Rea	eipt date: 05/01/2013	Application Number		13673391 - 13673391 -	GAU: 2646
		Filing Date		2012-11-09	
	INFORMATION DISCLOSURE	First Named Inventor	Russ	ell W. White, et al.	
	STATEMENT BY APPLICANT	Art Unit		2619	
	(Not for submission under 37 CFR 1.99)	Examiner Name	Erika	A. Gary	
		Attorney Docket Numb	ber	AFF.004C 11 US	

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INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.	
STATEMENT BY APPLICANT	Art Unit	2649	
(Not for submission under 37 CFR 1.99)	Examiner Name	Erika A. Gary	
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		Filing Date		2012-11-09	
	RMATION DISCLOSURE	First Named Inventor	Russ	ell W. White, et al.	
1	EMENT BY APPLICANT submission under 37 CFR 1.99)	Art Unit		21419	
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Application Number		13673391	13673391	- GAU: 264	46
Filing Date		2012-11-09			
First Named Inventor	Russ	ell W. White, et al.			
Art Unit		2649			
Examiner Name Erika		A. Gary			
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Application Num	nber	13/673,391					
Filing Date		November 9, 2012					
First Named Inv	entor	Russell W. White, et al.					
Title		System and Method for Managing Media (As Amended)					
Art Unit		2646					
Examiner Name	<u>)</u>	Erika A. Washington					
Attorney Docket	Number	AFF.004C11US					
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elephone       Email         Im the Applicant:       Inventor or Joint Inventor         Inventor or Joint Inventor       Inventor or Joint Inventor         Image: Assignee or Person to Whom the Inventor is Under an Obligation to Assign       Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document)         SiGNATURE of Applicant for Patent         Ignature       May 3, 2013         ame       Harlie Frost	The addres	r to: s associated with the above s associated with Customer	-mentioned Customer Num		application	identified in t	he attached
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Inventor or Joint Inventor  Legal Representative of a Deceased or Legally Incapacitated Inventor  Assignee or Person to Whom the Inventor is Under an Obligation to Assign  Person Who Otherwise Shows Sufficient Proprietary Interest ( <i>e.g.</i> , a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document)  SIGNATURE of Applicant for Patent  Ignature Harlie Frost  Date May 3, 2013  Telephone 512-704-5656	The addres OR The addres OR Firm or Individual Nar Address	r to: s associated with the above s associated with Customer	-mentioned Customer Num	ber.	application		he attached
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Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document)         SiGNATURE of Applicant for Patent         ignature       Date         Harlie Frost       Telephone	Ansmittal lette	r to: s associated with the above s associated with Customer ne ne t: :: :: :: ::	-mentioned Customer Num Number:	ber. State Email	application		he attached
granted in the application or is concurrently being filed with this document)       SIGNATURE of Applicant for Patent       ignature     Date     May 3, 2013       ame     Harlie Frost     Telephone     512-704-5656	The addres OR The addres OR Firm or Individual Nar Videras Vity Country elephone am the Applicant Inventor or J Legal Repre	r to: s associated with the above s associated with Customer ne ne ne ne ne ne ne ne ne ne ne ne ne	-mentioned Customer Num Number:	ber. State Email ed Inventor			he attached
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DIE Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements ar	The addres OR The addres OR Firm or Individual Nar Nddress Nty Country elephone Intventor or J Legal Repre Represon Who granted in th Ignature ame	r to: s associated with the above s associated with Customer ne ne local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local local	d or Legally Incapacitate nventor is Under an Ot ficient Proprietary Inter currently being filed wit SIGNATURE of Applic	ber.	Assign petition unde ment) t Date	Ztp	

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Applicant/Patent Owner: Affinity Labs of Texas, LLC
Application No./Patent No.: 13/673,391 Filed/Issue Date: November 9, 2012
Titled: System And Method For Managing Media (As Amended)
Affinity Labs of Texas, LLC, a corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)
states that, for the patent application/patent identified above, it is (choose one of options 1, 2, 3 or 4 below):
1. I The assignee of the entire right, title, and interest.
2. An assignee of less than the entire right, title, and interest (check applicable box):
The extent (by percentage) of its ownership interest is%. Additional Statement(s) by the owners holding the balance of the interest <u>must be submitted</u> to account for 100% of the ownership interest.
There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:
Additional Statement(s) by the owner(s) holding the balance of the interest <u>must be submitted</u> to account for the entire right, title, and interest.
3. The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:
Additional Statement(s) by the owner(s) holding the balance of the interest <u>must be submitted</u> to account for the entire right, title, and interest.
4. The recipient, via a court proceeding or the like ( <i>e.g.</i> , bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.
The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose one of options A or B below):
A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel, Frame, or for which a copy thereof is attached.
B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:
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[Page 1 of 2] This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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	riginal assignment document(s)) must be submitted to Assignment ord the assignment in the records of the USPTO. See MPEP 302.08]						
The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.							
Signature	5/22/13						
	Date						
Mark J. Rozman	Reg No. 42,117						
Printed or Typed Name	Title or Registration Number						

[Page 2 of 2]

Electronic Ac	knowledgement Receipt
EFS ID:	15845256
Application Number:	13673391
International Application Number:	
Confirmation Number:	5150
Title of Invention:	SYSTEM AND METHOD TO COMMUNICATE TARGETED INFORMATION
First Named Inventor/Applicant Name:	Russell W. White
Customer Number:	21906
Filer:	Mark J. Rozman/Stephanie Petreas
Filer Authorized By:	Mark J. Rozman
Attorney Docket Number:	AFF.004C11US
Receipt Date:	22-MAY-2013
Filing Date:	09-NOV-2012
Time Stamp:	15:59:16
Application Type:	Utility under 35 USC 111(a)

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Warnings:       1500         Information:       281921         4       Power of Attorney       AFF004C11Executed828.pdf       281921       no       1         4       Power of Attorney       AFF004C11Executed828.pdf       281921       no       1         Warnings:         Information:         5       Assignee showing of ownership per 37 CFR 3.73.       AFF004C11ExecutedAIA96.pdf       353068       no       2         Warnings:         Information:         Total Files Size (in bytes)       194290         Total Files Size (in bytes)       194290         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 evine papilication is being filed and the application includes the necessary components for a filing date (see 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 fatinely submission to enter the national stage of an international application is complia	3	Power of Attorney	AFF004C11Executed82A.pdf	199383	no	1		
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4       Power of Attorney       AFF004C11Executed82B.pdf       281921 (1907/definitional control of the indicator definitional application in cludes the necessary components for a filing date (see 97 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.       1994290         New Application is being filed and the application under 35 U.S.C. 371       Information is complication is complication is complication as a national application is complication is complication as a national stage of an international application is being filed and the filing date of the application.       1994290	Warnings:			•				
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signee showing of ownership per 37 CFR 3.73.       AFF004C11ExecutedAIA96.pdf       353068 (172961dBacdEdGA)2114Bacd724cd       no       2         Warnings:       Information:       Total Files Size (in bytes):       1994290         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/D0/E0/903 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 Application is being filed and the international application 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	Warnings:							
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Information:         Total Files Size (in bytes):         1994290           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/D0/E0/903 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		CFR 3./3.						
Total Files Size (in bytes):1994290This 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	Warnings:							
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. <a href="https://www.applications.under.35.0.5.0.111">https://www.applications.under.35.0.5.0.111</a> 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	Information							
characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning	Total Files Size (in bytes):1994290							
the application.	characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of							

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Russell W. White	§ §	Group Art Unit:	2646
Serial No.:	13/673,391	ş		
		§	Examiner:	Erika A. Washington
Filed:	November 9, 2012	8		
		§		
For:	System And Method For	§	Atty. Dkt. No.:	AFF.004C11US
	Managing Media (As	§	-	
	Amended)	§		
Commission	er for Patents			

P.O. Box 1450 Alexandria, VA 22313-1450

#### TRANSMITTAL OF REVISED APPLICATION DATA SHEET

Sir:

Attached hereto please find a revised Application Data Sheet containing the following new information:

Applicant Information listing Assignee as Applicant

Please update the record of the above-referenced application to reflect the revised information submitted with this Supplemental ADS.

The Commissioner is authorized to charge any additional fees or credit any overpayment to Deposit Account No. 20-1504.

Date: May 22, 2013

Respectfully submitted,

/Mark J. Rozman/ Mark J. Rozman Registration No. 42,117 TROP, PRUNER & HU, P.C. 1616 S. Voss Road, Suite 750 Houston, Texas 77057-2631 (512) 418-9944 [Phone] (713) 468-8883 [Fax] Customer No.: 21906

Date of Deposit: <u>May 22, 2013</u> I hereby certify under 37 CFR § 1.8 this correspondence is being deposited **via EFS** on the date indicated above.

/Stephanie Petreas/

Stephanie Petreas

#### PTO/AIA/14 (03-13) Approved for use through 01/31/2014. OMB 0651-0032 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

A Handlers Da		Attorney Docket Number	AFF.004C11US			
Application Da	ita Sheet 37 CFR 1.76	Application Number				
Title of Invention System And Method For Managing Media (As Amended)						
bibliographic data arrar This document may be	nged in a format specified by the Un	ited States Patent and Trademark C mitted to the Office in electronic fo	being submitted. The following form contains the Office as outlined in 37 CFR 1.76. rmat using the Electronic Filing System (EFS) or the			

#### 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:

Invent Legal N								Re	emove	
Prefix	Prefix Given Name			Middle Nam	e		Family	Name		Suffix
	Russ	ell		W.			White			
Resid	ence	Information (	Select One)	US Residency	0	Non US Re	sidency	O Activ	e US Military Service	
City	Austi	n		State/Province	ТХ	Counti	y of Resi	dence	US	-
Mailing	Addro	ess of Invent	****							
Addre	ss 1		10904 Doswe	ll Cove						
Addre	ss 2									
City		Austin				State/Prov		ТХ		
Postal	Code	)	78739		Οοι	Intry	US			
Invent	or 2	2						R	emove	
Legal	Name								·	
Prefix	Give	n Name		Middle Nam	е		Family	Name		Suffix
	Kevir	 າ		R.			Imes			
Resid	lence	Information	(Select One)	US Residency	0	Non US Re	sidency	O Activ	e US Military Service	)
City	Austi	n		State/Province	ТХ	Count	ry of Resi	dence	US	
	I									
Mailing	Addr	ess of Invent	tor:							
Addre	<u>ee 1</u>	and an	7309 Tanaqu	alane	****		-	ana kata kata kata kata kata kata kata k		100.000.000.000.000.000.000
Addre			1000 Tunuqu							
City		Austin				State/Pro	vince	ТХ		
Posta	I Code		78739		Coi	Intry	US	1		
All Inv	ventor	s Must Be L	isted - Addit	ional Inventor In he <b>Add</b> button.	1				Add	

#### **Correspondence Information:**

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

EFS Web 2.2.6

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Application Da	te Chast 27 CED 4 76	Attorney Docket Number	AFF.004C11US				
Application Da	ta Sheet 37 CFR 1.76	Application Number					
Title of Invention System And Method For Managing Media (As Amended)							
An Address is being provided for the correspondence Information of this application.							

An Address is being provided for the correspondence mormation of this application.						
Customer Number	21906					
Email Address		Add Email	Remove Email			

#### Application Information:

Title of the Invention         System And Method For Managing Media (As Amended)					
Attorney Docket Number	AFF.004C11US		Small Entity Status Claimed		
Application Type	Nonprovisional				
Subject Matter	Utility				
Total Number of Drawing	Sheets (if any)	9	Suggested Figure for Publication (if any)		

#### **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	O US Patent Practitioner	Limited Recognition (37 CFR 11.9)
Customer Number	21906		

#### **Domestic Benefit/National Stage Information:**

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.

