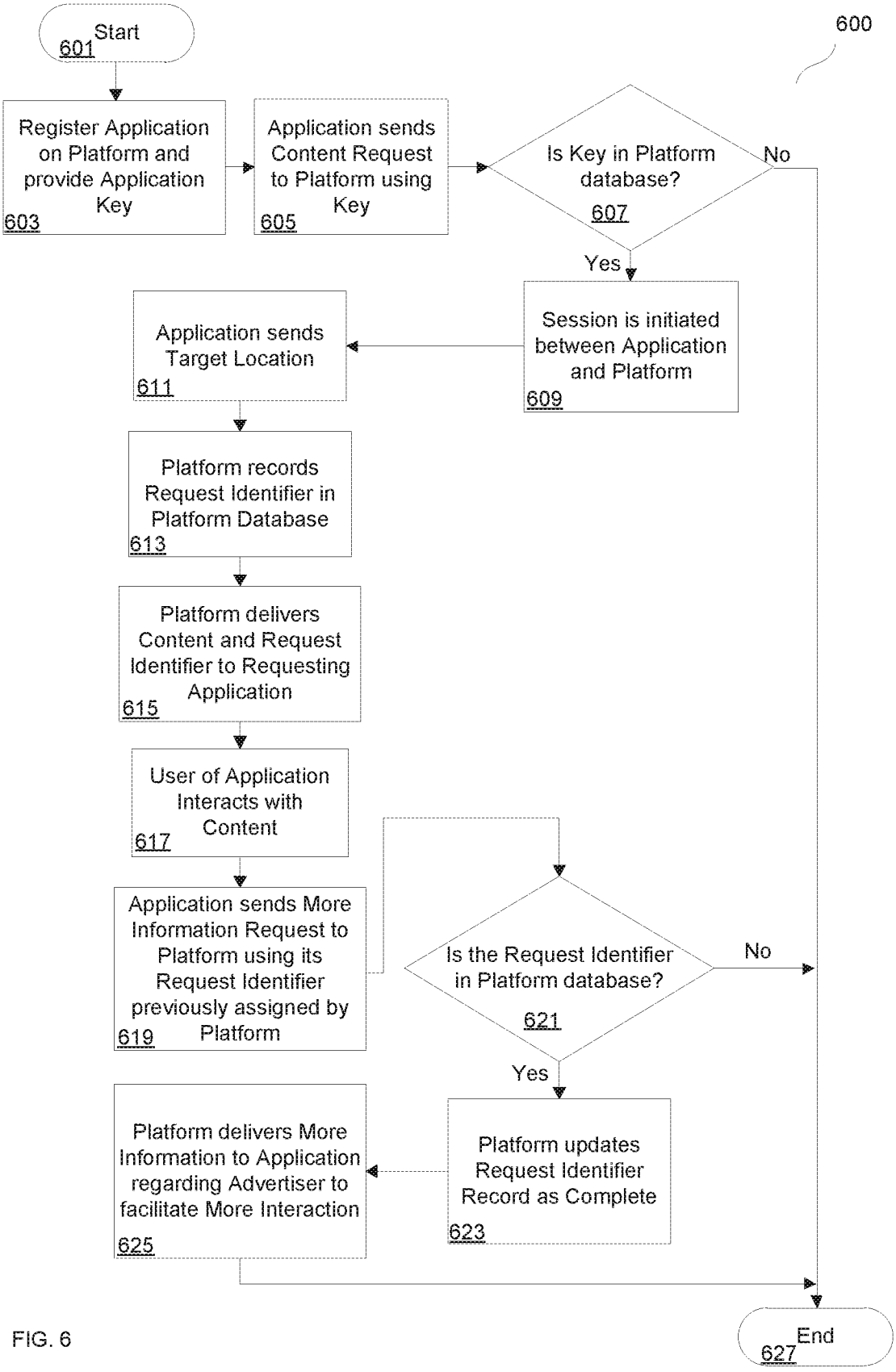

600
Start
601
Register Application on Platform and provide Application Key
603
Application sends Content Request to Platform using Key
605
Is Key in Platform database?
607
No
Yes
Session is initiated between Application and Platform
609
Application sends Target Location
611
Platform records Request Identifier 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

