IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Atty. Docket: **ROSEN1A**

In re Application of:	)	Conf. No.: **1291**
	)	
Rosen et al.	)	Art Unit: **2443**
	)	
Appln. No.: **12/064,489**	)	Examiner: **A. M. Mirza**
	)	
Filed: **February 22, 2008**	)	Washington, D.C.
	)	
For: **MESSAGING SYSTEM AND**	)	**May 18, 2012**
METHOD	)	

AMENDMENT

Honorable Commissioner for Patents
U.S. Patent and Trademark Office
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Sir:

In response to the Office Action of January 18, 2012, the period for response having been extended from April 18, 2012, until May 18, 2012, by the concurrent filing of a request for a one month extension of time and payment of the appropriate fee, please amend as follows:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks/Arguments begin on page 23 of this paper.

Amendments to the Claims:

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

Listing of Claims:

1.   **(Currently Amended)** A system for message communication via a communication media between one or more originating communication devices assigned to a sender and one or more destination communication devices assigned to a receiver, the system comprising:

    a)   an access block configured to receive, directly or indirectly, from at least one originating communication device a message having initial characteristics comprising, at least message format and an initial message layout, and to transmit the message to at least one destination communication device;

    b)   a media block operatively coupled to said access block and configured to ~~adapt,~~ select, before transmitting, at least one message format and a message layout for each of the at least one message formats fitting to each of said at least one destination device, and to then convert at least said initial message layout to the selected message layouts, said selection and conversion being done in accordance with at least one criterion selected from a group comprising:

    i) criterion related to message communication capabilities of the destination communication device with regard to message communication capabilities of the originating communication device;

    ii) criterion related to message displaying capabilities of the destination communication device with regard to message communication capabilities of the originating communication device; and

    iii) criterion related to the communication media.

2.   **(Original)** The system of Claim 1 configured to support at least two destination communication devices assigned to the receiver, the system further comprising:

    a)   a database operatively coupled to the media block and configured to store historical information and/or derivatives thereof related to the message communication by the sender and/or the receiver, and

    b)   a destination block operatively coupled to said media block and said database and configured to process at least part of said historical information with the help of one or more algorithms, and to estimate, in accordance with certain criterion, preferred destination communication device among the destination communication devices assigned to the receiver.

3.   **(Previously Presented)** The system of Claim 2 wherein the certain criterion is selected from a group comprising:

a) one or more criteria related to predicted availability of certain destination device among the destination communication devices assigned to the receiver;

b) one or more criteria related to predicted reply time from certain destination device among the destination communication devices assigned to the receiver; and

c) one or more combinations thereof.

4. **(Previously Presented)** The system of Claim 2 wherein the one or more algorithms are selected from a group comprising:

a) one or more predictive algorithms;

b) one or more learning algorithms;

c) one or more adaptive algorithms; and

d) one or more combinations thereof.

5. **(Previously Presented)** The system of Claim 2 wherein said processing further includes processing data selected from a group comprising:

i) the receiver's preferences;

ii) the sender's preferences;

iii) one or more indications of actual availability of the destination communication devices assigned to the receiver; and

iv) combinations thereof.

6. **(Currently Amended)** The system of Claim 1 configured to receive a message having a layout based on a template, said template characterized by at least a unique

identifier, wherein the system is further configured to recognize the unique identifier of the template, and the media block is further configured to ~~adapt~~select, before transmitting, at least one message format and a message layout for each of the at least one message formats fitting to each of said at least one destination device, and then convert the initial layout of the message to the selected message layouts, said selection and conversion being done in accordance with at least one predefined layout corresponding to the recognized unique identifier and ~~to the~~ the displaying capabilities of the destination communication device.

7.   (Original) The system of Claim 6 wherein the template is selected from a group comprising initial interactive message and replying interactive message.

8.   (Currently Amended) The system of Claim 7 wherein the unique identifier corresponding to at least one message is considered as a criterion for ~~adapting~~ selecting and converting the message format.

9.   (Currently Amended) A block configured to obtain a message having a layout based on a template, said message characterized, at least, by a message format and an initial message layout and to be communicated between one or more originating communication devices assigned to a sender and one or more destination communication devices assigned to a receiver, said template characterized by at least a unique identifier, wherein said block is further configured to obtain information related to said unique identifier, and to ~~adapt~~ select a message layout and convert the initial layout of the message to the selected message layout in accordance with at least one

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