Prior Application Status	Pending	Remove		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	
13673391	Continuation of	13117507	2011-05-27	
Prior Application Status	Pending		Remove	

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Application De	to Chaot 27 CED 4 76	Attorney Docket Number	AFF.004C11US	
Application Da	ta Sheet 37 CFR 1.76	Application Number		v
Title of Invention	System And Method For Man			

Application Number		Continuity Type		Prior Application Nur	nber	Filing Da	te (YYYY-MM-DD
13117507		Continuation	of	12495190		2009-06-30	
Prior Application Status		Patented				Rer	nove
Application Number Cont		inuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Pat	ent Number	Issue Date (YYYY-MM-DD)
12495190	Continuat	tion of	12015320	2008-01-16	77	78595	2010-08-17
Prior Application Status		Patented	-			Rer	nove
Application Number	Continuity Type		Prior Application Number	Filing Date (YYYY-MM-DD)	Pat	ent Number	lssue Date (YYYY-MM-DD)
12015320	Continuat	tion of	10947755	2004-09-23	73	24833	2008-01-29
Prior Application Status Patented					Rer	nove	
Application Number Continuity Type		Prior Application Number	Filing Date (YYYY-MM-DD)	Pat	ent Number	Issue Date (YYYY-MM-DD)	
10947755	Continuat	lion of	09537812	2000-03-28	71	37947	2007-03-06

#### **Foreign Priority Information:**

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

			Remove
Application Number	Country ⁱ	Filing Date (YYYY-MM-DD)	Access Code ⁱ (if applicable)
Additional Foreign Priority Dat Add button.	a may be generated	I within this form by selecting the	

# 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.

EFS Web 2.2.6

Π

Approved for use through 01/31/2014. OMB 0651-0032 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	AFF.004C11US		
		Application Number			
Title of Invention	System And Method For Managing Media (As Amended)				

#### Authorization to Permit Access:

Authorization to Permit Access to the Instant Application by the Participating Offices	
If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application.	
In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application.	
In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date o f filing this Authorization.	

#### **Applicant Information:**

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

#### Applicant 1

٢

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section. Clear

Assignee	C Legal Representative u	C Legal Representative under 35 U.S.C. 117		
Person to whom the inventor is ob	ligated to assign.	Person who shows	sufficient proprietary interest	
If applicant is the legal representation	ative, indicate the authority to	o file the patent application,	the inventor is:	
Name of the Deceased or Legal	y Incapacitated Inventor :			
If the Applicant is an Organization	on check here.			
Organization Name Affinity I	_abs of Texas, LLC			

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Application Data Sheet 37 CFR 1.76		Attorney Doc	ket Number	AFF.004	IC11US			
		Application N	umber					
Title of Invention	System And Metho	And Method For Managing Media (As Amended)						
Mailing Address Information For Applicant:								
Address 1	ddress 1 31884 Ranch Road 12							
Address 2	· · · · · · · · · · · · · · · · · · ·			<u></u>				
City	Dripping	Springs		State/Provi	nce	ŢX_		
Country US				Postal Code		78620		
Phone Number			Fax Number					
Email Address					la			
Additional Applicant Data may be generated within this form by selecting the Add button.								

#### Non-Applicant Assignee Information:

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

#### Assignee 1

Complete this section only if non-applicant assignee information is desired to be included on the patent application publication in accordance with 37 CFR 1.215(b). Do not include in this section an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest), as the patent application publication will include the name of the applicant(s).

If the Assignee is an	Organization check here.	

Prefix	Giv	ven Name	Middle Nan	ne	Family Name	Suffix		
		20 - 10 0 1 - 1 - 1 - 1 - 1 - 1						
Mailing Address Information For Non-Applicant Assignee:								
Address 1								
Address 2								
City				State/Province				
Country				Postal Code				
Phone Number			<u></u>	Fax Number				
Email Address								
Additional Assign	nee Data ma	ly be generated w	/ithin this form b	y selecting	the Add button.			

Approved for use through 01/31/2014. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Application Da	ta Sheet 37 CFR 1.76	Attorney Docket Number	AFF.004C11US
Application Da	La Sileel ST OFR 1.70	Application Number	
Title of Invention	System And Method For Man	aging Media (As Amended)	

#### Signature:

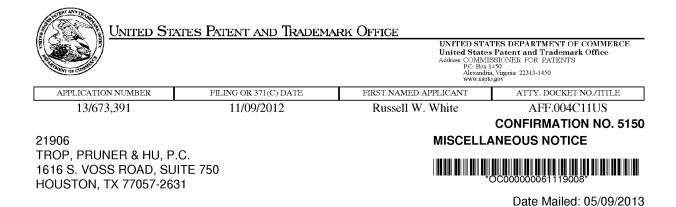
 NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications.

 Signature
 /Mark J. Rozman/
 Date (YYYY-MM-DD)
 2013-05-22

 First Name
 Mark
 Last Name
 Rozman
 Registration Number
 42117

 Additional Signature may be generated within this form by selecting the Add button.
 See 37 CFR 1.4 for signature requirements and Date (YYYY-MM-DD)
 2013-05-22

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450**.



A communication which cannot be delivered in electronic form has been mailed to the applicant.

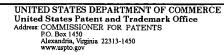
page 1 of 1

BI COMM			United St Address: CO	STATES DEPARTMENT OF COMMI ates Patent and Trademark Office MMISSIONER FOR PATENTS Box 1450 andria, Virginia 22313-1450 vuspto.gov
A	PPLICATION NUMBER	FILING DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
	13/673,391	11/09/2012	Russell W. White	AFF.004C11US
1616	6 P, PRUNER & HU, P.C. S. VOSS ROAD, SUITE 7 STON, TX 77057-2631	50	C	ONFIRMATION NO. 5150
·			Date Mailed	05/09/2013
	DENIAL	OF REQUEST FO	OR POWER OF ATTOR	NEY
	equest for Power of Attorned ot be granted at this time for			However, the request
	he Power of Attorney you p ffective on June 25, 2004.		bly with the new Power of Atto	rney rules that became
	he revocation is not signed rincipal attorney having the		assignee of the entire interes	t, or one particular
	he Power of Attorney is fro eceived.	m an assignee and th	ne Certificate required by 37 C	FR 3.73(c) has not been
Т	he person signing for the a	ssignee has omitted t	their empowerment to sign on	behalf of the assignee.
	he inventor(s) is without au y 37 CFR 3.71.	ithority to appoint atto	rneys since the assignee has	intervened as provided
ד <b>ב</b> ד	he signature(s) of he Power of Attorney will b	e entered upon recei	, a co-inventor in this applicant of confirmation signed by sa	tion, has been omitted. aid co-inventor(s).
	he person(s) appointed in t rademark Office.	the Power of Attorney	is not registered to practice b	efore the U.S. Patent and
С			or the Power of Attorney in an ustomer Number provided on	
a re	ttorney consistent with the	power of attorney gra of the inventor has re	was granted in this application nted by the originally named i sulted in the loss of power of	nventive entity has been

.

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#### UNITED STATES PATENT AND TRADEMARK OFFICE



The power of attorney has not been accepted because the party who is giving power of attorney has not been identified. Power of attorney may only be signed by the applicant for patent (37 CFR 1.42) or the patent owner. A patent owner who was not the applicant must appoint any power of attorney in compliance with 37 CFR 3.71 and 3.73. See 37 CFR 1.32(b)(4).

The power of attorney from the inventors has not been accepted because it is a copy from a prior national application for which benefit is claimed and the continuing application names an inventor who was not named as an inventor in the prior application.

□ The power of attorney from the inventors has not been accepted because the power of attorney must be signed by the applicant for patent. See 37 CFR 1.32(b)(4).

Any request to correct or update the name of the applicant must include an application data sheet (ADS) in compliance with 37 CFR 1.76 specifying the correct or updated name of the applicant in the applicant information section. Any request to change the applicant after an original applicant has been specified under 37 CFR 1.46(b) must include a new ADS in compliance with 37 CFR 1.76 specifying the applicant in the applicant section and comply with 37 CFR 3.71 and 3.73. See 37 CFR 1.46(c).

Any inquiries regarding this notice should be directed to the Application Assistance Unit at 571-272-4200.

Application Assistance Unit 571-272-4200

Application Number	Application/Control No.		Applicant(s)/Patent under Reexamination WHITE ET AL.	
Document Code - DISQ		Internal D	ocument – DC	NOT MAIL

TERMINAL DISCLAIMER		
Date Filed : 5/6/13	This patent is subject to a Terminal Disclaimer	

