

AO 120 (Rev. 08/10)

TO: <b>Mail Stop 8</b> <b>Director of the U.S. Patent and Trademark Office</b> <b>P.O. Box 1450</b> <b>Alexandria, VA 22313-1450</b>	<b>REPORT ON THE</b> <b>FILING OR DETERMINATION OF AN</b> <b>ACTION REGARDING A PATENT OR</b> <b>TRADEMARK</b>
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court District of Delaware on the following

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

DOCKET NO.	DATE FILED 5/2/2017	U.S. DISTRICT COURT District of Delaware
PLAINTIFF DDR Holdings, LLC		DEFENDANT TicketNetwork, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 US 7,818,399 B1	10/19/2010	DDR Holdings, LLC
2 US 8,515,825 B1	8/20/2013	DDR Holdings, LLC
3 US 9,043,228 B1	5/26/2015	DDR Holdings, LLC
4 US 9,639,876 B1	5/2/2017	DDR Holdings, LLC
5		

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

DATE INCLUDED	INCLUDED BY	<input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT
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CLERK	(BY) DEPUTY CLERK	DATE
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AO 120 (Rev. 08/10)

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

DOCKET NO.	DATE FILED 5/2/2017	U.S. DISTRICT COURT District of Delaware
PLAINTIFF DDR Holdings, LLC		DEFENDANT Travel Holdings, Inc. and Tourico Holidays, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 US 7,818,399 B1	10/19/2010	DDR Holdings, LLC
2 US 8,515,825 B1	8/20/2013	DDR Holdings, LLC
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4 US 9,639,876 B1	5/2/2017	DDR Holdings, LLC
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director  
 Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

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

DOCKET NO.	DATE FILED 5/2/2017	U.S. DISTRICT COURT District of Delaware
PLAINTIFF DDR Holdings, LLC		DEFENDANT Priceline.com LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 US 7,818,399 B1	10/19/2010	DDR Holdings, LLC
2 US 8,515,825 B1	8/20/2013	DDR Holdings, LLC
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Trademarks or  Patents. (  the patent action involves 35 U.S.C. § 292.):

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PLAINTIFF DDR Holdings, LLC		DEFENDANT Shopify Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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**To:** Louis@valuablepatents.com,donald@valuablepatents.com,  
**From:** PAIR\_eOfficeAction@uspto.gov  
**Cc:** PAIR\_eOfficeAction@uspto.gov  
**Subject:** Private PAIR Correspondence Notification for Customer Number 26362

Apr 13, 2017 03:51:11 AM

Dear PAIR Customer:

LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane  
Suite 2  
Scottsdale, AZ 85260  
UNITED STATES

The following USPTO patent application(s) associated with your Customer Number, 26362 , have new outgoing correspondence. This correspondence is now available for viewing in Private PAIR.

The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

**Disclaimer:**

The list of documents shown below is provided as a courtesy and is not part of the official file wrapper. The content of the images shown in PAIR is the official record.

Application	Document	Mailroom Date	Attorney Docket No.
14719009	ISSUE.NTF	04/12/2017	23-CON5

To view your correspondence online or update your email addresses, please visit us anytime at <https://portal.uspto.gov/secure/myportal/privatepair>.

If you have any questions, please email the Electronic Business Center (EBC) at [EBC@uspto.gov](mailto:EBC@uspto.gov) with 'e-Office Action' on the subject line or call 1-866-217-9197 during the following hours:

Monday - Friday 6:00 a.m. to 12:00 a.m.

Thank you for prompt attention to this notice,

UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM





APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/719,009	05/02/2017	9639876	23-CON5	5628

26362 7590 04/12/2017  
 LOUIS J. HOFFMAN, P.C.  
 7689 East Paradise Lane  
 Suite 2  
 Scottsdale, AZ 85260

### ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

The Patent Term Adjustment is 128 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

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

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

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

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

- D Delano Ross JR., Peachtree Corners, GA;
- DDR Holdings, LLC, Dunwoody, GA;
- Daniel D. Ross, Dunwoody, GA;
- Joseph R. Michaels, Bellevue, WA;
- William R. May, Atlanta, GA;
- Richard A. Anderson, Powder Springs, GA;

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

**PART B - FEE(S) TRANSMITTAL**

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

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

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

26362 7590 01/13/2017  
**LOUIS J. HOFFMAN, P.C.**  
 7689 East Paradise Lane  
 Suite 2  
 Scottsdale, AZ 85260

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

**Certificate of Mailing or Transmission**

I hereby certify that this fee transmittal is being filed with the USPTO via the EFS-Web system on the date indicated below.

Donald L. Hertz	(Depositor's name)
/Donald L. Hertz/	(Signature)
03/24/2017	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/719,009	05/21/2015	D Delano Ross JR.	23-CON5	5628

TITLE OF INVENTION: Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	\$960	\$0	\$0	\$960	04/13/2017

EXAMINER	ART UNIT	CLASS-SUBCLASS
GARG, YOGESH C	3625	705-026410

<p>1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).</p> <p><input type="checkbox"/> Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.</p> <p><input type="checkbox"/> "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. <b>Use of a Customer Number is required.</b></p>	<p>2. For printing on the patent front page, list</p> <p>(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,</p> <p>(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.</p> <p>1 <u>Louis J. Hoffman</u></p> <p>2 _____</p> <p>3 _____</p>
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3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

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

(A) NAME OF ASSIGNEE: **DDR HOLDINGS, LLC**

(B) RESIDENCE: (CITY and STATE OR COUNTRY) **DUNWOODY, GA**

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

<p>4a. The following fee(s) are submitted:</p> <p><input checked="" type="checkbox"/> Issue Fee</p> <p><input type="checkbox"/> Publication Fee (No small entity discount permitted)</p> <p><input type="checkbox"/> Advance Order - # of Copies _____</p>	<p>4b. Payment of Fee(s): (<b>Please first reapply any previously paid issue fee shown above</b>)</p> <p><input type="checkbox"/> A check is enclosed.</p> <p><input checked="" type="checkbox"/> Payment by credit card. (through EFS-Web system)</p> <p><input type="checkbox"/> The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).</p>
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5. **Change in Entity Status** (from status indicated above)

Applicant certifying micro entity status. See 37 CFR 1.29

Applicant asserting small entity status. See 37 CFR 1.27

Applicant changing to regular undiscounted fee status.

**NOTE:** Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

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

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

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

Authorized Signature /Louis J. Hoffman/ Date 03/24/2017

Typed or printed name Louis J. Hoffman Registration No. 38,918

## Electronic Patent Application Fee Transmittal

<b>Application Number:</b>	14719009
<b>Filing Date:</b>	21-May-2015
<b>Title of Invention:</b>	METHOD AND COMPUTER SYSTEM FOR SERVING COMMERCE INFORMATION OF AN OUTSOURCE PROVIDER IN CONNECTION WITH HOST WEB PAGES OFFERING COMMERCIAL OPPORTUNITIES
<b>First Named Inventor/Applicant Name:</b>	D Delano Ross
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Attorney Docket Number:</b>	23-CON5

Filed as Large Entity

**Filing Fees for Utility under 35 USC 111(a)**

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
<b>Basic Filing:</b>				
<b>Pages:</b>				
<b>Claims:</b>				
<b>Miscellaneous-Filing:</b>				
<b>Petition:</b>				
<b>Patent-Appeals-and-Interference:</b>				
<b>Post-Allowance-and-Post-Issuance:</b>				
UTILITY APPL ISSUE FEE	1501	1	960	960

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
<b>Extension-of-Time:</b>				
<b>Miscellaneous:</b>				
<b>Total in USD (\$)</b>				<b>960</b>

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	28730739
<b>Application Number:</b>	14719009
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5628
<b>Title of Invention:</b>	METHOD AND COMPUTER SYSTEM FOR SERVING COMMERCE INFORMATION OF AN OUTSOURCE PROVIDER IN CONNECTION WITH HOST WEB PAGES OFFERING COMMERCIAL OPPORTUNITIES
<b>First Named Inventor/Applicant Name:</b>	D Delano Ross
<b>Customer Number:</b>	26362
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Filer Authorized By:</b>	Louis J. Hoffman
<b>Attorney Docket Number:</b>	23-CON5
<b>Receipt Date:</b>	24-MAR-2017
<b>Filing Date:</b>	21-MAY-2015
<b>Time Stamp:</b>	14:06:52
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	\$960
RAM confirmation Number	032717INTEFSW14073300
Deposit Account	
Authorized User	

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

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**File Listing:**

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	17-03-24-DDR-CON5-Issue_fee_trans.pdf	84590  5167221fcb33410f902df9963994a79db2c81999	no	1

**Warnings:**

**Information:**

2	Fee Worksheet (SB06)	fee-info.pdf	30782  0c9581827ebcec8a40dedf01ede520b7b0da3972	no	2
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**Warnings:**

**Information:**

<b>Total Files Size (in bytes):</b>	115372
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**This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.**

**New Applications Under 35 U.S.C. 111**

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

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

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

**New International Application Filed with the USPTO as a Receiving Office**

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



UNITED STATES PATENT AND TRADEMARK OFFICE

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

Table with 5 columns: APPLICATION NO., FILING DATE, FIRST NAMED INVENTOR, ATTORNEY DOCKET NO., CONFIRMATION NO.
14/719,009 05/21/2015 D Delano Ross JR. 23-CON5 5628

26362 7590 03/23/2017
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER

GARG, YOGESH C

ART UNIT PAPER NUMBER

3625

NOTIFICATION DATE DELIVERY MODE

03/23/2017

ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com

<b>Applicant-Initiated Interview Summary</b>	<b>Application No.</b> 14/719,009	<b>Applicant(s)</b> ROSS ET AL.	
	<b>Examiner</b> YOGESH C. GARG	<b>Art Unit</b> 3625	

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

- (1) YOGESH C. GARG. (3) \_\_\_\_\_.
- (2) Louis J. Hoffman. (4) \_\_\_\_\_.

Date of Interview: 17 March 2017.

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

Exhibit shown or demonstration conducted:  Yes  No.  
If Yes, brief description: \_\_\_\_\_.

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

Claim(s) discussed: 71 and 81.

Identification of prior art discussed: \_\_\_\_\_.

**Substance of Interview**

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

See Continuation Sheet.

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

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

Attachment

/YOGESH C GARG/  
Primary Examiner, Art Unit 3625



## Summary of Record of Interview Requirements

### Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record

A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

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

Paragraph (b)

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

37 CFR §1.2 Business to be transacted in writing.

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

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

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

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

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

The Form provides for recordation of the following information:

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

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

A complete and proper recordation of the substance of any interview should include at least the following applicable items:

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

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

### Examiner to Check for Accuracy

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

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: A telephone interview was conducted at the request of the Applicant's representative Mr. Louis J. Hoffman on 3/17/2017 with reference to the Notice of Allowance mailed 1/13/2017 and the Applicant's response filed 1/24/2017.

In view of the above cited communications Examiner discussed the reasons for allowance and agreed upon the following statement with the Applicant's representative Mr. Louis J. Hoffman:

To clarify, the independent claims 71 and 81 pending here require that a "composite web page" be served to the visitor device for display "after activat[ion of] the URL" link. The "composite" nature of the page for display refers to the fact that the page as displayed must contain a combination of two things together: "commerce object information" and other elements that cause that page to "visually correspond[] to the source web page." The visual correspondence is achieved via "instructions directing the visitor computing device to download data defining the overall appearance of the composite web page," recited in the final "wherein" clause, and the downloaded data is used in the generation of the composite web page for display.

How such "data defining" came to be stored, and whether stored by a prior automatic "capturing" step or some other technique, is not addressed by these claims.

Examiner also confirmed that he had reviewed prior art in parent applications, including relevant prior art related to Digital River SSS (directly by study of the references and in view of the Court of Appeals decision).

This interview summary is part of the prosecution history.

**To:** Louis@valuablepatents.com,donald@valuablepatents.com,  
**From:** PAIR\_eOfficeAction@uspto.gov  
**Cc:** PAIR\_eOfficeAction@uspto.gov  
**Subject:** Private PAIR Correspondence Notification for Customer Number 26362

Mar 23, 2017 03:24:55 AM

Dear PAIR Customer:

LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane  
Suite 2  
Scottsdale, AZ 85260  
UNITED STATES

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Application	Document	Mailroom Date	Attorney Docket No.
14719009	INTV.SUM.APP	03/23/2017	23-CON5

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Monday - Friday 6:00 a.m. to 12:00 a.m.

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Table with 5 columns: APPLICATION NO., FILING DATE, FIRST NAMED INVENTOR, ATTORNEY DOCKET NO., CONFIRMATION NO.
14/719,009 05/21/2015 D Delano Ross JR. 23-CON5 5628

26362 7590 03/09/2017
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
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Scottsdale, AZ 85260

EXAMINER

GARG, YOGESH C

ART UNIT PAPER NUMBER

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Louis@valuablepatents.com
donald@valuablepatents.com

<b>Response to Rule 312 Communication</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	14/719,009	ROSS ET AL.
	<b>Examiner</b>	<b>Art Unit</b>
	YOGESH C. GARG	3625

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

1.  The amendment filed on 27 February 2017 under 37 CFR 1.312 has been considered, and has been:

- a)  entered.
- b)  entered as directed to matters of form not affecting the scope of the invention.
- c)  disapproved because the amendment was filed after the payment of the issue fee.

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

- d)  disapproved. See explanation below.
- e)  entered in part. See explanation below.

Examiner has reviewed the amendments and they are merely directed to "correction of formal matters" and do not change the "scope of the claims" as already examined in the Notice of Allowance mailed 1/13/2017.

	/YOGESH C GARG/ Primary Examiner, Art Unit 3625
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Amendments

IN THE CLAIMS:

Please amend the claims as follows:

Claims 1-70. (Canceled)

71. (Previously presented) A method of serving commerce information of an outsource provider in connection with host web pages offering commercial opportunities, the method comprising:

with a computer system of an outsource provider:

upon receiving over the Internet an electronic request generated by an Internet-accessible computing device of a visitor in response to selection of a uniform resource locator (URL) within a source web page that has been served to the visitor computing device when visiting a website of a host that is a third party to the outsource provider, wherein the URL correlates the source web page with a commerce object associated with at least one buying opportunity of a merchant that is a third party to the outsource provider,

automatically serving to the visitor computing device first instructions directing the visitor computing device to display commerce object information associated with the commerce object associated with the URL that has been activated, which commerce object includes at least one product available for sale through the computer system of the outsource provider after activating the URL;

wherein the commerce object information is displayed to the visitor computing device on a composite web page visually corresponding to the source web page;

wherein the visual correspondence relates to overall appearance of the composite web page as compared to the source web page, but excluding the commerce object information and the URL; and

wherein second instructions directing the visitor computing device to download data defining the overall appearance of the composite web page are accessible to the visitor computing device through the Internet.

72. (Previously presented) The method of claim 71 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

73. (Previously presented) The method of claim 72 further comprising, automatically with the computer system of the outsource provider, accepting inputted payment information from the visitor computer, recording the payment information, and using the payment information to facilitate payment to the merchant for the commerce object when the computer system of the outsource provider detects selection of a checkout URL associated with the virtual shopping cart.

74. (Previously presented) The method of claim 73 wherein the host and the outsource provider are parties to a contract providing for payment to the host of a commission based on the level of sales made through activation of URLs displayed on the source web page, and further comprising, automatically with the computer system of the outsource provider, recording data to facilitate payment of the commission to the host following selection of the checkout URL.

75. (Previously presented) The method of claim 71 wherein the computer system further serves a website of the outsource provider.

76. (Previously presented) The method of claim 71 wherein some of the data defining the overall appearance of the composite web page defines the appearance of respective of a plurality of URLs, each of which URLs also are present on at least some of the web pages of the host website, and which URLs point to respective web pages of the host website.

77. (Previously presented) The method of claim 71 wherein the commerce object correlated with the source web page is an electronic catalog listing a multitude of products offered for sale by the merchant through a website of an outsource provider,

and wherein the composite web page contains one or more selectable URLs connecting a hierarchical set of additional web pages of the outsource provider website, each pertaining to a subset of the product offerings in the electronic catalog.

78. (Previously presented) The method of claim 77 further comprising, automatically with the computer system, (i) using search parameters inputted at the visitor computing device to search for specific products within the catalog, and (ii) serving to the visitor computing device additional instructions directing the visitor computing device to display the results of the search.

79. (Previously presented) The method of claim 78 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

80. (Previously presented) The method of claim 71 wherein automatically serving to the visitor computing device the first instructions comprises serving the first instructions via an Internet communication link directly to the visitor computing device.

81. (Previously presented) An apparatus for serving commerce information of an outsource provider in connection with host web pages offering commercial opportunities, the apparatus comprising:

a computer system of an outsource provider programmed to, upon receiving over the Internet an electronic request generated by an Internet-accessible computing device of a visitor in response to selection of a uniform resource locator (URL) within a source web page that has been served to the visitor computing device when visiting a website of a host that is a third party to the outsource provider, wherein the URL correlates the source web page with a commerce object associated with at least one buying opportunity of a merchant that is a third party to the outsource provider,



automatically serve to the visitor computing device first instructions directing the visitor computing device to display commerce object information associated with the commerce object associated with the URL that has been activated, which commerce object includes at least one product available for sale through the computer system of the outsource provider after activating the URL;

wherein the commerce object information is displayed to the visitor computing device on a composite web page visually corresponding to the source web page;

wherein the visual correspondence relates to overall appearance of the composite web page as compared to the source web page, but excluding the commerce object information and the URL; and

wherein second instructions directing the visitor computing device to download data defining the overall appearance of the composite web page are accessible to the visitor computing device through the Internet.

82. (Previously presented) The apparatus of claim 81 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

83. (Currently amended) The apparatus of claim 82 wherein the computer system is further programmed to automatically (i) accept inputted payment information from the visitor computer, (ii) ~~recording~~ record the payment information, and (iii) ~~[[to]]~~ use the payment information to facilitate payment to the merchant for the commerce object when the computer system detects selection of a checkout URL associated with the virtual shopping cart.

84. (Previously presented) The apparatus of claim 83 wherein the host and the outsource provider are parties to a contract providing for payment to the host of a commission based on the level of sales made through activation of URLs displayed

on the source web page, and wherein the computer system is further programmed to automatically record data to facilitate payment of the commission to the host following selection of the checkout URL.

85. (Previously presented) The apparatus of claim 81 wherein the computer system further is programmed to serve a website of the outsource provider.

86. (Previously presented) The apparatus of claim 81 wherein some of the data defining the overall appearance of the composite web page defines the appearance of respective of a plurality of URLs, each of which URLs also are present on at least some of the web pages of the host website, and which URLs point to respective web pages of the host website.

87. (Previously presented) The apparatus of claim 81 wherein the commerce object correlated with the source web page is an electronic catalog listing a multitude of products offered for sale by the merchant through a website of an outsource provider, and wherein the composite web page contains one or more selectable URLs connecting a hierarchical set of additional web pages of the outsource provider website, each pertaining to a subset of the product offerings in the electronic catalog.

88. (Previously presented) The apparatus of claim 87 wherein the computer system is further programmed to automatically (i) use search parameters inputted at the visitor computing device to search for specific products within the catalog, and (ii) serve to the visitor computing device additional instructions directing the visitor computing device to display the results of the search.

89. (Previously presented) The apparatus of claim 88 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

90. (Currently amended) The apparatus of claim 81 wherein the computer system being programmed to automatically serving serve the first instructions to the visitor computing device ~~the first instructions~~ comprises ~~serving the~~ computer system being programmed to serve the first instructions via an Internet communication link directly to the visitor computing device.

**To:** Louis@valuablepatents.com,donald@valuablepatents.com,  
**From:** PAIR\_eOfficeAction@uspto.gov  
**Cc:** PAIR\_eOfficeAction@uspto.gov  
**Subject:** Private PAIR Correspondence Notification for Customer Number 26362

Mar 09, 2017 03:59:06 AM

Dear PAIR Customer:

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UNITED STATES

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Application	Document	Mailroom Date	Attorney Docket No.
14719009	N271	03/09/2017	23-CON5

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Thank you for prompt attention to this notice,

UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ross, D. Delano Jr. et al. Art Unit : 3625  
Serial No. : 14/719,009 Examiner : Garg, Yogesh C.  
Filing Date : 05/21/2015 Conf. No. : 5628  
Title : Method and computer system for serving commerce information of  
an outsource provider in connection with host web pages offering  
commercial opportunities

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

Filed via EFS-Web - February 27, 2017

**RULE 312 AMENDMENT**

Dear Sir:

Assignee thanks the Examiner for the January 13, 2017, Notice of Allowance and submits this amendment, pursuant to 37 C.F.R. §1.312, to correct minor discrepancies in certain dependent claims. Prompt action is requested.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 8 of this paper.

No fees are due.

## Amendments

### IN THE CLAIMS:

Please amend the claims as follows:

Claims 1-70. (Canceled)

71. (Previously presented) A method of serving commerce information of an outsource provider in connection with host web pages offering commercial opportunities, the method comprising:

with a computer system of an outsource provider:

upon receiving over the Internet an electronic request generated by an Internet-accessible computing device of a visitor in response to selection of a uniform resource locator (URL) within a source web page that has been served to the visitor computing device when visiting a website of a host that is a third party to the outsource provider, wherein the URL correlates the source web page with a commerce object associated with at least one buying opportunity of a merchant that is a third party to the outsource provider,

automatically serving to the visitor computing device first instructions directing the visitor computing device to display commerce object information associated with the commerce object associated with the URL that has been activated, which commerce object includes at least one product available for sale through the computer system of the outsource provider after activating the URL;

wherein the commerce object information is displayed to the visitor computing device on a composite web page visually corresponding to the source web page;

wherein the visual correspondence relates to overall appearance of the composite web page as compared to the source web page, but excluding the commerce object information and the URL; and

wherein second instructions directing the visitor computing device to download data defining the overall appearance of the composite web page are accessible to the visitor computing device through the Internet.

72. (Previously presented) The method of claim 71 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

73. (Previously presented) The method of claim 72 further comprising, automatically with the computer system of the outsource provider, accepting inputted payment information from the visitor computer, recording the payment information, and using the payment information to facilitate payment to the merchant for the commerce object when the computer system of the outsource provider detects selection of a checkout URL associated with the virtual shopping cart.

74. (Previously presented) The method of claim 73 wherein the host and the outsource provider are parties to a contract providing for payment to the host of a commission based on the level of sales made through activation of URLs displayed on the source web page, and further comprising, automatically with the computer system of the outsource provider, recording data to facilitate payment of the commission to the host following selection of the checkout URL.

75. (Previously presented) The method of claim 71 wherein the computer system further serves a website of the outsource provider.

76. (Previously presented) The method of claim 71 wherein some of the data defining the overall appearance of the composite web page defines the appearance of respective of a plurality of URLs, each of which URLs also are present on at least some of the web pages of the host website, and which URLs point to respective web pages of the host website.

77. (Previously presented) The method of claim 71 wherein the commerce object correlated with the source web page is an electronic catalog listing a multitude of products offered for sale by the merchant through a website of an outsource provider,

and wherein the composite web page contains one or more selectable URLs connecting a hierarchical set of additional web pages of the outsource provider website, each pertaining to a subset of the product offerings in the electronic catalog.

78. (Previously presented) The method of claim 77 further comprising, automatically with the computer system, (i) using search parameters inputted at the visitor computing device to search for specific products within the catalog, and (ii) serving to the visitor computing device additional instructions directing the visitor computing device to display the results of the search.

79. (Previously presented) The method of claim 78 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

80. (Previously presented) The method of claim 71 wherein automatically serving to the visitor computing device the first instructions comprises serving the first instructions via an Internet communication link directly to the visitor computing device.

81. (Previously presented) An apparatus for serving commerce information of an outsource provider in connection with host web pages offering commercial opportunities, the apparatus comprising:

a computer system of an outsource provider programmed to,  
upon receiving over the Internet an electronic request generated by an Internet-accessible computing device of a visitor in response to selection of a uniform resource locator (URL) within a source web page that has been served to the visitor computing device when visiting a website of a host that is a third party to the outsource provider, wherein the URL correlates the source web page with a commerce object associated with at least one buying opportunity of a merchant that is a third party to the outsource provider,



automatically serve to the visitor computing device first instructions directing the visitor computing device to display commerce object information associated with the commerce object associated with the URL that has been activated, which commerce object includes at least one product available for sale through the computer system of the outsource provider after activating the URL;

wherein the commerce object information is displayed to the visitor computing device on a composite web page visually corresponding to the source web page;

wherein the visual correspondence relates to overall appearance of the composite web page as compared to the source web page, but excluding the commerce object information and the URL; and

wherein second instructions directing the visitor computing device to download data defining the overall appearance of the composite web page are accessible to the visitor computing device through the Internet.

82. (Previously presented) The apparatus of claim 81 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

83. (Currently amended) The apparatus of claim 82 wherein the computer system is further programmed to automatically (i) accept inputted payment information from the visitor computer, (ii) ~~recording~~ record the payment information, and (iii) ~~[[to]]~~ use the payment information to facilitate payment to the merchant for the commerce object when the computer system detects selection of a checkout URL associated with the virtual shopping cart.

84. (Previously presented) The apparatus of claim 83 wherein the host and the outsource provider are parties to a contract providing for payment to the host of a commission based on the level of sales made through activation of URLs displayed

on the source web page, and wherein the computer system is further programmed to automatically record data to facilitate payment of the commission to the host following selection of the checkout URL.

85. (Previously presented) The apparatus of claim 81 wherein the computer system further is programmed to serve a website of the outsource provider.

86. (Previously presented) The apparatus of claim 81 wherein some of the data defining the overall appearance of the composite web page defines the appearance of respective of a plurality of URLs, each of which URLs also are present on at least some of the web pages of the host website, and which URLs point to respective web pages of the host website.

87. (Previously presented) The apparatus of claim 81 wherein the commerce object correlated with the source web page is an electronic catalog listing a multitude of products offered for sale by the merchant through a website of an outsource provider, and wherein the composite web page contains one or more selectable URLs connecting a hierarchical set of additional web pages of the outsource provider website, each pertaining to a subset of the product offerings in the electronic catalog.

88. (Previously presented) The apparatus of claim 87 wherein the computer system is further programmed to automatically (i) use search parameters inputted at the visitor computing device to search for specific products within the catalog, and (ii) serve to the visitor computing device additional instructions directing the visitor computing device to display the results of the search.

89. (Previously presented) The apparatus of claim 88 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

90. (Currently amended) The apparatus of claim 81 wherein the computer system being programmed to automatically serving serve the first instructions to the visitor computing device ~~the first instructions~~ comprises ~~serving the~~ computer system being programmed to serve the first instructions via an Internet communication link directly to the visitor computing device.

### Remarks

Applicant presents minor amendments to correct grammar and form for two dependent apparatus claims (claims 83 and 90), to make them consistent with the independent apparatus claim on which they depend.

According to MPEP 714.16, under Rule 312, the examiner has “authority to enter amendments submitted after Notice of Allowance of an application which embody merely the correction of ... formal matters in a claim without changing the scope thereof,” and “where amendments of the type noted are shown (A) to be needed for proper disclosure or protection of the invention, and (B) to require no substantial amount of additional work on the part of the Office, they may be considered and, if proper, entry may be recommended by the primary examiner.”

As indicated above, the changes to two dependent claims presented by this amendment merely involve “correction of formal matters” and do not change “the scope” of the claims. The amendments are needed for proper protection of the apparatus invention – the specific cases covered by the dependent claims. No substantial extra work is required by the Office, as review involves merely checking for grammatical correctness of the new version. Finally, this paper is filed before payment of the issue fee. Having met all requirements of Rule 312 and the MPEP section describing what is needed for entry of an amendment under that rule, applicant respectfully requests entry of the amendments presented here.

The undersigned further requests that, in confirming the claims as now amended, the Patent Office take into account applicant’s clarifications in the paper entitled “Comments on Statement of Reasons for Allowance,” filed January 24, 2017. If the examiner has any issues or concerns arising from those Comments, we request that he telephone the undersigned or so indicate in the document entering this Rule 312 Amendment. Absent any indication, applicant will understand that the examiner and the undersigned are in synch as to the matters covered by the Comments.

Please feel free to telephone the undersigned if the examiner has questions or concerns of any sort.

Respectfully submitted,  
DDR HOLDINGS, LLC  
by its attorney

Dated: February 27, 2017

/Louis J. Hoffman/  
Louis J. Hoffman  
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane  
Suite 2  
Scottsdale, Arizona 85260  
(480) 948-3295

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	28472039
<b>Application Number:</b>	14719009
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5628
<b>Title of Invention:</b>	METHOD AND COMPUTER SYSTEM FOR SERVING COMMERCE INFORMATION OF AN OUTSOURCE PROVIDER IN CONNECTION WITH HOST WEB PAGES OFFERING COMMERCIAL OPPORTUNITIES
<b>First Named Inventor/Applicant Name:</b>	D Delano Ross
<b>Customer Number:</b>	26362
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Filer Authorized By:</b>	Louis J. Hoffman
<b>Attorney Docket Number:</b>	23-CON5
<b>Receipt Date:</b>	27-FEB-2017
<b>Filing Date:</b>	21-MAY-2015
<b>Time Stamp:</b>	16:02:37
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment after Notice of Allowance (Rule 312)	17-02-27-DDR-CON5-Rule312Amend.pdf	67397  1d1abf0238142a268c0c3a5a6011188a19859cc8	no	9

### Warnings:

<b>Information:</b>	
<b>Total Files Size (in bytes):</b>	67397
<p><b>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.</b></p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b>  <b>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.</b></p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b>  <b>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.</b></p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b>  <b>If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</b></p>	



UNITED STATES PATENT AND TRADEMARK OFFICE

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

Table with 7 columns: APPLICATION NUMBER, FILING or 371(c) DATE, GRP ART UNIT, FIL FEE REC'D, ATTY. DOCKET NO, TOT CLAIMS, IND CLAIMS. Row 1: 14/719,009, 05/21/2015, 3625, 1600, 23-CON5, 20, 1

CONFIRMATION NO. 5628
CORRECTED FILING RECEIPT

26362
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260



Date Mailed: 01/24/2017

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

Inventor(s)

D Delano Ross JR., Peachtree Corners, GA;
Daniel D. Ross, Dunwoody, GA;
Joseph R. Michaels, Bellevue, WA;
William R. May, Atlanta, GA;
Richard A. Anderson, Powder Springs, GA;

Applicant(s)

DDR Holdings, LLC, Dunwoody, GA;

Power of Attorney: The patent practitioners associated with Customer Number 26362

Domestic Priority data as claimed by applicant

This application is a CON of 13/970,515 08/19/2013 PAT 9043228
which is a CON of 12/906,979 10/18/2010 PAT 8515825
which is a CON of 11/343,464 01/30/2006 PAT 7818399
which is a CON of 10/461,997 06/11/2003 PAT 6993572
which is a CON of 09/398,268 09/17/1999 PAT 6629135
which claims benefit of 60/100,697 09/17/1998

Foreign Applications for which priority is claimed (You may be eligible to benefit from the Patent Prosecution Highway program at the USPTO. Please see http://www.uspto.gov for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: No



**Permission to Access Search Results:** No

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

**If Required, Foreign Filing License Granted:** 06/01/2015

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/719,009**

**Projected Publication Date:** Request for Non-Publication Acknowledged

**Non-Publication Request:** Yes

**Early Publication Request:** No

**Title**

METHOD AND COMPUTER SYSTEM FOR SERVING COMMERCE INFORMATION OF AN OUTSOURCE PROVIDER IN CONNECTION WITH HOST WEB PAGES OFFERING COMMERCIAL OPPORTUNITIES

**Preliminary Class**

705

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

## **PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES**

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

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

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

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

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

## **LICENSE FOR FOREIGN FILING UNDER**

### **Title 35, United States Code, Section 184**

### **Title 37, Code of Federal Regulations, 5.11 & 5.15**

#### **GRANTED**

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

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

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

#### **NOT GRANTED**

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

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The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor

community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit <http://www.SelectUSA.gov> or call +1-202-482-6800.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ross, D. Delano Jr. et al. Art Unit : 3625  
Serial No. : 14/719,009 Examiner : Garg, Yogesh C.  
Filing Date : 05/21/2015 Conf. No. : 5628  
Title : Method and computer system for serving commerce information of  
an outsource provider in connection with host web pages offering  
commercial opportunities

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

Filed via EFS-Web – January 24, 2017

**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Dear Sir:

In response to the Notice of Allowance dated January 13, 2017, applicant thanks the Examiner for his careful review and summary. We write to avoid any potential confusion that may arise from the “Note” bridging pages 3-4 of the Notice:

1. The examiner indicates that he “has considered for ... support” of the independent claims, “while interpreting” them, certain excerpts from the specification, quoted in the Notice. The excerpts mentioned are not the only parts of the specification that may be relevant to these claims.

2. The cited excerpt from page 4 of the specification includes mention of the “look and feel” being “captured,” and indeed having done so “by receiving an identification of an example page of a target host.” The element of “capturing” (by whatever technique) is an option that is not included in the claims pending here. That aspect of the invention was claimed in certain parent applications, including specifically parent USP 6,629,135 and certain claims of parent USP 6,993,572, but not here.

3. The cited excerpt from page 38 of the specification includes mention of “dynamically generated web pages.” The term “dynamically” is likewise not included in the pending claims. That term refers, further, to web pages assembled as a result of the user clicking a URL, which page has both information about the product offered and visual elements. The term does not refer to “capturing” as mentioned just above.

4. At the bottom of page 4 of the Notice, the examiner indicates that he had “already considered and discussed” certain “relevant prior art” in the applications that led to parent patents. The notice of allowance in the immediate parent application does not contain “discussion” of an important collection of prior art, namely the large quantity of art related to the Digital River SSS system. In a December 24, 2014, paper filed in the parent application just after the Federal Circuit decision in DDR Holdings v. Hotels.com (cited to the examiner that month), applicant made record of the fact that the examiner had considered “yet again” the Digital River-related prior art. Applicant does not believe that the art that the examiner reviewed now was limited to that “already considered and *discussed*” specifically in notices of allowance in the parent cases.

5. Applicant has not reviewed the remarks about Bonalle in view of the examiner’s comment that it is not prior art.

Applicant respectfully requests that the examiner telephone the undersigned if the examiner has any concerns or disagreements with the above remarks, or if there has been any misunderstanding as to any of the above points.

Respectfully submitted,

DDR HOLDINGS, LLC  
by its attorney

/Louis J. Hoffman/

Louis J. Hoffman  
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane  
Suite 2  
Scottsdale, Arizona 85260  
(480) 948-3295

Dated: January 24, 2017

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	28150933
<b>Application Number:</b>	14719009
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5628
<b>Title of Invention:</b>	METHOD AND COMPUTER SYSTEM FOR SERVING COMMERCE INFORMATION OF AN OUTSOURCE PROVIDER IN CONNECTION WITH HOST WEB PAGES OFFERING COMMERCIAL OPPORTUNITIES
<b>First Named Inventor/Applicant Name:</b>	D Delano Ross
<b>Customer Number:</b>	26362
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Filer Authorized By:</b>	Louis J. Hoffman
<b>Attorney Docket Number:</b>	23-CON5
<b>Receipt Date:</b>	24-JAN-2017
<b>Filing Date:</b>	21-MAY-2015
<b>Time Stamp:</b>	14:47:04
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Post Allowance Communication - Incoming	17-01-24-DDR-CON5-CommentsOnNOA.pdf	52097  ea9fafa9f5aedd2c763d9cb5fe2f886da097a9b1	no	2

### Warnings:

<b>Information:</b>	
<b>Total Files Size (in bytes):</b>	52097
<p><b>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.</b></p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b>  <b>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.</b></p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b>  <b>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.</b></p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b>  <b>If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</b></p>	

**To:** Louis@valuablepatents.com,donald@valuablepatents.com,  
**From:** PAIR\_eOfficeAction@uspto.gov  
**Cc:** PAIR\_eOfficeAction@uspto.gov  
**Subject:** Private PAIR Correspondence Notification for Customer Number 26362

Jan 24, 2017 03:25:55 AM

Dear PAIR Customer:

LOUIS J. HOFFMAN, P.C.  
7689 East Paradise Lane  
Suite 2  
Scottsdale, AZ 85260  
UNITED STATES

The following USPTO patent application(s) associated with your Customer Number, 26362 , have new outgoing correspondence. This correspondence is now available for viewing in Private PAIR.

The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

**Disclaimer:**

The list of documents shown below is provided as a courtesy and is not part of the official file wrapper. The content of the images shown in PAIR is the official record.

Application	Document	Mailroom Date	Attorney Docket No.
14719009	APP.FILE.REC	01/24/2017	23-CON5

To view your correspondence online or update your email addresses, please visit us anytime at <https://sportal.uspto.gov/secure/myportal/privatepair>.

If you have any questions, please email the Electronic Business Center (EBC) at [EBC@uspto.gov](mailto:EBC@uspto.gov) with 'e-Office Action' on the subject line or call 1-866-217-9197 during the following hours:

Monday - Friday 6:00 a.m. to 12:00 a.m.

Thank you for prompt attention to this notice,

UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM





NOTICE OF ALLOWANCE AND FEE(S) DUE

26362 7590 01/13/2017
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

Table with 2 columns: EXAMINER (GARG, YOGESH C), ART UNIT (3625), PAPER NUMBER

DATE MAILED: 01/13/2017

Table with 5 columns: APPLICATION NO., FILING DATE, FIRST NAMED INVENTOR, ATTORNEY DOCKET NO., CONFIRMATION NO.

TITLE OF INVENTION: Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing

Table with 7 columns: APPLN. TYPE, ENTITY STATUS, ISSUE FEE DUE, PUBLICATION FEE DUE, PREV. PAID ISSUE FEE, TOTAL FEE(S) DUE, DATE DUE

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

**PART B - FEE(S) TRANSMITTAL**

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

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

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

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

26362 7590 01/13/2017  
**LOUIS J. HOFFMAN, P.C.**  
 7689 East Paradise Lane  
 Suite 2  
 Scottsdale, AZ 85260

**Certificate of Mailing or Transmission**

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/719,009	05/21/2015	D Delano Ross JR.	23-CON5	5628

TITLE OF INVENTION: Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	\$960	\$0	\$0	\$960	04/13/2017

EXAMINER	ART UNIT	CLASS-SUBCLASS
GARG, YOGESH C	3625	705-026410

<p>1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).</p> <p><input type="checkbox"/> Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.</p> <p><input type="checkbox"/> "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. <b>Use of a Customer Number is required.</b></p>	<p>2. For printing on the patent front page, list</p> <p>(1) The names of up to 3 registered patent attorneys or agents OR, alternatively, 1 _____</p> <p>(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. 2 _____</p> <p>3 _____</p>
---	---

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

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

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

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

<p>4a. The following fee(s) are submitted:</p> <p><input type="checkbox"/> Issue Fee</p> <p><input type="checkbox"/> Publication Fee (No small entity discount permitted)</p> <p><input type="checkbox"/> Advance Order - # of Copies _____</p>	<p>4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)</p> <p><input type="checkbox"/> A check is enclosed.</p> <p><input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.</p> <p><input type="checkbox"/> The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).</p>
---	---

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

Applicant certifying micro entity status. See 37 CFR 1.29

Applicant asserting small entity status. See 37 CFR 1.27

Applicant changing to regular undiscounted fee status.