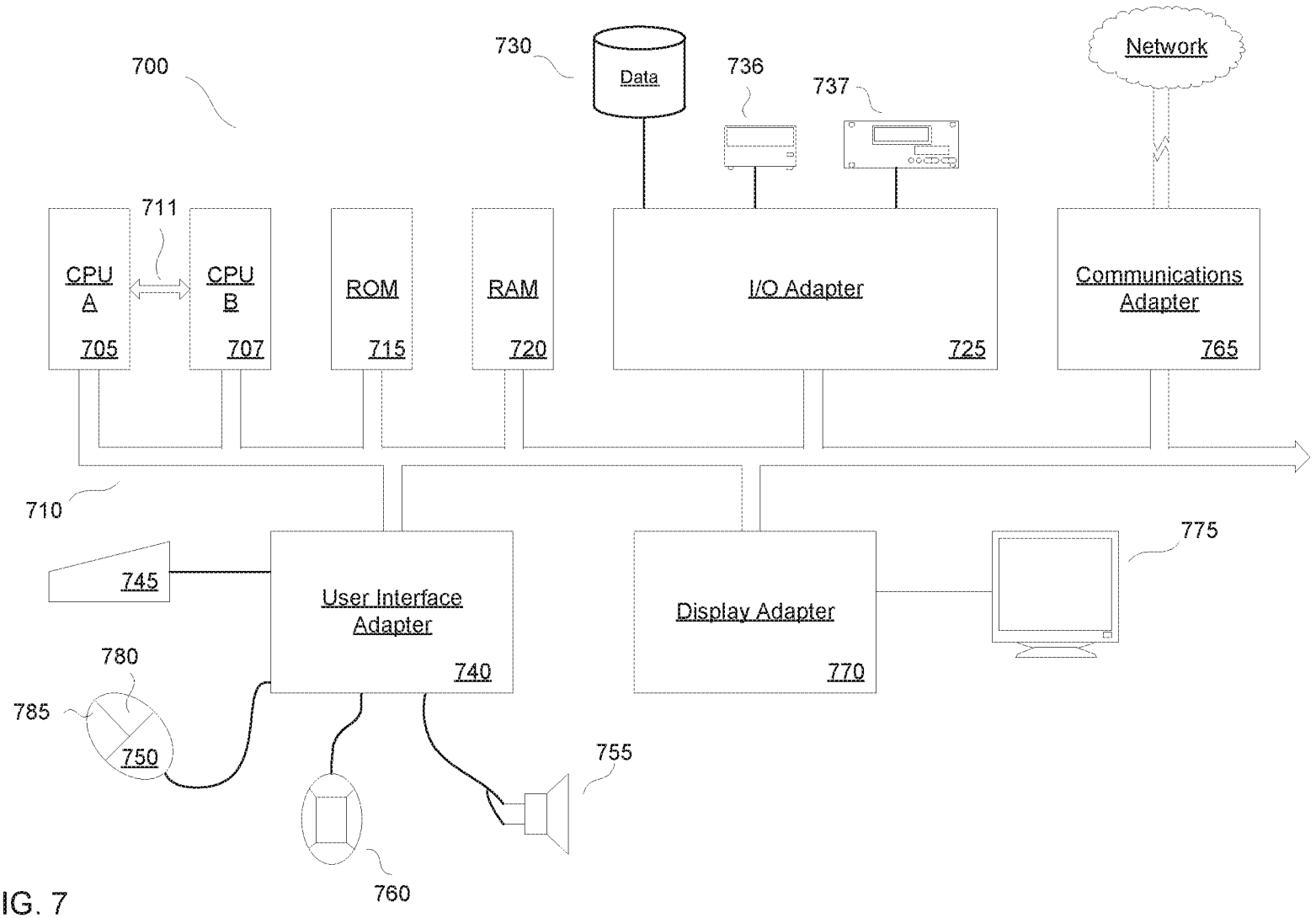

700
730
Data
736
737
Network
711
CPU A
705
CPU B
707
ROM
715
RAM
720
I/O Adapter
725
Communications Adapter
765
710
745
User Interface Adapter
740
Display Adapter
770
775
780
785
750
755
760