Approved/Disapproved by:	
Janice Ford	
2 tds approved	

U.S. Patent and Trademark Office

Doc Code: PA... Document Description: Power of Attorney

PTO/AIA/82B(07-12)
Document Description: Power of Attorney
Approved for use through 11/0/2014, OKB 0891-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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	POWER OF ATTORNEY BY APPLICANT					
	attached transmittal letter.					
OR       21906         Inhereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s), and to transative of states Patent and Trademark Office connected therewith for the application reference transmittal letter (or PTOAIA/82A or equivalent):         Name       Name         Name       Registration         Name       Name         Name       Name         Please recognize or change the correspondence address for the application identication rational data and the above-mentioned Customer Number.         OR       The address associated with the above-mentioned Customer Number.         OR       The address associated with Customer Number:         OR       Fem or         Individual Name       Email         Address       Email         am the Applicant:       Email         Inventor or Joint Inventor       Legal Representative of a Deceased or Legally Incapacitated Inventor         Basignee or Person to Whom the Inventor is Under an Obligation to Assign         Person Who Otherwise Shows Sufficient Proprietary Interest (s.g., a petition under 37 (granted in the application or is concurrently being filed with this document)         State       Telephone         State       Telephone         Assignee or Person to Whom the Inventor is Under an Obligation to Assign         Person Who Otherwise Shows Sufficient Propristary Interest (s.g., a petition under 37 (granted in t	illomey(s) or agent(s), and to for the application reference					
Unded States Patent and Trademark Office connected therewith for the application reference transmittal letter (form PTO/AIA/82A or equivalent):           Name       Registration         Name       Registration         Number       Name         Please recognize or change the correspondence address for the application identitiansmittal letter to:         The address associated with the above-mentioned Customer Number.         OR         Pres address associated with Customer Number.         OR         Prim or         Individual Name         Address         City         State         Country         Isegai Representative of a Deceased or Legally Incapacitated Inventor         Assignee or Person to Whom the Inventor is Under an Obligation to Assign         Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 (granted in the application or is concurrently being filed with this document)         Signature       Signature         Wame       Hartle Prost         Telephore       Sizention						
Name       Number       Name         Please recognize or change the correspondence address for the application idem transmittal letter to:       Image: Control of the above mantioned Customer Number.         OR       OR         The address associated with the above mantioned Customer Number.       OR         OR       OR         Firm or Individual Name       State         City       State	act all business in the ed in the attached					
iransmittal letter to:	Registration Number					
iransmittal letter to:						
ransmittal letter to: The address associated with the above-mentioned Customer Number. OR OR The address associated with Customer Number: OR Firm or Individual Name Address City Cautry State Country Telephone am the Applicant: Inventor or Joint Inventor Legal Representative of a Deceased or Legally Incapacitated Inventor Legal Representative of a Deceased or Legally Incapacitated Inventor Legal Representative of a Deceased or Legally Incapacitated Inventor Bassignee or Person to Whom the Inventor is Under an Obligation to Assign Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 ( granted in the application or is concurrently being filed with this document) SIGNATURE of Applicant for Patent Signature Hante Frost Telephone Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4						
ransmittal letter to: The address associated with the above-mentioned Customer Number. OR OR The address associated with Customer Number: OR Firm or Individual Name Address City Cautry Fielephone Email am the Applicant: Inventor or Joint Inventor Legal Representative of a Deceased or Legally incapacitated Inventor Legal Representative of a Deceased or Legally incapacitated Inventor Legal Representative of a Deceased or Legally incapacitated Inventor Assignee or Person to Whom the Inventor is Under an Obligation to Assign Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 ( granted in the application or is concurrently being filed with this document) SIGNATURE of Applicant for Patent Signature Hanle Frost Telephone 512- Title and Company President, Atlinity Late of Texas, LUC RDTE. Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4						
iransmittal letter to:						
Address						
Country  Teleprione  Teleprione  Teleprione  Teleprion  Teleprion						
Telephone       Email         am the Applicant;       Inventor or Joint Inventor         Legal Representative of a Deceased or Legally Incapacitated Inventor         Assignee or Person to Whom the Inventor is Under an Obligation to Assign         Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 (granted in the application or is concurrently being filed with this document)         SiGNATURE of Applicant for Patent         Signature       Date         Wame       Harlie Prost         Telephone       S12-         Other and Company       President Attinity Labs of Texas, LLC         RDIE Signature - This form must be signed by the applicant in scoordance with 37 CFR 1.33. See 37 CFR 1.4	Zip					
am the Applicant:  Inventor or Joint Inventor  Legal Representative of a Deceased or Legally Incapacitated Inventor  Assignee or Person to Whom the Inventor is Under an Obligation to Assign  Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 ( granted in the application or is concurrently being filed with this document)  SIGNATURE of Applicant for Patent  Signature  Harlie Prost  Date May  Vame Harlie Prost  It is form must be signed by the applicant in scoordance with 37 CFR 1.33. See 37 CFR 1.4						
Legal Representative of a Deceased or Legally Incapacitated Inventor	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~					
Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 ( granted in the application or is concurrently being filed with this document) SIGNATURE of Applicant for Patent Signature Date May Vame Hanle Prost Date St2- Title and Company President Attinity Labs of Texas, LLC ROIE Signature - This form must be signed by the applicant in scoordance with 37 CFR 1.33. See 37 CFR 1.4						
SIGNATURE of Applicant for Patent           Signature         Date         May           Vame         Hanle Frost         Telephone         \$12-7           Title and Company         President Atlinity Labs of Texas, LLC         Telephone         \$12-7           IOIE         Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4         \$12-7	CFR 1.46(b)(2) was					
Signature         Date         May           Vame         Hanle Frost         Tolephone         \$12-7           Tille and Company         President, Attinity Lass of Texas, LLC         Tolephone         \$12-7           IOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4         \$1.26         \$1.27						
Vame         Hanle Frost         Telephone         \$12-7           Tille and Company         President Attinity Labs of Texas, LLC         \$12-7         \$12-7           IOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4         \$12-7	y 3, 2013					
Tille and Company President Attinity Lass of Texas, LLC IOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4	-704-5656					
IOTE Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 certifications. Submit multiple forms for more than one signature, see below *.						
	I for signature requirements and					
*Total of <u>1</u> forms are submitted.	***************************************					

This Collection of information is required by 37 CPH 131, 132 and 133. The information is required to obtain or means a benefit by the cubic which is to the (and by the USPTO to processe) an application. Confidentiality is governed by 36 U.S.C. 122 and 37 CPR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete including gathering, preparing, and submitting the complete application form to the USPTO. Three will vary depending upon the individual case. Any comments on the amount of time you require to complete this form endor suggestions for reducing this bunder, should be sent to the Chief Information Officer, U.S. Patient and Trademark Office, U.S. Department of Commerce, P.G. 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,

Doc Code: PA.. Document Description: Power of Attorney

PTO/AIA/82A (07-12)

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#### TRANSMITTAL FOR POWER OF ATTORNEY TO ONE OR MORE REGISTERED PRACTITIONERS

<u>NOTE</u>: This form is to be submitted with the Power of Attorney by Applicant form (PTO/AIA/82B or equivalent) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5. If the Power of Attorney by Applicant form is not accompanied by this transmittal form or an equivalent, the Power of Attorney will not be recognized in the application.

Application Num	ıber	13/673,391			
Filing Date	Filing Date November 9, 2012			-	
First Named Inv	entor	Russell W. White, et al			
Title		System and Method for Ma	naging I	Media (As Amended)	
Art Unit		2646			
Examiner Name	<b>;</b>	Erika A. Washington			
Attorney Docket	Number	AFF.004C11US			
1979 y.	SIGNAT	URE of Applicant or Patent Practitioner			
Signature	Mh	: Kyn	Date	5/6/13	
Name	Mark J. Rozman 512			512-418-9944	
Registration Number 42,117					
NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications.					
*Total of forms are submitted.					

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Electronic Ac	Electronic Acknowledgement Receipt				
EFS ID:	15694793				
Application Number:	13673391				
International Application Number:					
Confirmation Number:	5150				
Title of Invention:	System And Method To Communicate Targeted Information				
First Named Inventor/Applicant Name:	Russell W. White				
Customer Number:	21906				
Filer:	Mark J. Rozman/Stephanie Petreas				
Filer Authorized By:	Mark J. Rozman				
Attorney Docket Number:	AFF.004C11US				
Receipt Date:	06-MAY-2013				
Filing Date:	09-NOV-2012				
Time Stamp:	11:21:56				
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	Application Data Sheet	AFFOC	F004C11USSuppAppDataSh	1433210		7
'	Application Data Sheet	eet.pdf		a93e9959516cdffed41af6e8d2930f81d632 bc2a	no	
Warnings:						
Information:						

2	Power of Attorney	AFFINITYExecutedPOANEW.pdf	824773	no	1
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3	Power of Attorney	AFF004C11PTOAIA82AToFile.	186045	no	1
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Warnings:					
Information:					
		Total Files Size (in bytes):	2444	028	
characterized b Post Card, as de	gement Receipt evidences rece y the applicant, and including p scribed in MPEP 503.				
characterized by Post Card, as de <u>New Application</u> If a new applica 1.53(b)-(d) and	y the applicant, and including p	cation includes the necessary c CFR 1.54) will be issued in due of	It serves as evidence of omponents for a filing	f receipt si date (see 3	milar to 37 CFR
characterized by Post Card, as de <u>New Application</u> If a new applica 1.53(b)-(d) and Acknowledgem <u>National Stage</u> If a timely subm U.S.C. 371 and c	y the applicant, and including p scribed in MPEP 503. <u>ns Under 35 U.S.C. 111</u> tion is being filed and the appli MPEP 506), a Filing Receipt (37	bage counts, where applicable. Ication includes the necessary of CFR 1.54) will be issued in due ling date of the application. <u>under 35 U.S.C. 371</u> ge of an international applicati a Form PCT/DO/EO/903 indicati	It serves as evidence of omponents for a filing course and the date sho on is compliant with th ng acceptance of the a	f receipt si date (see : own on thi e conditio pplication	milar to 37 CFR s ns of 35

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	AFF.004C11US		
		Application Number			
Title of Invention	System And Method For Managing Media (As Amended)				
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	efix Given Name			M	iddle Name	9		Family	Name			Suffix
	Ruse	sell		W	·			White				
Resid	ence	Information	(Select One)	💽 US	Residency	0	Non US Re	sidency	Active	e US Mi	litary Service	!
City	Aust	in		State	/Province	ТХ	Count	y of Resi	idence ⁱ	US		
Mailing	Addr	ess of Inven	tor:									
Addre	ss 1		10904 Doswe	ell Cove								
Addre	ss 2											
City		Austin					State/Prov	vince	ТХ			
Postal	Code	5	78739			Cou	untry ∣	US	·			
Invent	or	2							Re	emove		
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	Kevi	n		R				Imes				
Resid	ence	Information	(Select One)	💽 US	Residency	0	Non US Re	sidency	Active	e US Mi	litary Service	
City	Aust	in		State	/Province	ТХ	Count	y of Resi	idence ⁱ	US		
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Mailing	Addr	ess of Inven	tor:									
Addre	ss 1		7309 Tanaqua	a Lane								
Addre	Address 2											
City		Austin					State/Prov	vince	ТХ			
Postal	Postal Code 78739 Country US											
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#### **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	AFF.004C11US		
		Application Number			
Title of Invention	System And Method For Managing Media (As Amended)				

An Address is being provided for the correspondence Information of this application.					
Customer Number 21906					
Email Address		Add Email	Remove Email		

#### **Application Information:**

Title of the Invention	System And Metho	System And Method For Managing Media (As Amended)				
Attorney Docket Number	AFF.004C11US		Small Entity Status Claimed			
Application Type	Nonprovisional	Nonprovisional				
Subject Matter	Utility	Utility				
Suggested Class (if any)		Sub Class (if any)				
Suggested Technology C	echnology Center (if any)					
Total Number of Drawing	ving Sheets (if any) 9 Suggested Figure for Publication (if any)					
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	O US Patent Practitioner	<ul> <li>Limited Recognition (37 CFR 11.9)</li> </ul>
Customer Number	21906		

#### **Domestic Benefit/National Stage Information:**

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.						
Prior Application Status	Pending	Remove				
Application Number	Continuity Type	Prior Application Number Filing Date (YYYY-MM-DD)				
13673391	3673391 Continuation of 13117507 2011-05-27					

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	AFF.004C11US
		Application Number	
Title of Invention	System And Method For Managing Media (As Amended)		

Prior Application Status Pend		Pending		Remove			nove
Application Number		Continuity Type		Prior Application Number Filing Da		te (YYYY-MM-DD)	
13117507 Continuation		Continuation of	of	12495190 2009-06-30			
Prior Applicati	on Status	Patented		Remove			
Application Number	Continuity Type		Prior Application Number	Filing Date (YYYY-MM-DD)	Patent	t Number	Issue Date (YYYY-MM-DD)
12495190	Continuat	tion of	12015320	2008-01-16	7778595		2010-08-17
Prior Application Status Patented		Patented		Remove		nove	
Application Number	Continuity Type		Prior Application Number	Filing Date (YYYY-MM-DD)	Patent	t Number	Issue Date (YYYY-MM-DD)
12015320	Continuation of		10947755	2004-09-23	73248	333	2008-01-29
Prior Applicati	on Status	Patented		1		Ren	nove
Application Number	Continuity Type		Prior Application Number	Filing Date (YYYY-MM-DD)	Patent	t Number	Issue Date (YYYY-MM-DD)
10947755	Continuation of 09		09537812	2000-03-28	71879	)47	2007-03-06
	Additional Domestic Benefit/National Stage Data may be generated within this form           Add           by selecting the Add button.					dd	

#### **Foreign Priority Information:**

This section allows for the applicant to claim benefit of foreign priority and to identify any prior foreign application for which priority is not claimed. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55(a).

			move				
Application Number	Country ⁱ	Filing Date (YYYY-MM-DD)	Priority Claimed				
			🔿 Yes 💿 No				
Additional Foreign Priority Data may be generated within this form by selecting the Add button.							

#### Authorization to Permit Access:

X Authorization to Permit Access to the Instant Application by the Participating Offices

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	AFF.004C11US
		Application Number	
Title of Invention	System And Method For Mana	aging Media (As Amended)	

If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.