**NOTE:** Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

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

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

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

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Typed or printed name \_\_\_\_\_ Registration No. \_\_\_\_\_



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Table with 5 columns: APPLICATION NO., FILING DATE, FIRST NAMED INVENTOR, ATTORNEY DOCKET NO., CONFIRMATION NO.
14/719,009 05/21/2015 D Delano Ross JR. 23-CON5 5628

26362 7590 01/13/2017
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

Table with 2 columns: EXAMINER, ART UNIT, PAPER NUMBER
EXAMINER: GARG, YOGESH C
ART UNIT: 3625
PAPER NUMBER: (empty)

DATE MAILED: 01/13/2017

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)

(Applications filed on or after May 29, 2000)

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

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

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

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

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

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

### Privacy Act Statement

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

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

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

<b>Notice of Allowability</b>	<b>Application No.</b> 14/719,009	<b>Applicant(s)</b> ROSS ET AL.	
	<b>Examiner</b> YOGESH C. GARG	<b>Art Unit</b> 3625	<b>AIA (First Inventor to File) Status</b> No

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

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

1.  This communication is responsive to 12/8/2016.  
 A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on \_\_\_\_\_.
2.  An election was made by the applicant in response to a restriction requirement set forth during the interview on \_\_\_\_\_; the restriction requirement and election have been incorporated into this action.
3.  The allowed claim(s) is/are 71-90. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see [http://www.uspto.gov/patents/init\\_events/pph/index.jsp](http://www.uspto.gov/patents/init_events/pph/index.jsp) or send an inquiry to PPHfeedback@uspto.gov.
4.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

**Certified copies:**

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

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.  
 including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.  
**Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

- |  |  |
|--|--|
| 1. <input type="checkbox"/> Notice of References Cited (PTO-892)   | 5. <input type="checkbox"/> Examiner's Amendment/Comment                             |
| 2. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),<br>Paper No./Mail Date _____    | 6. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| 3. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit<br>of Biological Material | 7. <input type="checkbox"/> Other _____.   |
| 4. <input type="checkbox"/> Interview Summary (PTO-413),<br>Paper No./Mail Date _____.                     |  |

/YOGESH C GARG/  
Primary Examiner, Art Unit 3625

Art Unit: 3625

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

1. Applicant's response filed 12/8/2016 is entered. Claims 71-90 are pending. None of the claims has been currently amended.

***Terminal Disclaimer***

2. The terminal disclaimer filed on 12/8/2016 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of US Patents :9043228, 8515825, 7818399, 6993572, and 6629135 has been reviewed and is accepted. The terminal disclaimer has been recorded.

In view of the filing a proper, above cited, Terminal Disclaimer, previous rejection of claims 71-90 on the grounds of nonstatutory double patenting is now moot and withdrawn.

3. Continuity: Examiner considered the continuity of the instant Application with its earlier parent applications which were allowed and are now US patents 9043228, 8515825, 7818399, 6993572, and 6629135 along with all the references, prior art and search carried out for these patents, see page 2 of the earlier Office action mailed 12/7/2016.

4. Patent eligibility: Examiner considered the patent eligibility per steps 2A and 2B, and found claims 71-90 patent eligible, as submitted in the earlier Office action mailed 12/7/2016, see page 3.

***Allowable Subject Matter***

5. Claims 71-90 are allowed, wherein claims 71 and 81 are independent claims and claims 72-80 and 82-90 depend from claims 71 and 81 respectively.

The following is an examiner's statement of reasons for allowance:

The prior art of record, alone or combined, neither teaches nor renders obvious the limitations, as a whole, comprising a computer system of an outsource provider upon receiving over the Internet an

Art Unit: 3625

electronic request generated by an Internet-accessible computing device of a visitor in response to selection of a uniform resource locator (URL) within a source web page that has been served to the visitor computing device when visiting a website of a host that is a third party to the outsource provider, wherein the URL correlates the source web page with a commerce object associated with at least one buying opportunity of a merchant that is a third party to the outsource provider, automatically serving to the visitor computing device first instructions directing the visitor computing device to display commerce object information associated with the commerce object associated with the URL that has been activated, which commerce object includes at least one product available for sale through the computer system of the outsource provider after activating the URL, wherein the commerce object information is displayed to the visitor computing device on a composite web page visually corresponding to the source web page, wherein the visual correspondence relates to overall appearance of the composite web page as compared to the source web page, but excluding the commerce object information and the URL, and wherein second instructions directing the visitor computing device to download data defining the overall appearance of the composite web page are accessible to the visitor computing device through the Internet (see independent claims 71 and 81).

**Note:** While interpreting the independent claims 71 and 81, Examiner has considered for their support page 4, lines 4- 26, " According to the present invention the look and feel of each participating Host is captured and stored. Hosts may include links to selected products or product categories within pages residing on the Hosts' website. Upon actuation of such a link by a visitor of the Host website, a page is presented to the visitor incorporating a replica of the Host's look and feel directed to the sale of the selected products or product categories. The look and feel of a host is captured and stored by receiving an identification of an example page of a target host. The identified page is retrieved. The look and feel elements of the page are identified, and these elements are stored for future use in generating outsourced transparent pages, pages served by a server other than the host but with the host's look and feel. Such pages give the viewer of the page the impression that she is viewing pages served by the host. ....Such links may direct the outsource provider to dynamically select content to

Art Unit: 3625

serve within the host's look and feel.....", and page 38, lines 13-22," ....The overall transaction process is very straightforward. The following is a list of the steps involved in receiving and processing an order request. a) A customer visits a Host website and, through contextually relevant content, becomes interested in a product offered, b) The customer selects the item(s) that she wishes to purchase by clicking a product image, banner-style link, or text link, or other offer format taking her to a dynamically generated web pages which retain the look and feel of the referring Host and are served by the e-commerce outsource provider, c) The customer browses through the products offered, indicating which items are to be purchased and in what quantities via forms on-screen. " .

5. Relevant reference considered pertinent to applicant's disclosure:

(i) Bonalle [US PUB No: 2016/0232566 A1 of Application No. 15/098,792 filed 04/14/2016; see at least paragraph 0074] teaches a system of addressing the problem of retaining control over customers during affiliate purchase transactions comprising a third-party outsource provider acting as a broker between multiple hosts and merchants such that providing a link associated with product-related content on a third party merchant's web page. In response to a click on the link by a customer he is not transported to the merchant's webpage but instead he is redirected to a composite web page that combines product information associated with the selected item and visually perceptible elements of the host web page. The outsource provider's server responds by first identifying the host web page where the link has been selected and retrieving the corresponding stored "look and feel" information, constructs a composite web page using the retrieved "look and feel" information of the host web page, with the product-related content embedded within it, so that the composite web page is visually perceived by the customer as associated with the host web page.

Note: The instant application claims priority to Application no. 09398268, filed 09/17/1999 ,now U.S. Patent #6629135, 09398268 Claims Priority from Provisional Application 60100697, filed 09/17/1998 and therefore reference Bonalle cannot be used as a prior art to read on the claims of the instant claim.

(ii) Other relevant prior art is already considered and discussed for the parent applications which are now US Patents: 9043228, 8515825, 7818399, 6993572, and 6629135



Art Unit: 3625

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

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to YOGESH C. GARG whose telephone number is (571)272-6756. The examiner can normally be reached on Maxiflex Program.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Smith A. Jeffrey can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/YOGESH C GARG/  
Primary Examiner, Art Unit 3625



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## **Search Strategy from ProQuest Dialog**

January 06 2017 14:45

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## Search Strategy

**Databases:** ABI/INFORM® Professional Advanced, British Library Inside Conferences, Business & Industry, Ei Compendex®, Gale Group Computer Database™, Gale Group Health Periodicals Database, Gale Group New Product Announcements / Plus®, Gale Group Newsletter Database™, Gale Group PROMT®, Gale Group Trade & Industry Database™, Inspec®, NTIS: National Technical Information Service, ProQuest Advanced Tech & Aerospace Professional, ProQuest Advanced Tech & Aerospace Professional, ProQuest Dissertations and Theses Professional, ProQuest Newsstand Professional, SciSearch®: a Cited Reference Science Database

Sa#	Searched for	Results
S1	((display??? or presen????? or creat??? or generat???) near/25 ((composite or hybrid) near/10 (web near/1 page)) near/25 ((select??? or click???) near/10 (link or URL)))	0°
S2	((display??? or presen????? or creat??? or generat???) near/25 ((composite or hybrid) near/10 (web near/1 page)) near/25 ((select??? or click???) near/50 (link or URL)))	0°

° Duplicates are removed from the search and from the result count.

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## EAST Search History

## EAST Search History (Prior Art)

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S44	0	Voorhees.in. and shopper and bootique	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/08/01 12:35
S45	3	Voorhees.in. and shopper and boutique	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/08/01 12:36
S46	0	"20020065772".pn.	USPAT	OR	OFF	2012/09/29 17:25

S47	2	"20020065772".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/29; 17:25
S48	1032	accept\$3 near5 search near5 (parameter\$1 or word\$1 or term\$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/29; 22:40
S49	11	accept\$3 near5 search near5 (parameter\$1 or word\$1 or term\$1) near5 browser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/29; 22:40
S50	25	accept\$3 near5 search near5 (parameter\$1 or word\$1 or term\$1) near15 browser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/29; 23:12
S51	11	accept\$3 near5 search near5 (parameter\$1 or word\$1 or term\$1) near5 browser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/29; 23:13
S52	14	S50 not S51	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/29; 23:13
S53	24	search\$3 near5 (specific near5 (product\$1 or item\$1)) near5 browser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/29; 23:14
S54	2	"7818399".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/30; 00:21
S55	2	"6629125".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/30; 00:22
S56	2	"6629135".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/30; 00:22
S57	2	"6993572".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2012/09/30; 00:23
S58	43	((link\$3 or URL or (uniform near1 resource near1 locator)) near15 ((correlat\$3 or associat\$5 or initiat\$5 or invok\$3) near10 ((first or source) near5 page) near15 (item or merchandise or	USPAT	OR	OFF	2013/05/22; 16:16



		product or item or catalog or catalogue or object)))				
S59	21	(server near15 (serv\$3 or provid\$3 or download\$3 or transmit\$4 or transmission or send\$3 or displa\$3 or present\$5)) near15 (composite near5 page)	USPAT	OR	OFF	2013/05/22; 16:19
S60	0	S58 and S59	USPAT	OR	OFF	2013/05/22; 16:19
S61	70	(server near15 (serv\$3 or provid\$3 or download\$3 or transmit\$4 or transmission or send\$3 or displa\$3 or present\$5)) near15 (composite near5 page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/05/22; 16:20
S62	103	((link\$3 or URL or (uniform near1 resource near1 locator)) near15 ((correlat\$3 or associat\$5 or initiat\$5 or invok\$3) near10 ((first or source) near5 page) near15 (item or merchandise or product or item or catalog or catalogue or object)))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/05/22; 16:20
S63	0	S61 and S62	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/05/22; 16:21
S64	59	((link\$3 or URL or (uniform near1 resource near1 locator)) near15 ((correlat\$3 or associat\$5 or initiat\$5 or invok\$3) near10 ((first or source) near5 page) near15 (item or merchandise or product or item or catalog or catalogue or (commercial near2 object))))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/05/22; 16:22
S65	1	((server near15 (serv\$3 or provid\$3 or download\$3 or transmit\$4 or transmission or send\$3 or displa\$3 or present\$5)) near15 (composite near5 page)) same ((information or data) near15 (item or merchandise or product or item or catalog or catalogue or (commercial near2 object)))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/05/22; 16:23
S66	679	("6009410").URPN.	USPAT	OR	OFF	2013/05/22; 16:25
S67	6	("5661516"   "5717923"   "5754938"   "5793972"   "5848396"   "5850433").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2013/05/22; 16:25
S68	0	S64 and S66	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/05/22; 16:30
S69	0	S64 and S67	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/05/22; 16:30
S70	0	S62 and S66	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/05/22; 16:30
S71	0	S62 and S67	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/05/22; 16:31
S85	224	("6141666").URPN.	USPAT	OR	OFF	2013/10/06; 16:20
S86	25	("5576951"   "5649186"   "5706434"   "5710887"   "5712979"   "5717860"   "5740430"   "5768510"   "5794207"   "5796393"   "5796952"   "5799285"   "5839117"   "5852809"   "5855008"   "5864822"   "5870718"   "5890175"   "5897622"   "5907830"   "5918214"	US-PGPUB; USPAT; USOCR	OR	OFF	2013/10/06; 16:21

		"5933811"   "6009413"   "6029142"   "6061057").PN.				
S87	224	("6141666").URPN.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/10/06 16:21
S88	0	referral near2 wen near1 site	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/10/06 17:30
S89	299	referral near2 web near1 site	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/10/06 17:30
S90	54	S89 same (commission or fee)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/10/06 17:30
S91	2	S89 same (shar\$3 near5 revenue)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/10/06 17:33
S92	228	S89 and (commission or fee)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/10/06 17:33
S93	174	S92 not S90	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/10/06 17:34
S94	132	"705"/\$.ccls. and S93	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2013/10/06 17:34
S95	85923	"715"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/10/06 17:53
S96	159505	"709"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/10/06 17:54
S97	156022	"707"/\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/10/06 17:54
S98	7	S90 and S95	US-PGPUB;	OR	OFF	2013/10/06

			USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			17:54
S99	17	S90 and S96	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/10/06; 17:54
S100	8	S90 and S97	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/10/06; 17:54
S101	4	"851825".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/10/06; 18:02
S102	2	"8515825".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2013/10/06; 18:02
S103	1	"8515825".pn.	USPAT	OR	OFF	2014/04/30; 13:26
S104	244	(Digital near1 River)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 13:38
S105	0	(Digital near1 River) and (social near1 security near1 system)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 13:38
S106	1	(Digital near1 River) and (secure near1 sales near1 system)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/04/30; 13:39
S107	1	(Digital near1 River) and (plumbing near2 web)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/04/30; 13:40
S108	2949	((activat\$3 or initiat\$3 or point\$3 or click\$3) near25 (URL or icon or link)) same ((connect\$3 or link\$3 or access\$3) near25 (provider or (third near1 party)) near15 (computer or site or server))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:27
S109	0	((activat\$3 or initiat\$3 or point\$3 or click\$3) near25 (URL or icon or link)) same ((connect\$3 or link\$3 or access\$3) near25 (provider or (third near1 party)) near15 (computer or site or server)) same ((serv\$3 or provid\$3 or provision) near25 (composite near5 page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:28
S110	0	((activat\$3 or initiat\$3 or point\$3 or click\$3) near25 (URL or icon or link)) same ((connect\$3	US-PGPUB;	OR	OFF	2014/04/30;

		or link\$3 or access\$3 near25 (provider or (third near1 party)) near15 (computer or site or server)) and ((serv\$3 or provid\$3 or provision) near25 (composite near5 page))	USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			15:28
S111	1144	((activat\$3 or initiat\$3 or point\$3 or click\$3) near25 (URL or icon or link)) same ((connect\$3 or link\$3 or access\$3) near25 (provider or (third near1 party)) near15 (computer or site or server)) and ((serv\$3 or provid\$3 or provision) near25 (web near5 page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:28
S112	298	((activat\$3 or initiat\$3 or point\$3 or click\$3) near25 (URL or icon or link)) same ((connect\$3 or link\$3 or access\$3) near25 (provider or (third near1 party)) near15 (computer or site or server)) same ((serv\$3 or provid\$3 or provision) near25 (web near5 page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:29
S113	40	((activat\$3 or initiat\$3 or point\$3 or click\$3) near25 (URL or icon or link)) same ((connect\$3 or link\$3 or access\$3) near25 (provider or (third near1 party)) near15 (computer or site or server)) and ((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:31
S114	94596	"l5" not "l6"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:39
S115	280	S112 not S113	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:39
S116	173688	"705"/\$.cls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:39
S117	97	S115 and S116	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:40
S118	183	S115 not S117	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 15:44
S119	3277	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 16:56
S120	5	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (composite near15 (web near5 page)))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 16:57
S121	17	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page) near25 (display\$3 near5 ((information or data) near5 object)))	US-PGPUB; USPAT; USOCR;	OR	OFF	2014/04/30; 16:59

			FPRS; EPO; JPO; DERWENT; IBM_TDB			
S122	1	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page) near25 (display\$3 near5 ((information or data) near25 (elements near15 (source or host) near5 (site or page))))))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 17:04
S123	0	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page) near25 (display\$3 near5 ((information or data) near25 (layout near15 (source or host) near5 (site or page))))))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 17:04
S124	0	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page) near25 (display\$3 near5 ((information or data) near25 (logo near15 (source or host) near5 (site or page))))))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 17:05
S125	0	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page) near25 (display\$3 near5 ((information or data) near25 (frames near35 (source or host) near5 (site or page))))))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/04/30; 17:05
S126	3	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page) near25 (display\$3 near5 ((information or data) near25 ((frames or elements or colors or logo or layout form) near35 (source or host) near5 (site or page))))))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2014/04/30; 17:06
S127	25	("5576951"   "5649186"   "5706434"   "5710887"   "5712979"   "5717860"   "5740430"   "5768510"   "5794207"   "5796393"   "5796952"   "5799285"   "5839117"   "5852809"   "5855008"   "5864822"   "5870718"   "5890175"   "5897622"   "5907830"   "5918214"   "5933811"   "6009413"   "6029142"   "6061057").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2014/04/30; 17:11
S128	263	("6141666").URPN.	USPAT	OR	OFF	2014/04/30; 17:11
S129	0	(customiz\$5 near15 (web near2 page) near5 layout) near15 ((host or source or original) near15 (website or site or webpage or page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 17:54
S130	0	(customiz\$5 near15 (web near2 page) near5 layout) near55 ((host or source or original) near15 (website or site or webpage or page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 17:54
S131	0	(customiz\$5 near15 ((web near2 page) near5 layout)) near55 ((host or source or original) near15 (website or site or webpage or page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 17:54
S132	61	(customiz\$5 near15 ((web near2 page) near5 layout))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30; 17:55
S133	20	(customiz\$5 near15 (display\$3 near15 (web near2 page) near5 layout))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT;	OR	OFF	2014/04/30; 17:55

S134	0	(customiz\$5 near15 ((web near2 page) near5 layout)) same ((host or source or original) near15 (website or site or webpage or page))	IBM_TDB US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30 17:56
S135	0	(customiz\$5 near15 ((web near2 page) near5 layout)) same ((host or source or original) near55 (website or site or webpage or page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30 17:57
S136	215454	((host or source or original) near55 (website or site or webpage or page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30 17:57
S137	29	S132 and S136	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30 17:57
S138	258	("6016504").URPN.	USPAT	OR	OFF	2014/04/30 18:18
S139	258	("6016504").URPN.	USPAT	OR	OFF	2014/04/30 18:20
S140	77	S136 and S138	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30 18:20
S141	3	"7240022".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2014/04/30 18:28
S159	2	"9043228".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/11/09 11:00
S160	55519	g06q30/06.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/11/09 15:23
S161	6050	g06q30/0613.cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/11/09 15:24
S162	28	website same link same (source near3 (webpage or (web near1 page))) same (object or merchandise or item)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/11/09 15:24
S163	5	S160 and S162	US-PGPUB; USPAT; USOCR;	OR	OFF	2016/11/09 15:24

			FPRS; EPO; JPO; DERWENT; IBM_TDB			
S164	0	S161 and S162	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/11/09; 15:24
S165	9422	(display\$3 or present\$5) near15 (object near5 information) near15 ((URL or link) or select\$3 or activat\$3 or initiat\$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/11/09; 15:26
S166	3	(display\$3 or present\$5) near15 (object near5 information) near15 ((URL or link) or select\$3 or activat\$3 or initiat\$3) same ((composite or hybrid) near10 page)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/11/09; 15:27
S167	1	S162 and S165	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/11/09; 15:28
S168	1	S163 and S165	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2016/11/09; 15:28

**EAST Search History (Interference)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S31	3	link same (source near3 (webpage or (web near1 page))) same (object or merchandise or item) same (((third near2 party) or (outsource near5 provider) or proxy or second) near5 (server or site))	US-PGPUB; USPAT; *No UPAD	OR	OFF	2012/06/25; 16:37
S32	31	link same (source near3 (webpage or (web near1 page))) same (object or merchandise or item) and (((third near2 party) or (outsource near5 provider) or proxy or second) near5 (server or site))	US-PGPUB; USPAT; *No UPAD	OR	OFF	2012/06/25; 16:41
S33	110814	"705"/\$.ccls.	US-PGPUB; USPAT; *No UPAD	OR	OFF	2012/06/25; 16:42
S34	123371	"709"/\$.ccls.	US-PGPUB; USPAT; *No UPAD	OR	OFF	2012/06/25; 16:42
S35	8	S32 and S33	US-PGPUB; USPAT; *No UPAD	OR	OFF	2012/06/25; 16:43
S36	13	S32 and S34	US-PGPUB; USPAT; *No UPAD	OR	OFF	2012/06/25; 16:43
S72	1	((server near15 (serv\$3 or provid\$3 or download\$3 or transmit\$4 or transmission or send\$3 or displa\$3 or present\$5)) near15 (composite near5 page)) same ((information or data) near15 (item or merchandise or product or item or catalog or catalogue or (commercial near2	US-PGPUB; USPAT; *No	OR	OFF	2013/05/22; 16:31

		object)))	UPAD			
S73	106	((link\$3 or URL or (uniform near1 resource near1 locator)) near15 ((correlat\$3 or associat\$5 or initiat\$5 or invok\$3) near10 ((first or source) near5 page) near15 (item or merchandise or product or item or catalog or catalogue or object)))	US-PGPUB; USPAT; *No UPAD	OR	OFF	2013/05/22 16:31
S74	63	((link\$3 or URL or (uniform near1 resource near1 locator)) near15 ((correlat\$3 or associat\$5 or initiat\$5 or invok\$3) near10 ((first or source) near5 page) near15 (item or merchandise or product or item or catalog or catalogue or (commercial near2 object))))	US-PGPUB; USPAT; *No UPAD	OR	OFF	2013/05/22 16:32
S75	125901	"705"/\$.ccls.	US-PGPUB; USPAT; *No UPAD	OR	OFF	2013/05/22 16:32
S76	38	S73 and S75	US-PGPUB; USPAT; *No UPAD	OR	OFF	2013/05/22 16:32
S77	32	S74 and S75	US-PGPUB; USPAT; *No UPAD	OR	OFF	2013/05/22 16:33
S78	64	(server near15 (serv\$3 or provid\$3 or download\$3 or transmit\$4 or transmission or send\$3 or displa\$3 or present\$5)) near15 (composite near5 page)	US-PGPUB; USPAT; *No UPAD	OR	OFF	2013/05/22 16:45
S80	2	("5671279"   "5710887").PN.	US-PGPUB; USPAT	OR	OFF	2013/05/22 16:46
S81	431	("5963915").URPN.	USPAT	OR	OFF	2013/05/22 16:46
S82	3	S78 and S81	USPAT	OR	OFF	2013/05/22 16:47
S83	4	S73 and S81	USPAT	OR	OFF	2013/05/22 16:47
S84	2	link same (source near3 (webpage or (web near1 page))) same (object or merchandise or item) same (((third near2 party)or (outsource near5 provider) or proxy) near5 (server or site))	US-PGPUB; USPAT; *No UPAD	OR	OFF	2013/05/22 16:56
S142	41	((activat\$3 or initiat\$3 or point\$3 or click\$3) near25 (URL or icon or link) same ((connect\$3 or link\$3 or access\$3) near25 (provider or (third near1 party)) near15 (computer or site or server)) and ((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page))	US-PGPUB; USPAT; *No UPAD	OR	OFF	2014/04/30 15:32
S143	144290	"705"/\$.ccls.	US-PGPUB; USPAT; *No UPAD	OR	OFF	2014/04/30 15:34
S144	19	S142 and S143	US-PGPUB; USPAT; *No UPAD	OR	OFF	2014/04/30 15:35
S145	22175	"15" not "16"	US-PGPUB; USPAT; *No UPAD	OR	OFF	2014/04/30 15:39
S146	3	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page) near25 (display\$3 near5 ((information or data) near25 ((frames or elements or colors or logo or layout form) near35 (source or host) near5 (site or page))))))	US-PGPUB; USPAT; *No UPAD	OR	ON	2014/04/30 17:07
S147	1	"5870717".pn.	US-PGPUB; USPAT; *No UPAD	OR	ON	2014/04/30 17:08



S148	155777	"709"/\$.ccls.	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:06
S149	144621	"707"/\$.ccls.	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:06
S150	83421	"715"/\$.ccls.	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:06
S151	3	((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page) near25 (display\$3 near5 ((information or data) near25 ((frames or elements or colors or logo or layout form) near35 (source or host) near5 (site or page))))))	US- PGPUB; USPAT; *No UPAD	OR	ON	2014/05/02 11:07
S152	3	S151 and S148	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:07
S153	0	S151 and S149	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:07
S154	0	S151 and S150	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:08
S155	41	((activat\$3 or initiat\$3 or point\$3 or click\$3) near25 (URL or icon or link) same ((connect\$3 or link\$3 or access\$3) near25 (provider or (third near1 party)) near15 (computer or site or server)) and ((serv\$3 or provid\$3 or provision) near25 (instructions or algorithm or code or software) near15 (generat\$3 or creat\$3 or produc\$3 or production) near15 (web near5 page))	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:08
S156	11	S148 and S155	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:10
S157	7	S149 and S155	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:10
S158	7	S150 and S155	US- PGPUB; USPAT; *No UPAD	OR	OFF	2014/05/02 11:10

11/ 9/ 2016 10:39:34 PM

C:\Users\ygary\Documents\EAST\Workspaces\14719009.wsp

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	6	(display\$3 or presen\$5 or creat\$3 or generat\$3) near25 ((composite or hybrid) near10 (web near1 page)) near25 ((select\$3 or click\$3) near10 (link or URL))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/01/06 13:54
L2	0	(display\$3 or presen\$5 or creat\$3 or generat\$3) near25 ((composite or hybrid) near10 (web near1 page)) near25 ((select\$3 or click\$3) near10 (link or URL)) and (appearance near10 (web near1 page) near10 relat\$3 near5 (source near5 page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/01/06 13:56

## EAST Search History (Interference)


Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L3	6	(display\$3 or presen\$5 or creat\$3 or generat\$3) near25 ((composite or hybrid) near10 (web near1 page)) near25 ((select\$3 or click\$3) near10 (link or URL))	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:48
L4	3316	G06Q30/0613.cpc.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:49
L5	288	G06Q30/0274.cpc.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:49
L6	8954	705/26.1.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:49
L7	3766	705/27.1.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L8	1686	705/26.7.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L9	2404	705/14.1.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L10	487	705/14.19.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L11	1383	705/14.27.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L12	1195	705/14.39.ccls.	US-PGPUB;	OR	OFF	2017/01/06 14:50

			USPAT			
L13	924	707/E17.117.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:51
L14	5778	709/218.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:51
L15	4867	709/245.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:51
L16	592	715/207.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L17	3758	715/205.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L18	9168	715/234.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L19	2611	715/781.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L20	0	I3 and I4	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L21	1	I3 and I5	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L22	0	I3 and I6	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L23	0	I3 and I7	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:53
L24	0	I3 and I8	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:53
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L28	0	I3 and I12	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:53
L29	0	I3 and I13	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:53
L30	1	I3 and I14	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:53
L31	1	I3 and I15	US-PGPUB;	OR	OFF	2017/01/06 14:53

			USPAT			
L32	0	I3 and I16	US- PGPUB; USPAT	OR	OFF	2017/01/06 14:54
L33	0	I3 and I17	US- PGPUB; USPAT	OR	OFF	2017/01/06 14:54
L34	0	I3 and I18	US- PGPUB; USPAT	OR	OFF	2017/01/06 14:54
L35	0	I3 and I19	US- PGPUB; USPAT	OR	OFF	2017/01/06 14:54

1/ 6/ 2017 2:56:51 PM

C:\Users\ygarg\Documents\EAST\Workspaces\14719009.wsp

<b>Search Notes</b>  	<b>Application/Control No.</b>  14719009	<b>Applicant(s)/Patent Under Reexamination</b>  ROSS ET AL.
	<b>Examiner</b>  YOGESH C GARG	<b>Art Unit</b>  3625

<b>CPC- SEARCHED</b>		
Symbol	Date	Examiner
G06Q30/0631, 06	11/9/2016	YG
G06Q 30/0274	1/6/2017	YG

<b>CPC COMBINATION SETS - SEARCHED</b>		
Symbol	Date	Examiner

<b>US CLASSIFICATION SEARCHED</b>			
Class	Subclass	Date	Examiner
705	26.1, 26.41	11/9/2016	YG

<b>SEARCH NOTES</b>		
Search Notes	Date	Examiner
Keyword search on East database	11/9/2016	YG
Reviewed all parent Applications	11/2/2016	YG
Reviewed IDS filed 5/21/2015	11/2/2016	YG
Revised keyword search on East	1/6/2017	YG
Interference search conducted	1/6/2017	YG
NPL search on Proquest dialog	1/6/2017	YG

<b>INTERFERENCE SEARCH</b>			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
G06Q30	0613, 0274	1/6/2017	YG
705	26.41, 26.1, 26.7, 27.1, 14.19. 14.27, 14.39	1/6/2017	YG
707	E17.117	1/6/2017	YG
709	218, 245	1/6/2017	YG
717	207, 205, 234, 781	1/6/2017	YG

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## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	6	(display\$3 or presen\$5 or creat\$3 or generat\$3) near25 ((composite or hybrid) near10 (web near1 page)) near25 ((select\$3 or click\$3) near10 (link or URL))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/01/06 13:54
L2	0	(display\$3 or presen\$5 or creat\$3 or generat\$3) near25 ((composite or hybrid) near10 (web near1 page)) near25 ((select\$3 or click\$3) near10 (link or URL)) and (appearance near10 (web near1 page) near10 relat\$3 near5 (source near5 page))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2017/01/06 13:56

## EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L3	6	(display\$3 or presen\$5 or creat\$3 or generat\$3) near25 ((composite or hybrid) near10 (web near1 page)) near25 ((select\$3 or click\$3) near10 (link or URL))	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:48
L4	3316	G06Q30/0613.cpc.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:49
L5	288	G06Q30/0274.cpc.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:49
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L7	3766	705/27.1.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L8	1686	705/26.7.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L9	2404	705/14.1.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L10	487	705/14.19.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L11	1383	705/14.27.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:50
L12	1195	705/14.39.ccls.	US-PGPUB;	OR	OFF	2017/01/06 14:50

			USPAT			
L13	924	707/E17.117.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:51
L14	5778	709/218.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:51
L15	4867	709/245.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:51
L16	592	715/207.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L17	3758	715/205.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L18	9168	715/234.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L19	2611	715/781.ccls.	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
L20	0	I3 and I4	US-PGPUB; USPAT	OR	OFF	2017/01/06 14:52
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			USPAT			
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L37	1	I3 and I36	US- PGPUB; USPAT	OR	OFF	2017/01/06 15:33

1/ 6/ 2017 3:33:49 PM

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<b>Issue Classification</b> 	<b>Application/Control No.</b> 14719009	<b>Applicant(s)/Patent Under Reexamination</b> ROSS ET AL.
	<b>Examiner</b> YOGESH C GARG	<b>Art Unit</b> 3625

US ORIGINAL CLASSIFICATION						INTERNATIONAL CLASSIFICATION								
CLASS		SUBCLASS				CLAIMED				NON-CLAIMED				
705		26.41				G	0	6	Q	30 / 06 (2012.01.01)				
<b>CROSS REFERENCE(S)</b>														
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)													
705	26.1	26.7	27.1	14.19	14.27									
705	14.39													
707	E17.117													
709	218	245												
715	205	207	234	781										

NONE		<b>Total Claims Allowed:</b>	
		20	
(Assistant Examiner)	(Date)	O.G. Print Claim(s)	O.G. Print Figure
/YOGESH C GARG/ Primary Examiner.Art Unit 3625	01/06/2017	71	8
(Primary Examiner)	(Date)		

<b>Issue Classification</b> 	<b>Application/Control No.</b> 14719009	<b>Applicant(s)/Patent Under Reexamination</b> ROSS ET AL.
	<b>Examiner</b> YOGESH C GARG	<b>Art Unit</b> 3625

<input checked="" type="checkbox"/> <b>Claims renumbered in the same order as presented by applicant</b>																<input type="checkbox"/> <b>CPA</b>		<input checked="" type="checkbox"/> <b>T.D.</b>		<input type="checkbox"/> <b>R.1.47</b>	
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original						
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	73		89																		
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NONE		<b>Total Claims Allowed:</b>	
		20	
(Assistant Examiner)	(Date)	O.G. Print Claim(s)	O.G. Print Figure
/YOGESH C GARG/ Primary Examiner.Art Unit 3625	01/06/2017	71	8
(Primary Examiner)	(Date)		



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BIB DATA SHEET

CONFIRMATION NO. 5628

<b>SERIAL NUMBER</b> 14/719,009	<b>FILING or 371(c) DATE</b> 05/21/2015 <b>RULE</b>	<b>CLASS</b> 705	<b>GROUP ART UNIT</b> 3625	<b>ATTORNEY DOCKET NO.</b> 23-CON5
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**APPLICANTS**

DDR Holdings, LLC, Dunwoody, GA;

**INVENTORS**

D Delano Ross JR., Peachtree Corners, GA;  
 Daniel D. Ross, Dunwoody, GA;  
 Joseph R. Michaels, Bellevue, WA;  
 William R. May, Atlanta, GA;  
 Richard A. Anderson, Powder Springs, GA;

**\*\* CONTINUING DATA \*\*\*\*\***

This application is a CON of 13/970,515 08/19/2013 PAT 9043228  
 which is a CON of 12/906,979 10/18/2010 PAT 8515825  
 which is a CON of 11/343,464 01/30/2006 PAT 7818399  
 which is a CON of 10/461,997 06/11/2003 PAT 6993572  
 which is a CON of 09/398,268 09/17/1999 PAT 6629135  
 which claims benefit of 60/100,697 09/17/1998

**\*\* FOREIGN APPLICATIONS \*\*\*\*\***

**\*\* IF REQUIRED, FOREIGN FILING LICENSE GRANTED \*\***

06/01/2015

Foreign Priority claimed <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Met after Allowance	<b>STATE OR COUNTRY</b>	<b>SHEETS DRAWINGS</b>	<b>TOTAL CLAIMS</b>	<b>INDEPENDENT CLAIMS</b>
35 USC 119(a-d) conditions met <input type="checkbox"/> Yes <input type="checkbox"/> No	Initials	GA	24	20	1
Verified and Acknowledged <u>/YOGESH C GARG/</u> Examiner's Signature					

**ADDRESS**

LOUIS J. HOFFMAN, P.C.  
 7689 East Paradise Lane  
 Suite 2  
 Scottsdale, AZ 85260  
 UNITED STATES

**TITLE**

Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing

<b>FILING FEE RECEIVED</b> 1600	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	<input type="checkbox"/> All Fees
		<input type="checkbox"/> 1.16 Fees (Filing)
		<input type="checkbox"/> 1.17 Fees (Processing Ext. of time)
		<input type="checkbox"/> 1.18 Fees (Issue)
		<input type="checkbox"/> Other _____
		<input type="checkbox"/> Credit

**To:** Louis@valuablepatents.com,donald@valuablepatents.com,  
**From:** PAIR\_eOfficeAction@uspto.gov  
**Cc:** PAIR\_eOfficeAction@uspto.gov  
**Subject:** Private PAIR Correspondence Notification for Customer Number 26362

Jan 13, 2017 03:27:42 AM

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Application	Document	Mailroom Date	Attorney Docket No.
14719009	NOA	01/13/2017	23-CON5

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<b>Doc Code: DIST.E.FILE</b> <b>Document Description: Electronic Terminal Disclaimer - Filed</b>	PTO/SB/26 U.S. Patent and Trademark Office Department of Commerce
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Electronic Petition Request	<b>TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT</b>
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Application Number	14719009
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Filing Date	21-May-2015
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First Named Inventor	D Ross
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Attorney Docket Number	23-CON5
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Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
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<input checked="" type="checkbox"/> Filing of terminal disclaimer does not obviate requirement for response under 37 CFR 1.111 to outstanding Office Action  <input checked="" type="checkbox"/> This electronic Terminal Disclaimer is not being used for a Joint Research Agreement.
--

Owner	Percent Interest
DDR HOLDINGS, LLC	100%

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

9043228  
8515825  
7818399  
6993572  
6629135

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- expires for failure to pay a maintenance fee;
- is held unenforceable;
- is found invalid by a court of competent jurisdiction;
- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
- has all claims canceled by a reexamination certificate;
- is reissued; or
- is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

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

I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.

Applicant claims the following fee status:

- Small Entity
- Micro Entity
- Regular Undiscounted

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES

I certify, in accordance with 37 CFR 1.4(d)(4) that I am:

An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application

Registration Number 38918

A sole inventor

A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors as evidenced by the power of attorney in the application

A joint inventor; all of whom are signing this request

Signature	/Louis J. Hoffman/
Name	Louis J. Hoffman

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



## Electronic Patent Application Fee Transmittal

<b>Application Number:</b>	14719009			
<b>Filing Date:</b>	21-May-2015			
<b>Title of Invention:</b>	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing			
<b>First Named Inventor/Applicant Name:</b>	D Delano Ross			
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz			
<b>Attorney Docket Number:</b>	23-CON5			
Filed as Large Entity				
<b>Filing Fees for Utility under 35 USC 111(a)</b>				
<b>Description</b>	<b>Fee Code</b>	<b>Quantity</b>	<b>Amount</b>	<b>Sub-Total in USD(\$)</b>
<b>Basic Filing:</b>				
STATUTORY OR TERMINAL DISCLAIMER	1814	1	160	160
<b>Pages:</b>				
<b>Claims:</b>				
<b>Miscellaneous-Filing:</b>				
<b>Petition:</b>				
<b>Patent-Appeals-and-Interference:</b>				
<b>Post-Allowance-and-Post-Issuance:</b>				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
<b>Extension-of-Time:</b>				
<b>Miscellaneous:</b>				
<b>Total in USD (\$)</b>				<b>160</b>

Doc Code: DISQ.E.FILE

Document Description: Electronic Terminal Disclaimer – Approved

Application No.: 14719009

Filing Date: 21-May-2015

Applicant/Patent under Reexamination: Ross

Electronic Terminal Disclaimer filed on December 8, 2016

APPROVED

**This patent is subject to a terminal disclaimer**

DISAPPROVED

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

U.S. Patent and Trademark Office

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	27734154
<b>Application Number:</b>	14719009
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5628
<b>Title of Invention:</b>	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
<b>First Named Inventor/Applicant Name:</b>	D Delano Ross
<b>Customer Number:</b>	26362
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Filer Authorized By:</b>	Louis J. Hoffman
<b>Attorney Docket Number:</b>	23-CON5
<b>Receipt Date:</b>	08-DEC-2016
<b>Filing Date:</b>	21-MAY-2015
<b>Time Stamp:</b>	13:16:52
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	\$160
RAM confirmation Number	120816INTEFSW13164900
Deposit Account	
Authorized User	

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

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**File Listing:**

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Electronic Terminal Disclaimer-Filed	eTerminal-Disclaimer.pdf	35159	no	3
			47e89d5fd3f4f07bb95c7868b1137cad1f38a8bc		

**Warnings:**

**Information:**

2	Fee Worksheet (SB06)	fee-info.pdf	30870	no	2
			c94555a1db8ad3acd72a4ded2578d086f769f501		

**Warnings:**

**Information:**

<b>Total Files Size (in bytes):</b>	66029
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**This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.**

**New Applications Under 35 U.S.C. 111**

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

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

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

**New International Application Filed with the USPTO as a Receiving Office**

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ross, D. Delano Jr. et al. Art Unit : 3625  
Serial No. : 14/719,009 Examiner : Garg, Yogesh C.  
Filing Date : 05/21/2015 Conf. No. : 5628  
Title : Method and computer system for serving commerce information of  
an outsource provider in connection with host web pages offering  
commercial opportunities

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

Filed via EFS-Web - December 8, 2016

**RESPONSE TO OFFICE ACTION**

Dear Sir:

In response to the Office Action dated December 7, 2016, applicant requests consideration of the following remarks. No amendments are submitted. No fees are due.