FIG. 7

Electronic Patent Application Fee Transmittal

Application Number:	
Filing Date:	
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Filer:	Ryan J Hardin
Attorney Docket Number:	0075652.00006

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY FILING FEE (ELECTRONIC FILING)	4011	1	70	70
UTILITY SEARCH FEE	2111	1	300	300
UTILITY EXAMINATION FEE	2311	1	360	360
Pages:				
Claims:				
Miscellaneous-Filing:				
PUBL. FEE- EARLY, VOLUNTARY, OR NORMAL	1504	1	0	0
Petition:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**730**

Electronic Acknowledgement Receipt

EFS ID:	30260015
Application Number:	15694786
International Application Number:	
Confirmation Number:	7432
Title of Invention:	EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	0075652.00006
Receipt Date:	02-SEP-2017
Filing Date:	
Time Stamp:	18:36:51
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$730
RAM confirmation Number	090517INTEFSW18385800
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Warnings:					
Information:					
2	Power of Attorney	aia00081-andrew.pdf	281324 3fff860d9ef79ade7fe26c2f4d5f1815d419bc02	no	2
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Information:					
3	Oath or Declaration filed	aia0001-ryan.pdf	409670 25e110aea9769e5b477c7db3c1c6a00109263e75	no	2
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4	Oath or Declaration filed	aia0001-andrew.pdf	206597 ba1110fb0153f4d59250d82034d7283002f2de62	no	2
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5	Application Data Sheet	aia0014.pdf	1823063 d1e2fef4e4de13e68bcd5038f50edae049428958	no	9
Warnings:					
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6		application.pdf	520684 7f37d45891d569107f4e02ad8ac78bb113d02754	yes	37

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	Document Description	**Start**	**End**

	Specification		1		26
	Claims		27		36
	Abstract		37		37
Warnings:					
Information:					
7	Drawings-only black and white line drawings	drawings.pdf	121685 3c9d97cf711af347788290f9e4d749090d424f18	no	7
Warnings:					
Information:					
8	Fee Worksheet (SB06)	fee-info.pdf	36375 70af604abb5dc7f19cf09b43733f0fb28b024173	no	2
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	15694786
Filing Date	2017-09-02
First Named Inventor	Hardin, Ryan
Art Unit	
Examiner Name	
Attorney Docket Number	0075652.00006

U.S.PATENTS Remove

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15694786
	Filing Date	2017-09-02
	First Named Inventor	Hardin, Ryan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	0075652.00006

	9	6810323		2004-10-26	Bullock et al.	
	10	6847888		2005-01-25	Fox et al.	
	11	6867733		2005-03-15	Sandhu et al.	
	12	7103368		2006-09-05	Teshima, Toru	
	13	7814106		2010-10-12	Guido et al.	
	14	9251520		2016-02-02	Shen et al.	

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

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	Application Number	15694786
	Filing Date	2017-09-02
	First Named Inventor	Hardin, Ryan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	0075652.00006

	4	20080313039		2008-12-18	Altberge et al.	
	5	20090063424		2009-03-05	Iwamura et al.	
	6	20080154728		2008-06-26	Thomas	
	7	20080163073		2008-07-03	Becker et al.	
	8	20080162032		2008-07-03	Wuersch et al.	
	9	20040214550		2004-10-28	Jenkins	
	10	20070185768		2007-08-09	Vengroff et al.	
	11	20030064705		2003-04-03	Desiderio	
	12	20040220906		2004-11-04	Gargi et al.	
	13	20030198346		2003-10-23	Meifu et al.	
	14	20090024476		2009-01-22	Baar et al.	