### **Applicant Information:**

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.						
Applicant 1	1 Remove					
If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.						
Assignee		C Legal Representative u	inder 35 U.S.C. 117	Joint Inventor		
Person to whom the inve	entor is oblig	ated to assign.	O Person who sho	ws sufficient proprietary interest		
If applicant is the legal re	presentativ	e, indicate the authority to	file the patent applicati	on, the inventor is:		
Name of the Deceased of	r Legally I	ncapacitated Inventor :				
If the Applicant is an Or	ganization	check here. X				
Organization Name	Organization Name Affinity Labs of Texas, LLC					
Mailing Address Information:						
Address 1     31884 Ranch Road 12						
Address 2						
City Dripping Springs			State/Province	ТХ		
Country i US			Postal Code	78620		
Phone Number Fax Number						

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	AFF.004C11US		
		Application Number			
Title of Invention System And Method For Man		aging Media (As Amended)			
<b></b>					
Email Address	Email Address				
Additional Applicant Data may be generated within this form by selecting the Add button.					

#### **Non-Applicant Assignee Information:**

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

#### Assignee 1

Complete this section only if non-applicant assignee information is desired to be included on the patent application publication in accordance with 37 CFR 1.215(b). Do not include in this section an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest), as the patent application publication will include the name of the applicant(s).

If the Assignee is an Organization check here.						
Prefix	Given Name	Middle Name	Family Name	Suffix		
Mailing Address Info	ormation:					
Address 1						
Address 2						
City		State/I	Province			
Country i			Code			
Phone Number		Fax Nu	Fax Number			
Email Address						
Additional Assignee Data may be generated within this form by selecting the Add button.						
Signature:				Remove		

#### Signature:

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications						
Signature	/Mark J. Rozman/			Date (YYYY-MM-DD)	2013-05-06	
First Name	Mark Last Name Rozman			Registration Number	42117	
Additional Signature may be generated within this form by selecting the Add button.						

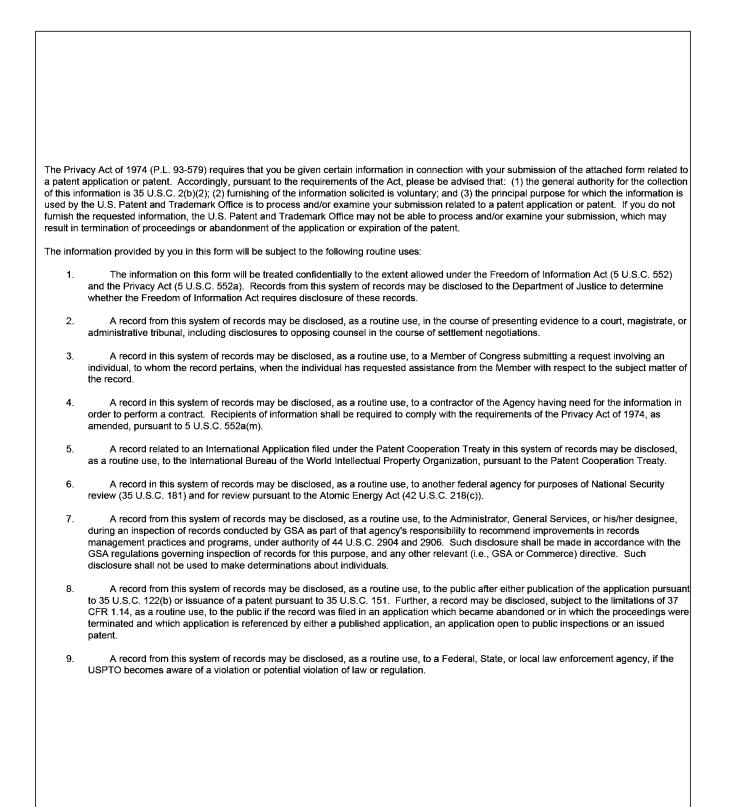
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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	AFF.004C11US
		Application Number	
Title of Invention	System And Method For Managing Media (As Amended)		

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.** 

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PTO/SB/25 (08-11)

	U.S. DEPARTMENT OF COMMERCE displays a valid OMB control number.
TERMINAL DISCLAIMER TO OBVIATE A PROVISIONAL DOUBLE PATENTING REJECTION OVER A PENDING "REFERENCE" APPLICATION	Docket Number (Optional) AFF.004C11US
In re Application of: Russell W. White, et al.	
Application No.: 13/673,391	
Filed: November 9, 2012	
For: System And Method For Managing Media (As Amended)	
The owner*, Affinity Labs of Texas, LLC , of <u>100</u> percent interest in the instant application date of the full statutory term of any patent granted on pending <b>reference</b> Application Number <u>October 23, 2012</u> , as the term of any patent granted on said <b>reference</b> application may be shorten application shall be enforceable only for and during such period that it and any patent granted on the <b>reference</b> owned. This agreement runs with any patent granted on the instant application with any patent granted on the instant application shall be enforceable only for and during such period that it and any patent granted on the granted on the granted on the reference owned. This agreement runs with any patent granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and is binding upon the granted on the instant application and	ation which would extend beyond 13/658,210 , filed red by any terminal disclaimer file nt so granted on the instant se application are commonly
In making the above disclaimer, the owner does not disclaim the terminal part of any patent granted on the ins to the expiration date of the full statutory term of any patent granted on said <b>reference</b> application, "as the terr <b>reference</b> application may be shortened by any terminal disclaimer filed prior to the grant of any patent on the in the event that: any such patent: granted on the pending <b>reference</b> application: expires for failure to pay a m unenforceable, is found invalid by a court of competent jurisdiction, is statutorily disclaimed in whole or termina 1.321, has all claims canceled by any terminal disclaimer filed prior to its grant.	m of any patent granted on said e pending <b>reference</b> application," naintenance fee, is held ally disclaimed under 37 CFR
Check either box 1 or 2 below, if appropriate.	
<ol> <li>For submissions on behalf of a business/organization (e.g., corporation, partnership, university, gove etc.), the undersigned is empowered to act on behalf of the business/organization.</li> </ol>	rnment agency,
I hereby declare that all statements made herein of my own knowledge are true and that all state belief are believed to be true; and further that these statements were made with the knowledge that willful made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States statements may jeopardize the validity of the application or any patent issued thereon.	false statements and the like so
2. 🖌 The undersigned is an attorney or agent of record. Reg. No. <u>42,117</u>	
Malfan	5/6/13
Signature	Date
Mark J. Rozman Typed or printed name	
	512-418-9944
	Telephone Number
Terminal disclaimer fee under 37 CFR 1.20(d) is included.	
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*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner). Form PTO/SB/96 may be used for making this statement. See MPEP § 324.	
This collection of information is required by 37 CFR 1.321. The information is required to obtain or retain a benefit by the pub to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estim including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chie Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES ADDRESS. <b>SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.</b>	nated to take 12 minutes to complete the individual case. Any comments or of Information Officer, U.S. Patent and

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PTO/SB/26 (08-11) Approved for use through 07/31/2012, OMB 0651-0031

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TERMINAL DISCLAIMER TO OBVIAT REJECTION OVER A "PF		Docket Number (Optional) AFF.004C11US
In re Application of: Russell W. White, et al.		
Application No.: 13/673,391		
Filed: November 9, 2012		
For: System And Method For Managing Media (As Amen	ded)	
The owner*, <u>Affinity Labs of Texas, LLC</u> except as provided below, the terminal part of the statuto the expiration date of the full statutory term of <b>prior paten</b> by any terminal disclaimer. The owner hereby agrees tha during such period that it and the <b>prior patent</b> are comm and is binding upon the grantee, its successors or assigns	ry term of any patent granted on the inst <b>nt</b> No. <u>7,187,947; 7,778,595</u> as the term it any patent so granted on the instant ap nonly owned. This agreement runs with ar	of said prior patent is presently shorten plication shall be enforceable only for and
In making the above disclaimer, the owner does not discl would extend to the expiration date of the full statutory ter terminal disclaimer," in the event that said <b>prior patent</b> la expires for failure to pay a maintenance fee:	rm of the prior patent, "as the term of sai	
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is statutorily disclaimed in whole or terminally di has all claims canceled by a reexamination cert is reissued; or	isclaimed under 37 CFR 1.321;	
is in any manner terminated prior to the expirati	ion of its full statutory term as presently s	hortened by any terminal disclaimer.
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1. For submissions on behalf of a business/organization etc.), the undersigned is empowered to act on be		ersity, government agency,
I hereby declare that all statements made herein belief are believed to be true; and further that these stater made are punishable by fine or imprisonment, or both, ur statements may jeopardize the validity of the application o	ments were made with the knowledge th nder Section 1001 of Title 18 of the United	at willful false statements and the like so
2. The undersigned is an attorney or agent of record	rd. Reg. No42,117	
-7/4	Mellon	5/6/13
	Signature	Date
2	Mark J. Rozman	
	Typed or printed name	
		512-418-9944
		Telephone Number
Terminal disclaimer fee under 37 CFR 1.20(d)	included.	
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Statement under 37 CFR 3.73(b) is required if terminal of Form PTO/SB/96 may be used for making this certification		ner).

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Electronic Patent Application Fee Transmittal					
Application Number:	13	673391			
Filing Date:	09	-Nov-2012			
Title of Invention:	System And Method To Communicate Targeted Information			tion	
First Named Inventor/Applicant Name:	Ru	ssell W. White			
Filer:	Mark J. Rozman/Stephanie Petreas				
Attorney Docket Number:	AFF.004C11US				
Filed as Large Entity					
Utility under 35 USC 111(a) Filing Fees					
Description		Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:					
Pages:					
Claims:					
Miscellaneous-Filing:					
Petition:					
Patent-Appeals-and-Interference:					
Post-Allowance-and-Post-Issuance:					
Extension-of-Time:					

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Statutory or Terminal Disclaimer	1814	2	160	320
	Tot	al in USD	) (\$)	320

Electronic Ack	knowledgement Receipt	
EFS ID:	15702882	
Application Number:	13673391	
International Application Number:		
Confirmation Number:	5150	
Title of Invention:	System And Method To Communicate Targeted Information	
First Named Inventor/Applicant Name:	Russell W. White	
Customer Number:	21906	
Filer:	Mark J. Rozman/Stephanie Petreas	
Filer Authorized By:	Mark J. Rozman	
Attorney Docket Number:	AFF.004C11US	
Receipt Date:	06-MAY-2013	
Filing Date:	09-NOV-2012	
Time Stamp:	16:59:42	
Application Type:	Utility under 35 USC 111(a)	

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Document Code - DISQ		Internal D	ocument – DC	NOT MAIL

TERMINAL DISCLAIMER		
Date Filed : 5/1/13	This patent is subject to a Terminal Disclaimer	

# Approved/Disapproved by:

Janice Ford

Wrong forms used. Use PTO/SB/26 (for patent numbers) and PTO/SB/25 (for reference application numbers).

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U.S. Patent and Trademark Office

### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Russell W. White	§ §	Group Art Unit:	2646
Serial No.:	13/673,391	§	Examiner:	Erika A. Washington
Filed:	November 9, 2012	ş ş ş	Examiner.	Erika A. washington
For:	System And Method For Managing Media (As Amended)	§ § §	Atty. Dkt. No.:	AFF.004C11US

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

#### **REPLY TO OFFICE ACTION MAILED MARCH 13, 2013**

Sir:

In response to the Office Action mailed March 13, 2013, please amend the abovereferenced patent application as follows:

Amendments to the Title begin on page 2 of this paper.

Amendments to the Specification begin on page 3 of this paper.

Amendments to the Abstract begin on page 5 of this paper.

Amendments to the Claims begin on page 6 of this paper.

Remarks/Arguments begin on page 11 of this paper.

Date of Deposit: <u>May 1, 2013</u> I hereby certify under 37 CFR § 1.8 this correspondence is being deposited **via EFS** on the date indicated above.