### Remarks

In the December 7, 2016, Office Action, the only rejection is for double-patenting. In response, applicant submits concurrently with this paper a terminal disclaimer for e-processing through the Office's electronic filing system, to overcome the non-statutory double patenting rejection (the sole ground of rejection) over U.S. Patents 6,629,135, 6,993,572, 7,818,399, 8,515,825, and 9,043,228. No admission is being made about the closeness of the present claims to the previous patents; to the contrary, there are important distinctions between the claims, including some argued in parent applications or elsewhere, that should not be overlooked. Rather, applicant submits the terminal disclaimers to moot the rejections most easily and with a minimum of expense.

Assignee and the undersigned thank the examiner and respectfully requests prompt allowance.

Please feel free to telephone the undersigned if there are any questions or concerns or if it would in any way advance prosecution of this application.

Respectfully submitted,  
DDR HOLDINGS, LLC  
by its attorney

Dated: December 8, 2016

/Louis J. Hoffman/  
Louis J. Hoffman  
Reg. No. 38,918  
LOUIS J. HOFFMAN, P.C.  
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Scottsdale, Arizona 85260  
(480) 948-3295

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	27735321
<b>Application Number:</b>	14719009
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5628
<b>Title of Invention:</b>	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
<b>First Named Inventor/Applicant Name:</b>	D Delano Ross
<b>Customer Number:</b>	26362
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Filer Authorized By:</b>	Louis J. Hoffman
<b>Attorney Docket Number:</b>	23-CON5
<b>Receipt Date:</b>	08-DEC-2016
<b>Filing Date:</b>	21-MAY-2015
<b>Time Stamp:</b>	14:05:30
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment/Req. Reconsideration-After Non-Final Reject	16-12-08-DDR-CON5-RTOA.pdf	68540  9e54f25d2b3338b9ab92bccb31c59760103ae411	no	2

### Warnings:



<b>Information:</b>	
<b>Total Files Size (in bytes):</b>	68540
<p><b>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.</b></p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b>  <b>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.</b></p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b>  <b>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.</b></p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b>  <b>If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</b></p>	



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
www.uspto.gov

Table with 5 columns: APPLICATION NO., FILING DATE, FIRST NAMED INVENTOR, ATTORNEY DOCKET NO., CONFIRMATION NO.
14/719,009 05/21/2015 D Delano Ross JR. 23-CON5 5628

26362 7590 12/07/2016
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER

GARG, YOGESH C

ART UNIT PAPER NUMBER

3625

NOTIFICATION DATE DELIVERY MODE

12/07/2016

ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com

<b>Office Action Summary</b>	<b>Application No.</b> 14/719,009	<b>Applicant(s)</b> ROSS ET AL.	
	<b>Examiner</b> YOGESH C. GARG	<b>Art Unit</b> 3625	<b>AIA (First Inventor to File) Status</b> No

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

### Period for Reply

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

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

### Status

- 1)  Responsive to communication(s) filed on 9/21/2015.  
 A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on \_\_\_\_\_.
- 2a)  This action is **FINAL**.                      2b)  This action is non-final.
- 3)  An election was made by the applicant in response to a restriction requirement set forth during the interview on \_\_\_\_\_; the restriction requirement and election have been incorporated into this action.
- 4)  Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims\*

- 5)  Claim(s) 71-90 is/are pending in the application.  
5a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 6)  Claim(s) \_\_\_\_\_ is/are allowed.
- 7)  Claim(s) 71-90 is/are rejected.
- 8)  Claim(s) \_\_\_\_\_ is/are objected to.
- 9)  Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

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

### Application Papers

- 10)  The specification is objected to by the Examiner.
- 11)  The drawing(s) filed on 5/21/2015 is/are: a)  accepted or b)  objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

### Priority under 35 U.S.C. § 119

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

#### Certified copies:

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

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

### Attachment(s)

- 1)  Notice of References Cited (PTO-892)
- 2)  Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 3)  Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 4)  Other: \_\_\_\_\_.

Art Unit: 3625

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

Preliminary Amendment filed 9/21/2015 is entered. Claims 1-70 are canceled and new claims 71-90 are added.

### ***Continuity***

1. This application is a continuation application of is a continuation of 13970515, filed 08/19/2013 ,now U.S. Patent #9043228, 13970515 is a continuation of 12906979, filed 10/18/2010 ,now U.S. Patent #8515825, and having 1 RCE-type filing therein 12906979 is a continuation of 11343464, filed 01/30/2006 ,now U.S. Patent #7818399, 11343464 is a continuation of 10461997, filed 06/11/2003 ,now U.S. Patent #6993572, 10461997 is a continuation of 09398268, filed 09/17/1999 ,now U.S. Patent #6629135, 09398268 Claims Priority from Provisional Application 60100697, filed 09/17/1998. See MPEP §201.07. In accordance with MPEP §609.02 A. 2 and MPEP §2001.06(b) (last paragraph), the Examiner has reviewed and considered the prior art cited in the cited Parent Applications. Also in accordance with MPEP §2001.06(b) (last paragraph), all documents cited or considered 'of record' in the above cited Parent Applications are now considered cited or 'of record' in this application. Additionally, Applicant(s) are reminded that a listing of the information cited or 'of record' in the Parent Applications need not be resubmitted in this application unless Applicants desire the information to be printed on a patent issuing from this application. See MPEP §609.02 A. 2. Finally, Applicants are reminded that the prosecution history of the Parent Applications is relevant in this application. See e.g., Microsoft Corp. v. Multi-Tech Sys., Inc., 357 F.3d 1340, 1350, 69 USPQ2d 1815, 1823 (Fed. Cir. 2004) (holding that statements made in prosecution of one patent are relevant to the scope of all sibling patents).

Claims 71-90 filed 9/2/2015 are pending for examination.

### ***Double Patenting***

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

Art Unit: 3625

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

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP §§ 706.02(l)(1) - 706.02(l)(3) for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit [www.uspto.gov/patent/patents-forms](http://www.uspto.gov/patent/patents-forms). The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to [www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp](http://www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp).

Claims 71-90 are rejected on the ground of nonstatutory double patenting as being unpatentable over (i) claims 1-16 of U.S. Patent No. 9,043,228, (ii) Claims 1-22 of US Patent No.8,515,825, (iii) claims 1-26 of US Patent No. 7,818,399, (iv) claims 1-27 of US Patent No.6,993,572, and (v) claims 1-18 of US Patent No. 6,629,135 . Although the claims at issue are not identical, they are not patentably distinct from each other because the claims of the instant application and the cited patents are directed to the same

Art Unit: 3625

concept and important critical features that a system executes a process that in response to activation of a link, automatically provides a composite web page that combines overall appearance from a host web page with product or service related information from a merchant, wherein the merchant, the system and the host are third party to each other.

3. Patent eligibility: The claims [see at least the independent claims 71 and 81] of the instant application do not recite a mathematical algorithm, nor it recite a fundamental economic or longstanding commercial practice. The claims of the instant application, similar to *DDR Holding* patent 7,818,399 [US Application no, 12906979, which is the parent to the instant Application, see above "Continuity"] deal with a problem unique to the Internet. Internet users visiting one web site might be interested in viewing products sold on a different web site, but the owners of the first web site did not want to constantly redirect users away from their web site to a different web site. The claimed solution used a series of steps that in response to activation of a link, automatically provides a composite web page that combines overall appearance from a host web page with product or service related information from a merchant, wherein the merchant, the system and the host are third party to each other. The claims at issue provide an Internet-based solution to solve a problem unique to the Internet addressing a business challenge (retaining website visitors) that is particular to the Internet and does not merely recite the performance of some business practice known from the pre-Internet world along with the requirement to perform it on the Internet. The claims at issue (i) do not foreclose other ways of solving the problem, and (ii) recite a specific series of steps that resulted in a departure from the routine and conventional sequence of events after the click of a hyperlink. Because no idea similar to those previously found by the courts to be abstract has been identified in the claim, the claim should be deemed to be not directed to a judicial exception (Step 2A: NO) and in combination recites "significantly more" to be patent eligible.

4. Prior art discussion: The prior art of record, alone or combined, neither teaches nor renders obvious the limitations, as a whole, comprising a computer system of an outsource provider upon receiving over the Internet an electronic request generated by an Internet-accessible computing device of

Art Unit: 3625

a visitor in response to selection of a uniform resource locator (URL) within a source web page that has been served to the visitor computing device when visiting a website of a host that is a third party to the outsource provider, wherein the URL correlates the source web page with a commerce object associated with at least one buying opportunity of a merchant that is a third party to the outsource provider, automatically serving to the visitor computing device first instructions directing the visitor computing device to display commerce object information associated with the commerce object associated with the URL that has been activated, which commerce object includes at least one product available for sale through the computer system of the outsource provider after activating the URL, wherein the commerce object information is displayed to the visitor computing device on a composite web page visually corresponding to the source web page, wherein the visual correspondence relates to overall appearance of the composite web page as compared to the source web page, but excluding the commerce object information and the URL, and wherein second instructions directing the visitor computing device to download data defining the overall appearance of the composite web page are accessible to the visitor computing device through the Internet (see independent claims 71-81).

Note: while interpreting the independent claims 71 and 81, Examiner has considered for their support page 4, lines 4- 26, " According to the present invention the look and feel of each participating Host is captured and stored. Hosts may include links to selected products or product categories within pages residing on the Hosts' website. Upon actuation of such a link by a visitor of the Host website, a page is presented to the visitor incorporating a replica of the Host's look and feel directed to the sale of the selected products or product categories. The look and feel of a host is captured and stored by receiving an identification of an example page of a target host. The identified page is retrieved. The look and feel elements of the page are identified, and these elements are stored for future use in generating outsourced transparent pages, pages served by a server other than the host but with the host's look and feel. Such pages give the viewer of the page the impression that she is viewing pages served by the host. .... Such links may direct the outsource provider to dynamically select content to serve within the host's look and feel. ....", and page 38, lines 13-22, " ....The overall transaction process is very straightforward. The following is a list of the steps involved in receiving and processing an order request.

Art Unit: 3625

a) A customer visits a Host website and, through contextually relevant content, becomes interested in a product offered. b) The customer selects the item(s) that she wishes to purchase by clicking a product image, banner-style link, or text link, or other offer format taking her to a dynamically generated web pages which retain the look and feel of the referring Host and are served by the e-commerce outsource provider. c) The customer browses through the products offered, indicating which items are to be purchased and in what quantities via forms on-screen. “.

### ***Conclusion***

5. Relevant reference considered pertinent to applicant's disclosure:

(i) Bonalle [US PUB No: 2016/0232566 A1 of Application No. 15/098,792 filed 04/14/2016; see at least paragraph 0074] teaches a system of addressing the problem of retaining control over customers during affiliate purchase transactions comprising a third-party outsource provider acting as a broker between multiple hosts and merchants such that providing a link associated with product-related content on a third party merchant's web page. In response to a click on the link by a customer he is not transported to the merchant's webpage but instead he is redirected to a composite web page that combines product information associated with the selected item and visually perceptible elements of the host web page. The outsource provider's server responds by first identifying the host web page where the link has been selected and retrieving the corresponding stored "look and feel" information, constructs a composite web page using the retrieved "look and feel" information of the host web page, with the product-related content embedded within it, so that the composite web page is visually perceived by the customer as associated with the host web page.

Note: The instant application claims priority to Application no. 09398268, filed 09/17/1999 ,now U.S. Patent #6629135, 09398268 Claims Priority from Provisional Application 60100697, filed 09/17/1998 and therefore reference Bonalle cannot be used as a prior art to read on the claims of the instant claim.



Art Unit: 3625

Any inquiry concerning this communication or earlier communications from the examiner should be directed to YOGESH C. GARG whose telephone number is (571)272-6756. The examiner can normally be reached on Maxiflex Program.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Smith A. Jeffrey can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/YOGESH C GARG/  
Primary Examiner, Art Unit 3625

<b>Notice of References Cited</b>	Application/Control No. 14/719,009	Applicant(s)/Patent Under Reexamination ROSS ET AL.	
	Examiner YOGESH C. GARG	Art Unit 3625	Page 1 of 1

**U.S. PATENT DOCUMENTS**

*	Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification	
*	A	US-2016/0232566 A1	08-2016	Bonalle; David	G06Q30/0255	1/1
	B	US-				
	C	US-				
	D	US-				
	E	US-				
	F	US-				
	G	US-				
	H	US-				
	I	US-				
	J	US-				
	K	US-				
	L	US-				
	M	US-				


**FOREIGN PATENT DOCUMENTS**

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

**NON-PATENT DOCUMENTS**

*	Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	CPC Classification
		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)			
	U				
	V				
	W				
	X				

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

<b><i>Index of Claims</i></b>  	<b>Application/Control No.</b> 14719009	<b>Applicant(s)/Patent Under Reexamination</b> ROSS ET AL.
	<b>Examiner</b> YOGESH C GARG	<b>Art Unit</b> 3625

✓	<b>Rejected</b>
=	<b>Allowed</b>

-	<b>Cancelled</b>
÷	<b>Restricted</b>

N	<b>Non-Elected</b>
I	<b>Interference</b>

A	<b>Appeal</b>
O	<b>Objected</b>

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

CLAIM		DATE							
Final	Original	11/09/2016							
	71	✓							
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Conf. No.: \_\_\_\_\_

Page 1 of 25

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Page 2 of 25

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Page 3 of 25

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Page 4 of 25

## U.S. PATENT DOCUMENTS

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Page 5 of 25

OTHER ART

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Page 6 of 25

OTHER ART

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Conf. No.:

Page 7 of 25

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
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Page 8 of 25

## OTHER ART

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Conf. No.: \_\_\_\_\_

Page 9 of 25

OTHER ART

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Page 10 of 25

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Page 12 of 25

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Page 13 of 25

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Page 15 of 25

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Page 16 of 25

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 Conf. No.: \_\_\_\_\_

Page 18 of 25

OTHER ART

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Author Title Date Pertinent Pages Etc.</u>
_____	376	Archived web page at Talkcity.com; April 29, 1999.
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_____	392	Defendants' Amended Invalidity Contentions Pursuant to Local Rule 3-6; Civil Action No. 2-06CV-42 (DF); February 6, 2012.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /Y.G./

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Examiner: /YOGESH C GARG/ Date Considered: 11/09/2016

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OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
_____	393	Claim Charts from Defendants' Amended Invalidity Contentions; Civil Action No. 2-06CV-42 (DF), comparing claims of Ross et al. U.S. Patent 6,629,135 to various references; February 6, 2012.
_____	394	Claim Charts from Defendants' Amended Invalidity Contentions; Civil Action No. 2-06CV-42 (DF), comparing claims of Ross et al. U.S. Patent 6,993,572 to various references; February 6, 2012.
_____	395	Claim Charts from Defendants' Amended Invalidity Contentions; Civil Action No. 2-06CV-42 (DF), comparing claims of Ross et al. U.S. Patent 7,818,399 to various references; February 6, 2012.
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<u>Examiner Initials</u>	<u>Item</u>	<u>Author Title Date Pertinent Pages Etc.</u>
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**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Serial No.: 14/719009  
 First Inventor: Ross, D. Delano, Jr.  
 Filed: 05/21/2015  
 Art Unit: 3625 (in parent)  
 Examiner: Garg, Y.C. (in parent)  
 Conf. No.: \_\_\_\_\_

Page 21 of 25

OTHER ART

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Author Title Date Pertinent Pages Etc.</u>
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Serial No.: 14/719009  
 First Inventor: Ross, D. Delano, Jr.  
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 Art Unit: 3625 (in parent)  
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Page 22 of 25

OTHER ART

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_____	454	Screenshots from a video clip dated March 15, 2012, of a Digital River employee showing certain archived webpages from www.digfrontiers.com (November 2, 1996) and reconstructions of pages served by Digital River for Digital Frontiers.
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_____	471	"Netscape and The Sabre Group Launch Innovative Travel Booking Service on Netscape Netcenter; Travelocity Featured as Exclusive Travel Partner for Netcenter's Marketplace"; January 26, 1998.
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Page 23 of 25

OTHER ART

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_____	474	MEMORANDUM OPINION AND ORDER on Defendants' Renewed Motions for Judgment as a Matter of Law, and Digital River, Inc.'s Motion for New Trial; Civil Action No. 2:06-CV-00042 (DF); June 20, 2013.
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Examiner: /YOGESH C. GARG/ Date Considered: 11/09/2016

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Page 24 of 25

OTHER ART

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_____	490	"About Vicinity Corporation/Infinet and Vicinity Announce Partnership to Provide Vicinity's Premier Local Content and Services to Infinet's Newspaper Customers Nationwide"; archived webpages at www.vicinity.com; February 4, 1997.
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Examiner: /YOGESH C GARG/ Date Considered: /YOGESH C GARG/

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Page 25 of 25

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_____	507	"NewsEdge for Extranets Program Lets Customers 'News Enable' Web Sites, Private Networks; NewsEdge; September 1, 1998.
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Examiner:           /YOGESH C GARG/           Date Considered:           11/09/2016          

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<b>Search Notes</b>  	<b>Application/Control No.</b>  14719009	<b>Applicant(s)/Patent Under Reexamination</b>  ROSS ET AL.
	<b>Examiner</b>  YOGESH C GARG	<b>Art Unit</b>  3625

CPC- SEARCHED		
Symbol	Date	Examiner
G06Q30/0631, 06	11/9/2016	YG

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
705	26.1, 26.41	11/9/2016	YG

SEARCH NOTES		
Search Notes	Date	Examiner
Keyword search on East database	11/9/2016	YG
Reviewed all parent Applications	11/2/2016	YG

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

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Application	Document	Mailroom Date	Attorney Docket No.
14719009	CTNF	12/07/2016	23-CON5
	892	12/07/2016	23-CON5
	1449	12/07/2016	23-CON5

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PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

**PETITION TO MAKE SPECIAL BASED ON AGE FOR ADVANCEMENT OF EXAMINATION  
UNDER 37 CFR 1.102(c)(1)**

**Application Information**

Application Number	14719009	Confirmation Number	2636	Filing Date	21-May-2015
Attorney Docket Number (optional)	23-CON5	Art Unit	3625	Examiner	YOGESH GARG
First Named Inventor	LLC DDR HOLDINGS				
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing				

**Attention: Office of Petitions**

An application may be made special for advancement of examination upon filing of a petition showing that the applicant is 65 years of age, or more. No fee is required with such a petition. See 37 CFR 1.102(c)(1) and MPEP 708.02 (II).

APPLICANT HEREBY PETITIONS TO MAKE SPECIAL FOR ADVANCEMENT OF EXAMINATION IN THIS APPLICATION UNDER 37 CFR 1.102(c)(1) and MPEP 708.02 (II) ON THE BASIS OF THE APPLICANT'S AGE.

A grantable petition requires one of the following items:

- (1) Statement by one named inventor in the application that he/she is 65 years of age, or more; or
- (2) Certification by a registered attorney/agent having evidence such as a birth certificate, passport, driver's license, etc. showing one named inventor in the application is 65 years of age, or more.

**Name of Inventor who is 65 years of age, or older**

Given Name	Middle Name	Family Name	Suffix
Daniel	D	Ross	

A signature of the applicant or representative is required in accordance with 37 CFR 1.33 and 10.18. Please see 37 CFR 1.4(d) for the format of the signature.

Select (1) or (2) :

- (1) I am an inventor in this application and I am 65 years of age, or more.
- (2) I am an attorney or agent registered to practice before the Patent and Trademark Office, and I certify that I am in possession of evidence, and will retain such in the application file record, showing that the inventor listed above is 65 years of age, or more.

Signature	/Louis J. Hoffman/		
Name	Louis J. Hoffman	Registration Number	38918

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

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

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





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In re Application of  
LLC DDR HOLDINGS

Application No. 14719009

Filed: May 21, 2015

Attorney Docket No. 23-CON5

:

:DECISION ON PETITION TO MAKE SPECIAL  
:UNDER 37 CFR 1.102(c)(1)

:

This is a decision on the electronic petition under 37 CFR 1.102 (c)(1), filed 04-NOV-2016 to make the above-identified application special based on applicant's age as set forth in MPEP § 708.02, Section II.

The petition is **GRANTED**.

A grantable petition to make an application special under 37 CFR 1.102(c)(1), MPEP § 708.02, Section II : Applicant's Age must include a statement by applicant or a registered practitioner having evidence that applicant is at least 65 years of age. No fee is required.

Accordingly, the above-identified application has been accorded "special" status and will be taken up for action by the examiner upon the completion of all pre-examination processing.

Telephone inquiries concerning this electronic decision should be directed to the Electronic Business Center at 866-217-9197.

All other inquiries concerning either the examination or status of the application should be directed to the Technology Center.

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	27426833
<b>Application Number:</b>	14719009
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5628
<b>Title of Invention:</b>	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
<b>First Named Inventor/Applicant Name:</b>	LLC DDR HOLDINGS
<b>Customer Number:</b>	26362
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Filer Authorized By:</b>	Louis J. Hoffman
<b>Attorney Docket Number:</b>	23-CON5
<b>Receipt Date:</b>	04-NOV-2016
<b>Filing Date:</b>	21-MAY-2015
<b>Time Stamp:</b>	17:53:26
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Petition automatically granted by EFS	petition-request.pdf	38214  c9e844029adc56f104f180e9261afcee53b893aa	no	2

### Warnings:

<b>Information:</b>	
<b>Total Files Size (in bytes):</b>	38214
<p><b>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.</b></p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b>  <b>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.</b></p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b>  <b>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.</b></p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b>  <b>If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</b></p>	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ross, D. Delano Jr. et al. Art Unit : 3625  
Serial No. : 14/719,009 Examiner : Garg, Yogesh C.  
Filing Date : 05/21/2015 Conf. No. : 5628  
Title : Method and computer system for serving commerce information of  
an outsource provider in connection with host web pages offering  
commercial opportunities

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

Filed via EFS-Web – September 21, 2015

**SUPPLEMENTAL PRELIMINARY AMENDMENT**

Dear Sir:

Before examination, assignee respectfully requests entry of the following amendments.

- **Amendment to the Title** is found on page 2.
- **Amendments to the Specification** are on page 3.
- **Amendments to the Claims** begin on page 4.
- **Remarks** begin on page 9.

No fees are due.

## Amendments

### IN THE TITLE:

Please amend the title as follows:

~~Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing~~ Method and computer system for serving commerce information of an outsource provider in connection with host web pages offering commercial opportunities

IN THE SPECIFICATION:

Please amend the first paragraph on page 1 as follows:

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of application Serial No. 13/970,515, filed August 19, 2013, now U.S. Patent 9,043,228, which is a continuation of application Serial No. 12/906,979, filed October 18, 2010, now U.S. Patent 8,515,825, which is a continuation of application Serial No. 11/343,464, filed January 30, 2006, now U.S. Patent 7,818,399, which is a continuation of application Serial No. 10/461,997, filed June 11, 2003, now U.S. Patent 6,993,572, which is a continuation of application Serial No. 09/398,268, filed September 17, 1999, now U.S. Patent 6,629,135, which claims the benefit of application Serial No. 60/100,697, filed September 17, 1998, which applications are hereby incorporated by reference.

IN THE CLAIMS:

Please amend the claims as follows:

Claims 1-70. (Canceled)

71. (New) A method of serving commerce information of an outsource provider in connection with host web pages offering commercial opportunities, the method comprising:

with a computer system of an outsource provider:

upon receiving over the Internet an electronic request generated by an Internet-accessible computing device of a visitor in response to selection of a uniform resource locator (URL) within a source web page that has been served to the visitor computing device when visiting a website of a host that is a third party to the outsource provider, wherein the URL correlates the source web page with a commerce object associated with at least one buying opportunity of a merchant that is a third party to the outsource provider,

automatically serving to the visitor computing device first instructions directing the visitor computing device to display commerce object information associated with the commerce object associated with the URL that has been activated, which commerce object includes at least one product available for sale through the computer system of the outsource provider after activating the URL;

wherein the commerce object information is displayed to the visitor computing device on a composite web page visually corresponding to the source web page;

wherein the visual correspondence relates to overall appearance of the composite web page as compared to the source web page, but excluding the commerce object information and the URL; and

wherein second instructions directing the visitor computing device to download data defining the overall appearance of the composite web page are accessible to the visitor computing device through the Internet.

72. (New) The method of claim 71 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

73. (New) The method of claim 72 further comprising, automatically with the computer system of the outsource provider, accepting inputted payment information from the visitor computer, recording the payment information, and using the payment information to facilitate payment to the merchant for the commerce object when the computer system of the outsource provider detects selection of a checkout URL associated with the virtual shopping cart.

74. (New) The method of claim 73 wherein the host and the outsource provider are parties to a contract providing for payment to the host of a commission based on the level of sales made through activation of URLs displayed on the source web page, and further comprising, automatically with the computer system of the outsource provider, recording data to facilitate payment of the commission to the host following selection of the checkout URL.

75. (New) The method of claim 71 wherein the computer system further serves a website of the outsource provider.

76. (New) The method of claim 71 wherein some of the data defining the overall appearance of the composite web page defines the appearance of respective of a plurality of URLs, each of which URLs also are present on at least some of the web pages of the host website, and which URLs point to respective web pages of the host website.

77. (New) The method of claim 71 wherein the commerce object correlated with the source web page is an electronic catalog listing a multitude of products offered for sale by the merchant through a website of an outsource provider, and wherein the composite web page contains one or more selectable URLs connecting



a hierarchical set of additional web pages of the outsource provider website, each pertaining to a subset of the product offerings in the electronic catalog.

78. (New) The method of claim 77 further comprising, automatically with the computer system, (i) using search parameters inputted at the visitor computing device to search for specific products within the catalog, and (ii) serving to the visitor computing device additional instructions directing the visitor computing device to display the results of the search.

79. (New) The method of claim 78 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

80. (New) The method of claim 71 wherein automatically serving to the visitor computing device the first instructions comprises serving the first instructions via an Internet communication link directly to the visitor computing device.

81. (New) An apparatus for serving commerce information of an outsource provider in connection with host web pages offering commercial opportunities, the apparatus comprising:

a computer system of an outsource provider programmed to, upon receiving over the Internet an electronic request generated by an Internet-accessible computing device of a visitor in response to selection of a uniform resource locator (URL) within a source web page that has been served to the visitor computing device when visiting a website of a host that is a third party to the outsource provider, wherein the URL correlates the source web page with a commerce object associated with at least one buying opportunity of a merchant that is a third party to the outsource provider,

automatically serve to the visitor computing device first instructions directing the visitor computing device to display commerce object information associated with the commerce object associated with the URL that has been

activated, which commerce object includes at least one product available for sale through the computer system of the outsource provider after activating the URL;

wherein the commerce object information is displayed to the visitor computing device on a composite web page visually corresponding to the source web page;

wherein the visual correspondence relates to overall appearance of the composite web page as compared to the source web page, but excluding the commerce object information and the URL; and

wherein second instructions directing the visitor computing device to download data defining the overall appearance of the composite web page are accessible to the visitor computing device through the Internet.

82. (New) The apparatus of claim 81 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

83. (New) The apparatus of claim 82 wherein the computer system is further programmed to automatically accept inputted payment information from the visitor computer, recording the payment information, and to use the payment information to facilitate payment to the merchant for the commerce object when the computer system detects selection of a checkout URL associated with the virtual shopping cart.

84. (New) The apparatus of claim 83 wherein the host and the outsource provider are parties to a contract providing for payment to the host of a commission based on the level of sales made through activation of URLs displayed on the source web page, and wherein the computer system is further programmed to automatically record data to facilitate payment of the commission to the host following selection of the checkout URL.

85. (New) The apparatus of claim 81 wherein the computer system further is programmed to serve a website of the outsource provider.

86. (New) The apparatus of claim 81 wherein some of the data defining the overall appearance of the composite web page defines the appearance of respective of a plurality of URLs, each of which URLs also are present on at least some of the web pages of the host website, and which URLs point to respective web pages of the host website.

87. (New) The apparatus of claim 81 wherein the commerce object correlated with the source web page is an electronic catalog listing a multitude of products offered for sale by the merchant through a website of an outsource provider, and wherein the composite web page contains one or more selectable URLs connecting a hierarchical set of additional web pages of the outsource provider website, each pertaining to a subset of the product offerings in the electronic catalog.

88. (New) The apparatus of claim 87 wherein the computer system is further programmed to automatically (i) use search parameters inputted at the visitor computing device to search for specific products within the catalog, and (ii) serve to the visitor computing device additional instructions directing the visitor computing device to display the results of the search.

89. (New) The apparatus of claim 88 wherein the composite web page further contains a purchase URL associated with the commerce object information, which purchase URL, when selected, places data representing the commerce object into a virtual shopping cart managed by the computer system of the outsource provider.

90. (New) The apparatus of claim 81 wherein automatically serving to the visitor computing device the first instructions comprises serving the first instructions via an Internet communication link directly to the visitor computing device.

## Remarks

Assignee presents new claims for this application and updates the history of related applications.

To assist the Examiner in ease of examination, assignee includes the below redline version showing how claim 71 presented here compares to claim 1 of the issued patent that is the immediate parent of this application:

~~U.S. Patent 9,043,228 Claim 71:~~ A method of serving commerce informational of an outsource provider in connection with host web pages offering commercial opportunities, the method comprising:

~~with a computer system serving displayable information of an outsource provider:~~

upon receiving over the Internet an electronic request generated by an Internet-accessible computing device of a visitor in response to selection of a uniform resource locator (URL) within a source web page that has been served to the visitor computing device when visiting a ~~host website controlled by of a host that is a third party to the owner of the computer system~~outsource provider, wherein the URL correlates the source web page with ~~at least one~~a commerce object associated with ~~at least one~~buying opportunity of a merchant that is a third party to the ~~owner of the computer system~~outsource provider,

~~automatically serving to the visitor computing device a dynamically generated composite page containing first~~ instructions directing the visitor computing device to display:

~~(i) commerce object~~ information associated with the commerce object associated with the URL that has been activated, which commerce object includes at least one product available for sale through the computer system ~~of the outsource provider after activating the URL, and~~

~~(ii) a plurality of visually perceptible elements wherein the commerce object information is displayed to the visitor computing device on a composite web page visually corresponding to the source web page,~~

~~wherein the visually perceptible elements comprise any of the following applicable features: logos, colors, page layout, navigation systems, frames, and visually perceptible mouse-over effects,~~

~~wherein the plurality of visually perceptible elements define an visual correspondence relates to overall appearance of the composite web page as compared to the source web page, but that, excluding the commerce object information associated with the commerce object and the URL, visually corresponds to the source web page, and~~

wherein the ~~second~~ instructions directing the visitor computing device to download data defining the ~~visually perceptible elements from an information storage that overall appearance of the composite web page~~ is ~~are~~ accessible to the visitor computing device through the Internet.

Assignee presents this markup for convenience only. Although the undersigned has tried to make the claims track, in case of any variation, the language of the claim presented in the Amendment to the Claims section controls.

Dependent claims 72-73 were derived from dependent claim 8 of the grandparent '825 Patent, with the two features of '825/8 divided into separate dependent claims and with some wording revisions, for correspondence or updated wording. Dependent claim 79 likewise was derived from the same grandparent dependent claim, with claim 79 being dependent on dependent claim 78, discussed below.

Dependent claim 74 was derived from a combination of features in dependent claims 6 and 9 of the grandparent '825 Patent, again with some wording revisions.

Dependent claims 75-78 were derived from dependent claims 2-5 of the parent '228 Patent, with some wording revisions.

Dependent claim 80 is not derived from a previous dependent claim but has clear specification support throughout.

Assignee offers the above notes to allow the Examiner to verify in an efficient way that the subject matter of the dependent claims has specification support. If the Examiner has any questions about support in the specification for any claim elements, the undersigned stands ready to assist.

Independent claim 81 is an apparatus claim intended to have parallel limitations of method claim 71. Likewise, dependent apparatus claims 82-90 parallel dependent method claims 82-90.

In the parent file histories, and through the lawsuit disclosed to the Office, applicant has overcome issues of Section 101, 102, 103, and 112(2). As the Examiner should be able to confirm from the above mark-up, as well as the claim language

directly, the key features that produced allowance before remain in the new claims, and the existence of certain deleted or reworded features should not change the outcome.

Assignee respectfully suggests, accordingly, that these claims should be in condition for prompt allowance. Please feel free to telephone the undersigned for any other reason if it would in any way advance prosecution of this application or if any further information is needed.

Respectfully submitted,  
DDR HOLDINGS, LLC  
by its attorney

Dated: September 21, 2015

/Louis J. Hoffman/  
Louis J. Hoffman  
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.  
14301 North 87th Street  
Suite 312  
Scottsdale, Arizona 85260  
(480) 948-3295

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	23559166
<b>Application Number:</b>	14719009
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5628
<b>Title of Invention:</b>	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
<b>First Named Inventor/Applicant Name:</b>	D Delano Ross
<b>Customer Number:</b>	26362
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Filer Authorized By:</b>	Louis J. Hoffman
<b>Attorney Docket Number:</b>	23-CON5
<b>Receipt Date:</b>	21-SEP-2015
<b>Filing Date:</b>	21-MAY-2015
<b>Time Stamp:</b>	19:16:35
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	15-09-21-DDR-CON5-SuppPrelimAmend.pdf	96120 <small>2e76e1b5c5de6721c2984456663d1bead6d9e87a3</small>	no	11

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**New Applications Under 35 U.S.C. 111**

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

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

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

**New International Application Filed with the USPTO as a Receiving Office**

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



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<b>PATENT APPLICATION FEE DETERMINATION RECORD</b> Substitute for Form PTO-875	Application or Docket Number <b>14/719,009</b>	Filing Date <b>05/21/2015</b>	<input type="checkbox"/> To be Mailed
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ENTITY:  LARGE  SMALL  MICRO

**APPLICATION AS FILED – PART I**

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

**APPLICATION AS AMENDED – PART II**

	(Column 1)	(Column 2)	(Column 3)	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
<b>AMENDMENT</b>	<b>09/21/2015</b>	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR			
	Total <small>(37 CFR 1.16(i))</small>	* 20	Minus	** 20	= 0	X \$80 = 0
	Independent <small>(37 CFR 1.16(h))</small>	* 2	Minus	***3	= 0	X \$420 = 0
	<input type="checkbox"/> Application Size Fee <small>(37 CFR 1.16(s))</small>					
<input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <small>(37 CFR 1.16(j))</small>						
					TOTAL ADD'L FEE	<b>0</b>

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

\* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.  
 \*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".  
 \*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

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

LIE  
/ERNEST MARFO/

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

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Table with 7 columns: APPLICATION NUMBER, FILING or 371(c) DATE, GRP ART UNIT, FIL FEE REC'D, ATTY. DOCKET NO, TOT CLAIMS, IND CLAIMS. Row 1: 14/719,009, 05/21/2015, 3622, 1600, 23-CON5, 20, 1

CONFIRMATION NO. 5628

UPDATED FILING RECEIPT

26362
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260



Date Mailed: 08/05/2015

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

Inventor(s)

D Delano Ross JR., Peachtree Corners, GA;
Daniel D. Ross, Dunwoody, GA;
Joseph R. Michaels, Bellevue, WA;
William R. May, Atlanta, GA;
Richard A. Anderson, Powder Springs, GA;

Applicant(s)

DDR Holdings, LLC, Dunwoody, GA;

Power of Attorney: The patent practitioners associated with Customer Number 26362

Domestic Priority data as claimed by applicant

This application is a CON of 13/970,515 08/19/2013 PAT 9043228
which is a CON of 12/906,979 10/18/2010 PAT 8515825
which is a CON of 11/343,464 01/30/2006 PAT 7818399
which is a CON of 10/461,997 06/11/2003 PAT 6993572
which is a CON of 09/398,268 09/17/1999 PAT 6629135
which claims benefit of 60/100,697 09/17/1998

Foreign Applications for which priority is claimed (You may be eligible to benefit from the Patent Prosecution Highway program at the USPTO. Please see http://www.uspto.gov for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 06/01/2015

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/719,009**

**Projected Publication Date:** Request for Non-Publication Acknowledged

**Non-Publication Request:** Yes

**Early Publication Request:** No

**Title**

Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing

**Preliminary Class**

705

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

## **PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES**

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

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

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

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

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

**LICENSE FOR FOREIGN FILING UNDER**  
**Title 35, United States Code, Section 184**  
**Title 37, Code of Federal Regulations, 5.11 & 5.15**

**GRANTED**

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

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

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

**NOT GRANTED**

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

---

***SelectUSA***

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

**PATENT APPLICATION FEE DETERMINATION RECORD**

Substitute for Form PTO-875

Application or Docket Number  
14/719,009

**APPLICATION AS FILED - PART I**

(Column 1) (Column 2)

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

**SMALL ENTITY**

RATE(\$)	FEE(\$)
N/A	
N/A	
N/A	
TOTAL	

**OR OTHER THAN SMALL ENTITY**

RATE(\$)	FEE(\$)
N/A	280
N/A	600
N/A	720
x 80 =	0.00
x 420 =	0.00
	0.00
	0.00
TOTAL	1600

\* If the difference in column 1 is less than zero, enter "0" in column 2.