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	Application Number	15694786
	Filing Date	2017-09-02
	First Named Inventor	Hardin, Ryan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	0075652.00006

	15	20080004952		2008-01-03	Koli, Ari	
	16	20040253965		2004-12-16	Sato et al.	
	17	20100312646		2010-12-09	Gupta et al.	
	18	20060064346		2006-03-26	Steenstra et al.	
	19	20080098420		2008-04-24	Khivesara et al.	
	20	20030101454		2003-05-29	Ozer et al.	
	21	20100075697		2010-03-25	Gupta et al.	
	22	20090131080		2009-05-21	Nadler et al.	
	23	20090029721		2009-01-29	Doraswamy	

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	Application Number	15694786
	Filing Date	2017-09-02
	First Named Inventor	Hardin, Ryan
	Art Unit	
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	1	AdMob, Inc., "Help for Advertisers–Ad Pricing", http://www.admob.com/home/help/helpfiles/Advertisers/Ad Pricing, 2009-05-19	
	2	AdMob, Inc., "Help for Advertisers–Target the Specific User You Want to Reach", http://www.admob.com/home/help/helpfiles/Advertisers/Target, 2009-05-19	
	3	AdMob, Inc., "iPhone for Advertisers", http://www.admob.com/home/help/helpfiles/Advertisers/iPhone Ad, 2009-05-19	
	4	Google, Inc., "What are the different options for targeting ads to mobile phones and devices?", https://adwords.google.com/support/bin/answer=107265&hl=en.sub.–US, 2009-05-18	
	5	Google, Inc., "How does customized targeting work?", http://adwords.google.com/support/bin/answer.py?answer=116, 2009-05-18	
	6	Google, Inc., "How are ads ranked?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6111, 2009-05-18	
	7	Google, Inc., "How do ads cycle through the search page results?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=87402, 2009-05-18	
	8	Google, Inc., "How do I create a mobile ad?", http://adwords.google.com/support/bin/answer=29488&cbid, 2009-05-18	

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	Application Number	15694786
	Filing Date	2017-09-02
	First Named Inventor	Hardin, Ryan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	0075652.00006

	9	Google, Inc., "Lesson 3c: Language & Location Targeting", http://www.google.com/adwords/learningcenter/text/print-19158.html, 2009-05-19	
	10	Google, Inc., "What is position preference?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=31788, 2009-05-19	
	11	Google, Inc., "What are mobile ads?", http://adwords.google.com/support/bin/answer.py?answer=29492&cbid, 2009-05-18	
	12	Google, Inc., "Why can't I see my ad?", http://adwords.google.com/support/bin/answer.py?hl=en&answer=6105, 2009-05-18	
	13	Wayback Machine, "Iphone App Advertisement", http://www.blog.yieldbuild.com/2008/08/21/iphone-app-advertising/, 2008-08-24	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15694786
	Filing Date	2017-09-02
	First Named Inventor	Hardin, Ryan
	Art Unit	
	Examiner Name	
	Attorney Docket Number	0075652.00006

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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)	
Name/Print	Ryan J. Hardin	Registration Number	

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EFS ID:	30260019
Application Number:	15694786
International Application Number:	
Confirmation Number:	7432
Title of Invention:	Exclusive Delivery of Content Within Geographic Areas
First Named Inventor/Applicant Name:	Ryan Hardin
Customer Number:	118653
Filer:	Ryan J Hardin
Filer Authorized By:	
Attorney Docket Number:	0075652.00006
Receipt Date:	02-SEP-2017
Filing Date:	
Time Stamp:	18:46:56
Application Type:	Utility under 35 USC 111(a)

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