/Stephanie Petreas/

Stephanie Petreas

### **Amendments to the Title:**

Please replace the Title of the application with the following amended title:

System And Method To Communicate Targeted Information For Managing Media

#### Amendments to the Specification:

Please add the following Summary beginning on page 3, after the Background and before the Brief Description of the Drawings:

#### Summary

In accordance with teachings of the present disclosure, a system and method for communicating selected information to an electronic device are disclosed that provide significant advantages over prior developed systems. The disclosed embodiments allow a radio listener to create a personal playlist and to listen to this playlist in a wireless atmosphere while enjoying CD quality sound.

According to one aspect of the present disclosure, a system incorporating teachings of the present invention may include a digital engine operable to maintain data representing the selected information in a digital format. In some embodiments, the digital engine may be communicatively coupled to a graphical user interface that allows a user to identify the selected information. The system may also include a communication engine communicatively coupled to the digital engine, the communication engine may be operable to wirelessly communicate the data representing the selected information to an electronic device.

The wireless communication may involve communicating via a cellular communications network. The cellular communications network may be, for example, the global system for mobile communications network (GSM), which may operate around 1.8 GHz or 1.9 GHz. The cellular communications network may also involve, for example, the code-division multiple access network (CDMA). In some embodiments, the wireless communication may involve communicating via a high-speed, low-power microwave wireless link. For example, the wireless link may include a Bluetooth link, which may operate around 2.4 GHz.

According to another aspect of the present invention, a system for communicating selected information to an electronic device is disclosed. The system includes a digital engine operable to maintain data associated with selected audio information and a communication engine communicatively coupled to the digital engine, the communication engine operable to initiate wireless communication of the data to the electronic device.

According to another aspect of the present invention, a method for communicating selected audio information to an electronic device is provided. The method includes maintaining

data associated with the selected audio information using a digital engine, and initiating wireless communication of the data to the electronic device.

According to another aspect of the present invention, an electronic device for receiving selected audio information via wireless communication is provided. The device includes a communication module operable to receive wireless communication of the selected audio information, a storage medium operably coupled to the communication module, the storage medium operable to store the selected audio information, and a processor module coupled to the communication module, the processor module operable to process the received selected audio information.

According to another aspect of the present invention, a method for communicating selected audio information to an electronic device is provided. The method includes presenting information associated with audio information within an interface associated with a communication network, receiving an input from a user identifying the selected information, maintaining data associated with the selected audio information using digital engine, and initiating wireless communication of the data to the electronic device.

According to a particularized aspect of the present invention the interface operates in a browsing environment and the wireless communication operates outside the browsing environment.

Other technical advantages will be apparent to those of ordinary skill in the art in view of the following specification, claims, and drawings.

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### **Amendments to the Abstract:**

Please replace the Abstract paragraph on page 38, with the following amended Abstract paragraph:

A method for targeted advertising is disclosed. The method includes accessing at least one piece of demographic information associated with a user of a portable device, selecting an advertisement to be delivered to the user based at least in part on the demographic information, and initiating communication of a version of the advertisement configured for presentation at the portable device. A music enabled communication system includes a wireless telephone device with a display, a wireless communication module, a rechargeable power supply, a memory system, and a collection of instructions operable to utilize the wireless communication module to stream a signal representing a song to a recipient device using a given asynchronous wireless channel of a localized communications signaling network, to recognize receipt of an incoming call, and to alter the signal in connection with recognizing receipt of the call.

#### **Amendments to the Claims:**

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

#### **Listing of Claims:**

Claim 1 (currently amended): A music enabled communication system, comprising:

a wireless telephone device, the device having (1) a display at least partially defining a front surface of the device, (2) a housing component at least partially defining a back surface of the device, (3) an enclosure located between the front surface and the back surface, (4) a wireless communication module located within the enclosure, (5) a rechargeable power supply located within the enclosure, (6) a physical interface having a first and a second conductive path, the physical interface operable to communicate data via the first conductive path and to receive a recharging power for the rechargeable power supply via the second conductive path, and (7) a memory system, located within the enclosure; and

a collection of instructions stored in the memory system, the collection of instructions operable when executed to communicate a collection of information about media content available from the wireless telephone device to a recipient device such that the recipient device can use the collection of information to generate a graphical menu comprising a selectable menu item associated with the available media content, to utilize the wireless communication module to stream a signal representing at least a portion of a song to [[a]] the recipient device using a given asynchronous wireless channel of a localized communications signaling network, to recognize receipt of an incoming telephone call, and to alter an outputting of the signal in connection with recognizing receipt of the incoming telephone call.

Claim 2 (original): The system of claim 1, wherein the wireless communication module is compliant with a Bluetooth standard.

Claim 3 (original): The system of claim 2, further comprising an email client operable to communicate with an email server, a voicemail client operable to communicate with a voice mail server, and a browser operable to communicate with an Internet server.

Claim 4 (currently amended): The system of claim 2, wherein the wireless telephone device is a dual mode device operable to receive both a wireless digital signal and a wireless analog signal <u>and the collection of information about media content is configured to be communicated via an interface selected from a group consisting of a channel of the localized communications signaling network and the physical interface.</u>

Claim 5 (original): The system of claim 2, wherein the collection of instructions comprises a set of hands-free telephone instructions operable when executed to allow the wireless telephone device to operate in a hands-free mode when the wireless telephone device is wirelessly coupled with a wireless component of an automobile.

Claim 6 (original): The system of claim 1, wherein the display makes up more than half of the front surface and the wireless telephone device is operable to receive a collection of data representing a media at a hybrid of wireless communication rates that includes at least one faster rate and one slower rate.

Claim 7 (currently amended): The system of claim 1, further comprising a buffer memory located within the enclosure, wherein the wireless telephone device is operable to receive media content as a series of component parts, further wherein the wireless telephone device is operable to receive a component part of the media <u>content</u> at a wireless communication rate and a different component part of the <u>selected</u> media <u>content</u> at a different wireless communication rate, wherein the wireless telephone device is operable to cause a change in communication rates at which a given component <u>part</u> is received based at least partially upon an amount of data located in the buffer memory.

Claim 8 (currently amended): A system for wirelessly communicating musical content, comprising:

a portable electronic device having a processor operable to play an audio file that represents a song;

a memory communicatively coupled to the processor and configured to store a plurality of audio files; and

a wireless communication module communicatively coupled to the processor and operable to communicate a streaming audio signal that represents a playing of the song to a recipient device via a localized communications signaling network <u>in response to a selection of a</u> <u>selectable menu item presented on a recipient device display</u>, wherein the wireless communication module is compliant with a Bluetooth standard, further wherein the wireless communication module is configured to communicate at least a portion of the streaming audio signal to the recipient device using an asynchronous channel.

Claim 9 (original): The system of claim 8, wherein the portable electronic device is operable as a wireless telephone device and has (1) a display at least partially defining a front surface of the device, (2) a housing component at least partially defining a back surface of the device, (3) an enclosure located between the front surface and the back surface, (4) a rechargeable power supply located within the enclosure, and (5) a non-circular physical interface having a first and a second conductive path, the non-circular physical interface operable to communicate data via the first conductive path and to receive a recharging power for the rechargeable power supply via the second conductive path.

Claim 10 (original): The system of claim 9, wherein the portable electronic device comprises a software application, further wherein the portable electronic device is configured to accept an upgrade for the software application that is communicated to the portable electronic device via a software upgrading wireless communication.

Claim 11 (original): The system of claim 8, wherein the wireless communication module is operable to communicate the streaming audio signal at a communication rate that provides for a CD quality listening experience.

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Claim 12 (original): The system of claim 8, wherein the portable electronic device is operable as a wireless telephone device and has (1) a display at least partially defining a front surface of the device, (2) a housing component at least partially defining a back surface of the device, (3) an enclosure located between the front surface and the back surface, (4) a wide area wireless communication module operable to receive a collection of data representing a media at a hybrid of wireless communication rates that includes at least a first rate and a second rate, and (5) a buffer memory, wherein a change in communication rates is at least partially based upon an amount of data located in the buffer memory.

Claim 13 (original): The system of claim 8, wherein the portable electronic device has (1) a display at least partially defining a front surface of the device, (2) a housing component at least partially defining a back surface of the device, (3) an enclosure located between the front surface and the back surface, (4) a different wireless communication module located within the enclosure and operable to receive a collection of data representing a media, wherein the wireless communication module communicatively coupled to the processor is further operable to wirelessly communicate a signal representing the media to the recipient device while the different wireless communication module is receiving the collection of data representing the media.

Claim 14 (original): The system of claim 8, further comprising an internal battery and means for recharging the internal battery.

Claim 15 (currently amended): A system for communicating advanced media content, comprising:

an audio system having a memory system, a speaker assembly, and a wireless communication module configured to receive a streaming signal representing a piece of musical content from a different electronic device;

the wireless communication module operable to receive at least a portion of the streaming signal via an asynchronous channel of the a localized communications signaling network <u>after</u> the audio system recognizes a selection of a selectable menu item presented on a display,

wherein the selectable menu item comprises a name for the piece of musical content and is associated with the piece of musical content;

the memory system comprising a buffer operable to buffer at least some of the streaming signal received by the wireless communication module; and

the speaker assembly operable to output a sound representing the piece of musical content.

Claim 16 (currently amended): The system of claim 15, wherein the audio system further comprises an in-band on-channel radio receiver and a communicative coupling means for receiving audio information from the different electronic device such that the audio system can use at least a portion of the audio information to initiate presentation of the selectable menu item on the display.

Claim 17 (original): The system of claim 15, further comprising instructions stored in the memory system and operable when executed to communicatively couple with a wireless telephone and to work with the wireless telephone while the wireless telephone is in a hands-free mode.

Claim 18 (original): The system of claim 15, further comprising a video presentation system that comprises the audio system.

Claim 19 (original): The system of claim 15, further comprising an automobile that comprises the audio system.

Claim 20 (original): The system of claim 15, further comprising instructions stored in the memory system and operable when executed to utilize the speaker assembly to output a call to a wireless telephone that is communicatively coupled to the audio system and in a hands-free mode.

Samsung Ex. 1202 p. 254

#### **REMARKS/ARGUMENTS**

Provided herewith is a Terminal Disclaimer.

Also provided herewith are clean copies of listings from previously filed Information Disclosure Statements, per the request in the Office Action, and an additional Information Disclosure Statement.

The Specification and Title have been amended as requested. No new matter is added.

Also provided herewith is a Summary, which is taken from U.S Patent No. 7,187,947, to which the present application claims priority and which was previously incorporated by reference. No new matter is added.

Applicants respectfully traverse the §§ 102 and 103 rejections. Applicants also object to each instance of Official Notice taken by the Examiner. As shown above in the listing of the claims, Applicants have amended claims 1, 4, 7, 8, 15 and 16 in accordance with the telephonic interview conducted on April 23, 2013.

### STATEMENT OF THE SUBSTANCE OF THE INTERVIEW

The first named inventor, Russell White, and the undersigned gratefully acknowledge and appreciate the time and consideration extended during a telephonic interview, which occurred on April 23, 2013. Taking part in the interview were Examiner Washington, Russell White, and the undersigned attorney, Mark Rozman. The interview began with a discussion of the primary reference Witkowski and the reasons why it fails to anticipate or render the claims obvious. In addition, the undersigned pointed out that the reference does not qualify as prior art, given the filing date of the Witkowski PCT application prior to November 29, 2000 (such that the Witkowski provisional application does not qualify as prior art). M.P.E.P. §706.02(f)(1) (example 6). Based on the discussion, it is believed that filing a Terminal Disclaimer in combination with the above amendments and remarks overcome the current rejections.