**APPLICATION AS AMENDED - PART II**

(Column 1) (Column 2) (Column 3)

AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
Independent (37 CFR 1.16(h))	*	Minus	***	=	
Application Size Fee (37 CFR 1.16(s))					
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					

**SMALL ENTITY**

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

**OR OTHER THAN SMALL ENTITY**

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

(Column 1) (Column 2) (Column 3)

AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
Independent (37 CFR 1.16(h))	*	Minus	***	=	
Application Size Fee (37 CFR 1.16(s))					
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

**OR OTHER THAN SMALL ENTITY**

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

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

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

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

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

**To:** Louis@valuablepatents.com,donald@valuablepatents.com,shaelyn@valuablepatents.com  
**From:** PAIR\_eOfficeAction@uspto.gov  
**Cc:** PAIR\_eOfficeAction@uspto.gov  
**Subject:** Private PAIR Correspondence Notification for Customer Number 26362

Aug 05, 2015 05:36:19 AM

Dear PAIR Customer:

LOUIS J. HOFFMAN, P.C.  
14301 North 87th Street, Suite 312  
Scottsdale, AZ 85260  
UNITED STATES

The following USPTO patent application(s) associated with your Customer Number, 26362 , have new outgoing correspondence. This correspondence is now available for viewing in Private PAIR.

The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

**Disclaimer:**

The list of documents shown below is provided as a courtesy and is not part of the official file wrapper. The content of the images shown in PAIR is the official record.

Application	Document	Mailroom Date	Attorney Docket No.
14719009	APP.FILE.REC	08/05/2015	23-CON5

To view your correspondence online or update your email addresses, please visit us anytime at <https://portal.uspto.gov/secure/myportal/privatepair>.

If you have any questions, please email the Electronic Business Center (EBC) at [EBC@uspto.gov](mailto:EBC@uspto.gov) with 'e-Office Action' on the subject line or call 1-866-217-9197 during the following hours:

Monday - Friday 6:00 a.m. to 12:00 a.m.

Thank you for prompt attention to this notice,

UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ross, D. Delano Jr. et al. Art Unit : 3622  
Serial No. : 14/719,009 Examiner : Garg, Y.C. (in parent)  
Filing Date : 05/21/2015 Conf. No. : 5628  
Title : Methods of expanding commercial opportunities for internet  
websites through coordinated offsite marketing

---

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

**RESPONSE TO NOTICE**

Dear Sir:

In response to the June 2, 2015, Notice to File Missing Parts, applicant submits concurrently a marked-up Application Data Sheet (ADS) showing changes to the previously-filed ADS. The new ADS contains the complete mailing address and residence of inventor Daniel D. Ross. Also, updated address information is included for co-inventor Joseph R. Michaels.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,  
DDR HOLDINGS, LLC  
by its attorney

Dated: July 28, 2015

/Louis J. Hoffman/  
Louis J. Hoffman  
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.  
14301 North 87th Street, Suite 312  
Scottsdale, Arizona 85260  
(480) 948-3295

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.

<b>Application Data Sheet 37 CFR 1.76</b>	Attorney Docket Number	23-CON5
	Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing	
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:

<b>Inventor 1</b>					<input type="button" value="Remove"/>
<b>Legal Name</b>					
<b>Prefix</b>	<b>Given Name</b>	<b>Middle Name</b>	<b>Family Name</b>	<b>Suffix</b>	
Mr.	D	Delano	Ross	Jr.	
<b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					
<b>City</b>	Peachtree Corners	<b>State/Province</b>	GA	<b>Country of Residence</b>	US
<b>Mailing Address of Inventor:</b>					
<b>Address 1</b>	5012 Audley Lane				
<b>Address 2</b>					
<b>City</b>	Peachtree Corners	<b>State/Province</b>	GA		
<b>Postal Code</b>	30092	<b>Country i</b>	US		
<b>Inventor 2</b>					<input type="button" value="Remove"/>
<b>Legal Name</b>					
<b>Prefix</b>	<b>Given Name</b>	<b>Middle Name</b>	<b>Family Name</b>	<b>Suffix</b>	
Mr.	Daniel	D	Ross		
<b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					
<b>City</b>	Dunwoody	<b>State/Province</b>	GA	<b>Country of Residence</b>	US
<b>Mailing Address of Inventor:</b>					
<b>Address 1</b>	5165 North Peachtree Road				
<b>Address 2</b>					
<b>City</b>	Dunwoody	<b>State/Province</b>	GA		
<b>Postal Code</b>	30338	<b>Country i</b>	US		
<b>Inventor 3</b>					<input type="button" value="Remove"/>
<b>Legal Name</b>					
<b>Prefix</b>	<b>Given Name</b>	<b>Middle Name</b>	<b>Family Name</b>	<b>Suffix</b>	
Mr.	Joseph	R	Michaels		
<b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					



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<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5	
		Application Number		
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing			

City	Hephzibah Bellevue	State/Province	WA	Country of Residence	US
------	--------------------	----------------	----	----------------------	----

**Mailing Address of Inventor:**

Address 1	1878 Hephzibah Keysville Road 3441 134th Avenue NE				
Address 2					
City	Hephzibah Bellevue	State/Province	WA		
Postal Code	30845 98005	Country i	US		

**Inventor 4**

Remove

**Legal Name**

Prefix	Given Name	Middle Name	Family Name	Suffix	
Mr.	William	R	May		
<b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					
City	Atlanta	State/Province	GA	Country of Residence	US

**Mailing Address of Inventor:**

Address 1	1394 Emory Road NE				
Address 2					
City	Atlanta	State/Province	GA		
Postal Code	30306	Country i	US		

**Inventor 5**

Remove

**Legal Name**

Prefix	Given Name	Middle Name	Family Name	Suffix	
Mr.	Richard	A	Anderson		
<b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					
City	Powder Springs	State/Province	GA	Country of Residence	US

**Mailing Address of Inventor:**

Address 1	4190 Defoors Farm Drive				
Address 2					
City	Powder Springs	State/Province	GA		
Postal Code	30127	Country i	US		

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

Add

**Correspondence Information:**Enter either Customer Number or complete the Correspondence Information section below.  
For further information see 37 CFR 1.33(a). An Address is being provided for the correspondence information of this application.

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.

<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5	
		Application Number		
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing			
Customer Number	26362			
Email Address	louis@valuablepatents.com	<input type="button" value="Add Email"/>	<input type="button" value="Remove Email"/>	
Email Address	donald@valuablepatents.com	<input type="button" value="Add Email"/>	<input type="button" value="Remove Email"/>	
Email Address	shaelyn@valuablepatents.com		<input type="button" value="Remove Email"/>	

**Application Information:**

Title of the Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing			
Attorney Docket Number	23-CON5	Small Entity Status Claimed		<input type="checkbox"/>
Application Type	Nonprovisional			
Subject Matter	Utility			
Total Number of Drawing Sheets (if any)	24	Suggested Figure for Publication (if any)		

**Filing By Reference :**

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

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

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

**Publication Information:**

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

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

**Representative Information:**

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

Please Select One:	<input checked="" type="radio"/> Customer Number	<input type="radio"/> US Patent Practitioner	<input type="radio"/> Limited Recognition (37 CFR 11.9)
Customer Number	26362		

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.

<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5
		Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing		

### 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.

When referring to the current application, please leave the application number blank.

Prior Application Status	Pending		<a href="#">Remove</a>		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)		
	Continuation of	13970515	2013-08-19		
Prior Application Status	Patented		<a href="#">Remove</a>		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
13970515	Continuation of	12906979	2010-10-18	8515825	2013-08-20
Prior Application Status	Patented		<a href="#">Remove</a>		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
12906979	Continuation of	11343464	2006-01-30	7818399	2010-10-19
Prior Application Status	Patented		<a href="#">Remove</a>		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
11343464	Continuation of	10461997	2003-06-11	6993572	2006-01-31
Prior Application Status	Patented		<a href="#">Remove</a>		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
10461997	Continuation of	09398268	1999-09-17	6629135	2003-09-30
Prior Application Status	Expired		<a href="#">Remove</a>		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)		
09398268	Claims benefit of provisional	60100697	1998-09-17		
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the <b>Add</b> button.					

### 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)<sup>1</sup> 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).

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.

<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5
		Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing		
Application Number	Country <sup>i</sup>	Filing Date (YYYY-MM-DD)	<span style="border: 1px solid black; padding: 2px;">Remove</span> Access Code <sup>i</sup> (if applicable)
Additional Foreign Priority Data may be generated within this form by selecting the <b>Add</b> button.			

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

<p>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.</p> <p><input type="checkbox"/> NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.</p>
--

## Authorization to Permit Access:

<input type="checkbox"/> Authorization to Permit Access to the Instant Application by the Participating Offices
<p>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.</p> <p>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.</p> <p>In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.</p>

## Applicant Information:

<p>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.</p>
--

<b>Application Data Sheet 37 CFR 1.76</b>	Attorney Docket Number	23-CON5
	Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing	

<b>Applicant 1</b>			
<p>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.</p>			
<input type="button" value="Clear"/>			
<input checked="" type="radio"/> Assignee	<input type="radio"/> Legal Representative under 35 U.S.C. 117	<input type="radio"/> Joint Inventor	
<input type="radio"/> Person to whom the inventor is obligated to assign.		<input type="radio"/> Person who shows sufficient proprietary interest	
If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:			
Name of the Deceased or Legally Incapacitated Inventor : <input type="text"/>			
If the Applicant is an Organization check here. <input checked="" type="checkbox"/>			
Organization Name	DDR Holdings, LLC		
<b>Mailing Address Information For Applicant:</b>			
Address 1	5165 North Peachtree Road		
Address 2			
City	Dunwoody	State/Province	GA
Country	US	Postal Code	30338
Phone Number	404-932-3281	Fax Number	
Email Address	ddross09@bellsouth.net		
Additional Applicant Data may be generated within this form by selecting the Add button.			

## Assignee Information including Non-Applicant Assignee Information:

<p>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.</p>	
<b>Assignee 1</b>	
<p>Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.</p>	
<p>If the Assignee or Non-Applicant Assignee is an Organization check here. <input type="checkbox"/></p>	

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.

<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5
		Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing		

Prefix	Given Name	Middle Name	Family Name	Suffix

**Mailing Address Information For Assignee including Non-Applicant Assignee:**

Address 1				
Address 2				
City		State/Province		
Country <sup>i</sup>		Postal Code		
Phone Number		Fax Number		
Email Address				

Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button.

**Signature:**

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications.					
<b>Signature</b>	/Louis J. Hoffman/			Date (YYYY-MM-DD)	2015-07-27
First Name	Louis	Last Name	Hoffman	Registration Number	38918
Additional Signature may be generated within this form by selecting the Add button.					

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.**

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	23043838
<b>Application Number:</b>	14719009
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5628
<b>Title of Invention:</b>	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
<b>First Named Inventor/Applicant Name:</b>	D Delano Ross
<b>Customer Number:</b>	26362
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Filer Authorized By:</b>	Louis J. Hoffman
<b>Attorney Docket Number:</b>	23-CON5
<b>Receipt Date:</b>	28-JUL-2015
<b>Filing Date:</b>	21-MAY-2015
<b>Time Stamp:</b>	13:46:35
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Response to Pre-Exam Formalities Notice	15-07-28-DDR-CON5-Resp_Ntc_Miss_Parts.pdf	74695 <small>4fe89b6499a929f2a4849c428364310f974828c4</small>	no	1

### Warnings:

### Information:

2	Application Data Sheet	15-07-28-DDR-CON5- New_ADS-marked.pdf	122451  41ac937e8589580826d1b0ae90e57ae23191032b	no	7
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**Warnings:**

**Information:**

This is not an USPTO supplied ADS fillable form

**Total Files Size (in bytes):**

197146

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**New Applications Under 35 U.S.C. 111**

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

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

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

**New International Application Filed with the USPTO as a Receiving Office**

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





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Table with 4 columns: APPLICATION NUMBER (14/719,009), FILING OR 371(C) DATE (05/21/2015), FIRST NAMED APPLICANT (D Delano Ross JR.), ATTY. DOCKET NO./TITLE (23-CON5)

CONFIRMATION NO. 5628

FORMALITIES LETTER

26362
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260



Date Mailed: 06/02/2015

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given TWO MONTHS from the date of this Notice within which to file all required items below to avoid abandonment.

- A mailing address for each inventor has not been submitted. A new application data sheet (ADS) in compliance with 37 CFR 1.76 or inventor's oath or declaration in compliance with 37 CFR 1.63 identifying the mailing address and residence (if the inventor lives at a location which is different from where the inventor customarily receives mail) is required.

Daniel D. Ross

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period.

Replies should be mailed to:

Mail Stop Missing Parts
Commissioner for Patents
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Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice".
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Questions about the contents of this notice and the requirements it sets forth should be directed to the Office

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

/thaile/

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**PATENT APPLICATION FEE DETERMINATION RECORD**

Substitute for Form PTO-875

Application or Docket Number  
14/719,009

**APPLICATION AS FILED - PART I**

(Column 1) (Column 2)

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

**SMALL ENTITY**

RATE(\$)	FEE(\$)
N/A	
N/A	
N/A	
TOTAL	

**OR OTHER THAN SMALL ENTITY**

RATE(\$)	FEE(\$)
N/A	280
N/A	600
N/A	720
x 80 =	0.00
x 420 =	0.00
	0.00
	0.00
TOTAL	1600

\* If the difference in column 1 is less than zero, enter "0" in column 2.

**APPLICATION AS AMENDED - PART II**

(Column 1) (Column 2) (Column 3)

AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(j))	*	Minus	**
Independent (37 CFR 1.16(h))	*	Minus	***	=
Application Size Fee (37 CFR 1.16(s))				
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

**SMALL ENTITY**

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

**OR OTHER THAN SMALL ENTITY**

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

(Column 1) (Column 2) (Column 3)

AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(j))	*	Minus	**
Independent (37 CFR 1.16(h))	*	Minus	***	=
Application Size Fee (37 CFR 1.16(s))				
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

**OR OTHER THAN SMALL ENTITY**

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

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

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

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

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



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Table with 7 columns: APPLICATION NUMBER, FILING or 371(c) DATE, GRP ART UNIT, FIL FEE REC'D, ATTY. DOCKET NO, TOT CLAIMS, IND CLAIMS. Row 1: 14/719,009, 05/21/2015, 3622, 1600, 23-CON5, 20, 1

CONFIRMATION NO. 5628

FILING RECEIPT

26362
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260



Date Mailed: 06/02/2015

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

Inventor(s)

D Delano Ross JR., Peachtree Corners, GA;
Daniel D. Ross, Residence Not Provided;
Joseph R. Michaels, Hephzibah, GA;
William R. May, Atlanta, GA;
Richard A. Anderson, Powder Springs, GA;

Applicant(s)

DDR Holdings, LLC, Dunwoody, GA;

Power of Attorney: The patent practitioners associated with Customer Number 26362

Domestic Priority data as claimed by applicant

This application is a CON of 13/970,515 08/19/2013 PAT 9043228
which is a CON of 12/906,979 10/18/2010 PAT 8515825
which is a CON of 11/343,464 01/30/2006 PAT 7818399
which is a CON of 10/461,997 06/11/2003 PAT 6993572
which is a CON of 09/398,268 09/17/1999 PAT 6629135
which claims benefit of 60/100,697 09/17/1998

Foreign Applications for which priority is claimed (You may be eligible to benefit from the Patent Prosecution Highway program at the USPTO. Please see http://www.uspto.gov for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 06/01/2015

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 14/719,009**

**Projected Publication Date:** Request for Non-Publication Acknowledged

**Non-Publication Request:** Yes

**Early Publication Request:** No

**Title**

Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing

**Preliminary Class**

705

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

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

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

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

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

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**Title 37, Code of Federal Regulations, 5.11 & 5.15**

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**To:** Louis@valuablepatents.com,donald@valuablepatents.com,shaelyn@valuablepatents.com  
**From:** PAIR\_eOfficeAction@uspto.gov  
**Cc:** PAIR\_eOfficeAction@uspto.gov  
**Subject:** Private PAIR Correspondence Notification for Customer Number 26362

Jun 02, 2015 05:28:08 AM

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LOUIS J. HOFFMAN, P.C.  
14301 North 87th Street, Suite 312  
Scottsdale, AZ 85260  
UNITED STATES

The following USPTO patent application(s) associated with your Customer Number, 26362 , have new outgoing correspondence. This correspondence is now available for viewing in Private PAIR.

The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

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Application	Document	Mailroom Date	Attorney Docket No.
14719009	NTC.MISS.PRT	06/02/2015	23-CON5
	APP.FILE.REC	06/02/2015	23-CON5

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Monday - Friday 6:00 a.m. to 12:00 a.m.

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<b>UTILITY PATENT APPLICATION TRANSMITTAL</b>  <i>(Only for new nonprovisional applications under 37 CFR 1.53(b))</i>		Attorney Docket No.	23-CON5	
		First Named Inventor	Ross, D. Delano Jr.	
		Title	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing	
		Express Mail Label No.	n/a - filed via EFS-Web	
<b>APPLICATION ELEMENTS</b> <i>See MPEP chapter 600 concerning utility patent application contents.</i>		<b>Commissioner for Patents</b> <b>ADDRESS TO:</b> P.O. Box 1450 <b>Alexandria, VA 22313-1450</b>		
1. <input type="checkbox"/> <b>Fee Transmittal Form</b> (PTO/SB/17 or equivalent) 2. <input type="checkbox"/> <b>Applicant asserts small entity status.</b> See 37 CFR 1.27 3. <input type="checkbox"/> <b>Applicant certifies micro entity status.</b> See 37 CFR 1.29. Applicant must attach form PTO/SB/15A or B or equivalent. 4. <input checked="" type="checkbox"/> <b>Specification</b> [Total Pages <u>56</u> ] Both the claims and abstract must start on a new page. (See MPEP § 608.01(a) for information on the preferred arrangement) 5. <input checked="" type="checkbox"/> <b>Drawing(s)</b> (35 U.S.C. 113) [Total Sheets <u>24</u> ] 6. <b>Inventor's Oath or Declaration</b> [Total Pages <u>5</u> ] (including substitute statements under 37 CFR 1.64 and assignments serving as an oath or declaration under 37 CFR 1.63(e)) a. <input type="checkbox"/> Newly executed (original or copy) b. <input checked="" type="checkbox"/> A copy from a prior application (37 CFR 1.63(d)) 7. <input checked="" type="checkbox"/> <b>Application Data Sheet</b> * See note below. See 37 CFR 1.76 (PTO/AIA/14 or equivalent) 8. <b>CD-ROM or CD-R</b> in duplicate, large table, or Computer Program (Appendix) <input type="checkbox"/> Landscape Table on CD 9. <b>Nucleotide and/or Amino Acid Sequence Submission</b> (if applicable, items a. – c. are required) a. <input type="checkbox"/> Computer Readable Form (CRF) b. <input type="checkbox"/> Specification Sequence Listing on: i. <input type="checkbox"/> CD-ROM or CD-R (2 copies); or ii. <input type="checkbox"/> Paper c. <input type="checkbox"/> Statements verifying identity of above copies		<b>ACCOMPANYING APPLICATION PAPERS</b> 10. <input type="checkbox"/> <b>Assignment Papers</b> (cover sheet & document(s)) Name of Assignee _____ 11. <input type="checkbox"/> <b>37 CFR 3.73(c) Statement</b> <input checked="" type="checkbox"/> <b>Power of Attorney</b> (when there is an assignee) 12. <input type="checkbox"/> <b>English Translation Document</b> (if applicable) 13. <input checked="" type="checkbox"/> <b>Information Disclosure Statement</b> (PTO/SB/08 or PTO-1449) <input type="checkbox"/> Copies of citations attached 14. <input checked="" type="checkbox"/> <b>Preliminary Amendment</b> 15. <input type="checkbox"/> <b>Return Receipt Postcard</b> (MPEP § 503) (Should be specifically itemized) 16. <input type="checkbox"/> <b>Certified Copy of Priority Document(s)</b> (if foreign priority is claimed) 17. <input checked="" type="checkbox"/> <b>Nonpublication Request</b> Under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent. 18. <input type="checkbox"/> <b>Other:</b> _____ _____ _____ _____		
<p><b>*Note:</b> (1) Benefit claims under 37 CFR 1.78 and foreign priority claims under 1.55 <b>must</b> be included in an Application Data Sheet (ADS).  (2) For applications filed under 35 U.S.C. 111, the application must contain an ADS specifying the applicant if the applicant is an assignee, person to whom the inventor is under an obligation to assign, or person who otherwise shows sufficient proprietary interest in the matter. See 37 CFR 1.46(b).</p>				
<b>19. CORRESPONDENCE ADDRESS</b>				
<input checked="" type="checkbox"/> The address associated with Customer Number: <u>26362</u> OR <input type="checkbox"/> Correspondence address below				
Name				
Address				
City	State	Zip Code		
Country	Telephone	Email		
Signature	/Louis J. Hoffman/		Date	05/21/2015
Name (Print/Type)	Louis J. Hoffman		Registration No. (Attorney/Agent)	38,918

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



# METHODS OF EXPANDING COMMERCIAL OPPORTUNITIES FOR INTERNET WEBSITES THROUGH COORDINATED OFFSITE MARKETING

## CROSS-REFERENCE TO RELATED APPLICATIONS

This is a continuation of application Serial No. 10/461,997, filed June 11, 2003, now U.S. Patent 6,993,572, which is a continuation of application Serial No. 09/398,268, filed September 17, 1999, now U.S. Patent 6,629,135, which claims the benefit of application Serial No. 60/100,697, filed September 17, 1998, which applications are hereby incorporated by reference.

## BACKGROUND OF INVENTION

### 1. FIELD OF INVENTION

The invention relates to a system and method supporting commerce syndication. More specifically, the invention relates to a system and method for computer based information providers to receive outsourced electronic commerce facilities in a context sensitive, transparent manner.

### 2. DESCRIPTION OF PRIOR ART

The World Wide Web began as a simple interface to the Internet using HTML (hypertext markup language) as a means of linking documents together. This allowed a researcher, for example, to embed "active" references in his or her documents that, if selected, would enable the reader to review the source of the reference first-hand. Programmers quickly capitalized on this technology, creating "web sites" which reflected less staid purposes, laying the groundwork for the literal "web" of content and interactive applications that exists today. In the early stages, website programmers increased visitor traffic by placing "links" within their websites to other websites, usually related in content or function, in exchange for a reciprocal link. Additionally, directories of websites, such as Yahoo, and search engines, such as WebCrawler, began to appear in an attempt to organize the content of the Internet so that its users could create "custom links pages" related to specific topics.

In these early days, the Web was mostly trafficked by programmers and "techies," and a commune-type "share and share alike" mindset prevailed. As a result, people were happy to litter their sites with links, knowing that, odds were, others would do the same for them and the traffic gain/loss would probably balance out. So, despite the fact that by including and promoting a "links" page, website operators were effectively encouraging people to leave their website, link sharing developed into a standard practice.

Then, entrepreneurs and other business-oriented individuals came along and introduced capitalism to the Internet. Profit-oriented website operators began to seek visitors wherever they could find them, and opportunistic owners of popular sites began to realize that they had an increasingly scarce resource – visitors. Such website owners  
5 began to sell the links they had previously offered for free in the form of paid advertisements. Search engines and directories became increasingly popular for two main reasons. First, the number of websites was growing astronomically, so it was becoming harder for users to find what they wanted. Second, since reciprocal links were either going away or were being replaced by links exclusively to non-competing  
10 websites, search engines and directories were the only way to find multiple resources for a single topic.

Amid frantic efforts on the part of corporate websites to get noticed, the sale of banner ads blossomed into a large industry called Internet advertising. Thousands of websites created space for banner ads and called the space “inventory.” At first, they  
15 priced ads as a print ad might be priced: by CPM, or cost per thousand “impressions” each ad made on website visitors. Over time this pricing model gave way to arrangements more favorable to advertisers such as Cost Per Click-through and Cost Per Inquiry (meaning the advertiser only needs to pay when a visitor sees a banner ad and clicks on it and completes an information request form on the advertiser’s site).

20 Some of the most successful Internet commerce websites, led by online bookseller Amazon.com, have begun to take an even more results-driven approach to the purchase of banner ads. They have offered to pay only for ads that, when clicked, result in a product sale. To provide a stronger incentive than a simple banner ad, these companies let third-party website owners list a subset of their goods (e.g., 10 of  
25 Amazon.com’s millions of books, selected by the website owner) and promote them as they choose within their websites. Initiatives such as these have come to be described as “affiliate programs”, “associate programs” or “commission based advertising programs”.

The benefits of affiliate programs are significant. To the website owner, they  
30 constitute revenue-generating web content without requiring an investment in product inventory or additional infrastructure. They also create new revenues without

necessarily reducing the website's available ad inventory. However, the greater benefit almost always accrues not to the affiliate, but to Amazon.com and other online stores. Not only do these sites benefit from the marketing resources of the affiliate operators, they are also able to lure the visitor traffic away from the affiliate. Once a visitor clicks on an affiliate ad and enters an online store, that visitor has left the affiliate's site and is gone. At best, affiliates are able to use "frames" to keep a shell of their own website around the vendor's site, but this is only a marginally effective solution. No alternatives have been able to address a fundamental drawback of the affiliate programs – the loss of the visitor to the vendor. At best, some Internet affiliate sales vendors have begun placing "return to referring website" links on their order confirmation screens, an approach that is largely ineffective. This limitation of an affiliate program restricts participation to less trafficked websites that are unconcerned about losing visitors. Meanwhile, search engines and directories continue to increase in their usefulness and popularity, while banner ads and old-style links continue their rapid loss of effectiveness and popular usage.

The present invention overcomes these limitation of present affiliate commerce systems and provides other benefits as will become clearer to those skilled in the art from the foregoing description.

## SUMMARY OF THE INVENTION

The affiliate commerce system and method of the present invention represents a new paradigm of co-marketing on the Internet. Not only does the present invention provide its Hosts with the added value and incremental revenues of traditional affiliate programs, but the company also enables Hosts to control the customer experience before, during, and after the purchase transaction. At the same time, Merchants receive the same benefits as with older affiliate programs, i.e., increased marketing potential, incremental sales, and new customer relationships, but without the restrictive limitations of affiliate programs -- the loss of hard-won visitor traffic.

Additionally, the present invention can actually obviate the need for some merchants to invest in their own unique Internet presence. By using the present invention as their primary online sales channel, these Merchants can focus on product

development, production, and order fulfillment and leave the exploration of the Internet to experts. The resulting ongoing cost savings and operational efficiencies magnify the potential benefits of the Internet while reducing the initial costs.

According to the present invention the look and feel of each participating Host  
5 is captured and stored. Hosts may include links to selected products or product categories within pages residing on the Hosts' website. Upon actuation of such a link by a visitor of the Host website, a page is presented to the visitor incorporating a replica of the Host's look and feel directed to the sale of the selected products or product categories.

10 The look and feel of a host is captured and stored by receiving an identification of an example page of a target host. The identified page is retrieved. The look and feel elements of the page are identified, and these elements are stored for future use in generating outsourced transparent pages, pages served by a server other than the host but with the host's look and feel. Such pages give the viewer of the page the  
15 impression that she is viewing pages served by the host.

The links included by the host directed to the outsource provider need not be statically linked to a particular product or product category. Such links may direct the outsource provider to dynamically select content to serve within the host's look and feel. This content may be selected based upon a contextual analysis of the page which  
20 includes the link. Further, the dynamic content need not be limited to products or product categories but may include any content within the system's data store that is amenable to contextual correlation with content in the page containing the link.

A cost effective, scalable architecture may be used to serve dynamically constructed pages such as those served by the e-commerce outsource provider. This  
25 architecture includes three levels: a Web server layer, an application server layer and a database server layer.

The Web server layer provides a front end presentation layer for interacting with end users. This layer may consist of one or more interchangeable low cost server systems. Any request from an end user may be fielded by any system within the layer.  
30 The selected system can contact any application server within the application layer to provide processed data for use in responding to the end user request.

The application layer supports interacting with the database server level to acquire needed data and processing it prior to presentation by the Web server layer. As with the Web server layer, this layer may consist of one or more interchangeable low cost server systems. Any Web server system may submit a request to any application server. The application server includes processing functionality suitable for the types of pages to be dynamically constructed.

The database server layer supports low level management of data used in dynamic page construction. The data store across the one or more low cost server systems is seamlessly viewed as an integrated whole. As a consequence, any database server within the layer can field any request for data submitted by an application server.

#### BRIEF DESCRIPTION OF THE DRAWINGS

**FIG. 1** depicts a typical hardware architecture implementing the present invention.

**FIG. 2** illustrates the software architecture of the Web server layer.

**FIG. 3** illustrates the software architecture of the application server layer.

**FIG. 4** is a flow chart of the pages and procedures in the host signup process.

**FIG. 5** is a flow chart of the pages and procedures in the host account information maintenance process.

**FIG. 6** is a flow chart of the pages and procedures in the host look and fee capture process.

**FIG. 7** is a flow chart of the pages and procedures in the host link generation process.

**FIG. 8** is a flow chart of the dynamic content selection and presentation process.

**FIG. 9** is a screen capture of a Merchant Manager page in a preferred embodiment.

**FIG 10** is a screen capture of a Host Manager page in a preferred embodiment.

**FIGs 11 - 18** are screen captures of the page in a preferred embodiment of a look and feel capture process.

**FIG. 19** is a screen capture of a typical e-commerce supported page served in a preferred embodiment.

**FIG. 20** is a screen capture of a System Manager page in a preferred embodiment.

5 **FIG. 21** is a flow chart of the pages and procedures in the host view reports process.

**FIG. 22** is a flow chart of the pages and procedures in the shopping process.

**FIG. 23** is a flow chart of the pages and procedures in the merchant account maintenance process.

10 **FIG. 24** is a flow chart of the pages and procedures in the merchant catalog maintenance process.

**FIG. 25** is a flow chart of the pages and procedures in the merchant view reports process.

15 **FIG. 26** is a flow chart of the pages and procedures in the merchant view hosts process.

#### DETAILED DESCRIPTION OF THE INVENTION

A preferred embodiment of the invention is now described in detail. Referring to the drawings, like numbers indicate like parts throughout the views. As used in the description herein and throughout the claims that follow, the meaning of “a,” “an,” and “the” includes plural reference unless the context clearly dictates otherwise. Also, as used in the description herein and throughout the claims that follow, the meaning of “in” includes “in” and “on” unless the context clearly dictates otherwise.

25 A typical embodiment of the present invention will include a data store including a look and feel description associated with a host website, a communications link to a visitor computer, and a processor. The processor performs the tasks of capturing a look and feel description associated with a host website, storing the captured look and feel description in the data store, providing the host website with a link that link correlates the host website with a commerce object for inclusion within a page on the host website and which, when activated, causes the processor to serve an e-commerce supported page via the communication link with a look and feel

30

corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link. The Internet serves as the communication link to visitor computers.

In a preferred embodiment as exhibited by FIG. 1, the duties of the processor  
5 are split among several computer systems 120a - 120c, 125a - 125d, 130a - 130b. The data store may be implemented through a database system 130a - 130b, 135a - 135d. The Internet 110 serves as the communication link to visitor computers 105a - 105f. In this preferred embodiment, the system utilizes multiple inexpensive computer systems at every level of the architecture. Routing between levels will automatically distribute  
10 the load amongst the functioning computers. Increasing throughput becomes a matter of adding more computers, not scaling up the existing ones. This arrangement also provides fault tolerance since the failure of one server will not incapacitate the system as long as another server providing the same service is alive. This approach also permits the distribution of servers geographically. A router 115 may also provide  
15 further load balancing.

The tasks performed by the processor may utilize a variety of underlying software technology. In a preferred embodiment, the software architecture can be divided into 3 tiers: web server, application-server and database-server. Each tier is comprised of a number of software layers.

#### 20 Web Server Tier

The Web Server tier accesses application functionality by calling a single "Request" Application Programming Interface (API). The API will take a Document Object Model (DOM) (as specified by W3C in <http://www.w3.org/TR/REC-DOM-Level-1>, which is expressly incorporated herein by reference in its entirety) object as a  
25 parameter and return a DOM object as the response. The request will be relayed to the application server tier where a dispatching method will unpack the request object, inspect it, invoke the desired method, and send back the response object. This approach means that new functionality becomes available as soon as the application server is upgraded. It is not necessary to develop a set of "stubs" that mirror the new  
30 API call. This is a major advantage because new functionality in the application tier can be exploited immediately simply by modifying the Active Server Page (ASP)

scripts. No web server resident Dynamic Link Libraries (DLLs) need to be upgraded so the server does not need to be shut down. The web server tier will typically run on server computers **120a - 120c** having a multitasking operating system such as Windows NT from Microsoft or other suitable operating system software. The Web Server tier  
5 contains the following layers as illustrated in FIG. 2:

- **Web Server Software 210.** In a preferred embodiment, IIS by Microsoft is the server software. It supports serving side scripting using the VBScript scripting language.
- **ASP Scripts 220.** All HTML content is rendered by ASP server scripts. The  
10 ASP scripting environment can interact with software modules written to Microsoft's COM specification.
- **COM Adapters 230.** A set of COM wrappers provides the bridge between the ASP scripts and other elements of the system. The wrappers provide the necessary data conversions but do not contain any substantial functionality. The  
15 wrappers are not application specific.
- **API Client Layer 240.** The API Client Layer consists of the very thin "request" API described above. This layer cooperates with the Object Cache layer. For example, before retrieving a catalog from the application layer, this layer may check to see if the requested catalog is already in the object cache.
- **Object Cache 250.** The object cache contains the responses to previously  
20 submitted requests. All items in the cache are marked with an expiration time that is set at the time they are originally retrieved. The purpose of this layer is to reduce the load on the application tier.
- **Remote Procedure Call Client 260.** The Remote Procedure Call Client  
25 provides connectivity to the application tier. It also provides request routing. In the event of application server failure, this client will automatically reconnect to a working server. This piece of software is not application dependent. In a preferred embodiment, the DBMS Component Server Client is the Objectstore Component Server Client (OCSC).



In a preferred embodiment, the Web server layer supports the following four Web interface modules. In a preferred embodiment, these modules are encoded with ASP to generate appropriate HTML and Javascript. The four modules are as follows:

1. Merchant Manager

5           The Merchant Manager is the “Control Center” for Merchants. This module allows the merchant to maintain their products, catalogs, contact information, track orders, process returns, run reports, etc.

A merchant representative must login before performing any system activities. Any valid merchant user will be able to perform all possible actions on the merchant to which it is related. Only registered merchants will have a valid account. An account  
10           for a merchant is established when the merchant registers with the system. A merchant representative may initiate registration via a web interface. The signup process must collect basic merchant information, including the information necessary to pay the merchant, and a password, which will be used to create a user account for the merchant.  
15           Once the merchant is approved (this may be automatic), the merchant will be sent an email containing a unique user id which can be used to login to the system.

When a representative logs in, she is taken directly to the Merchant Manager as seen in FIG. 9 and assigned a Merchant Session ID (Merchant SID). All pages within the merchant system must retrieve the MerchantSID from the HTTP request and  
20           validate it. If the session does not validate, the representative is taken back to the Login screen.

This module contains the following submodules:

- Account Information

A merchant representative will be able to maintain the basic merchant  
25           profile, which includes the information needed to pay the merchant, the merchant's password, and the merchant's shipping policy information. FIG. 23 depicts the pages and procedures in a typical merchant account maintenance process. The representative selects to maintain account information 2305 from the Merchant Manager page 2300 leading to the display of the a basic  
30           information modification page 2310. Each modifiable information type could be altered through a designated page available through the basic information

page 2310. Each such page could provide functionality to save any changes made to the particular page.

This sub-module allows a merchant to maintain the following types of information:

- 5                   ▪ Basic information 2310 – name, description, address, logo
- Contacts 2320 – for admin, finance, returns, support, order notification
- Product Defaults 2330 – price labels, unit of weight, display options
- 10                  ▪ Payment Info 2340 – check or ACH, payee info, bank info
- Shipping Option 2350 – by price, items, weight, other or NA
- Shipping Table 2360 – maintain shipping methods and prices
- Tax Schedule 2370 – set tax rate for states in which taxes are collected. This may be automated in the future.

15                  • Products and Catalogs

Here the merchant can both maintain products and arrange them into catalogs. Example product attributes include:

- name
- description
- 20                  ▪ attributes - such as size, color, etc.
- price(s) – normal, sale, competitor’s and the price can be set or changed by an attribute
- small image – used in most places
- large image – used for zoom-in in shopping

25                  The merchant can also maintain their catalogs and categories. A catalog is the top level category. A merchant can have one or more catalogs. Each catalog will be presented to Hosts as a separate entity. However, it is still tied back to the merchant. The merchant logo can be assigned to the catalog or a different image selected.

30                  A catalog is considered a commerce object. Further, a catalog is populated with product or product category commerce objects. An indicator for

dynamic selection of a product or product category may also be considered a commerce objects; however, such objects would not appear in a catalog.

Categories are then placed in the catalog(s). Categories can also be placed into other categories. A catalog or category can contain an infinite  
5 number of categories but really should be kept to less than 10 at any given level for presentation purposes. The bottom level categories contain products. The product node is actually a pointer to the product in the inventory table. This allows for a product to be placed into multiple categories.

A catalog, category or a product can be set to be inactive. If it is set as  
10 inactive, it will not be available to the hosts to browse or sell. It will also not be available to customers in the shopping area. If a catalog or category is set as inactive, then every item beneath it (categories or products) is also inactive.

A product also has a flag to indicate it is out of stock. When a product is no longer going to be sold by the merchant, it should be set to inactive. If the  
15 product is simply out of stock, thus temporarily unavailable, the out of stock flag should be used.

If a host has an existing link that points to an inactive or out of stock product or an inactive catalog or category, the customer will be taken to the first level above that is active. For example, if a customer clicks on a Link that  
20 points to coffee pot A, and coffee pot A has been set to inactive, the shopping page will display the entire coffee pot category (all the active coffee pots). If the coffee pot category was set to inactive, then the shopping page would go to the next level up (such as Kitchen Appliances). In this case the shopper will be given a message indicating the selected product or category is not available. If  
25 a host has a link associated with a dynamic selection indicator commerce object, the triggering of such a link will cause the dynamic selection of a product or product category.

FIG. 24 depicts pages and procedures used in a merchant catalog and product maintenance process. When a merchant representative logs into the  
30 system, she is presented with the merchant manager page **2300**. From this page, she may choose to proceed to the edit products and catalogs page **2400**. On this

page, she may elect to search for a product through entering criteria 2405. She may elect to preview a particular product 2410 and, from the preview, view additional information associated with the particular product 2415.

5 From the edit products and catalogs page 2400, she may also choose to edit a particular product 2420 or edit by catalog or category 2442. In editing a particular product 2420, she may elect to save the information associated with the product 2422, select a current attribute to edit 2424 leading to the attribute edit page 2430 or create a new attribute associated with the product 2426. An attribute includes a collection of options such as sizes or colors. If she selects to  
10 add a new attribute 2426, a new attribute creation page is presented 2428. Upon creation of the new attribute, the new attribute is saved, and the representative proceeds to the attribute edit page 2430. From this page, she may choose to save or cancel the current attribute edit 2435.

15 If the representative chooses to edit by catalog or category 2442, she is presented a page allowing selection of catalogs or categories 2440 through navigating the catalog/category hierarchies 2444. Once a particular catalog or category is identified, she may edit it via a catalog/category edit page 2450. After editing, the alterations are saved 2455 returning her to the catalog or category selection page 2440.

20 • Reports

A merchant representative may request on-demand reports. Such reports include an account statement that details all payments to the merchant, and statistics about catalog visits and sales. Statistics can be correlated to hosts, links, products and time periods.

25 As illustrated in FIG. 25, a merchant representative begins at the Merchant Manager page 2300. She selects the view reports option 2505 to view the report menu page 2510. From the reports menu page 2510, she may enter criteria 2514, 2518 leading respectively to a revenue summary page 2520 or a monthly statement page 2530. From the monthly statement page 2530, she may  
30 change criteria 2535 to view a revised monthly statement 2530 or return to the report menu 2510. From the revenue summary page 2520, she may select a

specific item **2525** for receiving a detailed revenue page **2550**, alter the criteria **2527** to receive a revised revenue summary **2520**, or return to the reports menu page **2510**. From the detailed revenue page **2550**, she may return to the revenue summary page **2520**.

5           The following reports are available for the merchants to track their results:

- Revenue Summary by Month

10           This report provides sales and traffic information summarized by month. Data includes number of sessions, number of orders, gross and net sales, etc. Summarizes at the month level and allows 'Drill Down' to daily information.

- Revenue Summary by Host

15           This report provides sales and traffic information summarized by host. Data includes number of sessions, number of orders, gross and net sales, etc.

- Revenue Summary by Product

20           This report provides sales and traffic information summarized by Product. Data includes number of sessions, quantity in shopping cart and gross order amount.

20           All reports can be run as quick reports (this month, last month, this year, last year, all sales) or by inputting a specific date range.

- Order Tracking

25           A merchant representative can access a web interface that allows her to report the status of orders. This includes: reporting when the order was shipped, along with tracking information, and the status of all returned items.

            The order tracking sub-module allows the merchant to manage all areas of an order. An order can have the following status:

- new – the order has been received and credit card information validated
- 30        ▪ pending – the merchant has acknowledged the order, it is waiting to be shipped

- shipped – the merchant has shipped the order

An order can be shipped in multiple shipments. The merchant is credited for sales on shipped items.

The customer may also return part of an order or the entire order. The customer will obtain an RMA number (see the Shopping sub-module). All the merchant needs to do is acknowledge they have received the product back from the customer.

- Review Hosts

The Merchant Manager also allows the merchant to review which hosts have built links to that merchant's products. The merchant can also view the host web page containing such links.

A merchant representative will be able to review the list of hosts with which the merchant has a relationship. The merchant will have access to some basic information about the host, including at least one of the host's links, so that the host's look and feel can be evaluated.

In a preferred embodiment, a representative may review hosts through pages and procedures as depicted in FIG. 26. She begins at the Merchant Manager page 2300. She selects the review hosts option to view the merchant-host relationship page 2600. From this page, she may elect to view one of her products in the host's look and feel 2610 or view a list of links with the selected host that are directed to her commerce objects 2620.

Automated interfaces can be introduced for merchants wishing to integrate their business systems with the functionality supported by the present inventions. Merchants can update their online catalogs, retrieve information on orders placed, and send order status updates back via automated interfaces. This integration is accomplished through the establishment and use of a standardized communication protocol.

In a preferred embodiment, merchants integrate by exchanging specially formatted XML documents over secure HTTP connections (i.e. HTTP over SSL). If the request is a query, the HTTP response will contain an XML document with the query results. Likewise, if the request is a command, the

response will be an XML document containing the success or failure of the command.

Automated requests and responses are XML documents as described by the W3C's XML 1.0 specification, which may be found at <http://www.w3.org/TR/REC-xml> and which is expressly incorporated herein by reference in its entirety. The XML specification only describes the syntax of an XML document, it does not place any restrictions on the content of the document. The content of requests and responses is described using a formal notation known as DCD (for Document Content Description). DCD's are described in a note that was submitted to the W3C by Microsoft and IBM. The DCD note can be viewed online at: <http://www.w3.org/TR/NOTE-dcd> and which is expressly incorporated herein by reference in its entirety. A specific DCD describes the format of a request or response in the same way that the SMTP specification describes the format of an email. Typical DCDs for Automated Interfaces may be accessed at the following URLs: <http://automation.nexchange.net/dcd/ManageInventory.01.02.dcd.xml> and <http://automation.nexchange.net/dcd/ManageCatalog.01.02.dcd.xml>, both documents are expressly incorporated herein by reference in their entirety.

All interfaces have the same basic structure. The table below illustrates the basic structure of Automated Interface requests and responses.

	<pre>&lt;ManageOrders specification='http://www.nexchange.net/automated/xml/ManageOrders. 01.01.dcd'&gt;</pre>
<b>HEADER</b>	<pre>&lt;RequestHeader&gt;</pre>
	<pre>&lt;Authentication     username='xxx'     password='xxx'     scope='xxx' /&gt; &lt;Instructions OnFail='HALT'&gt;</pre>

<b>BODY</b>	<b>Response</b>	<Receipt Processor='xxx' Date='xxx' Number='xxx' /> <ResponseSummary Status='SUCCESS'> Error Message Here </ResponseSummary>	
		</RequestHeader>	
	<b>Query</b>	<b>query</b>	<RequestBody>
			<Command status='SUCCESS'>
			<QueryNewOrders />
			<QueryNewOrdersResponse> <i>Query Results Here</i> </QueryNewOrdersResponse>
			</Command>
	<b>Operation</b>		<Command status='SUCCESS'> <AcknowledgeOrder order_id='xxx' item_price_total='xxx' /> </Command>
			</RequestBody>
			</ManageOrders>

All responses contain the original request with status information and query results appended. The table above shows a response to a Manage Orders request. The response is divided into a header and a body section (“RequestHeader” & “RequestBody” respectively).

5           The RequestHeader element contains authentication information and global instructions. When the request is returned, the request header will also contain a receipt and a response summary. The authentication element carries the information needed to identify and authenticate the requesting party. The global instruction element contains instruction on how the request is

10 processed if an error is received. The remainder of the commands in the request can be processed or the request can be discontinued. In a response, the receipt element is added to the request header. Information in the receipt can be used to



recover the response. The response summary element contains a status code, which will be set to "SUCCESS" if all commands were completed successfully.

The RequestBody element contains one or more command elements.

The exact content of a command element depends on the interface being used.

5 When a command is submitted, its status attribute will always be "REQUESTED". When the command has been processed, the response will echo back the command with the status changed to "SUCCESS", "FAILURE" or "SKIP". In the case of a query command, the response will contain a query response in addition to the status.

10 If the request conforms to the DCD, the response will contain the original request with the status and query results embedded. The command status codes must be inspected to determine what has been done.

If the request did not conform to the specification, two possible error types can occur:

- 15 • XML Parsing Error
- DCD Validating Error

Errors are returned as NexError node. If a NexError is returned, the XML document has not been processed. The returned XML should always be examined for a NexError.

20 If the request document is not valid XML, an XML Parsing Error will be returned. A NexError node will be added around the entire document. It will look similar to the following:

```

<NexError Msg=" XML Parsing Error" ... >
  <XMLParseError errorcode=" " reason=" " line=" "
25 linepos=" ">
    offending section of document
  </XMLParseError>
</NexError>

```

30 The errorcode, reason, line and linepos will contain information explaining what the error is and the location in the file.

If the request document is valid XML but does not match the published Interface DCD, a DCD Validating Error will be returned. A NexError node will be added around the entire document. A DCDError node will be embedded in the document at the location of the error. It will look similar to the following:

```

5 <NexError Msg=" XML Validating Error" ... >
  <XMLValidateError msg="Find the DCDError Node in the
document for detailed error information."/>
  ... Valid Portion of document ...
  <DCDError message=" ">
10     offending section of document
  </DCDError>
  ... Valid Portion of document ...
  </ XMLValidateError >
</NexError>

```

15 The following is an example request attempt to add one new product and to update the price of an existing product.

```

<ManageInventory
specification='http://automation.nexchange.net/dcd/Manage
Inventory.01.02.dcd.xml '>
20 <RequestHeader>
  <Authentication username='xxxxx'
password='xxxx' scope='MNNN' />
  <Instructions onfail='CONTINUE' />
</RequestHeader>
25 <RequestBody>
  <Command status='REQUESTED'>
    <AddProductDef updateifexists='1'>
      <ProductDef
        id='saw'
30     skumask='saw'
        name='saw'

```

```

description='A Circular Saw From Festo'
shortdescription='Festo Circular Saw'
info='no comment'

```

```

5     image='http://216.0.58.242/rmtools/fw132saw.jpg'

largeimage='http://216.0.58.242/rmtools/fw132saw.jpg'

        usualprice='145.00'
10     saleprice='135.00'
        compareprice='215.00'
        salelabel='HOT PRICE'
        instock='1'
        commplan='default'
15     >
        <AttributeDefList/>
        <KeywordList/>
        </ProductDef>
        </AddProductDef>
20     </Command>
        <Command status='REQUESTED'>
        <UpdateProductDef
            id='saw'
            image='http://216.0.58.242/rmtools/fw132saw.jpg'
25     />
        </Command>
        </RequestBody>
        </ManageInventory>
30 2. Host Manager

```

The Host Manager is the “Control Center” for Hosts. Here, a Host can track sales, design their store front, generate links to merchant products, get traffic/order reports, update account information, etc

For a host to gain access to the host manager system, the host must be registered. FIG. 4 depicts a flow chart for a typical registration process. A host representative may initiate contact 410 with the system via a web interface. The signup process must collect basic host information 420, including the information necessary to pay the host a commission for purchases through his site, which is saved by the system 430. Optionally, a click agreement containing terms of use 440 may be presented requiring agreement 444 to proceed. If at some point the representative elects to cancel 425, 458 or reject the use agreement 448, he or she is returned to her point of entry 410. The system may then request the representative to select a user identification and a password 450. If the selected user identification is already in use 454, the representative may be prompted to select a user identification 450. The information associated with the host is stored 460, and the representative may proceed to the host manager system page 470.

When a host logs in, they are taken directly to the Host Manager, as seen in FIG. 10, and assigned a Host Session ID (Host SID). All pages within the host system must request the Host Sid and call the ValidateHostSessionID function. If the session does not validate, the user is taken back to the Login screen.

This module contains the following submodules:

- Account Information

This sub-module allows a host to maintain the following types of information:

- Administrative Contact – name, address, phone
- Payee Contact – name, address, phone, SSN
- Site Information – site name, URL, description
- Site Demographics – # of visitors, type of visitors, comments

A host representative will be able to maintain basic host information, including the information needed to pay the host, and the host's password. FIG. 5 depicts a flow chart of the pages and actions in a typical maintenance process.

The representative has previously logged into the system to reach the host manager system page 470. From the host manager system, the representative selects to update her account 510 leading to a host information maintenance page 520. The representative can modify host information and, then choose to save or cancel the modification 530. In either case, the representative is returned to the host manger system page 470.

- Store Front Design

The store front design is where the host's look and feel is captured. The look and feel is captured by selecting an example page the host, retrieving the sample page from the host, identifying the look and feel elements from the sample page and saving the identified look and feel elements. "Look and feel elements" include logos, colors, page layout, navigation systems, frames, 'mouse-over' effects, or other elements that are consistent through some or all of a Host's website. A typical system for accomplishing this task would include a data store for storing look and feel descriptions, a communication channel to the host whose look and feel is to be captured and a processor for executing the capture.

When a customer clicks on a host buying opportunity (link), the next page loaded will be a shopping page. However, this shopping page should retain the host's look and feel. This is accomplished by capturing the HTML text and images that comprise their look and feel and embed within it the shopping HTML content. Any relative URLs in the host look and feel may be changed to absolute URLs back to the host system.

In a preferred embodiment, there are five steps to a process capturing the host's look and feel, converting relative URLs to absolute URLs and validation of links.

A host representative will be able to capture host look and feel information and to update host look and feel information through recapture. FIG. 6 depicts a flow chart of the pages and actions in a typical look and feel capture process. The representative has previously logged into the system to reach the host manager system page 470. From this page, the representative

selects to initiate host look and feel capture through a design storefront wizard 605. An introduction page is presented explaining the process 610 from which the representative proceeds in the following manner:

- 5           ▪ Base URL 615 – the URL used to convert relative links to absolute links, as seen in FIG. 11
- header 620 – the HTML to be rendered BEFORE the shopping html. Selection may be made by code, as seen in FIG. 12, by graphical point and click selection or other suitable selection method.
- 10       ▪ footer 625 – the HTML to be rendered AFTER the shopping html. Selection may be made by code, as seen in FIG. 13, by graphical point and click selection or other suitable selection method.
- preview 630 – shows what the shopping page will look like (nothing has been captured yet). From this preview page 630, as  
15       seen in FIG. 14, the representative may elect to return to earlier stage to perform a change 635, 640 or 645 of base URL, header or footer respectively. The user may also have access to a preview 650 with example content included to demonstrate a typical page with both content and look and feel 680, as seen in FIG. 15. From  
20       the generic preview page 630, the representative may choose to continue 655 with finalizing the look and feel 660.
- final check 660 - finalize the captured look and feel, as seen in FIG. 16, this page may allow validation of links and images and offer to save the captured look and feel. Once validation, if any  
25       has been performed, and the look and feel has been saved, the process completes 675.
  - validation 665 – validate the link and image URLs in the header and footer HTML. FIG. 17 displays the screen capture of page that could be used to display validation  
30       progress.

- save 670 – Actually captures, processes and saves the storefront information. A completion page such as seen in FIG. 18 may be displayed.

For security reasons, javascript is accepted but applets are stripped out in the preferred embodiment.

- Link Generator

The Link Generator allows host to create and maintain the shopping opportunities that they can then place on their site. Each Link is assigned a unique Link ID. The Link ID identifies who the host is, who the merchant is, and what commerce object (catalog, category, product or dynamic selection) is linked to.

The first time a host builds a Link to a merchant's product, category or catalog, an approval of that host for that merchant may be made. Until the host is approved, they cannot see the Link ID that has been assigned to the newly created Link.

The code the host embeds on their web site is as follows:

```
<!-- BEGIN NEXCHANGE LINK -->
<!-- For more information go to http://www.nexchange.com -->
<!-- The following 2 lines MUST NOT BE CHANGED to ensure proper crediting -->
<IMG BORDER='0' SRC='http://www.nexchange.net/img.asp?LinkID=xxxx'>
<a href='http://www.nexchange.net/route.asp?LinkID=xxxx'>
<!-- Substitute your own text or image below -->
** YOUR TEXT OR IMAGE HERE **</a>
<!-- END NEXCHANGE LINK -->
```

There are several points to note here:

- The image src (img.asp) is actually an ASP program that returns a single transparent pixel. This is used to track impressions (how many times the link was displayed on the host site).
- The route.asp page is a page that routes the customer to the shopping page. As additional servers are added, this will become very important for load balancing.

- The 'xxxx' for the LinkID='xxxx' is the Link ID assigned to the Link in the Link Generator.

A host representative will be able to generate links to commerce objects. FIG. 7 depicts a flow chart of the pages and actions in a typical link generation process. The representative has previously logged into the system to reach the host manager system page 470. From this page, the representative selects to generate links 705, which transfers her to a page containing a list of all previously generated links for that host 710.

From this page, the representative may choose among several options: view an existing link 722, remove an existing link 735, edit an existing link 728 or add a new link to either a merchant with whom a link already exists 720 or a merchant without an existing link 715. In viewing an existing link 722, the page containing the link may optionally displayed in a separate window 725; as a consequence, the representative could continue to interact with the list of available links page 710 in the primary window. The representative could select a link for removal 735 and, upon removal, return to the list of links page 710. The representative may choose to edit an existing link 728 leading to a link modification page 730. After modifying the link, the new link information would be saved 740, and the representative would return to the list of available links 710.

In adding a new link, a distinction may be made whether a link is made to a merchant to whom the host has previously linked 720 or to a merchant to whom a previous link does not exist 715. In the latter case, an extra optional step may be involved to approve the host with respect to the new merchant as part of the catalog selection process 745. In other embodiments, such a distinction need not be made. In linking to a merchant to whom a previous link does exist 720, a catalog may implicitly be selected. In either situation, the creation process continues by allowing the representative to choose a commerce object to associate with the link 750. Such a commerce object will be a product, a product category, a catalog or an indication that a product, product category or catalog should be chosen dynamically. From this page, the representative may



go back to the catalog selection page 745 or proceed with setting link attributes 755 such as the destination upon return from the link (e.g. the point of departure into the e-commerce page or a destination designated by the representative). From this page 755, the representative can return to the commerce object selection page 750 or continue forward with naming and saving the new link 760. Upon completion of naming and saving page 760, the link is saved to the system database 765, and the representative is provided with a link to include within a page on the host website 770. After cancellation at any time, or upon completion, the representative is returned to the list of available links page 710.

Where a host representative chooses a dynamic indicator as the commerce object, the specific content will be chosen contextually based upon the content of the page that includes the link. In a preferred embodiment, keywords in the page are cross-reference with available catalogs, product categories and products to choose the appropriate content for the destination page associated with the link. FIG. 8 is a flow chart of the selection process in such a preferred embodiment.

A visitor is viewing the host page including a link associated with a dynamic selection commerce object 810. The visitor activates the link. Receiving the activation, a determination is made as to whether content has previously been dynamically selected for the activated link 820. If yes, a second determination is made as to whether the previously dynamically selected content is current 830. If this is answered in the affirmative, a page is constructed with the previously dynamically selected content along with the look and feel associated with the host from which the link originated 840.

If either determination is negative, the host page including the link is retrieved 850. The page content is analyzed, and based upon the analysis, content for the link destination is selected 860. The selected content is cached for potential future use 870. Finally, a page is constructed with the dynamically selected content along with the look and feel associated with the host from which the link originated 840. The analysis in 860 may take a variety of forms including, in a preferred embodiment, identification of marked keywords. In

another embodiment, keywords may be dynamically determined using word count statistics.

In a more elaborate system, the retrieval process might encompass not only the page containing the link but also other pages linked to the page of link origin. Keywords or word count analysis could be used to determine context based upon the aggregation of pages retrieved. In a further embodiment, differing weights could be given based upon the source of the keyword identified; keywords from the page of origin would have a greater weight than keywords derived from pages one link away.

- Reports

A valid host representative will have on-demand access to a report showing visits to their links and sales. The report will be scoped by date range. Visits can be summarized by merchant and by link. Sales can be summarized by merchant and by link.

As illustrated in FIG. 21, a host representative begins at the Host Manager page 470. She selects the view reports option 2105 to view the report menu page 2110. From the reports menu page 2110, she may enter criteria 2114, 2118 leading respectively to a revenue summary page 2120 or a monthly statement page 2130. From the monthly statement page 2130, she may change criteria 2135 to view a revised monthly statement 2130 or return to the report menu 2110. From the revenue summary page 2120, she may select a specific item 2125 for receiving a detailed revenue page 2150, alter the criteria 2127 to receive a revised revenue summary 2120, or return to the reports menu page 2110. From the detailed revenue page 2150, she may return to the revenue summary page 2120.

The following reports are available for the hosts to track their results:

- Revenue Summary by Month

This report provides sales and traffic information summarized by month. Data includes number of sessions, number of orders, gross and net sales, etc. Allows 'Drill Down' to daily totals.

- Revenue Summary by Merchant

This report provides sales and traffic information summarized by merchant. Data includes number of sessions, number of orders, gross and net sales, etc.

- Revenue Summary by Link

5                    This report provides sales and traffic information summarized by Link. Data includes number of sessions, number of orders, gross and net sales, etc.

### 3. Shopping

10                   The shopping module is the part of the application that allows customers to find, search, select and buy a product. There is also a return product section accessible to the customer after the order has been placed.

Shopping is the part of the application that the general public will encounter. FIG. 19 displays a screen capture of a typical shopping page in a preferred embodiment. FIG. 22 depicts pages and procedures in a shopping process as implemented in a preferred  
15                   embodiment.

The customer was on a host site and saw a link to buy something created via the Link generator 2200. When he or she clicks on the link, he or she is taken to the shopping page parameterized with the Link ID 2210. If an error occurs during this transition, the visitor is routed to a link error page 2205.

20                   A variety of generic information may be available from any shopping page within the system. Such information could include information about the e-commerce outsource provider 2222, information about the merchant offering the current commerce object 2224, information about an involved party's privacy policy 2226, or information about an involved party's security policy 2228.

25                   Customers will be able to browse a merchant's catalogue and place items in their shopping cart 2212. When the customer is ready to checkout 2260, the system will acquire payment information 2262 and shipping information 2264 from the user, confirm this information 2266, and execute the transaction. The receipt including a URL that can be used to track the order status (e.g. - it could be bookmarked) will be  
30                   displayed to the customer 2268. By visiting the URL provided upon checkout from the

shopping experience, the customer can check the status of their order, initiate returns, and check on their return status.

This module contains the following submodules:

- Session

5           Each time a new shopping session is started, a customer session is created for the shopper. This Customer Session is assigned a Session ID (SID). All pages within the shopping system must request the SID and call the ValidateSessionID function. At any time if a session error occurs, a session error page **2215** may be presented.

10           Unlike the merchant and host sessions, the shopping session is persistent. The session information retained is what the customer has placed in the cart and if they have checked out. The SID is also written back to the customers browser as a cookie. If a customer returns to the Shopping page an attempt will be made to use the last session they had. It will only be reused if the ALL of the following are true:

- The host the customer is coming from now is the same host as in the previous session
- The merchant for the current link is the same as the merchant in the previous session
- 20       ▪ The previous session was not “Checked Out”
- The session is not older than a certain age.

- Product Search and Selection

25           The main shopping page begins at the entry point that the host used to build the Link. This can be to a specific product, a category of products, a category of sub-categories, a complete catalog or a dynamically selected destination. However, no matter what entry point was chosen, the customer can navigate to every item contained in the merchant catalog used for the Link serving as the customer's entry point to the shopping. The customer may browse the catalog **2230** or search for a specific product or product category **2240**.

30

- Shopping Cart

The Shopping Cart is the main information saved in a customer session. As a customer places products in the shopping cart, we retain information such as:

- 5                   ▪ name of the product
- price of the product
- any attributes (size, color, etc)
- host commission rate
- merchant revenue percent

10                   This information must be stored redundantly in the shopping cart because the price, name, etc may change later and the values at the time of purchase need to be retained. The shopping cart interface also allows the shopper to remove a product and/or change the quantity through a view shopping cart page 2250.

- Check Out

15                   The check out process is separated into two distinct pieces.

- Order Capture
- Credit Validation

20                   Order capture is the process of obtaining the customers billing and shipping information and creating a pending order. The credit card information is checked to make sure it is a valid number for the card type but it is not actually processed with a credit card authorization service (i.e. CyberCash). The order is accepted, assigned an order id and the customer is given an on screen and email confirmation. The pending order has a status of new.

25                   The credit validation process happens sometime after the order capture has occurred. The customer's billing information is sent to the authorization service. The pending order now has the status of authorized.

30                   If the card is validated, the order is accepted and placed into the TheOrder table. The pending order has a status of accepted. If the billing information fails validation, the pending order status is set to rejected and an email is sent to the customer informing that the credit card information could not be validated.

#### 4. System Manager

The System Manager is the “Control Center” for administrators. The administrator can monitor the day-to-day activities and status of the system. When an administrator logs in, he or she is taken directly to the System Manager and assigned a Nexchange Session ID (NexchangeSID). All pages within the System Manager system must request the NexchangeSID and call the ValidateNexchangeSessionID function. If the session does not validate, the user is taken back to the Login screen. Access to administration functions will require authentication using the name and password for a valid administration account.

The home/main page of the System Manager provides a quick summary of the current system status; a screen capture of a typical main page in a preferred embodiment is seen in FIG. 20. This summary includes pending orders, orders, host statistics, merchant statistics and an unattended orders list.

An administrator will be able to configure a hosts or merchant's payment policy. This includes specifications for any holdbacks, and a method for calculating commission/payment. At the request of a merchant, an administrator will be able to configure the system to reject all shopping traffic from a particular host-merchant arrangement. The host and merchant contacts will be notified via email. An administrator will also be able to activate or deactivate a host. The system will reject shopping traffic from inactive hosts. When a host's status is changed, the host contact will be notified via email. An administrator will configure the system to enforce system-wide policies. System-wide policies include the number of days allowed for returns.

The system will periodically run an audit process and report on situations of concern. For example, an audit could search for orders that have not been serviced for a certain period of time. The system may also report on possible security situations such as an inordinate number of account lockout incidents.

This module contains the following submodules:

- Utilities

The following utilities are available:

- List Pending Orders

- List Orders
- List Rejected Orders
- List Returns

- Host

5                   The following actions are available:

- List Promos
- List Hosts
- Maintain Host Tiers
- Host with Pending Merchants

10               • Merchant

                  The following actions are available:

- List Merchants
- Copy a Category
- Find Category Links
- 15               ▪ Add a New Merchant
- Maintain Brands

### Application Server Tier

                  The business functionality is provided via “application servers”. An application server will consist of one or more of the business modules, wrapped with an  
 20 appropriate middleware adapter. This arrangement allows delivery of services via many different mechanisms. For example, if it becomes desirable to serve some functions to a Java client, a Java Remote Method Invocation (RMI) version of an application server could be built. The new server could be developed rapidly because only an RMI “wrapper” would need to be developed, while the application logic would  
 25 be reused. In a preferred embodiment, this layer consists of a set of core C++ software modules that encapsulate business functions.

                  The Application Server tier may run on one or more application server computers. The application servers are stateless. This means that, for two application servers serving the same functionality, “one is as good as another”. In the event of  
 30 failure, a client’s requests may be handled by a different server than before the failure. Since it does not matter which server services a request, routing is greatly simplified.

The stateless server approach also provides excellent fault tolerance since all application servers can back each other up. Use of a combination of “sticky routing” and caching to significantly ameliorate any detrimental performance implications of the stateless approach, while preserving most of the benefit. Once a client begins using a particular service, the system will show a preference for routing future requests from that client to the same server. The servers maintain a cache recently used data and will only access the database if the desired item cannot be used in cache. Since the routing is sticky, the client’s data will often be in cache, and in many cases, no database access will be required. Should the client be routed to a new server, the session data can be retrieved from the database as occurs in the “vanilla” stateless model. In a preferred embodiment, the functionality of this layer utilizes one or more low cost server systems **125a - 125d** running a suitable operating system such as Microsoft Windows NT. This tier is also composed of several software layers as illustrated in FIG. 3:

- **Remote Procedure Call Server 310.** This software provides connectivity to the Web Server layer and is not application dependent. In a preferred embodiment, this software layer is the Objectstore Component Server.
- **Application Logic 320.** This software encapsulates the business functionality. The design of this software layer and the various application servers is more fully described below.
- **Virtual Database 330.** The virtual database layer allows the application data to be distributed across multiple Database servers while insulating the application layer from the physical storage configuration. The virtual database contains a table that maps object types to physical databases. All database objects or records of a given type are distributed across the permissible databases. Databases can be added while the system is live to permit expansion onto new servers. Overburdened databases can be closed to prevent assignment of new data to them. Databases can be moved to different physical servers. All stored objects are referenced by a handle which is unaffected by the physical location of the referenced data. The virtual database layer also permits a collection of objects distributed across multiple servers to be indexed and searched.



- DBMS Client 340. This software provides access to data stored in the databases. In a preferred embodiment, the DBMS client is Object Design's Objectstore client. All Objectstore clients contain a cache of recently used database pages. An optimistic locking scheme is used to ensure cache consistency. The caching scheme is very effective in the present invention because it is optimized for many readers and few writers.

In a preferred embodiment, the application server layer includes the following eight application servers:

1. Cashier - Collects checkout information: billing info, shipping preferences, etc.

The Cashier server is analogous to a cashier in a "bricks and mortar" store. The cashier's responsibilities are listed below:

- Collecting Information Necessary To Complete a Sale. This information will include billing information, shipping address(s) and preferred shipping methods. In some cases, the information to be collected may depend on the contents of the order. The cashier will also access the appropriate merchant policy information to assist in determining what data should be collected.
- Providing an Itemized Account of the Total. Upon receiving the necessary data, the cashier will compute the applicable taxes, shipping charges, etc, and provide an itemized account of the order total.
- Execute the Sale. Upon request, the cashier will execute the sale. A copy of the relevant information will be sent to the credit processor. When the credit processor approves the orders, the cashier will break the customer's order into individual merchant orders and forward them to the Merchants' Order Tracking server. The cashier will also post a record to the Ledger at this time.

2. Catalog - Houses product hierarchies. Conducts product searches.

The catalog is an arrangement of product information. The catalog server supports a hierarchical browsing mode and various searching functions. Its responsibilities are listed below:

- Retrieve a catalog upon request. The catalog will include all content for a shopping experience. For products, the information will include the product description, price and options.

- Retrieve a list of products matching a query. This will initially support simple keyword searching, but may be expanded to more sophisticated searching techniques.

3. Credit Processor - Conducts card validation and fraud screening.

5           The credit processor takes a candidate order and performs card authorization and fraud screening. The card processor cooperates with the order tracker to keep the status of the order updated.

- Perform Credit Card Authorization. Contact the card processing vendor and authorize the card. Retrieve the Address Verification System (AVS) code for use in fraud screening.
- Perform Fraud Screening. The system performs a fraud screening analysis based on the following factors: dollar amount of the order, AVS code, whether the billing and shipping address match, and whether the email address given is a free e-mail account.

15 4. Notifier - Sends messages.

The Notifier keeps track of who wants to be notified of what and how they should be notified. The notifier receives notification of various system events and takes the appropriate course of action. The appropriate course of action will depend upon the event and the party to be notified. For example, a merchant that does a high volume of sales and is already integrated with the system may not wish to receive email notification of every order.

5. Ledger - Records and reports on all financial events.

The Ledger is a record of all financial events. The ledger contains interfaces for posting events and interfaces querying and inspecting the ledger. Responsibilities include:

- Post an Order Event. The order event happens when the shopper confirms an order.
- Post a Sale Event. The sale event occurs when a merchant marks the last item in an order shipped.
- Post an Return Merchandise Authorization (RMA) Open Event/Post an RMA Completed Event/Post an RMA Canceled Event

- Post a Journal Entry. This interface will be used to record non-standard events. The posted ledger entries must collectively have an equal number of debits and credits.

6. Order Tracker - Records and reports on order status.

5 This is the repository of order information. The order tracker includes a cashier's interface for creating a new order, a Merchant's interface for keeping the order status updated, and a Customer Service interface for checking on the status of the order and making relevant annotations.

- Query Order Status. This method is used by purchaser to check on the status of a pending order.
- Ship Order. This method is used by a merchant to document the parceling of an order into shipments.

7. Shopping Cart - Holds products that have been selected for purchase.

15 The shopping cart is simply a collection of Inventory Reservation documents that represent the items that have been selected by the shopper. The shopping cart includes methods for adding and removing Inventory Reservations and for inspecting the contents of the cart.

8. Warehouse - Inventory availability information. Product configuration interfaces.

The Warehouse represents a collection of physical items that are in stock.

20 Responsibilities of the Warehouse are listed below:

- Provide Information on Stock Levels of a Particular Item/Order Items Having Low Inventory Levels. This is an advanced capability by which inventory may be dynamically reserved from a merchant, based on the current inventory levels.
- Provide Information on Product Configuration Options. The warehouse will provide a blank Inventory Reservation document that will specify all of the product's configuration options.
- Issue Reservations Against Inventory. A shopper will fill out an Inventory Reservation (which includes all configuration options) and submit it to the warehouse. If the item, as configured, is available, the reservation will be issued. This will serve to reserve the inventory for a fixed period of time.

30 Database Server Tier

Finally, the Database server tier is composed of a single software layer. This layer is responsible for low level manipulation of the data in the one or more databases. This tier may consist of multiple database servers. Using multiple servers is a major advantage for obvious reasons. The system's database chores can be distributed to many different servers. In a preferred embodiment, the database server is Object Design's Objectstore server. Objectstore supports a "warm failover" mode which allows a backup server to take over automatically if the primary should fail. An Microsoft SQL server is also used in the preferred embodiment to maintain financial records although properly configured another DBMS such as Objectstore or a commercially available accounting package could provide capability suitable for financial record keeping.

The foregoing discussion describes the primary actors interacting with a system according to the present invention. After identifying these actors, typical transaction flows through the system are presented.

There are three main parties in the outsourced e-commerce relationship, excluding the end consumer. These parties include Merchants, Hosts, and the e-commerce outsource provider. This folds into two parties where one party plays the dual role of Host and Merchant.

#### Merchants

Merchants are the producers, distributors, or resellers of the goods to be sold through the outsource provider. The primary responsibilities of a Merchant are to:

- Maintain an up-to-date catalog within the system including all products that are available for sale in storefronts served by the outsource provider
- Create approval standards for passively recruited Host applicants based upon website profiles and target audience characteristics
- Fulfill all orders received from the e-commerce outsource provider
- Provide assistance to outsource provider regarding promotional strategies. This can be accomplished by supplying marketing literature and materials, as well as any sales incentives. The Merchant *owns* the marketing literature and materials, and may access and modify these items as necessary.

- Provide service and support to customers generated via the outsource e-commerce provider
- Maintain internal records of orders filled through the outsource provider and process payments from the outsource provider for these orders
- 5 • Inform the e-commerce outsource provider of any backlogs, fulfillment delays, product changes, or other significant situations

#### Hosts

A Host is the operator of a website that engages in Internet commerce by incorporating one or more link to the e-commerce outsource provider into its web  
10 content. The responsibilities of a Host are to:

- Use the outsource provider Host Manager service bureau to select the Merchants and products that will be offered from the Host's website
- Promote transactions through the e-commerce outsource provider hosted by the website
- 15 • Regularly review the Merchant offerings for which they have been approved in order to take advantage of new products and to review sales and promotional strategies made available to them by the Merchant

#### E-commerce Outsource Provider

The role of outsource provider is to:

- 20 • Develop and maintain the outsource provider service bureau – the systems and software which provide the platform for e-commerce support services
- Identify and recruit target Host websites and monitor/manage these relationships
- Create customer-transparent Host processing “pages” on a secure server to receive order and payment information
- 25 • Create, maintain, and update the "look & feel capture" process through which consumers are able to shop in a Merchant-controlled storefront within the design and navigational context of the Host website, preserving the ownership of the visit experience by the Host
- Authorize credit card transactions (in most cases)
- 30 • Process credit card payments for orders received (in most cases)

- Pay periodic commissions to Hosts for orders shipped during a prior period
- Transmit orders to Merchants
- Pay Merchants for orders filled
- Manage the commission structure for Merchant-Host relationships to maximize sales and revenues
- Screen and approve Host applications
- Support and monitor the merchandise return/refund process and other customer service functions

This following describes the order entry and settlement process from the initial promotion on a Host website all the way through to fulfillment, payment processing, commission payment, and Merchant payment.

#### Order Placement, Fulfillment, and Settlement Overview

The overall transaction process is very straightforward. The following is a list of the steps involved in receiving and processing an order request.

- a) A customer visits a Host website and, through contextually relevant content, becomes interested in a product offered.
- b) The customer selects the item(s) that she wishes to purchase by clicking a product image, banner-style link, or text link, or other offer format taking her to a dynamically generated web pages which retain the look and feel of the referring Host and are served by the e-commerce outsource provider.
- c) The customer browses through the products offered, indicating which items are to be purchased and in what quantities via forms on-screen. Selected items appear within the shopping cart at the top of the shopping interface. The user remains on the product screen without ever being involuntarily removed to a detailed shopping cart-only screen, representing a significant enhancement over most shopping cart technology in place today. When all desired products are selected, the customer initiates the checkout procedure, never leaving the Host website.
- d) The secure checkout interface appears, still consistent in look and feel with the Host's referring website. The customer completes the order form, provides all billing and shipping information required, confirms the items selected for purchase, and remits credit card information for payment processing.

- e) Assuming the payment method is authorized, the customer is returned to another section of the Host's website, possibly just returning to the page in which the offer was placed, as determined by the Host.
- f) The e-commerce outsource provider passes the order to the Merchant in real time.  
5 The credit card may be charged at this point or upon confirmation of shipment.
- g) The Merchant receives and logs the order.
- h) The Merchant then assembles and ships the order to the customer, keeping the outsource provider apprised of the order status.
- i) Periodically, the outsource provider will remit payment to the Merchant for that  
10 period's filled orders.
- j) Periodically, the outsource provider will remit payment to Hosts for all commissions earned in the prior period.

#### Host Process Flow

The process flow for a prospect to become a Host and be fully able to  
15 endorse/promote/offer Merchant products is as follows:

- a) Hosts are recruited from three sources: direct recruiting, in which the Host prospect is identified by and approached by an e-commerce outsource provider representative; passive recruiting, in which the Host has been referred to the outsource provider by other Hosts, relevant meta-sites (sites that contain lists of and  
20 links to other sites/services), or other sources; and Host Agent recruits, in which a specialized third party Agent identifies and approaches Host prospects. In many cases, the use of online signup forms and brochures may be a factor in recruitment.
- b) Prospect completes the Host application form (except where preapproved), providing information about the type of website(s) operated by the Host, some  
25 traffic statistics about these websites and general visitor demographics, and complete contact information. The prospect also selects an outsource provider system user ID and password which will later be used to access the system, retrieve important Hosting information and programming, and modify the custom materials in the outsource provider transaction processing engine.
- 30 c) The application is received and the information therein is reviewed, and the application is either approved or rejected (unless this is a preapproved Host). If

approved, the Host's ID and password are activated, and an automated message is sent to the new Host informing them of their approval. This message will also contain instructions for accessing the e-commerce outsource provider system, setting up their links to the outsource provider, and inserting outsource provider data into their website(s). Preapproved Hosts will be immediately able to access this system upon submission of their application.

- 5
- d) Host accesses e-commerce outsource provider system to begin the step-by-step setup process. The Host first identifies a page from their own website which will provide the look and feel to be replicated. Following this, the Host configures product selections for each of its approved Merchants and downloads product images, text, and CGI/HTML code for their own website. Host then completes changes to website and activates new content. Hosts are free to promote their use of the outsource provider as they feel is suitable to the product at any time and with any frequency, subject to reasonable limitations.
- 10
- e) Hosts will be able to access real-time reports about transaction volume including number of users, average purchase amount per user, number of purchases on specified days or within specified date ranges. Hosts can create customized reports to determine conversion rates, top selling products, commissions earned, paid, and due, and other pertinent information. This information can be leveraged by the e-commerce outsource provider and the Host to improve the efficacy of targeted marketing efforts on the Host's website.
- 15
- 20

#### Internal System Transaction Flow

The e-commerce outsource provider system acts as a clearinghouse for all orders. The system maintains a real-time interface with a credit card authorization and processing service and a robust database engine which is able to process transactions, record all transaction activities, generate reports used for commission payments and auditing of Merchant invoices, and track order status. The transaction flow for the outsource provider service bureau is directly related to the structure of the underlying database.