Discussed during the interview were various topics, including the claims and the structures associated with communicating media information between a wireless device and a recipient device to enable streaming content communication between the devices. Inventor White indicated that independent claims 1, 8 and 15 would be amended in accordance with the interview discussions. Inventor White also acknowledged that amendments to the independent

claims could affect dependent claims (e.g., creating antecedent issues that require amendments to dependent claims).

In connection with the discussion about the primary reference and its effective §102(e) prior art date, the parties to the call discussed the priority date for the pending claims and the proposed amendments. Inventor White and the undersigned appreciate the Examiner's thoughtful consideration and express determination that the as-filed claims of the present application are fully supported by the original as-filed parent specification of U.S. Patent Application No. 09/537,812, filed on March 28, 2000, which is now U.S. Patent No. 7,187,947. This support remains after the above amendment to the claims. As such and at the Examiner's request Applicants below identify a few of the 3/28/2000 specification quotes that support the claims. The listing is not intended to be complete. There is substantial support and several teachings throughout the 3/28/2000 specification, and a complete understanding of the support and teachings can best be gleaned by reading the entire document while referring back to the figures. In other words, the teachings build throughout the specification and one of ordinary skill in the art would understand that the disclosure teaches the reader to meld various combinations of the figures (e.g., 1, 2, 3, 4, and 9) and the descriptions associated with those various combinations into specific embodiments of the teachings.

The '947 Specification discloses, for example, that "information is communicated across a channel in an asynchronous manner to provide a continuous audio signal to the recipient." The specification explains, "[w]ith a display device for displaying a Website having selectable information, electronic device 300 may allow a user to select audio information via a user interface and receive the selected information via wireless communication thereby providing a customizable WebRadio device for the user. In another embodiment, electronic device 300 may be a modular device configured to be coupled to, for example, a portion of a cars interior. For example, electronic device 300 may be mounted to a portion of a car's console thereby providing a removably coupled electronic device operable to wirelessly receive selected audio information." Moreover, the specification teaches that an "electronic device 300 configured as a PDA and cellular phone may allow for communication with a users email account, voice mail account, the Internet, as well as allowing for the receipt of selected audio information via wireless communication. Electronic device 300 may be operable in a hands-free mode allowing a user to maintain safe driving fundamentals. During use, electronic device 300 may be processing

selective audio information for communicating with an automobile audio system and may further be operating to receive incoming cellular calls. Electronic device 300 may be set-up by the user to pause the music being played and allow the received cellular call to be communicated either via an independent speaker or utilizing the automobiles audio system. Additionally, electronic device 300 may be operable to adjust the listening level of an automobiles audio system, play received voice mail messages, allow a user to view the Internet, etc." And, the specification goes on to describe how "radio dial 412 surpasses the limitations of conventional systems through providing a programmable radio dial of user customized audio information. Radio dial 412 includes several stations that may be programmed using program interface 413. The preset stations may include several different types of user customized preset information such as user selected playlists, internet broadcast stations, top 10 lists, group playlists, artist's selected lists, on-line radio station, conventional radio stations, Internet phone, cellular phone, etc. and other functions, features, or information associated with audio information. Radio dial 412 may also be displayed as a separate user interface and in some embodiments, does not require a 'browsing' environment to view radio dial 412. For example, an electronic device, such as a PDA, having a display may graphically present radio dial 412 to a user. One example may be using electronic device in association with an automobile audio system. Electronic device may display radio dial 412 and may allow a user to navigate, modify, select, adjust volume, access daytimer, access phone lists, etc. or perform other functions while the electronic device is used in association with an automobile sound system. Therefore, radio dial 412 may be operable as an application for use with several different types of electronic devices (i.e., computer systems, portable computing devices, cellular phones, etc.) operable to display radio dial 412 and in come embodiments may be wirelessly communicated to an electronic device."

In view of these remarks, the application is now in condition for allowance and the Examiner's prompt action in accordance therewith is respectfully requested. The Commissioner is authorized to charge any additional fees or credit any overpayment to Deposit Account No. 20-1504.

Respectfully submitted,

Date: May 1, 2013

/Mark J. Rozman/ Mark J. Rozman Registration No. 42,117 TROP, PRUNER & HU, P.C. 1616 S. Voss Road, Suite 750 Houston, Texas 77057-2631 (512) 418-9944 [Phone] (713) 468-8883 [Fax] Customer No.: 21906

TERMINAL DICLAIMER TO OBVIATE A DOUBLI REJECTION OVER A PRIOR PATEN		Docket Number (Optional) AFF.004C11US
n re Application of: Russell W. White, et al.		
Application No.: 13/673,391		
Filed: November 9, 2012		
For: System And Method For Managing Media (As Amended)		
The owner*, <u>Affinity Labs of Texas, LLC</u> , of <u>100</u> percent interest provided below, the terminal part of the statutory term of any patent gran the expiration data of the full statutory term <b>prior patent</b> Nos. <u>7,187,947</u> <b>reference</b> Application Number <u>13/658,210</u> filed on <u>October 23, 2012</u> , as term of said <b>prior patents</b> are presently shortened by any terminal discla <b>reference</b> application may be shortened by any terminal disclaimer filed application. The owner hereby agrees that any patent so granted on the such period that it and the <b>prior patent</b> and any patent granted on the <b>re</b> runs with any patent granted on the instant application and is binding upon	ted on the instant applic and 7,778,595 and of a such term is defined in ilmer, and as the term o prior to the grant of any instant application shall ference application are	ation which would extend beyond ny patent granted on pending 35 U.S.C. 154 and 173, and as the f any patent granted on said patent on the pending <b>reference</b> be enforceable only for and during commonly owned. This agreement
In making the above disclaimer, the owner does not disclaim the termina would extend to the expiration data of the full statutory term as defined in granted on said <b>reference</b> application, "as the term of said prior patent is term of any patent granted on said <b>reference</b> application may be shorter patent on the pending <b>reference</b> application," in the event that said <b>prior</b> application later: expires for failure to pay a maintenance fee; is held und jurisdiction; is statutorily disclaimed in whole or terminally disclaimed unco reexamination certificate; is reissued; or is in any manner terminated prior shortened by any terminal disclaimer.	35 U.S.C. 154 and 173 presently shortened by led by any terminal disc <b>patent</b> any such paten enforceable; is found inv er 37 CFR 1.321; has a	of the <b>prior patent</b> or any patent any terminal disclaimer and the laimer filed prior to the grant of any it granted on the pending <b>reference</b> valid by a court of competent II claims canceled by a
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	Filing Date		2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russe	all W. White
(Not for submission under 37 CFR 1.99)	Art Unit		2649
	Examiner Name	Erika	A. Washington
	Attorney Docket Number	er	AFF.004C11US

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Application Number	131073391
Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	2649
Examiner Name	Erika A. Gary
Attorney Docket Numb	er AFF.004CtIUS

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First Named Inventor	ussell W. White, et al.	
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Examiner Name	rika A. Gary	
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	Filing Date	8012-11-9
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	er AFF.004C ji US

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Filing Date		2012-11-09
First Named Inventor	Russe	ell W. White, et al.
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	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	a649
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	ber AFF.0004C/1US

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First Named Inventor	Russell W	. White, et al.		
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Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	2649
Examiner Name	Erika A. Gary
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First Named Inventor	Russell W. White, et al.
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Application Number	13673391
Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	8649
Examiner Name	Erika A. Gary
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Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Filed

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(Not for submission under 37 CFR 1.99)

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Filing Date		2012-11-04		
First Named Inventor	Russe	ll W. White, et al.		
Art Unit		2649		
Examiner Name	Erika	A. Gary		
Attorney Docket Numb	ber	AFF.004C/1US		

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Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevan Figures Appear		
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Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	'au49
Examiner Name	Erika A. Gary
Attorney Docket Numb	- AFF.004CHUS

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Application Number	13673391
Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	2649
Examiner Name	Erika A. Gary
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	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, Jr.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
( NOTION SUBMISSION UNDER STORY 1.39)	Examiner Name	Erika A. Washington
•	Attorney Docket Num	

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INFORMATION DISCLOSURE	Filing Date	2012-11-09
STATEMENT BY APPLICANT	First Named Inventor	Russell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Washington
	Attorney Docket Numb	

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Application Number	13673391
Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	2649
Examiner Name	En ka A. Washington
Attorney Docket Numb	AFF.004CI/US

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	1 /	Affinity Labs of Texas, Defendant Volkwagen	LLC, Plai	ntiff, v. BN	/W Nort	n America, LLC	. et al, Defendants, (	Case No	o. 9:08-cv-00164-RC,	

	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT	Art Unit	2649
(Not for submission under 37 CFR 1.99)	Examiner Name	Erika A- Washington
	Attorney Docket Number	AFF.004C II US

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¹ See Kind Codes of USPTO Patent Documents at <u>www.USPTO.GOV</u> 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.

Doc description: Information Disclosure Statement (IDS) Filed

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	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2644
	Examiner Name	Erika A. Washington
	Attorney Docket Numb	er AFF.004C11US

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Application Number	13673341
Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	2649
Examiner Name	Erika A-Washington
Attorney Docket Numb	her AFF.004CIUS

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Application Number	13673391
Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	2649
Examiner Name	Erika A. Wasnington
Attorney Docket Numb	AFF.004CIIUS

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Application Number	13673891
Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	2649
Examiner Name	Erika A. Washington
Attorney Docket Numb	

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	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT	Art Unit	21049
(Not for submission under 37 CFR 1.99)	Examiner Name	Erika A. Wasnington
	Attorney Docket Numb	Der AFF.004CILUS

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Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue D	of cited Document       Figures Appear         primation please click the Add button.       Figures Appear         Name of Patentee or Applicant of cited Document       Pages, Columns, Lines where Relevant Passages or Relevar Figures Appear         polication of cited Document       Pages, Columns, Lines where Relevant Passages or Relevar Figures Appear         ation citation information please click the Add button.       Relevant Passages or Relevant Figures Appear         Ation citation information please click the Add button.       Relevant Pages, Columns, Lines where Relevant Passages or Relevant Passa			Relevant Passages or Relevant		
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Application Number		13673391
Filing Date		2012-11-09
First Named Inventor	Russe	ll W. White, et al.
Art Unit		2649
Examiner Name	En.	ka A Wosnington
Attorney Docket Numb	er	AFF.004CHUS

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	Application Number Filing Date		13673391 2012-11-69	
INFORMATION DISCLOSURE	First Named Inventor	Russe	ell W. White, et al.	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit		a 649	
	Examiner Name	Eri	ka A. Washington	
	Attorney Docket Numb	er	AFF.004C//US	

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Doc description: Information Disclosure Statement (IDS) Filed

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	Application Number		13673391	
	Filing Date		2012-11-09	*********
INFORMATION DISCLOSURE	First Named Inventor	Russ	ell W. White, et al.	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit		2649	
	Examiner Name	Er	ika A. Washington	
	Attorney Docket Numb	er	AFF.004C IIUB	

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	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	ale:49
	Examiner Name	Enika A Washington
	Attorney Docket Numb	Per AFF.004C IIUS

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	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Washington
	Attorney Docket Numb	Der AFF.004C/11US

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Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Da	ate	Name of Patentee or Applicant of cited Document		Releva	,Columns,Lines where ant Passages or Relev s Appear	) 'an
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	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Washington
	Attorney Docket Num	Der AFF.004C IIUS
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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.	T5					
	1	"Universal Serial Bus Specification," Revision 1.1, September 23, 1998, pages ii-106.						
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	4	The United States Patent And Trademark Office, Office Action Mailed November 9, 2007 in related patent application serial no. 10/947,755.						
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		itial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a conformance and not considered. Include copy of this form with next communication to applicant.						
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	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2619
	Examiner Name	Erika A. Washington
	Attorney Docket Numb	er AFF.004C/1US

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	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	<u> 2649</u>
	Examiner Name	Erika A. Washington
	Attorney Docket Number	er AFF.004CHUS

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 Application Number
 13673391

 Filing Date
 2012-11-09

 First Named Inventor
 Russell W. White, et al.