- 30 This flow can be described as follows:



- a) Customer, visiting Host, activates link to commerce object within context of Host's website. This activation is typically accomplished by clicking on a hyperlink of some kind within a webpage of the Host's website.
- b) The e-commerce outsource provider launches new storefront featuring specific products or product category for Merchant, as determined by Host, with the look and feel of the Host's site. The user is not made aware of the fact that this shopping experience is taking place on an outsourced server.
- c) As customer browses through featured items in the Merchant's catalog, the outsource provider serves additional pages while maintaining the look and feel of the Host. The system maintains a dynamic record of customers activities including products reviewed, items selected for purchase (placed into shopping cart), and time spent shopping. The e-commerce outsource provider uses a highly reliable and accurate tracking technology throughout the shopping experience.
- d) Upon checkout, the system processes customer billing, shipping, and order information via secure (encrypted) data transmission (unless the consumer opts for non-encrypted transmission). This process includes an order confirmation process and a process by which a non-approved credit card transaction may be corrected and resubmitted.
- e) Upon approval, the outsource provider performs several simultaneous functions:
- Thank you screen is displayed to customer
  - Customer is prompted to "continue" browsing Host's website.
  - E-mail confirmation is sent to customer detailing order information, fulfillment process, customer service terms and procedures, and other relevant information.
  - Order is transmitted to the Merchant electronically, via e-mail or direct link to order entry system.
  - Order is logged into transaction database and logged by system in conjunction with Host referral information.
  - Host is notified that a sale has been made and commission dollars have been earned.
- The second part of the e-commerce outsource provider service bureau transaction process pertains to reconciliation and settlement with the Merchants.

- a) Orders are transmitted to each Merchant as received and are logged into the system for future reference and reporting.
- b) Periodically, the outsource provider will pay each Merchant for orders processed during the prior period. Payment will be driven by shipped orders as recorded within the system. Merchants can view their accumulated sales within the system at any time during the period, and historical information will be available as well.

The final part of the e-commerce outsource provider Service Bureau transaction process pertains to the payment of commissions to Hosts.

- c) Periodically, the e-commerce outsource provider will calculate the accumulated commissions due to each Host from the prior period's results. Hosts will be able to review their earnings on a real-time basis at any point during a period.
- d) The outsource provider will then pay each Host the appropriate commission amount via electronic payment or check along with a copy of the transactions and total report for the period being settled.

#### 15 Merchant Transaction Flow

Each Merchant will be required to fulfill every order received through the e-commerce outsource provider within a designated time frame. Merchants must also be able to track certain information regularly and accurately. Merchants will be monitored to ensure timely fulfillment in order to provide the best quality customer service.

20 The steps of the Merchants transaction flow after they have been established within the system are as follows:

- a) The designated recipient of orders within the Merchant organization will check for new orders at least on a daily basis, if not more frequently. Orders are received by the Merchant via e-mail or other electronic notification, including automated direct input to legacy order management systems owned or operated by the Merchant. These orders include all pertinent customer data required for fulfillment of each order. Merchants may also view all orders online, sorted by date, status (new/viewed), or other criteria, and download orders in bulk form directly from the outsource provider.
- b) After receiving the order, the Merchant will ship the order to the Customer within a reasonable time period for the type of merchandise ordered. Merchant will have the

ability to modify the shipping status of the orders within the system. Merchants are obligated to provide timely shipping of their products. If any item ordered is out of stock or discontinued, the Merchant must update their catalog on the e-commerce outsource provider immediately and notify any affected customers immediately via e-mail or regular mail. Orders should be processed according to whatever internal process flow has been established by the Merchant.

- 5
- c) Upon receipt of payment for the prior month's orders, the Merchant is responsible for reconciling the amount remitted with their own fulfillment records. Any disputes should be addressed by accessing the Merchant interface and querying/updating records.
- 10

The embodiments described above are given as illustrative examples only. It will be readily appreciated that many deviations may be made from the specific embodiment disclosed in this specification without departing from the invention. Accordingly, the scope of the invention is to be determined by the claims below rather than being limited to the specifically described embodiment above.

15

1. A process of creating and displaying Internet web pages comprising:
  - (a) computer storing indicia describing the appearance of a set of one or more visually perceptible elements, which elements are displayed, along with primary content, on web browsers accessing a first web page, and which set of elements suggest a source of the first web page; and
  - (b) using the computer-stored indicia to cause the display of a second web page on web browsers of computer users who indicate interest in a buying opportunity by following a selectable navigation link from the first web page leading to the second web page;
  - (c) wherein said second web page contains the set of visually perceptible elements along with content describing at least one commerce object;
  - (d) wherein the second web page apart from the commerce objects has a distinctive overall appearance corresponding to a distinctive overall appearance of the first web page apart from its primary content;
  - (e) wherein a first owner controls the primary content of the first web page and a second owner controls the content of the second web page and the information displayed on the second web page about the commerce object;
  - (f) wherein said at least one commerce object pertains to an opportunity to purchase an offering of a merchant, which is neither the first nor the second owner; and
  - (g) wherein the first and second owners have contracted with each other to share revenue generated as a result of computer users purchasing from the merchant as a result of visiting the second web page.

2. The process of claim 1 wherein computer storing indicia comprises computer storing indicia describing the appearance of a set of elements that suggests a source of the first web page by being consistent across a set of web pages, including the first web page, which set constitutes some or all of a website of the first owner.

3. The process of claim 1 wherein computer-storing indicia comprises storing HTML code and images.

4. The process of claim 1 wherein the set of visually perceptible elements derived from the indicia comprises the appearance of the top and left side of the first web page.

5. The process of claim 1 wherein the set of visually perceptible elements derived from the indicia comprises the appearance of the header and footer of the first web page.

6. The process of claim 1 wherein the set of visually perceptible elements includes a set of navigational links, used on the first web page, each of which links, when activated, causes a browser to display a select page of a website of the first owner.

7. The process of claim 1 wherein the set of visually perceptible elements includes a logo identifying the first owner.

8. The process of claim 1 wherein the set of visually perceptible elements includes all of the following:

- (a) a logo identifying the first owner;
- (b) a color scheme used on the first web page;
- (c) a page layout used on the first web page; and
- (d) a set of navigational links, used on the first web page, each of which links, when activated causes a browser to display a select page of a website of the first owner.

9. The process of claim 1 wherein causing the display of the second web page comprises causing the display of the second web page on browsers of computer users who click the link.

10. The process of claim 9 wherein causing the display of the second web page comprises causing said display without any action by the computer user other than clicking the link.

11. The process of claim 1 wherein the commerce object is a catalog having a multitude of merchant offerings and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.

12. The process of claim 1 wherein the commerce object is a set of product categories and wherein the second web page further comprises a display accepting input of search parameters that can be used to search for products within the product categories.

13. The process of claim 1 wherein the second web page apart from the commerce objects has a distinctive overall appearance essentially matching the distinctive overall appearance of the first web page apart from its primary content.

14. The process of claim 1 wherein the merchant offerings is a type of goods.

15. The process of claim 1 wherein having a contract providing for sharing of revenue comprises having a contract that provides for the second owner to pay a commission to the first owner on account of purchases of merchant offerings on the second web page by computer users who followed the link from the first web page to the second web page.

16. The process of claim 1 further comprising directing computer users' web browsers to one or more third web pages providing a checkout procedure that includes collection of payment information, in response to the computer users' selection of the commerce object, indicating a desire to purchase the merchant's offering to which the commerce object on the second web page pertains.

17. The process of claim 16 wherein the one or more third web pages, apart from information displayed about the checkout procedure, have an overall appearance corresponding to an overall appearance of the first web page apart from its primary content.

18. The process of claim 1 further comprising forwarding to the merchant order information relating to computer users who select the commerce object on the second web page, indicating a desire to purchase the merchant's offering to which the commerce object pertains.

19. The process of claim 1 wherein:

(a) computer storing indicia comprises computer storing HTML code and images describing the appearance of a set of elements that suggests a source

of the first web page by being consistent across a set of web pages, including the first web page, which set constitutes some or all of a website of the first owner;

(b) causing the display of the second web page comprises causing the display of the second web page on browsers of computer users who click the link;

(c) the second web page apart from the commerce objects has a distinctive overall appearance essentially matching the distinctive overall appearance of the first web page apart from its primary content;

(d) the commerce object is a catalog having a multitude of merchant offerings;

(e) the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog; and

(f) having a contract providing for sharing of revenue comprises having a contract that provides for the second owner to pay the first owner on account of purchases of merchant offerings on the second web page by computer users who followed the link from the first web page to the second web page.

20. The process of claim 19 wherein the commerce object is a set of product categories and wherein the second web page further comprises a display accepting input of search parameters that can be used to search for products within the product categories.

21. The process of claim 1 wherein using the computer-stored indicia to cause the display of a second web page comprises displaying on the second web page information about a plurality of commerce objects.

22. The process of claim 21 wherein the contract between the first and second owners requires the second owner to maintain a commerce object database containing information about a multitude of commerce objects and to provide information from that database for display on the second web page.

23. The process of claim 22 wherein the second owner further has contracts with a plurality of merchants to include in the commerce object database data

concerning the merchant's offerings for sale to computer users viewing the second web site.

24. The process of claim 23 further comprising, in response to an indication received from the browser of a computer user displaying the second web page of a desire to purchase a merchant offering identified in the information about the commerce object displayed on the second web page, and pursuant to the contract between the first and second owner and the contracts between the second owner and the merchants, capturing billing information from the browser and arranging for that computer user to be charged for the identified offering.

25. The process of claim 24 wherein arranging for a computer user to be charged comprises arranging to divide revenue from the charge among the merchant, the first owner, and the second owner, pursuant to the contract between the first and second owners and the contracts between the second owner and the merchants.

26. The process of claim 25 wherein using the computer-stored indicia to cause the display of a second web page comprises serving the second web page from a server controlled by the second owner.

27. The process of claim 25 wherein the indicia describing the appearance of a set of one or more visually distinctive elements found on a first web page are stored in an indicia database.

28. The process of claim 27 wherein both the commerce object database and the indicia database are maintained by the second owner and stored on the same computer system.

29. The process of claim 27 wherein the commerce object is a set of product categories and wherein the second web page further comprises a display accepting input of search parameters that can be used to search for products within the product categories.

30. The process of claim 29 wherein both the commerce object database and the indicia database are maintained by the second owner and stored on the same computer system.



31. The process of claim 30 wherein using the computer-stored indicia to cause the display of a second web page comprises serving the second web page from a server controlled by the second owner.

32. A method of offering supplemental commercial opportunities to a web page owner comprising:

(a) maintaining a computer database of information about a multitude of commerce objects;

(b) contracting with a owner that controls a first web page to display on the first web page, along with other content on that page, a user-selectable navigation link leading to a second web page; and

(c) under contract with that owner, causing the second web page to be displayed on web browsers of computer users who activate the selectable navigation link on the first web page;

(d) wherein the commerce objects pertain to an opportunity to purchase an offering of a third-party merchant; and

(e) wherein causing the second web page to be displayed comprises causing to be displayed on the second web page (i) a set of one or more visually perceptible elements also displayed on the first web page that suggest a source of the first web page, along with (ii) information from the computer database about at least one of the multitude of commerce objects, with the consequence that the second web page apart from the displayed information about the commerce objects has a distinctive overall appearance corresponding to a distinctive overall appearance of the first web page;

whereby the method reduces the likelihood that viewers of the first web page will not resume viewing either the first web page or pages that are part of a web site containing the first web page after viewing the information available through the second web page.

33. The method of claim 32 wherein the set of visually perceptible elements comprises the appearance of the top and left side of the first web page.

34. The method of claim 32 wherein the set of visually perceptible elements comprises the appearance of the header and footer of the first web page.

35. The method of claim 32 wherein the set of visually perceptible elements includes a set of navigational links, used on the first web page, each of which links, when activated, causes a browser to display a select page of a website of the controlling owner.

36. The method of claim 32 wherein the set of visually perceptible elements includes a logo identifying the controlling owner.

37. The method of claim 32 wherein computer storing indicia comprises computer storing indicia describing the appearance of a set of elements that suggests a source of the first web page by being consistent across a set of web pages, including the first web page, which set constitutes some or all of a website of the controlling owner.

38. The method of claim 32 wherein the commerce object is a set of product categories and wherein causing the second web page to be displayed further comprises causing to be displayed on the second web page an input field accepting search parameters that can be used to search for products within the product categories.

39. The method of claim 32 wherein causing the second web page to be displayed further comprises displaying on the second web page information about a plurality of commerce objects.

40. The method of claim 39 further comprising contracting with a plurality of merchants having offerings for sale to include, in the computer database of information about the commerce objects, information concerning the merchants' offerings.

41. The method of claim 40 further comprising, in response to an indication received from the browser of a computer user displaying the second web page of a desire to purchase an offering identified in the information about the commerce object displayed on the second web page, and under contracts with the controlling owner and the merchants, capturing billing information from the browser and arranging for that computer user to be charged for the identified offering.

42. The method of claim 41 wherein arranging for a computer user to be charged comprises arranging to provide shares of revenue from the charge to each of (a) the merchant providing the identified offering, and (b) the controlling owner.

43. The method of claim 42 wherein causing the second web page to be displayed comprises controlling a server to cause it to serve the second web page.

44. The method of claim 42 further comprising the preliminary act of storing indicia describing the appearance of the set of one or more visually distinctive elements in a indicia database, and wherein causing to be displayed on the second web page the set of one or more visually perceptible elements comprises loading the indicia from the indicia database and displaying the second web page in accordance with the indicia.

45. The method of claim 44 further comprising storing both the computer database of information about the commerce objects and the indicia database on the same computer system.

46. The method of claim 44 wherein the commerce object is a set of product categories and wherein causing the second web page to be displayed further comprises causing to be displayed on the second web page an input field accepting search parameters that can be used to search for products within the product categories.

47. The method of claim 46 further comprising storing both the computer database of information about the commerce objects and the indicia database on the same computer system.

48. The method of claim 47 wherein causing the second web page to be displayed comprises controlling a server to cause it to serve the second web page.

49. The method of claim 32 wherein the commerce object is a catalog having a multitude of merchant offerings and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.

50. The method of claim 32 further comprising directing computer users' web browsers to one or more third web pages providing a checkout procedure that includes collection of payment information, in response to the computer users' selection of the commerce object, indicating a desire to purchase the merchant's offering to which the commerce object on the second web page pertains.

51. The method of claim 50 wherein the one or more third web pages, apart from information displayed about the checkout procedure, have an overall appearance

corresponding to an overall appearance of the first web page apart from its primary content.

52. The method of claim 32 further comprising forwarding to the merchant order information relating to computer users who select the commerce object on the second web page, indicating a desire to purchase the merchant's offering to which the commerce object pertains.

53. The method of claim 32 wherein contracting to display a second web page comprises having a contract providing for sharing of revenue with the owner of the first web page on account of purchases of merchant offerings on the second web page by computer users who followed the link from the first web page to the second web page.

54. The method of claim 32 wherein:

(a) contracting to display the second web site comprises agreeing to computer store HTML code and images describing the appearance of a set of elements that suggests a source of the first web page by being consistent across a set of web pages, including the first web page, which set constitutes some or all of a website of the owner;

(b) the second web page apart from the commerce objects has a distinctive overall appearance essentially matching the distinctive overall appearance of the first web page apart from said other content;

(c) the commerce object is a catalog having a multitude of merchant offerings;

(d) the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog; and

(e) contracting to display a second web page comprises having a contract providing for sharing of revenue with the controlling owner on account of purchases of merchant offerings on the second web page by computer users who followed the link from the first web page to the second web page.

55. A method of generating additional revenue from a web page through supplemental commercial opportunities offered off-site comprising:

- (a) causing to be displayed on a first web page, along with other content of that page, a user-selectable navigation link to a second web page; and
- (b) contracting with a owner that maintains a computer database of information about a multitude of commerce objects to cause the second web page to be displayed on web browsers of computer users who activate the selectable navigation link on the first web page, which second web page is programmed to display:

- (i) a set of one or more visually perceptible elements also displayed on the first web page that suggest a source of the first web page, and

- (ii) information from the computer database about at least one of the multitude of commerce objects, which displayed commerce objects provide the computer user whose browser is displaying the second web page an opportunity to purchase an offering of a third-party merchant; with the consequence that the second web page apart from the displayed information about the commerce objects has a distinctive overall appearance corresponding to a distinctive overall appearance of the first web page;

whereby the method reduces the likelihood that viewers of the first web page will not resume viewing either the first web page or pages that are part of a web site containing the first web page as a result of viewing the supplemental information on the second web page.

56. The method of claim 55 wherein the set of visually perceptible elements comprises the appearance of the top and left side of the first web page.

57. The method of claim 55 wherein the set of visually perceptible elements comprises the appearance of the header and footer of the first web page.

58. The method of claim 55 further comprising maintaining a multi-page website including the first web page, wherein the first web page includes a set of navigational links to other pages of the multi-page website, and wherein the set of

visually perceptible elements includes the set of navigational links, each of which links, when activated from the second web page, causes a browser to display respective linked pages of the multi-page website.

59. The method of claim 58 wherein the set of visually perceptible elements includes an identifying logo.

60. The method of claim 59 wherein the set of visually perceptible elements further includes a color scheme and page layout used on the first web page.

61. The method of claim 55 wherein the commerce object is a set of product categories and wherein contracting to cause the second web page to be displayed further comprises contracting to cause to be displayed on the second web page an input field accepting search parameters that can be used to search for products within the product categories.

62. The method of claim 61 wherein contracting to cause the second web page to be displayed further comprises contracting to cause to be displayed on the second web page information about a plurality of commerce objects.

63. The method of claim 62 wherein the owner maintaining the database has contracts with a plurality of merchants to include, in the computer database containing information about the commerce objects, information concerning the commerce objects related to said merchants' offerings.

64. The method of claim 63 wherein contracting to cause the second web page to be displayed further comprises agreeing to a term under which the owner maintaining the database, in response to an indication received from the browser of a computer user displaying the second web page of a desire to purchase a offering identified in the information about the commerce object displayed on the second web page, will arrange to capture billing information from the browser and cause that computer user to be charged for the identified offering.

65. The method of claim 64 wherein contracting to cause the second web page to be displayed comprises agreeing to receive a portion of the revenue received from the charge to the computer user.

66. The method of claim 65 wherein contracting with a owner maintaining the database to cause the second web page to be displayed on web browsers of computer users who activate the selectable navigation link on the first web page comprises contracting to have the owner maintaining the database serve the second web page.

67. The method of claim 66 wherein the commerce object is a set of product categories and wherein contracting to cause the second web page to be displayed further comprises contracting to cause to be displayed on the second web page an input field accepting search parameters that can be used to search for products within the product categories.

68. The method of claim 55 wherein the commerce object is a catalog having a multitude of merchant offerings and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.

69. The method of claim 68 wherein contracting with the owner maintaining the database comprises arranging to receive from the owner a share of revenue from purchases of merchant offerings on the second web page by computer users who followed the link from the first web page to the second web page.

70. The method of claim 69 wherein contracting with the owner maintaining the database further comprises arranging with the owner (a) to direct computer users' web browsers to one or more third web pages providing a checkout procedure that includes collection of payment information, in response to the computer users' selection of the commerce object, indicating a desire to purchase the merchant's offering to which the commerce object on the second web page pertains, wherein the one or more third web pages, apart from information displayed about the checkout procedure, have an overall appearance corresponding to an overall appearance of the first web page, and (b) to forward to the merchant order information relating to computer users who select the commerce object on the second web page, indicating a desire to purchase the merchant's offering to which the commerce object pertains.

## ABSTRACT

An e-commerce outsourcing system and method provides hosts with transparent, context-sensitive e-commerce supported pages. The look and feel of a target host is captured for future use. The host is provided with one or more links for inclusion within a page on the host website that correlates with a selected commerce object, which may be contextually related to material in the page. The commerce object can be a product, a product category, or a dynamic selection indicator. Upon activation of the provided link, a visitor computer is served with a page with the look and feel of the host website and with content based upon the associated commerce object. Where the commerce object is a dynamic selection indicator, the content is selected at the time of activation based upon an analysis of the page containing the activated link.



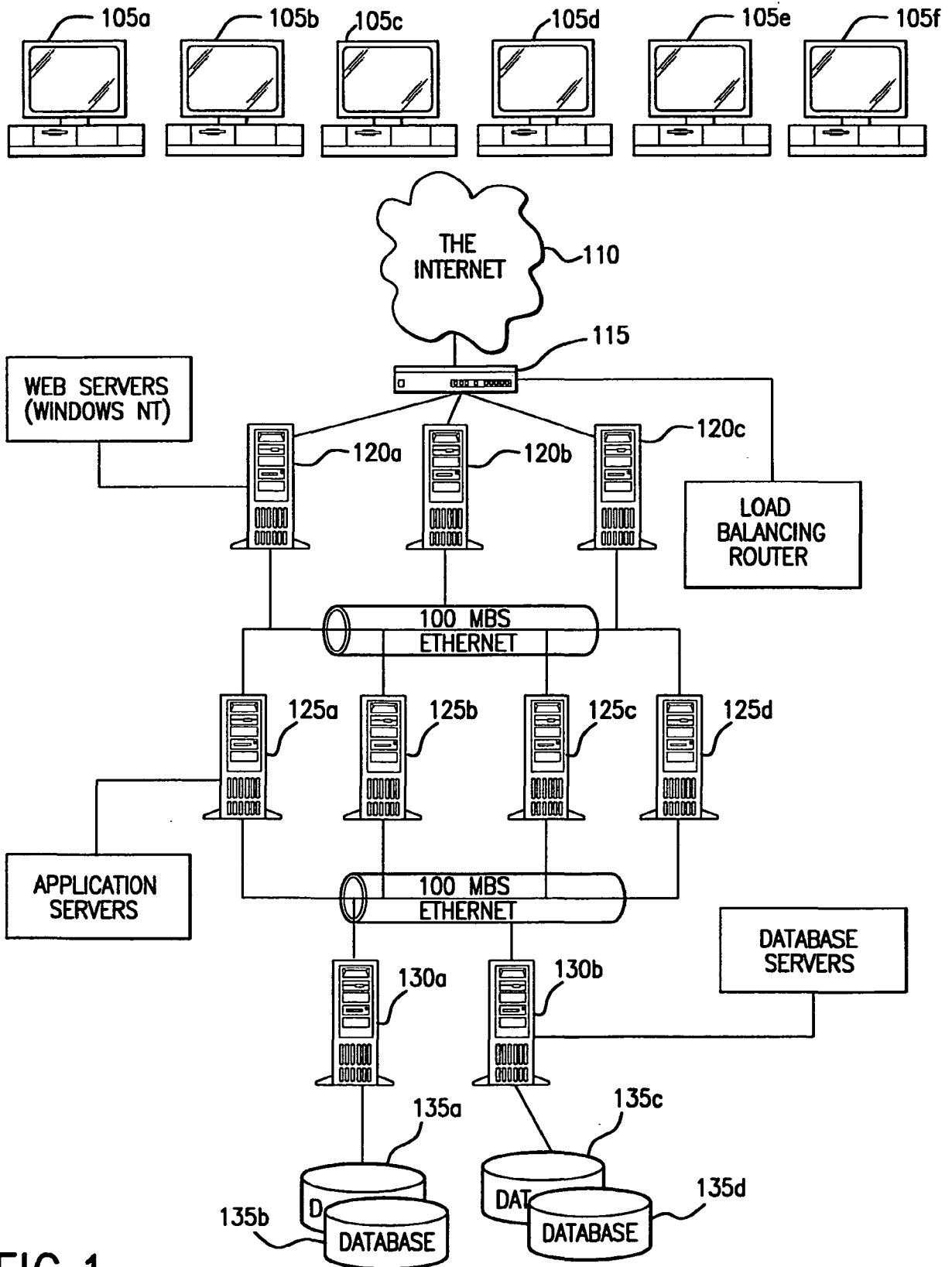


FIG. 1

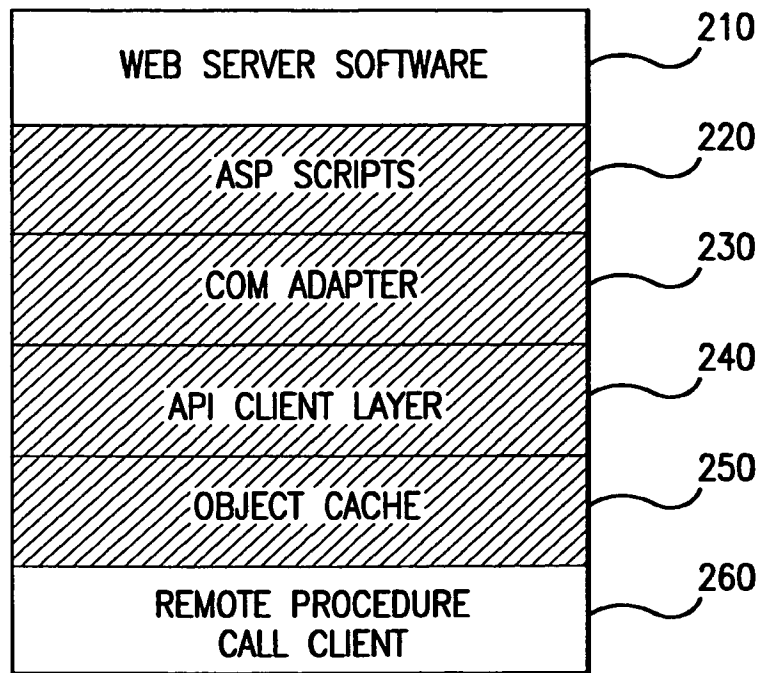


FIG.2

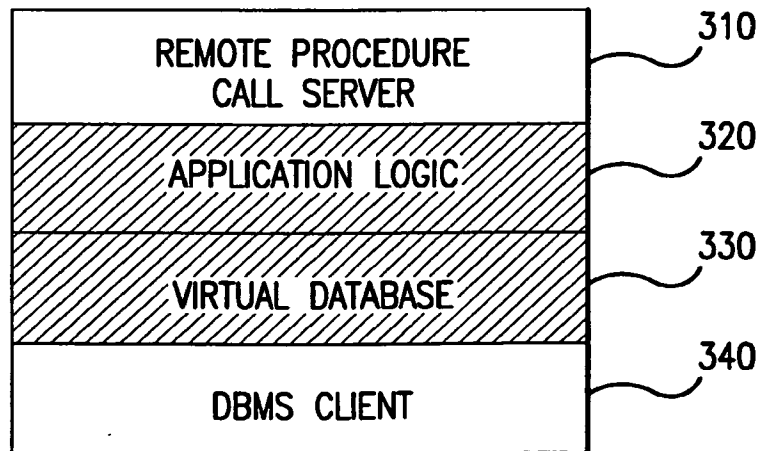


FIG.3

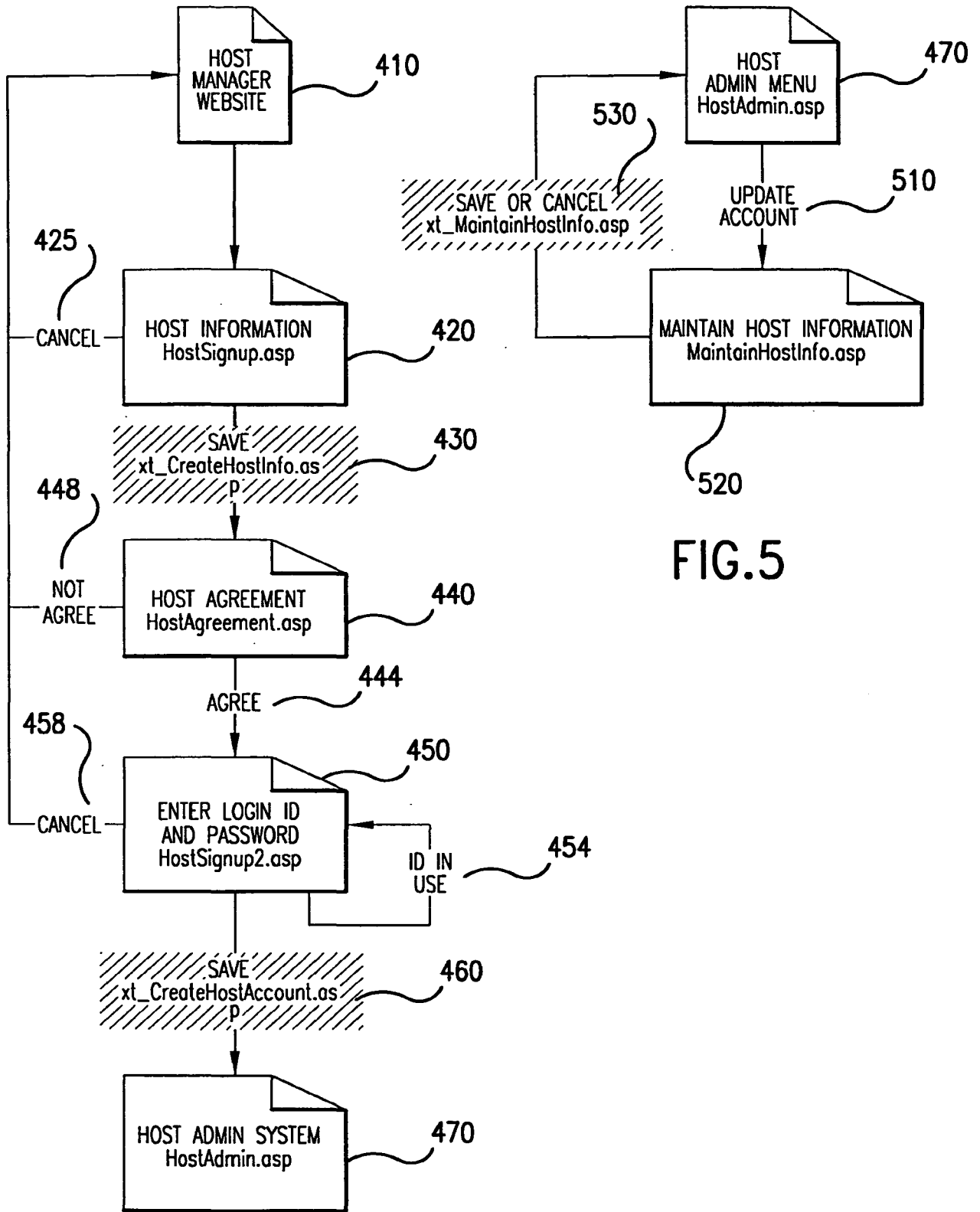


FIG.5

FIG.4

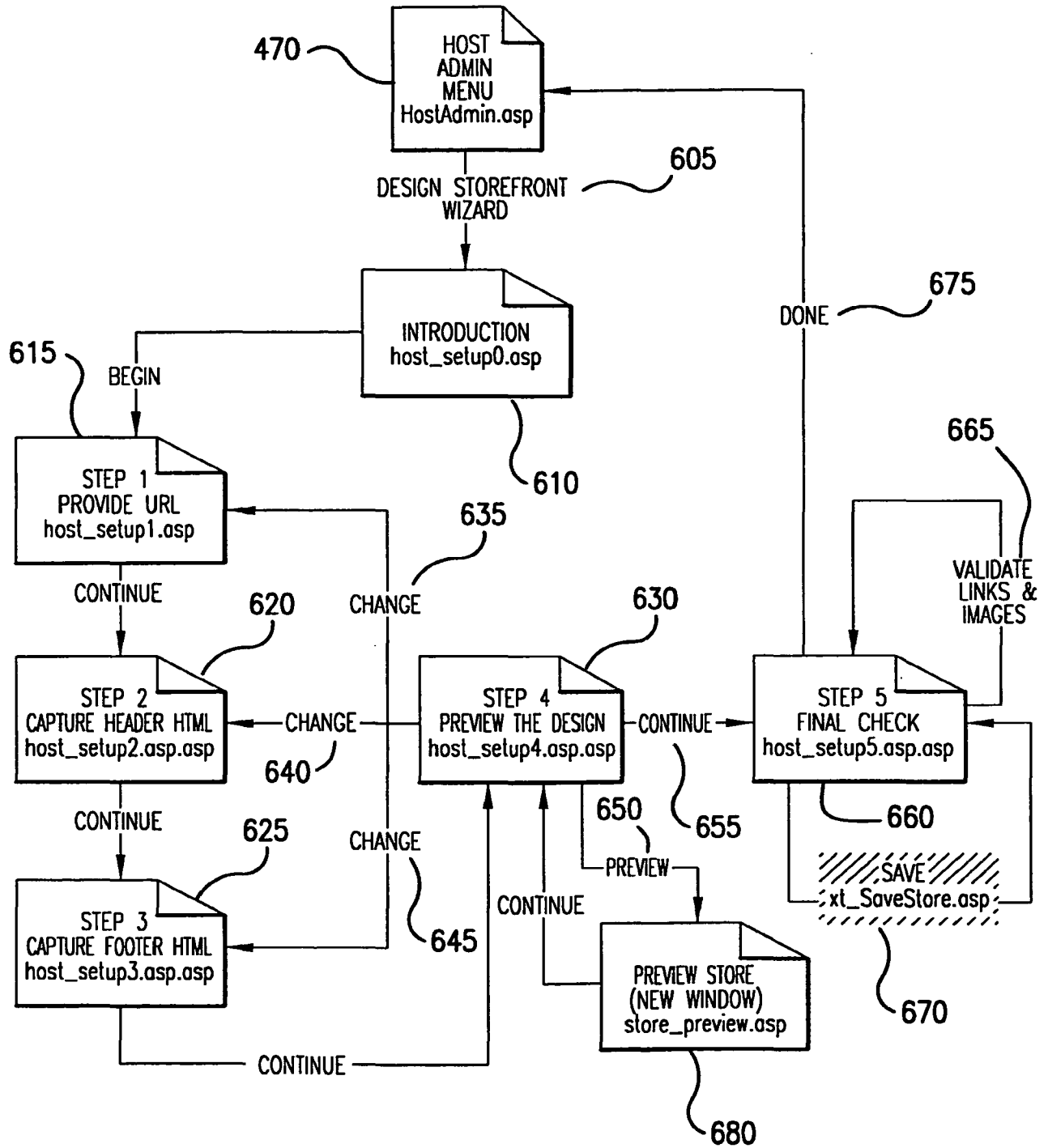


FIG. 6

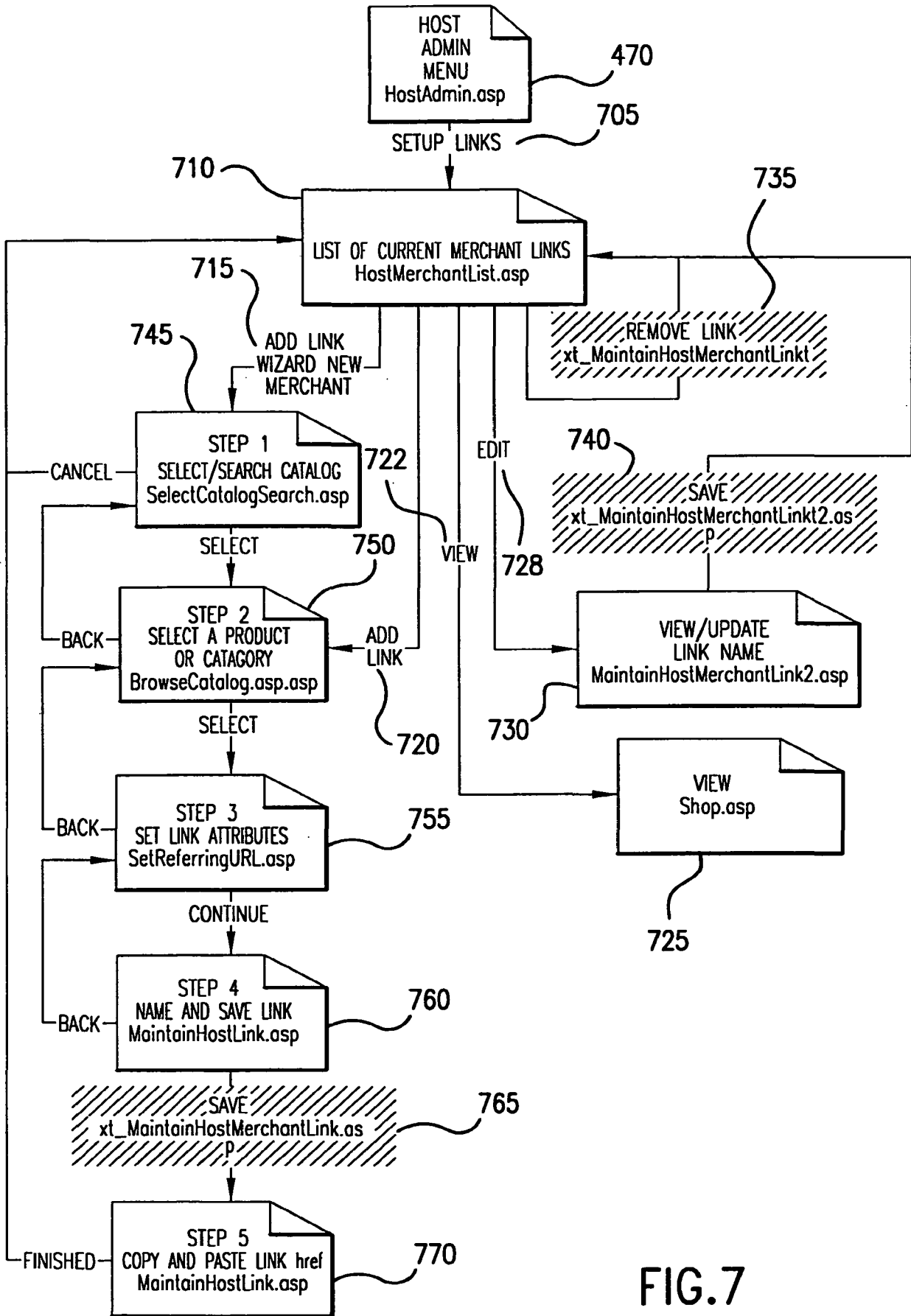


FIG.7

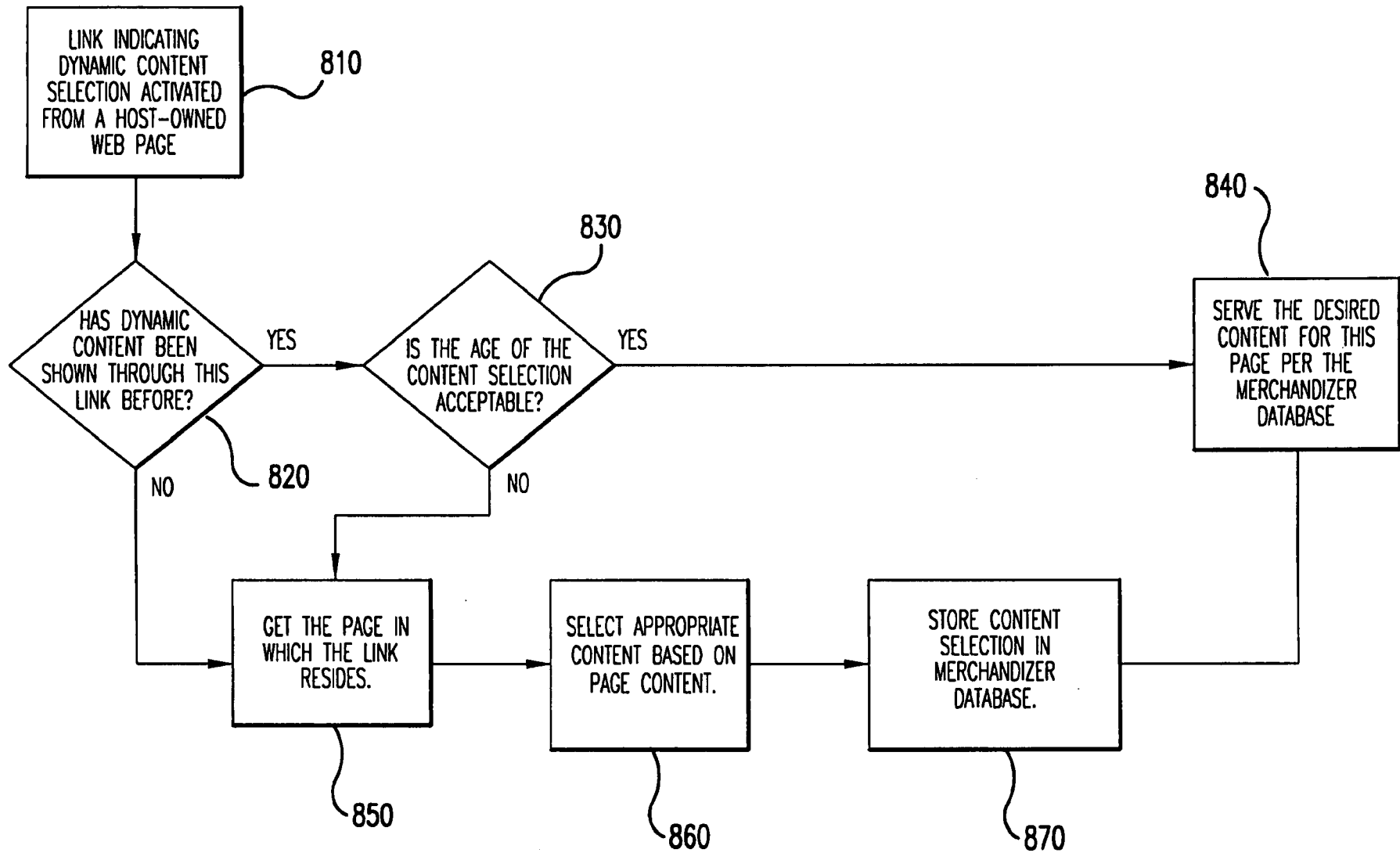
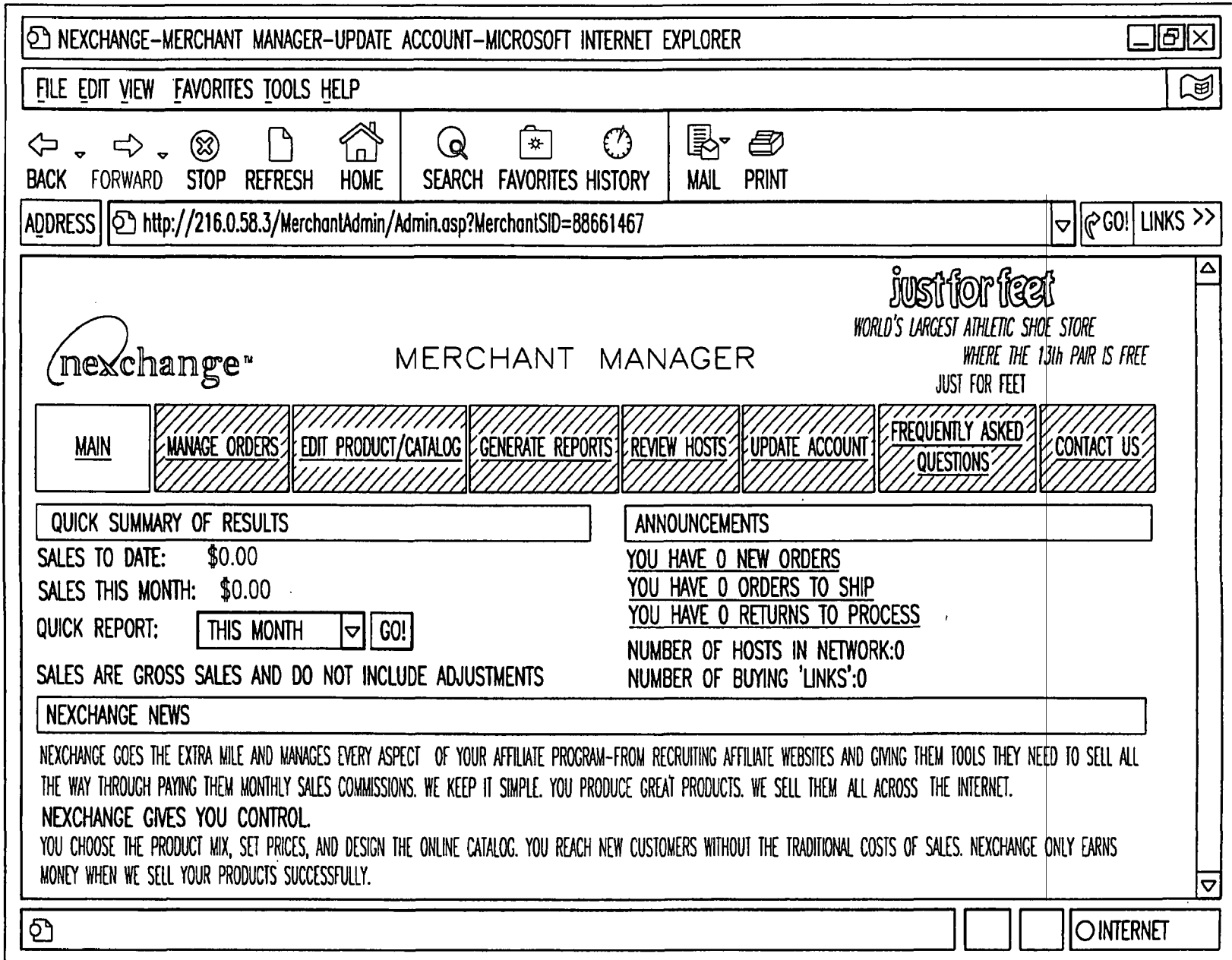
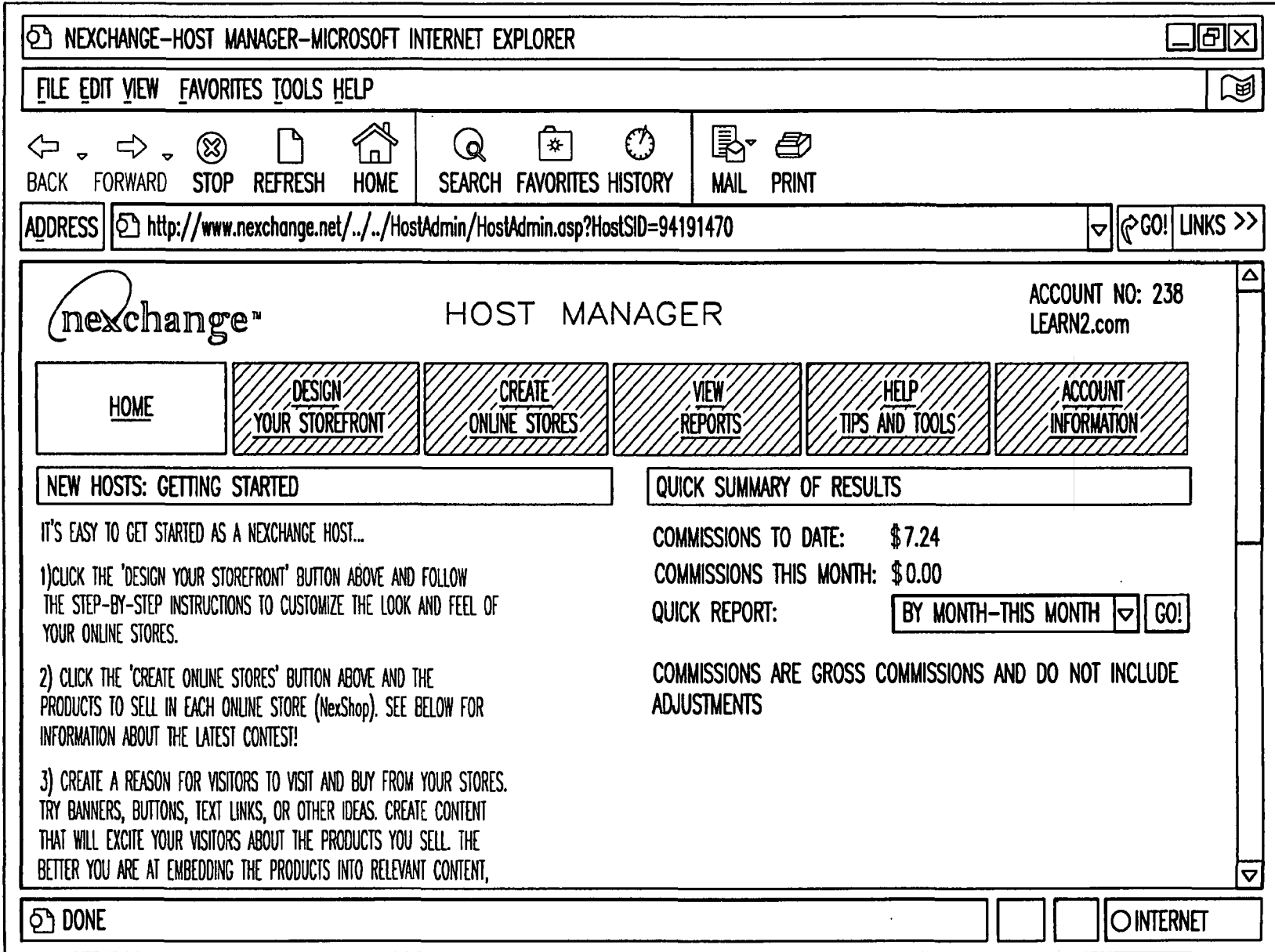


FIG.8



7/24

FIG.9



8/24

FIG.10



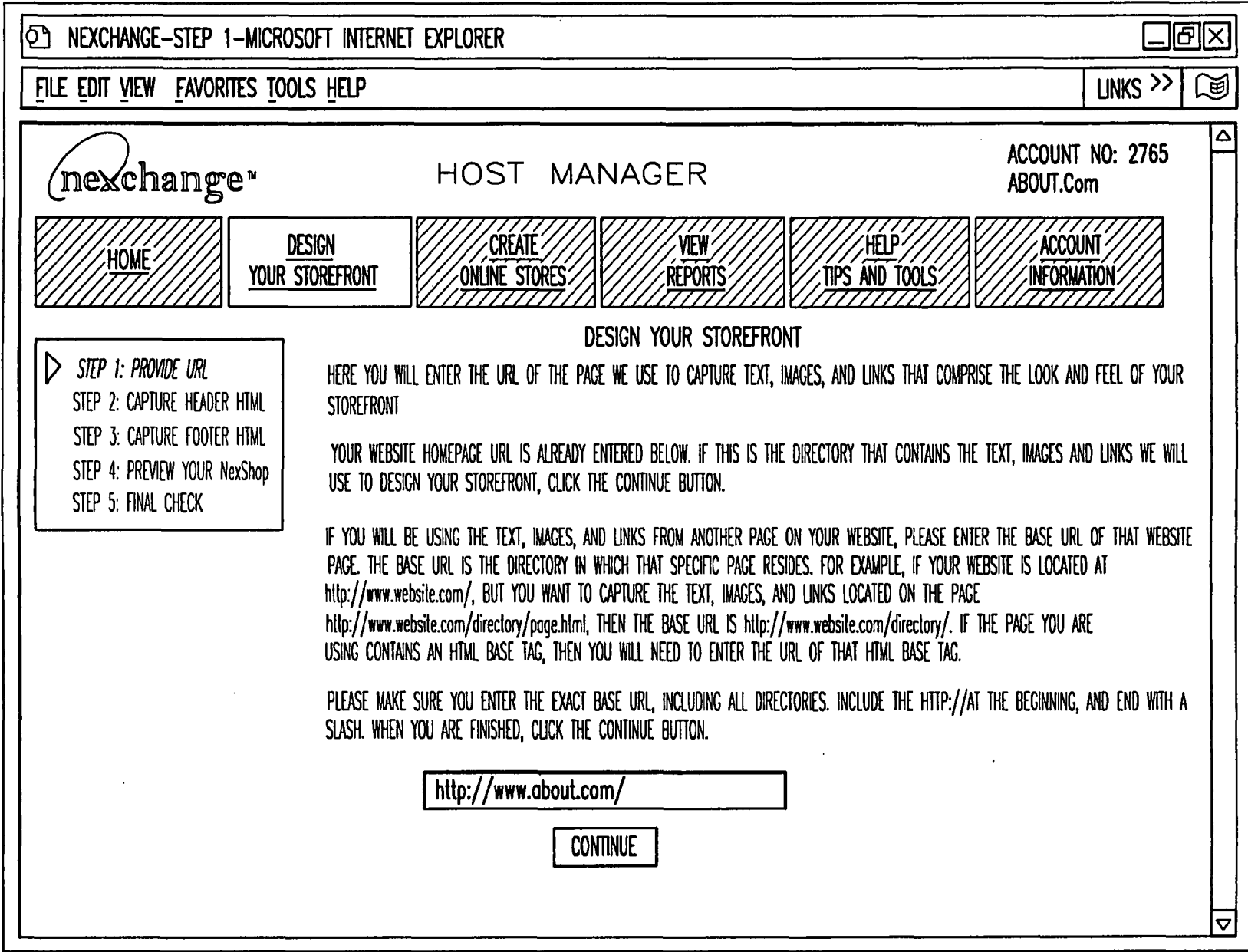


FIG.11

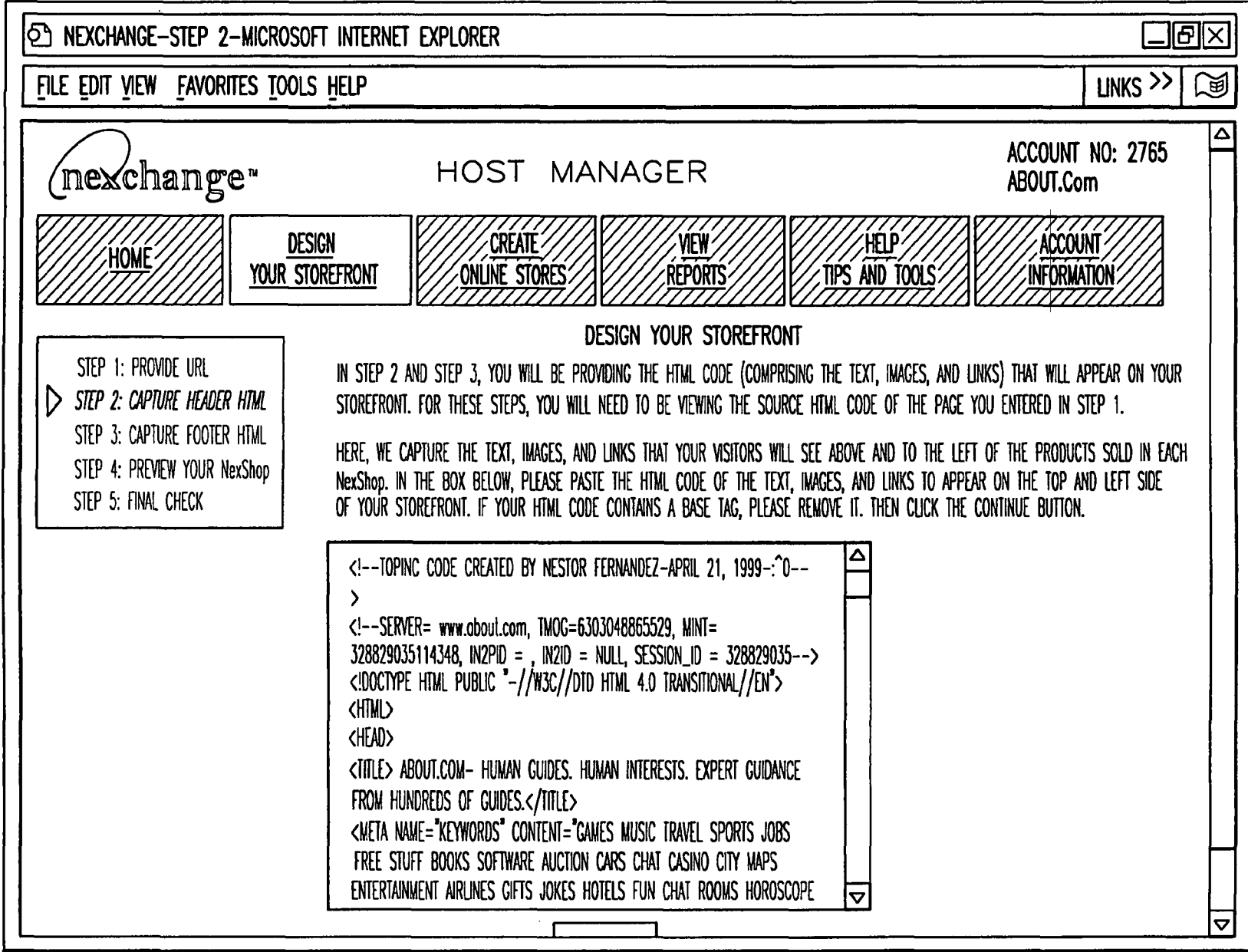


FIG.12

10/24

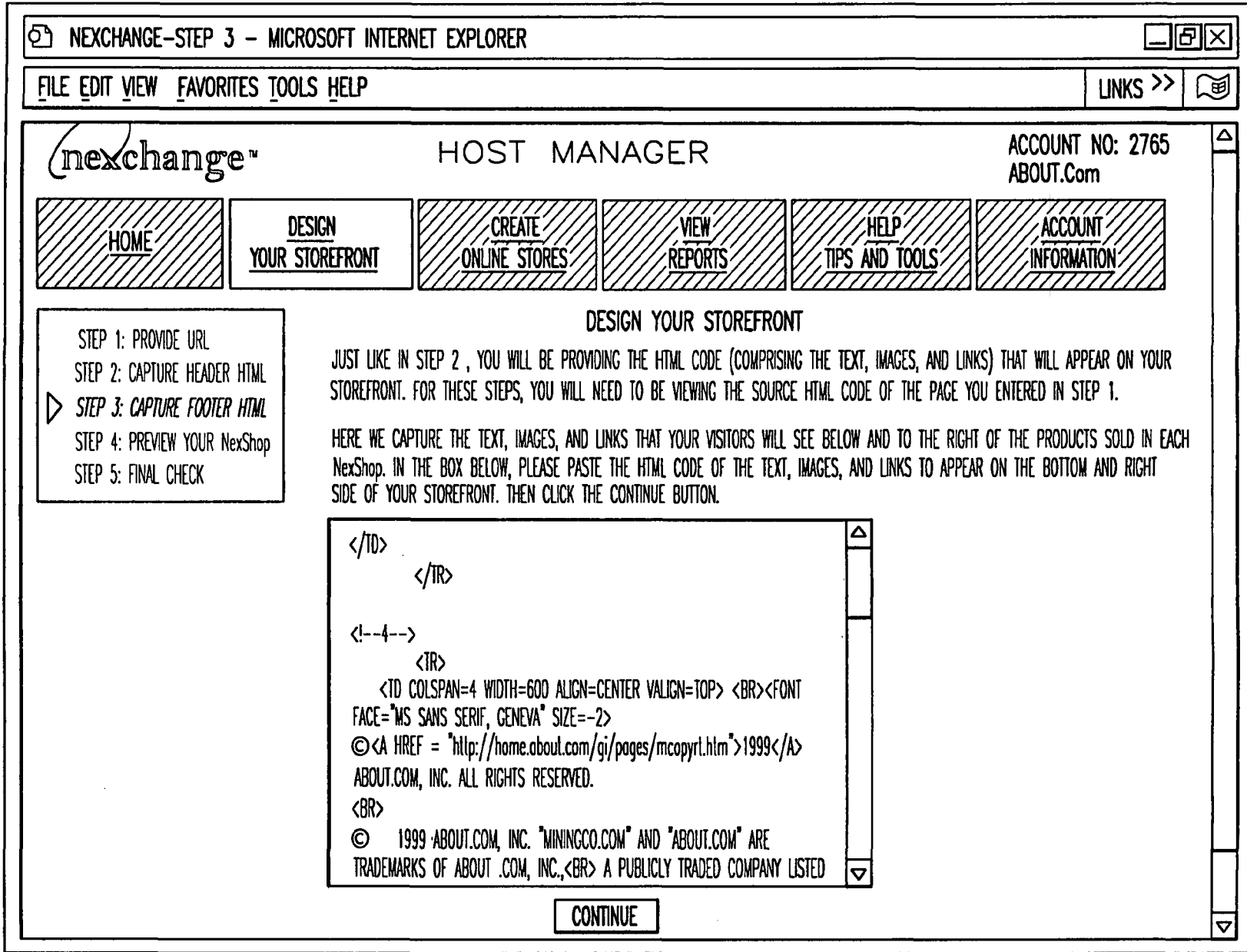


FIG.13

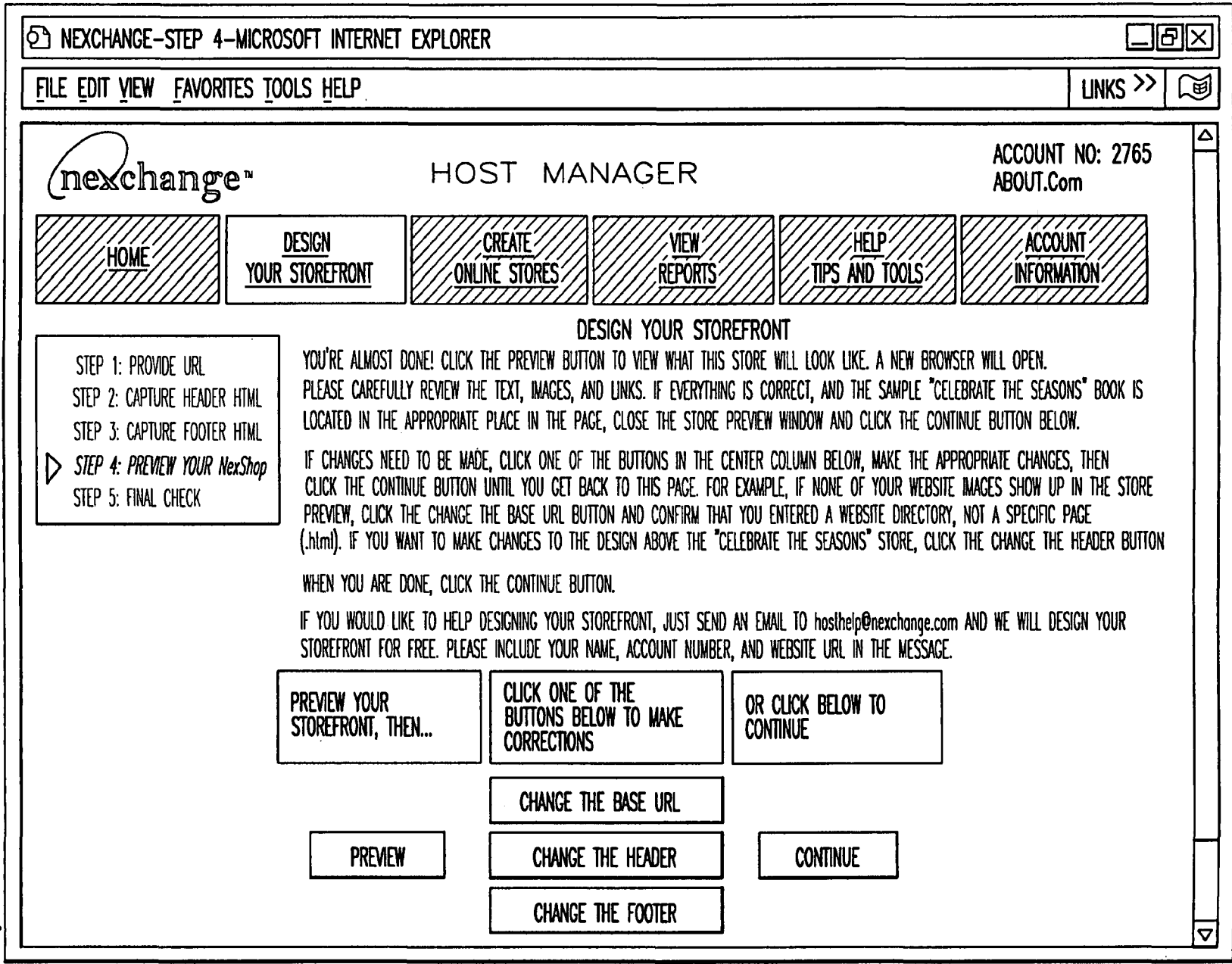


FIG.14

12/24

Current Sweepstakes

Dads & Grads Golf Outing:  
Trip for 2 to Ryder Cup

About.com  
**Trivia Challenge**  
Sweepstakes  
win a 2000 Jeep Cherokee  
enter now! Sport 4 x 4

Find it!  Sidewalk Yellow Pages

About.com

SAT. JUN 12 1999

Join Free

SEARCH

TOP SEARCHES: GENEALOGY, CLIP ART

THIS IS ONLY A PREVIEW--SHOPPING IS DISABLED

ABOUT.COM GUIDES  
ARE REAL PEOPLE

GUIDES IN THE SPOTLIGHT

 REAL-TIME NEWS:  
GUIDE JACK DOWNS  
COVERS THE CONS OF  
INSTANT INFORMATION.

IS MSG SAFE?  
NUTRITION GUIDE RICK  
HALL TAKES A LOOK AT  
THE FLAVOR ENHANCER. 

PLUS  
SHAGADELIC STYLE  
KNICKS TRIUMPH  
HELP FOR PROBLEM DRINKERS

GUIDE OF THE DAY  
 CAMPING:  
GET BACK TO NATURE  
WITH HELP FROM GUIDE  
DAVID SWEET.

The Dunwoody  
Gourmet Group

Safe  
Shopping  
By 



CELEBRATE THE SEASONS!  
CELEBRATE THE SEASONS! IS A COOKBOOK FILLED  
WITH OUTSTANDING SEASONAL MENUS ENJOYED BY  
THE DUNWOODY GOURMET GROUP, A  
NEIGHBORHOOD GOURMET GROUP FORMED BY SIX  
ATLANTA COUPLES OVER 20 YEARS AGO.

CELEBRATE THE SEASONS! FEATURES 20 GOURMET  
MENUS, EACH WITH SIX COURSES--OVER 165  
RECIPES IN ALL!

ORDER YOUR COPY AND START CELEBRATING THE  
SEASONS WITH YOUR FRIENDS TODAY! FREE  
SHIPPING IF YOU ORDER 5 OR MORE BOOKS!

FIG.15

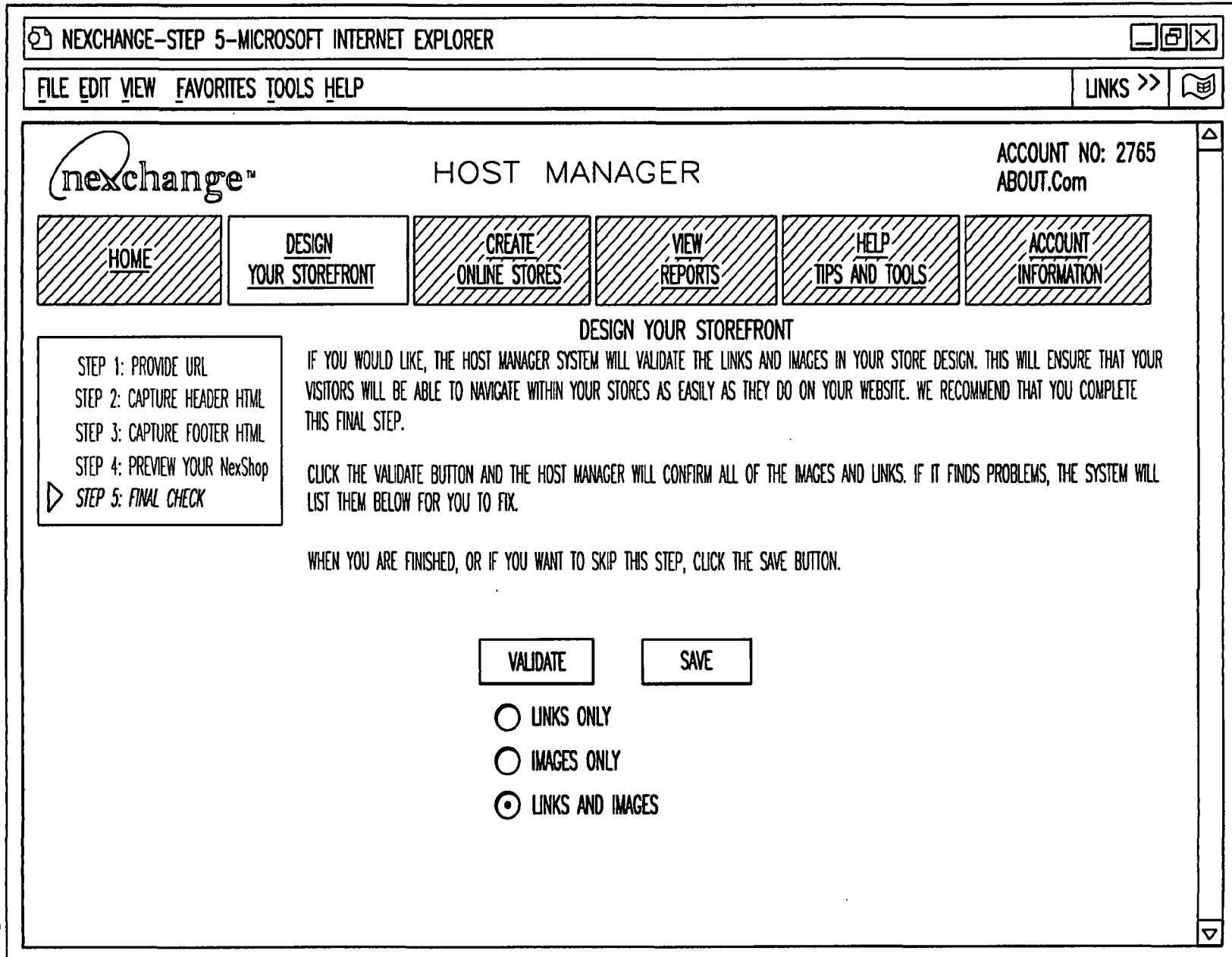


FIG.16

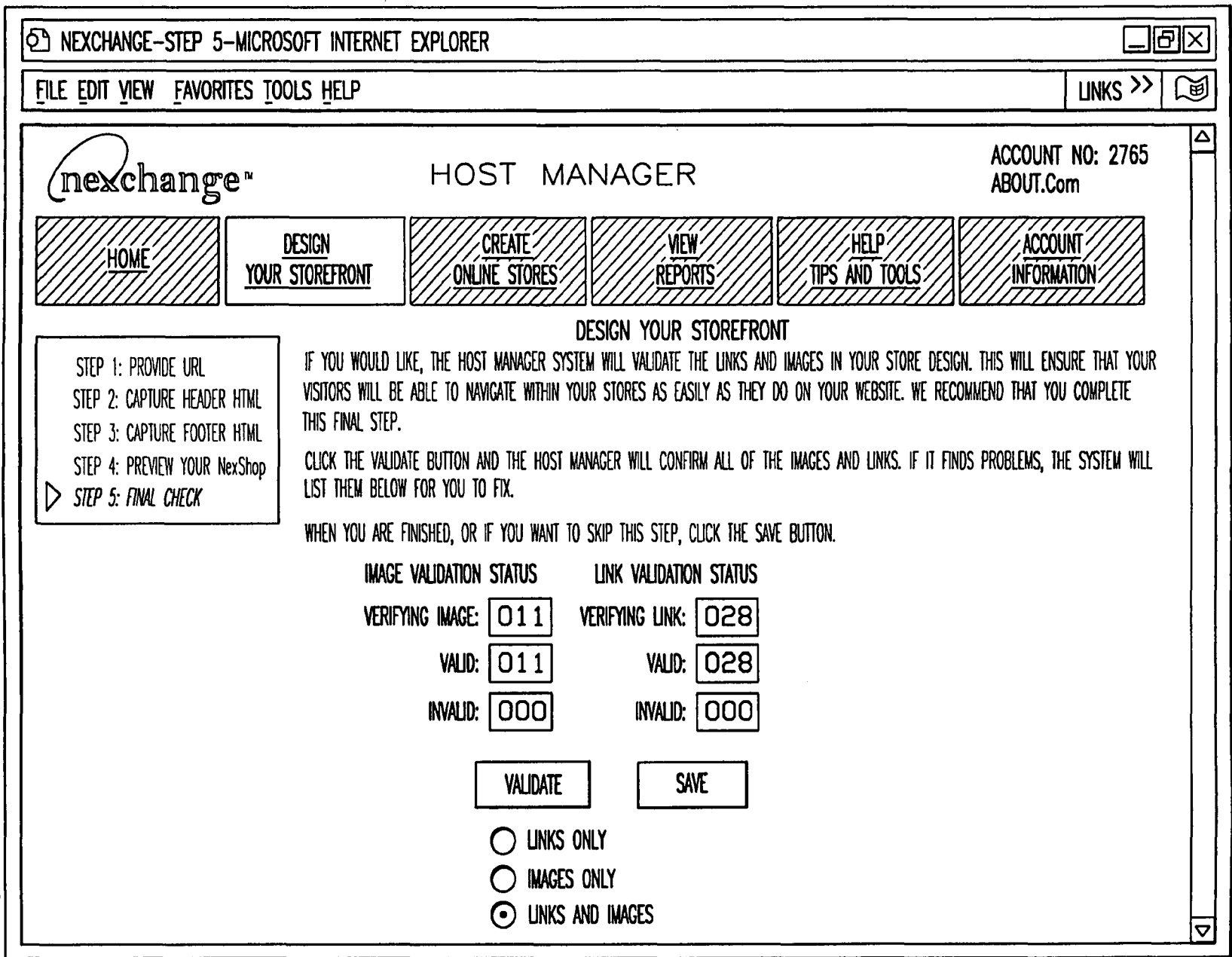


FIG.17

15/24

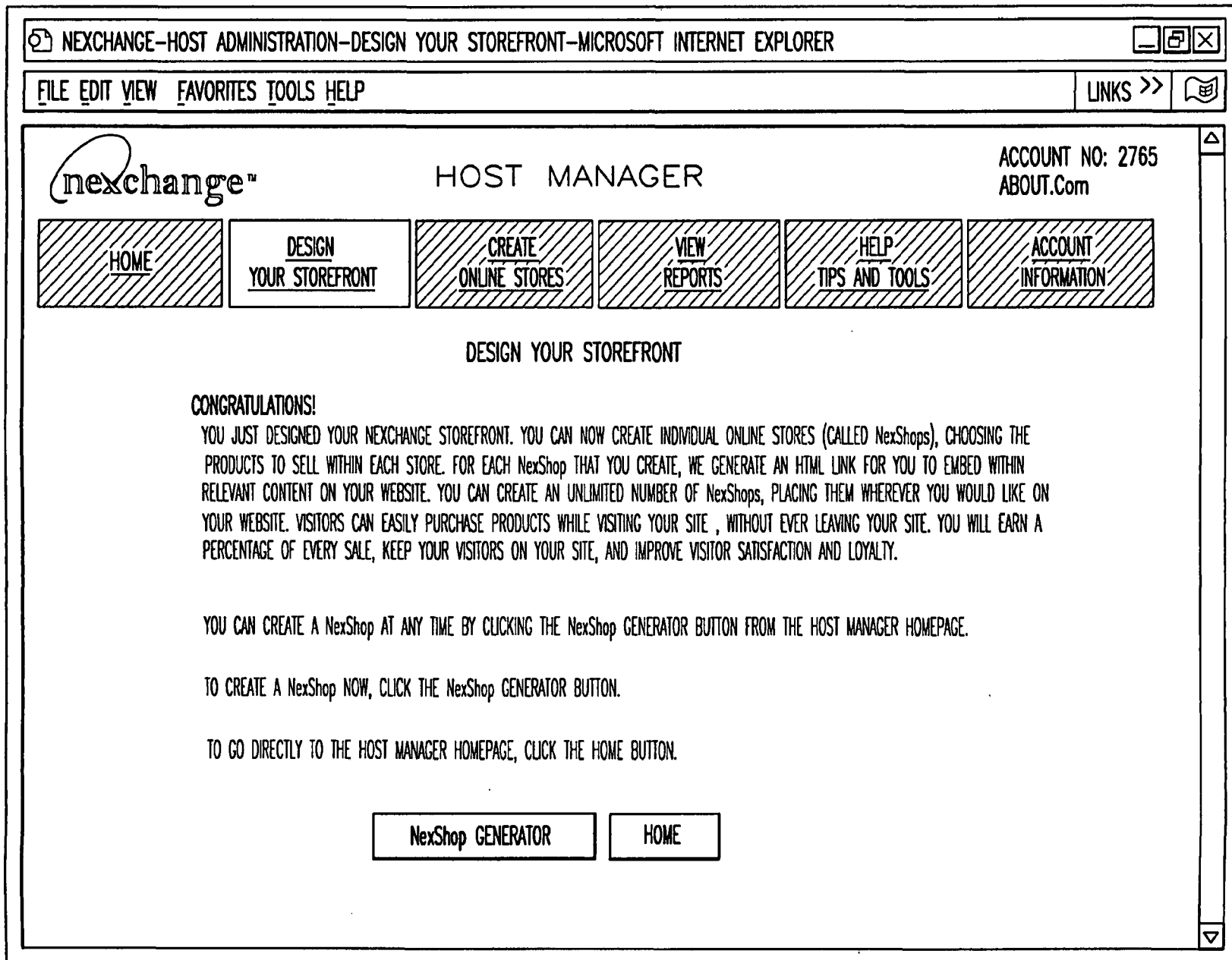


FIG.18



CULINARY CAFÉ-COOKING FOR YOU-MICROSOFT INTERNET EXPLORER


FILE EDIT VIEW FAVORITES TOOLS HELP LINKS >>

**Culinary Café**



RECIPES

- APPETIZERS
- BARBECUE-GRILLING
- BEANS-GRAINS
- BREADS-BISCUITS
- CANDY-SNACKS
- CASSEROLES
- COOKIES-BROWNIES
- CROCK POT
- DESSERTS
- DRINKS
- ETHNIC DISHES
- EGGS-DAIRY
- FRUITS
- GARLIC
- HOLIDAY FAVORITES
- LOW CARB
- MEAT DISHES
- PANCAKES-MUFFINS
- PASTA
- PIES-PASTRIES
- PIZZA
- SALADS
- SANDWICHES
- SAUCES-MARINADES
- SEAFOOD-FISH
- SIDE DISHES
- SOUPS-STEWES
- VEGETABLES
- VEGETARIAN

SEARCH

You can save money on your favorite grocery brands each week! 