 Art Unit
 2049

 Examiner Name
 Enko. Pewasnington

 Attorney Docket Number
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Signature Considered Considered, whether or not cliation is in conformance with MPEP 609. Draw line through cliation if not in conformance and not considered, include copy of this form with next communication to applicant. ¹Applicant's unique cliation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at <u>www.taspb.org</u> or MPEP 601.04. ¹Enter Office that leaved the document, by the two-latiar code (WIPO Standard ST.). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ¹Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant's to place a check mark here if English language USPTO Patent Documents, process, an application. Considerating its completed application is altached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or relain a benshi by the public which is to file (and by the USPTO to process) an application. Considerating its completed application form to the USPTO. Time will vary depanding upon the individual case. Any comments on the amount of time you require to complete the form and/or suggestions for reducing the your double be sent to the Chelf information Circle. U.S. Patent and Trademark Cfrice, P.O. Box 1450, Alexandria, VA 22313-1460. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1469. *If you need assistance in completing the form, cell 1-800-PTO-9199 (1-800-786-9199) and select option 2.* 

PAGE 5/6 * RCVD AT 5/3/2005 3:30:43 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/11 * DNIS:9729306 * CSID:512 327 5452 * DURATION (mm-ss):01-46

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Substitut	te for form 1449/PTO			Application Number	1867339			
			CLOSURE	Filing Date	2012-11-09			
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				Examiner Name	Erika A- Wlasnington			
Sheet	2	of	2	Attorney Docket Number	APFOD4CIIUS			

		NON PATENT LITERATURE DOCUMENTS		
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1 Applicant's unique oftation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached. This collection of information tarequired by 37 CFR 1.88. 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 2 hours to complete, including gathering, propering, and submitting the completed application for raducing this burden, should be sent to the Chief Information Officer, U.B. Patent and Trademark Office, P.O. Box 1450, Accandina, VA 22313-1450.

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Substitute for form 1449/PTO	Application Number 13673391
	Filing Date 3DI 2-11-09
INFORMATION DISCLOSURE	First Named Inventor Russell W. White
STATEMENT BY APPLICANT	Art Unit 2649
(Use as many sheets as necessary)	Examiner Name Enka A. Washington
Sheet 1 of 3	Attorney Docket Number AFPO04 CIIUS

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Examiner Initials*	Cite No.'	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pagea, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (# known)			Pigures Appear
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		Application Number	13673391
			2012-11-09
		First Named Inventor	Russell W. White
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F	Sheet 2 of 3	Altorney Docket Number	AFFOOUCIIUS

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			U. S. PATENT	DOCUMENTS	
Examiner Initials*	Cite No.1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (* hnorm)			
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the appropriate symbols as indicated on the document under WPO Standard S1.10 in parameter. Approximate a parameter is attached. Translation is attached. 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 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sant to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1460, Abaxandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Aexandria, VA 22313-1450. *If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.* 

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INFC	RMATION	I DIS	CLOSURE	Filing Date	2012-11-09	
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	(Use as many she	ets as n	icessary)	Examiner Name	GARY, Erika A.	
Sheet	3	of	3	Attorney Docket Number	AFFOULICIUS	

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	1-B	U.S. Patent No. 60/167,179, filed 11/23/1999		
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## STATEMENT BY APPLICANT (Use as many sheets as necessary)

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Examiner Name

Enjea Awasnington Approvenus Attorney Docket Number Sheet of . U. S. PATENT DOCUMENTS Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear Name of Patentee of Applicant of Cited Document Cite No.1 Document Number Publication D Examine MM-DD-YYYY Initials Number-Kind Code^{2 (# tri} ^{US-} 5,870,680 B27 02/09/99 Guerlin et al. ^{US-} 5,774,793 B28 06/30/98 Cooper et al. ^{US-} 5,587,560 12/24/96 Crooks et al. B29 B30 US- 5,586,090 Otte, William C. 12/17/96 B31 US 5,450,471 09/12/95 Hanawa et al. B32 US- 5,307,326 Osawa, Shoichi 04/26/94 B33 US- 4,905,272 Van de Mortel et al. 02/27/90 B34 US- 4,807,292 02/21/89 Sorscher, Bernard B35 US-US **B**36 US-**B**37 B38 US-US-**B**39 US-B40 US-B41 US-B42 US-B43 US-**B44** US-B45

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STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
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INFORMATION DISCLOSURE         STATEMENT BY APPLICANT         (Not for submission under 37 CFR 1.99)         Filing Date         Russell W. White         Art Unit         Builder D.         Washington	Erika A. Washington	
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	Examiner Name	Erika A. Washington
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INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
<b>STATEMENT BY APPLICANT</b> (Not for submission under 37 CFR 1.99)	Art Unit	3,649
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	Attorney Docket Numbe	r AFF.004Cilvs

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INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
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	Examiner Name	Erika A. Washington
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3	Affinity Labs of Texas, LLC, Plaintiff, v. Dice Electronics, LLC, et al., Defendants, C.A. No. 9:08-cv-00171-RC, Affinity's Infringement Contentions, with Infringement Chart Exhibits A-C.	

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¹ See Kind Codes of USPTO Patent Documents at <u>www.USPTO.GOV</u> 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.

•	Application Number	1367 3391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika Awashington
	Attorney Docket Num	

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	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2449
	Examiner Name	Unknown
	Attorney Docket Numb	ber AFF.004CI/US

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	2	Richa	rd Menta, "1:	200 Song	) MP3 Portable	Is A Mile	estone Player,"	January 11,	2000, Pages 1	-3.		
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	Application Number	13173391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Washington
	Attorney Docket Numb	er AFFDOHCHUS

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Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages Columns,Lines where Relevant Passages or Relevant Figures Appear	
	1	7065342	B1	2006-06-20	Rolf, Devon A.		
	2	6694200	B2	2004-02-17	Naim, Ari B.		
	3	6587835	B1	2003-07-01	Treyz et al.		
	4	6510210	B1	2003-01-21	Baughan, Kevin J.		
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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.

	Application Number		13673391
	Filing Date		2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russe	II W. White, Jr.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit		2649
	Examiner Name	Erika /	A. Gary
	Attorney Docket Num	per	AFF.0004CIUS

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Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	5797089		1998-08-18	Nguyen, et al.	
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	3	6338044		2002-01-08	Cook, et al.	
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	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, Jr.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	24-19
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	er AFF.0004C (IUS

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	4	Alpin	ty Labs of Texas, LLC v. BMW North America, LLC, et al., C.A. No. 9:08C e Electronics of America, Inc., et al., C.A. No. 9:08CV171, Eastern Distric s of United States Pates No. 7,324,833, December 18, 2009, pp. 1-31.	CV164 and Affin of Texas, Orde	ity Labs of Texas, LLC v. er Construing Claim	
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	Application Number	13673391
	Filing Date	2012-11-69
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, Jr.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	au49
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	Der AFF.0004CIUUS

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	13673391
	Filing Date	2012-11-09
	First Named Inventor Russell W. White, et al.	
	Art Unit	2649
	Examiner Name Er	ika A. Gary
	Attorney Docket Number	AFF.004C (1) US

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Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6009363		1999-12-28	Beckert	
	2	6023232		2000-02-08	Eitzenberger	
	3	6151634		2000-11-21	Glaser	
	4	6453281		2002-09-17	Walters	
	5	6678215		2004-01-13	Treyz	
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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	20010042107		2001-11-15	Palm	
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	Application Number	13673391
INFORMATION DISCLOSURE	Filing Date	2012-11-09
STATEMENT BY APPLICANT	First Named Inventor	Russell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	2449
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	ber AFF.004CIULS
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	1	U.S. Patent And Trademark Office, Office application reexamination serial no. 95/00	Action in Inter Partes Reexamination mailed on May 24, 2010, in U.S. 1,262.	
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	Application Number	12673891
INFORMATION DISCLOSURE	Filing Date	2012-11-09
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	First Named Inventor	Russell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	er AFF.004CIUS

	1	U.S. Patent a no. 95/001,22	nd Trademai 3.	rk Office, O	Office Action in I	nter Partes Ree:	amination dated June 1	14, 2010 in U.S. application	
	2 U.S. Patent and Trademark Office, Ex Parte Reexamination Communication Transmittal Form dated June 14, 2010 providing "Decision, Sua Sponte, To Merge Reexamination Proceedings," in U.S. application no. 95/001,223.								
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	Application Number	13673391
INFORMATION DISCLOSURE	Filing Date	2012-11-09
STATEMENT BY APPLICANT	First Named Inventor	Russell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	31649
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	ber AFF.004CILLS

U.S. Patent and Trademark Office, Office Action in Inter Partes Reexamination of Patent No. 7486926, Control No. 95/001,263, Office Action issued July 9, 2010, 20 pgs.

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

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	Application Number	13673291
INFORMATION DISCLOSURE	Filing Date	2012-11-09
STATEMENT BY APPLICANT	First Named Inventor	Russell W. White
(Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	er AFF.0004CIIUS

1		U.S. Patent and Trademark Office, Office Action in In Control No. 95001266, Office Action issued on Augus	er Partes Reexamination of t 2, 2010, 14 pages.	Patent No.	7440772, Reexamination			
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	Application Number		13673391		
	Filing Date		2012-11-09		
INFORMATION DISCLOSURE	First Named Inventor	Russe	sell White, et al.		
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit		2649		
	Examiner Name	Erika	A. Gary		
	Attorney Docket Numb	er	AFF.0004CILUS		

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	Application Number	1	3673391	
	Filing Date	é	2012-11-09	
INFORMATION DISCLOSURE	First Named Inventor	Russell	ssell White, et al.	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	ć	2649	
	Examiner Name	Erika A.	Gary	
	Attorney Docket Num	er A	AFF.0004CIUUS	

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Examiner Initial*	Cite No	Patent Number	Kind Code1	Issue Da	ate	Name of Patentee of Applicant			Pages,Columns,Lines where Relevant Passages or Releva Figures Appear		
	1	4802492		1989-02-	07	Grunstein					
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	1	JP 3056721	3056721 JP 1998-12-02								
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Application Number		13673391	
Filing Date		2012-11-09	
First Named Inventor	Russe	ll W. White, et al.	
Art Unit		aleya	٩
Examiner Name	Erika /	A. Gary	
Attorney Docket Numb	er	AFF.004C ILLS	

	4	H11-164058	JP		1999-06-18	Sato		
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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)

Application Number		13673391	
Filing Date		2012-11-09	
First Named Inventor	Russe	ell W. White, et al.	en anter a
Art Unit		2649	
Examiner Name	Erika	A. Gary	
Attorney Docket Numb	ber	AFF.004C MUS	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Filing Date	D012-11-09
	First Named Inventor	Russell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	ale49
	Examiner Name	Erika A. Gary
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INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Gary
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	Application Number	13473391
INFORMATION DIGOLOGUES	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
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Application Number	13673391
Filing Date	2012-11-09
First Named Inventor	Russell White, et al.
Art Unit	2649
Examiner Name	Erika A. Gary
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 JL49

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Art Unit	2649
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	Application Number	13673391
INFORMATION DIOOL COUDE	Filing Date	2012-11-09
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	First Named Inventor R	ussell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name E	rika A. Gary
·	Attorney Docket Number	AFF.004CILUS

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$\checkmark$	6	"MP3 Portable Player Goes Elite" The Mac Observer, Nov. 17, 1999, 3 pages.		
$\checkmark$	7	"MP3 in Your Car Has Arrived" (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U.S.C. 102 (a), (b), (f) and (g)) 1 page.		
$\checkmark$	8	Photos from Comdex Fall 1999, Nov. 1999, 9 pages.		
	9	Photos from LinuxWorld Expo, Winter 1999, Mar. 1-4, 1999, 22 pages.		
	10	Craig Knudsen, "MP3 Linux Players," Linux Journal, Jul. 1, 1999, pp. 1-3.		
	11	riocar.org – Empeg Car History, (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U.S.C. 102 (a), (b), (f) and (g)), 4 pages.		
$\checkmark$	12	"Visteon: For Your Listening Pleasure - Any Music, Any Time, Anywhere," Presswire, Jan. 5, 2000, 1 page.		
$\checkmark$	13	Photographs in email to Hugo Fiennes, Sept. 22, 1999, 4 pages.		
	14	HP Jornada 420 User's Manual, 1999, pp. 1-142.		
	15	IEEE Standard 802.11b, 1999 Edition (Wireless LAN Medium Access Control and Physical Layer Specifications: Higher-Speed Physical Layer Extension in the 2.4 GHz Band) Sep. 16, 1999, 96 pages.		
	16	RealPlayer Plus G2 Manual, 1999, pp. 1-81.		
		$ \begin{array}{c}       \sqrt{7} \\       \sqrt{8} \\       \sqrt{9} \\       \sqrt{10} \\       \sqrt{11} \\       \sqrt{112} \\       \sqrt{12} \\       \sqrt{13} \\       \sqrt{14} \\       \sqrt{14} \\   \end{array} $	7       "MP3 in Your Car Has Arrived" (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U.S.C. 102 (a), (b), (f) and (g)) 1 page.         8       Photos from Comdex Fall 1999, Nov. 1999, 9 pages.         9       Photos from Comdex Fall 1999, Nov. 1999, 9 pages.         10       Craig Knudsen, "MP3 Linux Players," Linux Journal, Jul. 1, 1999, pp. 1-3.         11       riccar.org – Empeg Car History, (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U.S.C. 102 (a), (b), (f) and (g)), 4 pages.         12       "Visiteon: For Your Listening Pleasure – Any Music, Any Time, Anywhere," Presswire, Jan. 5, 2000, 1 page.         13       Photographs in email to Hugo Fiennes, Sept. 22, 1999, 4 pages.         14       HP Jornada 420 User's Manual, 1999, pp. 1-142.         15       IEEE Standard 802.11b, 1999 Edition (Wireless LAN Medium Access Control and Physical Layer Specifications: Higher-Speed Physical Layer Extension in the 2.4 GHz Band) Sep. 16, 1999, 96 pages.	Image: Section of the section of th

	Application Number	13678391
INCODMATION DISCLOOUDE	Filing Date	2012-11-09
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	First Named Inventor	Russell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	er AFF.004C <b>11 U.S</b>

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/	1	Sony Corporation, So Recorder MZ-R90/MZ	Sony Corporation, Sony Portable MiniDisc Recorder MZ-R90/MZ-R91 Operating Instructions, Doc. No. 3-867-571-22(1), 1999, pp. 1-55.					
J	2	Empeg Car User Guid	e, 1999, pp. 1-1	9.				<u> </u>
$\checkmark_{\perp}$	3	Empeg Car User Guid	e (2000) pp. 1-4	8				C
$\checkmark$	4	Crowe, Mike. Empeg (	Car Beta 10a, Ma	arch 25, 2000	), 3 pages.			
	5	Emplode Help, (date u 102 (a), (b), (f) and (g)	nknown, contend	led by defen	dant Apple Co	p. to be prior art under one	e or more of 35 U.S.C.	

a a construction and the second s	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
	Examiner Name	Erika A. Gary
	Attorney Docket Num	er AFF.004CIIUS

45	MPMan F-10 and F-20 digital audio players a July 14, 1999. 6 pages.	and review article "MP3 Player Saehan MPMan F20 Review", X-bit labs	,   🗆
46	vienta, "RIAA Sues Music Startup Napster fo	or \$20 Billion" Newswire, Jan. 11, 2000, 4 pages.	
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### INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)

Application Number	13673391
Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	2649
Examiner Name	Erika A. Gary
Attorney Docket Numb	er AFF.004CNUS

	34	The EMusic.com website (formerly www.goodnoise.com) (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U.S.C. 102 (a), (b), (f) and (g)) 2 pages.	
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	37	"Music Factory; Retailers Struggle to Expand Listening Options Online," Contra Costa Times Mar. 19, 2000, pp. 1-2.	
J	38	The MyPlay.com website (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U.S.C. 102 (a), (b), (f) and (g)) 1 page.	
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	Application Number	13673391
Filin	Filing Date	2012-11-09
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	First Named Inventor	Russell W. White, et al.
(Not for submission under 37 CFR 1.99)	Art Unit	3649
	Examiner Name	Erika A. Gary
	Attorney Docket Numb	er AFF.004CIUUS

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$\checkmark$	24	"MP3.com and i-drive.com Join Forces to Store and Manage MP3 Files," Business Wire, Oct. 7, 1999, pp. 1-3.	
$\checkmark$	25	Nomad User Guide, Jun. 1999, pp. 1-34.	
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	28	The i-Drive.com website (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U.S.C. 102 (a), (b), (f) and (g)) 6 pages.	
V	29	GSM 03.64 version 7.0.0 Release 1997, European Telecommunications Standards Institute, 1999, pp. 1-42.	
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J	32	The MP3.com website (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U. S.C. 102 (a), (b), (f) and (g)) Screenshots from MP3.com website (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U.S.C. 102 (a), (b), (f) and (g)), 8 pages.	
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Application Number	13673391
Filing Date	2012-11-09
First Named Inventor	Russell W. White, et al.
Art Unit	2649
Examiner Name	Erika A. Gary
Attorney Docket Numb	er AFF.004 <b>CILUS</b>

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		12	"Digital Download Provider Musicmaker.com Partners With Download Directory Listen.com; Offers Nearly 100,000 Downloadable Tracks Via the Online Directory," PR Newswire, Sept. 15, 1999, pp. 1-3.	
		13	MP3.com prospectus, Jul. 21, 1999, pp. 1 - 81.	
	$\checkmark$	14	Ana Orubeondo, "Trim AirCard 300 Eases Power Demands," InfoWorld, Volume 21, Issue 48. Nov. 29, 1999. pg 46 & 50.	
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		16	"Cellular for Notebook PCs." CIO Vo 13, No. 1. Oct. 1, 1999, pg. 90.	
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	V	18	The MusicMatch.com website (date unknown, contended by defendant Apple Corp. to be prior art under one or more of 35 U.S.C. 102 (a), (b), (f) and (g)) 32 pages.	
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and the second secon	Application Number	13673391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White, et al.
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit	2649
(notion administration and of other hooy	Examiner Name	Erika A. Gary
	Attorney Docket Numb	er AFF.004CIIUS

	1	The Rio 500 Getting Started Guide, 1999, pp. 1-2.	
	2	"Visteon's Mobile Office Solutions Give Busy Commuters More of What They Need - Time," Canada Newswire, Sept. 15, 1999, 3 pages.	
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$\int$	6	Sony VAIO Notebook Computer User Guide PCG-838, 1999, pp. 1-121.	
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	Application Number		13673391	
INFORMATION DISCLOSURE	Filing Date		2012-11-09	
	First Named Inventor Russe		ssell W. White	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit		2649	
	Examiner Name	Erika	A. Washington	
	Attorney Docket Numb	er	AFF.004C11US	

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INFORMATION DISCLOSURE	Application Number		13673391	
	Filing Date		2012-11-09	
	First Named Inventor Russe		ssell W. White, et al.	
(Not for submission under 37 CFR 1.99)	Art Unit		2646	
	Examiner Name WAS		SHINGTON, ERIKA ALISE	
	Attorney Docket Numb	er	AFF.004C11US	

		_			U.S.F	PATENTS				
Examiner Initial*	Cite No	Patent Number	Kind Code ¹	lssue D	ate		Name of Patentee or Applicant of cited Document Figures App			
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INFORMATION DISCLOSURE	Application Number		13673391		
	Filing Date		2012-11-09		
	First Named Inventor	Russe	sell W. White, et al.		
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit		2646		
	Examiner Name WAS		ASHINGTON, ERIKA ALISE		
	Attorney Docket Number		AFF.004C11US		

	1	atent and Trademark Office, Office Action mailed February 7, 2013 and Reply to Office Action filed on May 1, U.S. application no. 13/658,210.						
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	Application Number		13673391	
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INFORMATION DISCLOSURE	First Named Inventor Russe		sell W. White, et al.	
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	Examiner Name	WAS	ASHINGTON, ERIKA ALISE	
	Attorney Docket Numb	er	AFF.004C11US	

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Application Number:	13	673391					
Filing Date:	09	-Nov-2012					
Title of Invention:	System And Method To Communicate Targeted Information						
First Named Inventor/Applicant Name:	Russell W. White						
Filer:	Mark J. Rozman/Stephanie Petreas						
Attorney Docket Number:	AFF.004C11US						
Filed as Large Entity							
Utility under 35 USC 111(a) Filing Fees							
Description		Fee Code	Quantity	Amount	Sub-Total in USD(\$)		
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Application Number:	13673391					
International Application Number:						
Confirmation Number:	5150					
Title of Invention:	System And Method To Communicate Targeted Information					
First Named Inventor/Applicant Name:	Russell W. White					
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Application Type:	Utility under 35 USC 111(a)					

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1	Amendment/Req. Reconsideration-After	AFF004C11USROA3-13-13.pdf	61416	no	14
	Non-Final Reject		ab2e223e84d75a99bebf2ad12fda76e4704 a470b		
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2	Terminal Disclaimer Filed	AFF004C11USTerminalDisclaim er.pdf	255640	no	1
		ei.pui	6a9ba44dbb7b97493310368e1682508354 85581c		
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3	Information Disclosure Statement (IDS)	1449Resubmission1of2.pdf	12274915	no	68
	Form (SB08)		193529d41143d37483d748405386f2f7ffde aba1		
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	Application Number		13673391
	Filing Date		2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Inventor Russell W. White, et al.	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit		
	Examiner Name		
	Attorney Docket Number		AFF.004C11US

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INFORMATION DISCLOSURE	Application Number		13673391	
	Filing Date		2012-11-09	
	First Named Inventor Russe		sell W. White, et al.	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit			
	Examiner Name			
	Attorney Docket Number		AFF.004C11US	

	1	PATENT OWNER, Affinity Labs of Texas, LLC, "Patent Owner's Appeal Brief," filed in the USPTO on December 31, 2012 in Reexamination application no. 95/001,266.						
	2	PATENT OWNER, Affinity Labs of Texas, LLC, "Patent Owner's Petition to Terminate Inter Partes Reexamination Proceeding," filed in the USPTO on January 29, 2013 and U.S. Patent and Trademark Office, Decision on Petition mailed February 22, 2013 in Reexamination application no. 90/010,333.						
	3	U.S. Patent and Trademark Office, Patent Board Final Decision mailed February 15, 2013, in Reexamination application no. 95/001,263.						
	4	PATENT OWNER, Affinity Labs of Texas, LLC, "Notice of Appeal to the Federal Circuit," filed in the USPTO on March 25, 2013 in Reexamination application no. 95/001,263.						
	5	U.S. Patent and Trademark Office, Reexam Final Rejection mailed February 14, 2013, with Reply to Final Office Action filed March 13, 2013 by Patent Owner in Reexamination application no. 90/011,982.						
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