## Culinary Café

**FANCY FOODS** 
Safe Shopping By 

**PRODUCT CATEGORIES:**

- ▷ CHOCOLATE
- ▷ SPREADS AND ASSOCIATED PRODUCTS
- ▷ SEAFOOD AND ASSOCIATED PRODUCTS
- ▷ GIFT BASKETS
- ▷ CONDIMENTS
- ▷ OTHER PRODUCTS

**FEATURED ITEM**



FFGC SUPER SAMPLER GIFT SET  
\$62.50 TO \$77.00

LOOK FOR OTHER PRODUCTS OFFERED BY FANCY FOODS GOURMET CLUB

PRODUCT LOCATOR:

EXIT STORE

Safe Shopping

FIG.19

17/24

NEXCHANGE-SYSTEM MANAGER-MAIN-MICROSOFT INTERNET EXPLORER

FILE EDIT VIEW FAVORITES TOOLS HELP

BACK FORWARD STOP REFRESH HOME SEARCH FAVORITES HISTORY MAIL PRINT

ADDRESS <http://www.nexchange.net/NexchangeAdmin/NexchangeAdmin.asp?NexchangeSID=94191470> GO! LINKS >>

**nexchange™** SYSTEM MANAGER 9/16/99 2:06:46 PM

SHOPPING STATISTICS: PENDING ORDERS: 1  
 TOTAL SESSIONS: 361056  
 TOTAL ORDERS: 349  
 TOTAL SALES: \$23,370.09

HOST STATISTICS: TOTAL HOSTS: 6234  
 PENDING: 6  
 APPROVED: 5095  
 DECLINED: 1133  
 TOTAL COMMISSIONS: \$3,235.60

MERCHANT STATISTICS: MERCHANTS: 17  
 HOST RELATIONSHIPS: 10761  
 LINKS: 22713  
 REVENUE: \$16,188.74

GATEWAY LEARNING CORPORATION	1512	9/12/99 3:07:36 PM	OK
MPC MARKETING, INC.	1468	9/2/99 5:08:19 PM	OK
MPC MARKETING, INC.	1469	9/2/99 6:29:06 PM	OK
MPC MARKETING, INC.	1478	9/4/99 4:48:16 PM	OK
MPC MARKETING, INC.	1480	9/4/99 8:32:31 PM	OK
MPC MARKETING, INC.	1482	9/5/99 11:31:36 AM	OK
MPC MARKETING, INC.	1486	9/7/99 10:16:18 AM	OK
MPC MARKETING, INC.	1501	9/9/99 11:56:57 PM	OK
MPC MARKETING, INC.	1507	9/11/99 9:24:40 PM	OK
MPC MARKETING, INC.	1509	9/12/99 9:10:56 AM	OK

RETURNS: NEW: 3  
 CANCELED: 2  
 RETURNED: 4

DONE    INTERNET

FIG.20

18/24

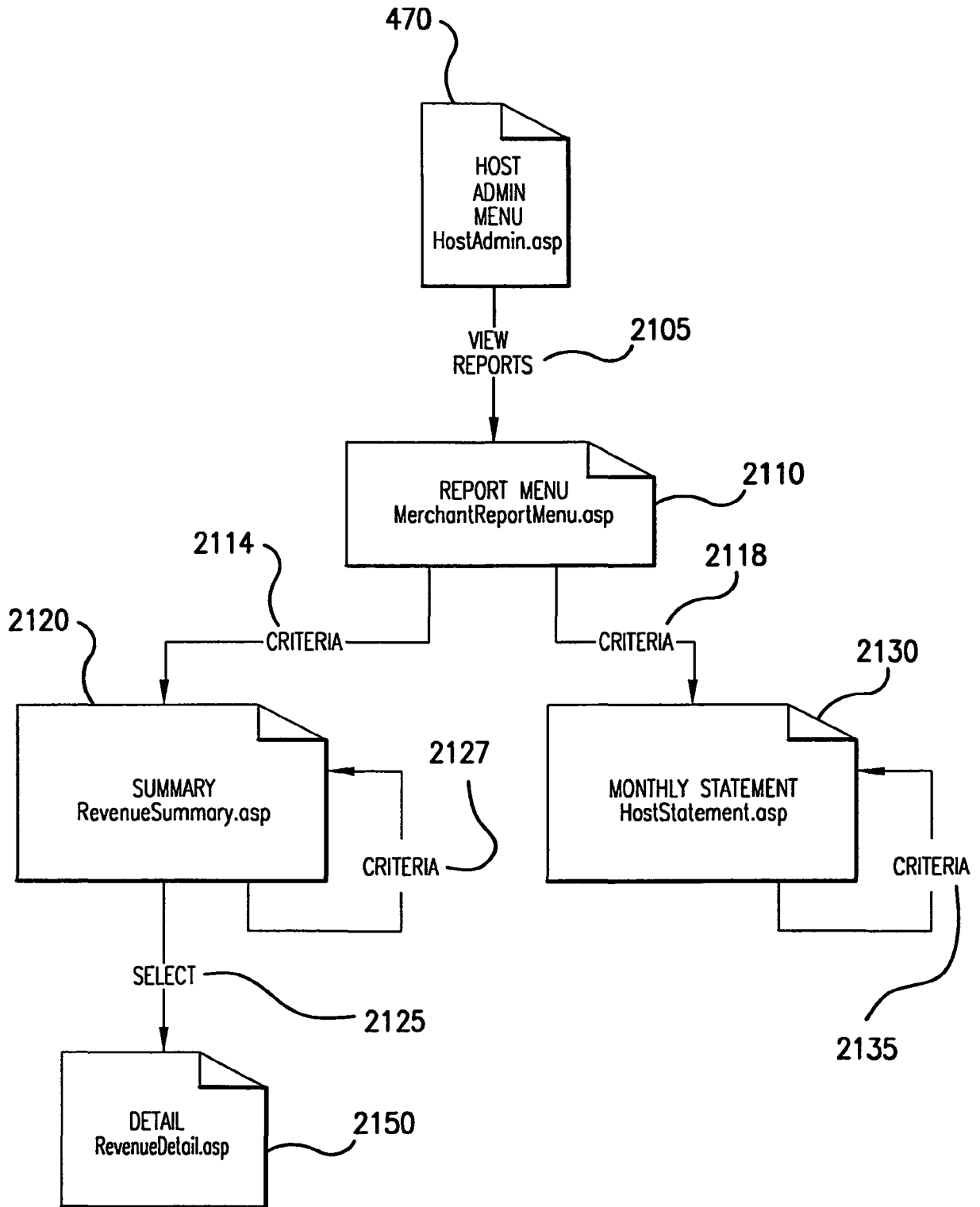


FIG.21

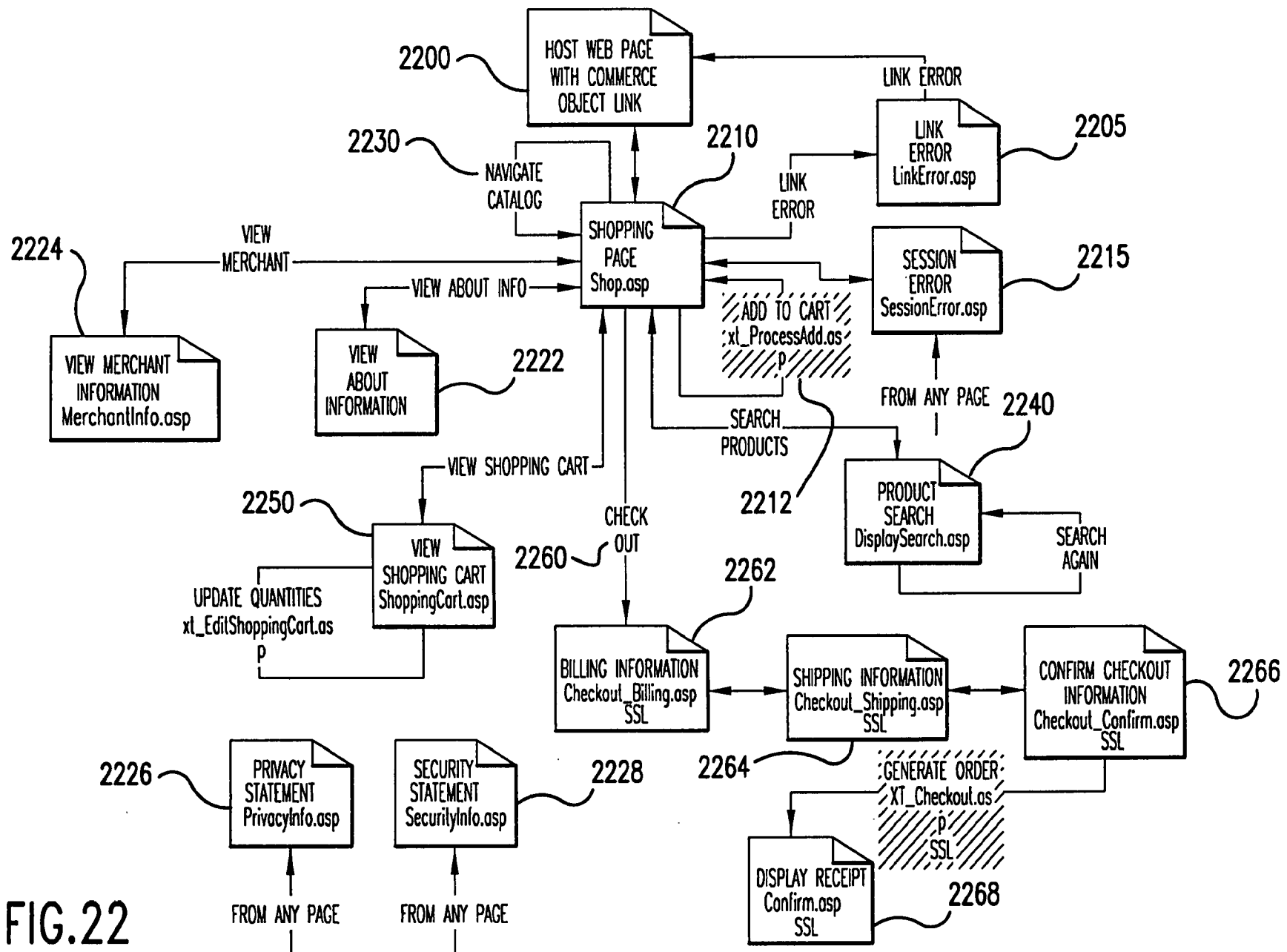


FIG.22

20/24

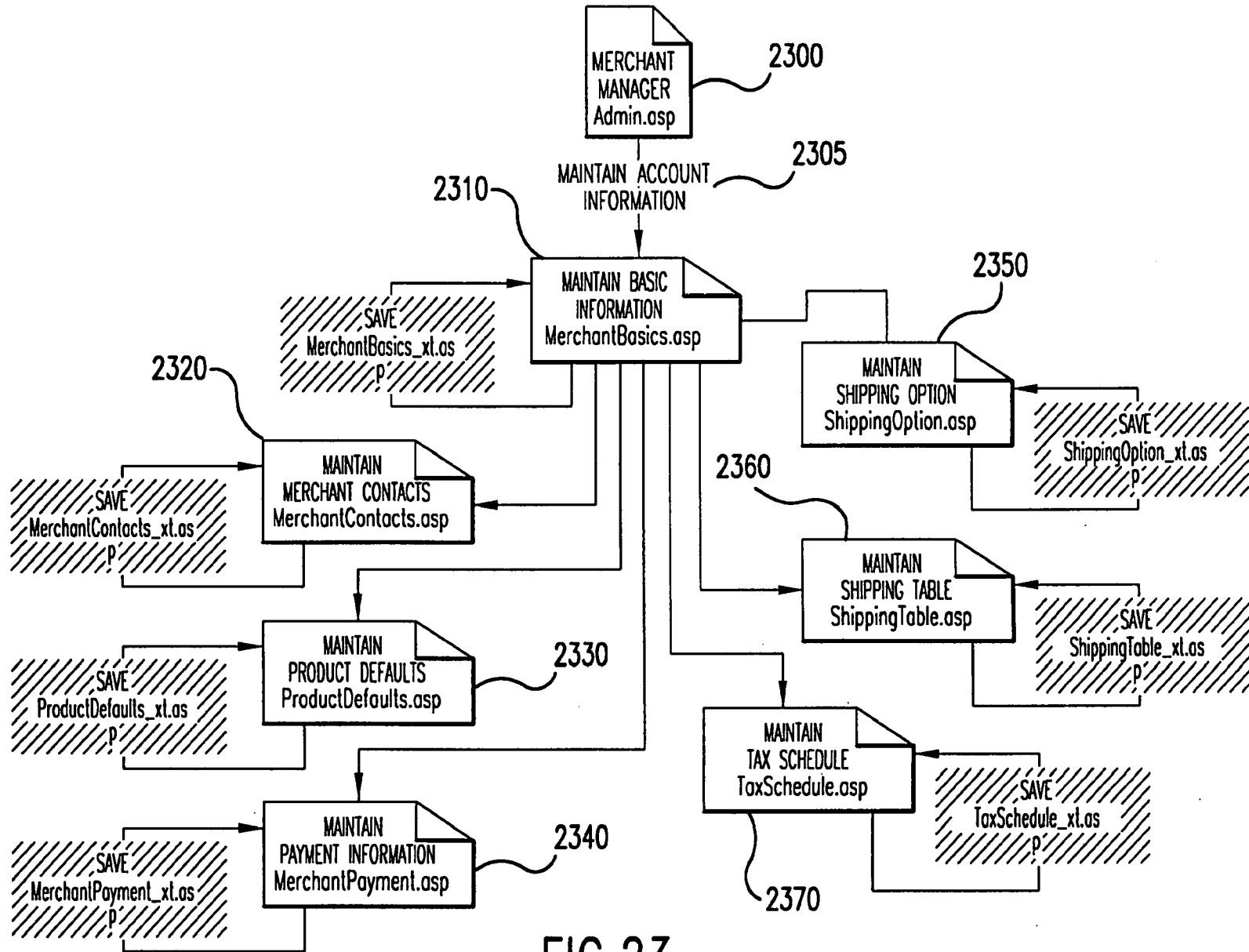


FIG.23

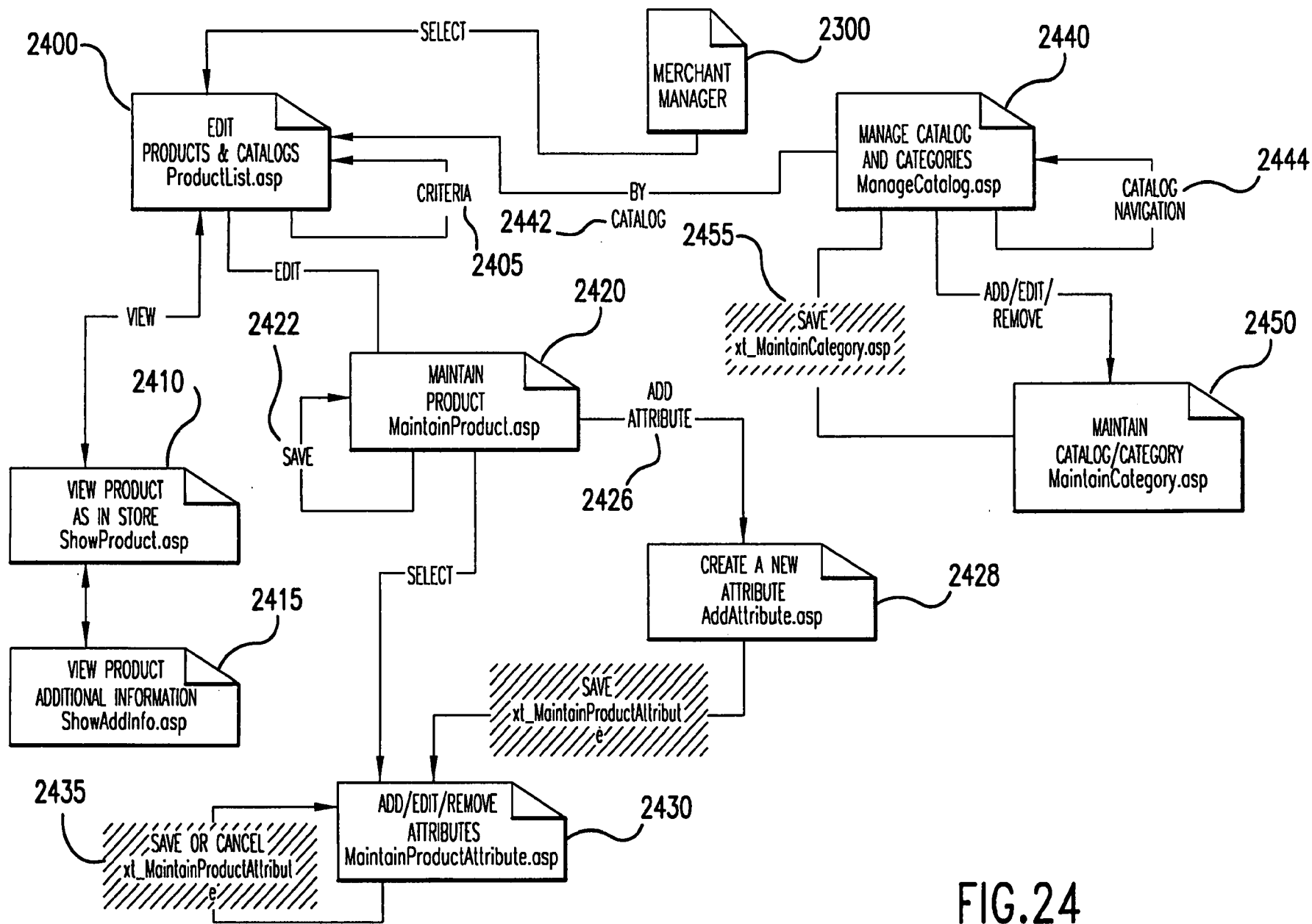


FIG.24

22/24

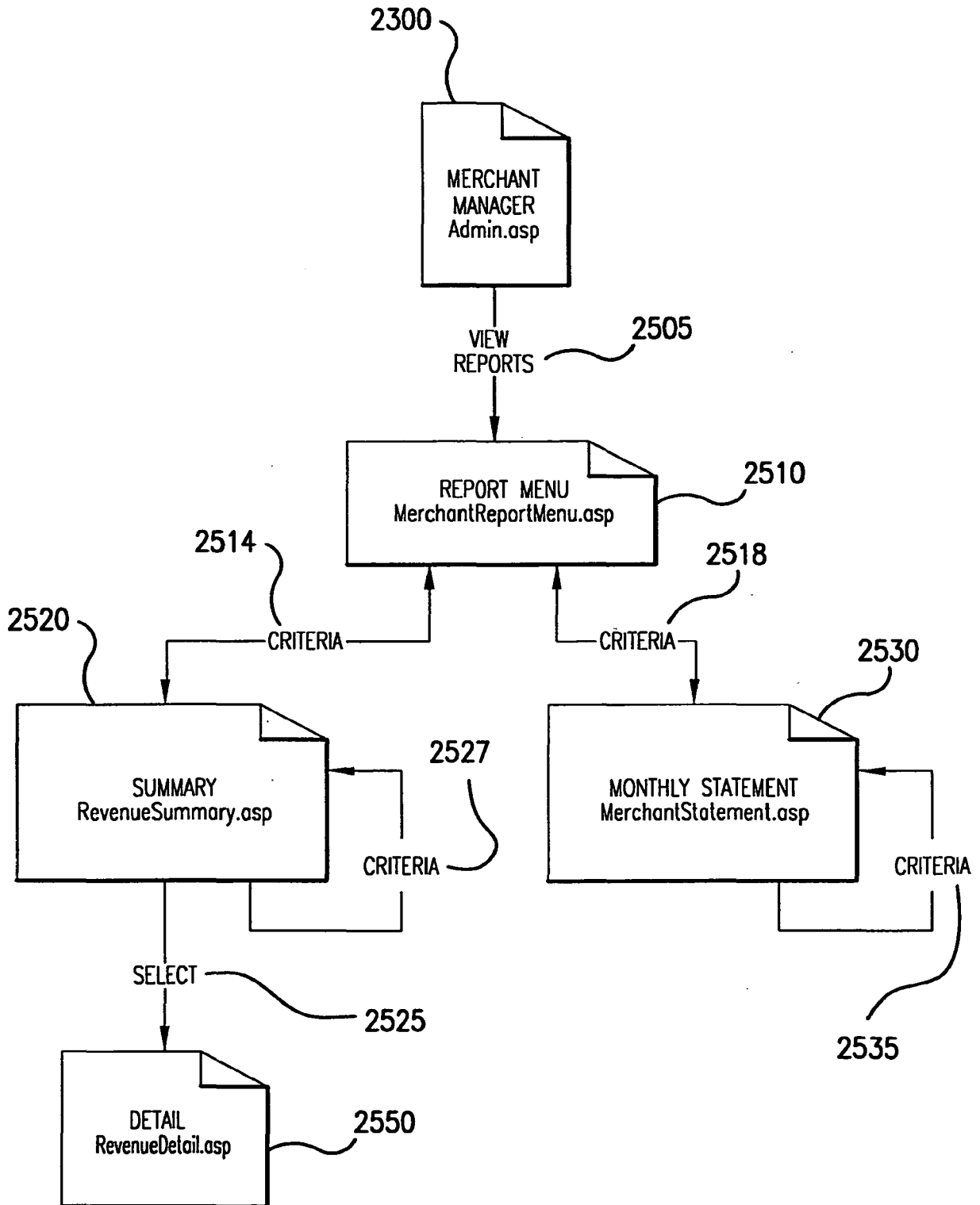


FIG.25

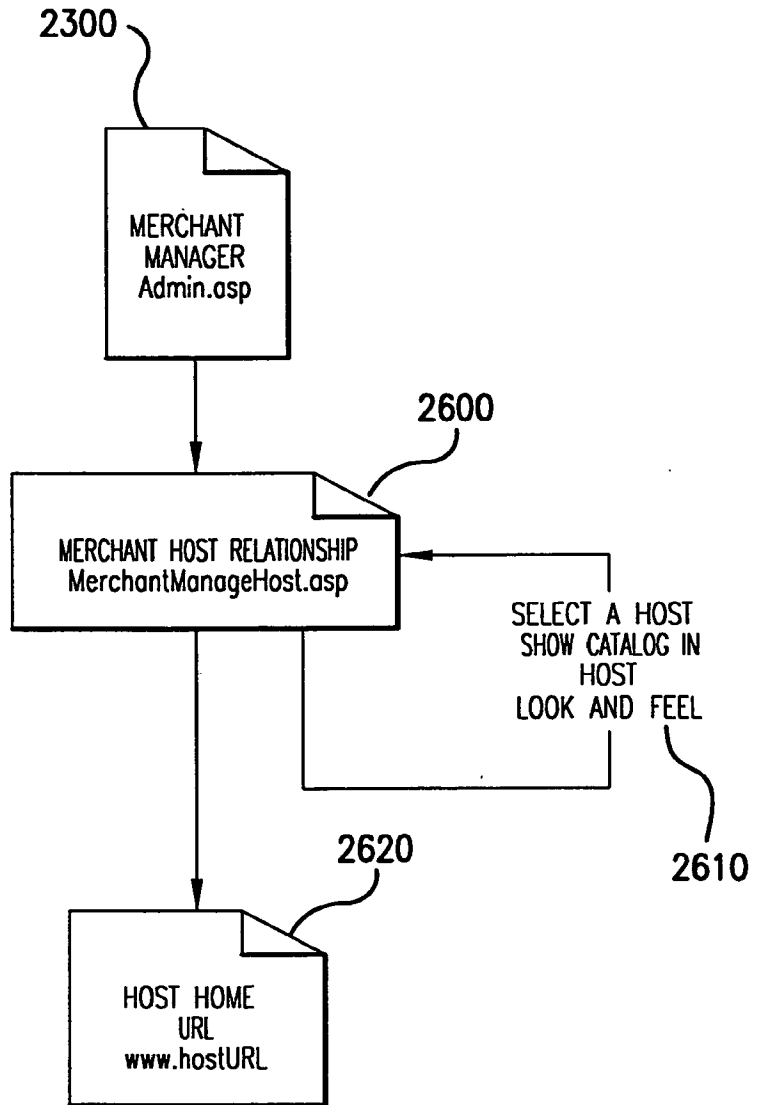


FIG.26



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

**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN  
APPLICATION DATA SHEET (37 CFR 1.76)****Title of  
Invention**A method of a specially programmed computer server serving pages offering  
commercial opportunities for merchants through coordinated offsite marketing

As the below named inventor, I hereby declare that:

This declaration is directed to:  The attached application, or

United States application or PCT international application number 13/970,515  
filed on 08/19/2013.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

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

**WARNING:**

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

**LEGAL NAME OF INVENTOR**Inventor: D. Delano Ross, Jr. Date (Optional): May 30, 2014Signature: 

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

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**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)**

Title of Invention

A method of a specially programmed computer server serving pages offering commercial opportunities for merchants through coordinated offsite marketing

As the below named inventor, I hereby declare that:

This declaration is directed to:

The attached application, or

United States application or PCT international application number 13/970,515

filed on 08/19/2013

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

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

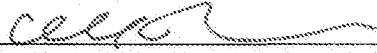
**WARNING:**

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

LEGAL NAME OF INVENTOR

Inventor: Daniel D. Ross

Date (Optional): 5.30.14

Signature: 

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN  
APPLICATION DATA SHEET (37 CFR 1.76)**

<b>Title of Invention</b>	<b>A method of a specially programmed computer server serving pages offering commercial opportunities for merchants through coordinated offsite marketing</b>
---------------------------	---

As the below named inventor, I hereby declare that:

This declaration is directed to:  The attached application, or  
 United States application or PCT international application number 13/970,515  
 filed on 08/19/2013.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

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**LEGAL NAME OF INVENTOR**

Inventor: Joseph R. Michaels

Date (Optional): 6/4/2014

Signature: Joseph R. Michaels

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing this form, call 1-800-PTO-8198 and select option 2.

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**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)**

**Title of Invention** A method of a specially programmed computer server serving pages offering commercial opportunities for merchants through coordinated offsite marketing

As the below named inventor, I hereby declare that:  
This declaration is directed to:  The attached application, or  United States application or PCT international application number 13/970,515 filed on 08/19/2013

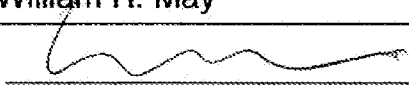
The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

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

**WARNING:**

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LEGAL NAME OF INVENTOR  
Inventor: William R. May Date (Optional): May 28, 2014  
Signature: 


Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

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## DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	A method of a specially programmed computer server serving pages offering commercial opportunities for merchants through coordinated offsite marketing
As the below named inventor, I hereby declare that:	
This declaration is directed to: <input type="checkbox"/> The attached application, or <input checked="" type="checkbox"/> United States application or PCT international application number <u>13/970,515</u> filed on <u>08/19/2013</u>	
The above-identified application was made or authorized to be made by me.	
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.	
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.	
<b>WARNING:</b> Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.	
LEGAL NAME OF INVENTOR	
Inventor: <u>Richard A. Anderson</u>	Date (Optional): _____
Signature: <u></u>	
Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.	

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

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<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5
		Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing		
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

<input type="checkbox"/>	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:

<b>Inventor 1</b>					<input type="button" value="Remove"/>
<b>Legal Name</b>					
<b>Prefix</b>	<b>Given Name</b>	<b>Middle Name</b>	<b>Family Name</b>	<b>Suffix</b>	
Mr.	D	Delano	Ross	Jr.	
<b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					
<b>City</b>	Peachtree Corners	<b>State/Province</b>	GA	<b>Country of Residence i</b>	US

<b>Mailing Address of Inventor:</b>					
<b>Address 1</b>	5012 Audley Lane				
<b>Address 2</b>					
<b>City</b>	Peachtree Corners	<b>State/Province</b>	GA		
<b>Postal Code</b>	30092	<b>Country i</b>	US		

<b>Inventor 2</b>					<input type="button" value="Remove"/>
<b>Legal Name</b>					
<b>Prefix</b>	<b>Given Name</b>	<b>Middle Name</b>	<b>Family Name</b>	<b>Suffix</b>	
Mr.	Daniel	D	Ross		
<b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					
<b>City</b>	Dunwoody	<b>State/Province</b>		<b>Country of Residence i</b>	

<b>Mailing Address of Inventor:</b>					
<b>Address 1</b>	5165 North Peachtree Road				
<b>Address 2</b>					
<b>City</b>	Dunwoody	<b>State/Province</b>	GA		
<b>Postal Code</b>	30338	<b>Country i</b>	US		

<b>Inventor 3</b>					<input type="button" value="Remove"/>
<b>Legal Name</b>					
<b>Prefix</b>	<b>Given Name</b>	<b>Middle Name</b>	<b>Family Name</b>	<b>Suffix</b>	
Mr.	Joseph	R	Michaels		
<b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					

<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5		
		Application Number			
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing				
City	Hephzibah	State/Province	GA	Country of Residence i	US
<b>Mailing Address of Inventor:</b>					
Address 1	1878 Hephzibah Keysville Road				
Address 2					
City	Hephzibah	State/Province	GA		
Postal Code	30815	Country i	US		
Inventor 4					<input type="button" value="Remove"/>
<b>Legal Name</b>					
Prefix	Given Name	Middle Name	Family Name	Suffix	
Mr.	William	R	May		
<b>Residence Information (Select One)</b>					
<input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					
City	Atlanta	State/Province	GA	Country of Residence i	US
<b>Mailing Address of Inventor:</b>					
Address 1	1394 Emory Road NE				
Address 2					
City	Atlanta	State/Province	GA		
Postal Code	30306	Country i	US		
Inventor 5					<input type="button" value="Remove"/>
<b>Legal Name</b>					
Prefix	Given Name	Middle Name	Family Name	Suffix	
Mr.	Richard	A	Anderson		
<b>Residence Information (Select One)</b>					
<input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service					
City	Powder Springs	State/Province	GA	Country of Residence i	US
<b>Mailing Address of Inventor:</b>					
Address 1	4190 Defoors Farm Drive				
Address 2					
City	Powder Springs	State/Province	GA		
Postal Code	30127	Country i	US		
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the <b>Add</b> button.					<input type="button" value="Add"/>

**Correspondence Information:**

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

An Address is being provided for the correspondence information of this application.

<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5	
		Application Number		
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing			
Customer Number	26362			
Email Address	louis@valuablepatents.com	<input type="button" value="Add Email"/>	<input type="button" value="Remove Email"/>	
Email Address	donald@valuablepatents.com	<input type="button" value="Add Email"/>	<input type="button" value="Remove Email"/>	
Email Address	shaelyn@valuablepatents.com		<input type="button" value="Remove Email"/>	

### Application Information:

Title of the Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing			
Attorney Docket Number	23-CON5	Small Entity Status Claimed		<input type="checkbox"/>
Application Type	Nonprovisional			
Subject Matter	Utility			
Total Number of Drawing Sheets (if any)	24	Suggested Figure for Publication (if any)		

### Filing By Reference :

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

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

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

### Publication Information:

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

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

### Representative Information:

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

Please Select One:	<input checked="" type="radio"/> Customer Number	<input type="radio"/> US Patent Practitioner	<input type="radio"/> Limited Recognition (37 CFR 11.9)
Customer Number	26362		



<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5
		Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing		

### 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.

When referring to the current application, please leave the application number blank.

Prior Application Status	Pending	<a href="#">Remove</a>			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)		
	Continuation of	13970515	2013-08-19		
Prior Application Status	Patented	<a href="#">Remove</a>			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
13970515	Continuation of	12906979	2010-10-18	8515825	2013-08-20
Prior Application Status	Patented	<a href="#">Remove</a>			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
12906979	Continuation of	11343464	2006-01-30	7818399	2010-10-19
Prior Application Status	Patented	<a href="#">Remove</a>			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
11343464	Continuation of	10461997	2003-06-11	6993572	2006-01-31
Prior Application Status	Patented	<a href="#">Remove</a>			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
10461997	Continuation of	09398268	1999-09-17	6629135	2003-09-30
Prior Application Status	Expired	<a href="#">Remove</a>			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Access Code <sup>1</sup> (if applicable)	
09398268	Claims benefit of provisional	60100697	1998-09-17		
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the <b>Add</b> button. <a href="#">Add</a>					

### 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) 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).

<a href="#">Remove</a>			
Application Number	Country <sup>i</sup>	Filing Date (YYYY-MM-DD)	Access Code <sup>1</sup> (if applicable)

<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5
		Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing		
Additional Foreign Priority Data may be generated within this form by selecting the <b>Add</b> button. <span style="float: right;"><input type="button" value="Add"/></span>			

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

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

## 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 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.

<b>Application Data Sheet 37 CFR 1.76</b>	Attorney Docket Number	23-CON5
	Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing	

<b>Applicant 1</b>		<input type="button" value="Remove"/>	
<p>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.</p>			
<input type="button" value="Clear"/>			
<input checked="" type="radio"/> Assignee	<input type="radio"/> Legal Representative under 35 U.S.C. 117	<input type="radio"/> Joint Inventor	
<input type="radio"/> Person to whom the inventor is obligated to assign.	<input type="radio"/> Person who shows sufficient proprietary interest		
If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:			
Name of the Deceased or Legally Incapacitated Inventor : <input type="text"/>			
If the Applicant is an Organization check here. <input checked="" type="checkbox"/>			
Organization Name	DDR Holdings, LLC		
<b>Mailing Address Information:</b>			
Address 1	5165 North Peachtree Road		
Address 2			
City	Dunwoody	State/Province	GA
Country i	US	Postal Code	30338
Phone Number	404-932-3281	Fax Number	
Email Address	ddross09@bellsouth.net		
Additional Applicant Data may be generated within this form by selecting the Add button. <input type="button" value="Add"/>			

## Assignee Information including Non-Applicant Assignee Information:

<p>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.</p>	
<b>Assignee 1</b>	
<p>Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.</p>	
<input type="button" value="Remove"/>	
If the Assignee or Non-Applicant Assignee is an Organization check here. <input type="checkbox"/>	

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.

<b>Application Data Sheet 37 CFR 1.76</b>		Attorney Docket Number	23-CON5
		Application Number	
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing		

Prefix	Given Name	Middle Name	Family Name	Suffix

**Mailing Address Information For Assignee including Non-Applicant Assignee:**

Address 1				
Address 2				
City		State/Province		
Country i	Postal Code			
Phone Number		Fax Number		
Email Address				

Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button.

**Signature:**


NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications					
<b>Signature</b>	/Louis J. Hoffman/			Date (YYYY-MM-DD)	2015-05-21
First Name	Louis	Last Name	Hoffman	Registration Number	38918
Additional Signature may be generated within this form by selecting the Add button.					<input type="button" value="Add"/>

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

# Privacy Act Statement

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

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ross, D. Delano Jr. et al. Art Unit : 3625 \*  
Serial No. : \_\_\_\_\_ Examiner : Garg, Yogesh C. \*  
Filing Date : 05/21/2015 \* *In parent application S.N. 13/970,515*  
Title : Methods of expanding commercial opportunities for internet  
websites through coordinated offsite marketing

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

Filed via EFS - May 21, 2015

**INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

Applicant discloses the references listed on form PTO-1449 attached to this document. All references listed were cited in parent application Serial No. 13/970,515, therefore, pursuant to Office Rules, copies of the references are not included.

If the Office has any questions, please feel free to contact applicant's undersigned attorney of record.

Respectfully submitted,  
DDR HOLDINGS, LLC  
by its attorney

Dated: May 21, 2015

/Louis J. Hoffman/  
Louis J. Hoffman  
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.  
14301 North 87th Street  
Suite 312  
Scottsdale, Arizona 85260  
(480) 948-3295

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Serial No.: \_\_\_\_\_  
 First Inventor: Ross, D. Delano, Jr.  
 Filed: 05/21/2015  
 Art Unit: 3625 (in parent)  
 Examiner: Garg, Y.C. (in parent)  
 Conf. No.: \_\_\_\_\_

Page 1 of 25

U.S. PATENT DOCUMENTS

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Document</u> <u>Number</u>	<u>Publication</u> <u>Date</u>	<u>Name of Patentee</u> <u>or Applicant</u>	<u>Filing Date</u> <u>(if appropriate)</u>
_____	1	5319542	06/07/1994	King, Jr. et al.	
_____	2	5515270	05/07/1996	Weinblatt	
_____	3	5537314	07/16/1996	Kanter	
_____	4	5590197	12/31/1996	Chen et al.	
_____	5	5596702	01/21/1997	Stucka et al.	
_____	6	5600778	02/04/1997	Swanson et al.	
_____	7	5630125	05/13/1997	Zellweger	
_____	8	5699528	12/16/1997	Hogan	
_____	9	5710887	01/20/1998	Chelliah et al.	
_____	10	5712979	01/27/1998	Graber et al.	
_____	11	5715314	02/03/1998	Payne et al.	
_____	12	5717860	02/10/1998	Graber et al.	
_____	13	5721827	02/24/1998	Logan et al.	
_____	14	5724424	03/03/1998	Gifford	
_____	15	5724521	03/03/1998	Dedrick	
_____	16	5727159	03/10/1998	Kikinis	
_____	17	5737538	04/07/1998	Wilhite	
_____	18	5745681	04/28/1998	Levine et al.	
_____	19	5768528	06/16/1998	Stumm	
_____	20	5778367	07/07/1998	Wesinger, Jr. et al.	
_____	21	5793368	08/11/1998	Beer	
_____	22	5796393	08/28/1998	MacNaughton et al.	
_____	23	5796952	08/18/1998	Davis et al.	
_____	24	5802299	09/01/1998	Logan et al.	
_____	25	5809481	09/15/1998	Baron et al.	
_____	26	5812769	09/22/1998	Graber et al.	
_____	27	5818446	10/06/1998	Bertram et al.	
_____	28	5819285	10/06/1998	Damico et al.	
_____	29	5825884	10/20/1998	Zdepski et al.	

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**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Serial No.: \_\_\_\_\_  
 First Inventor: Ross, D. Delano, Jr.  
 Filed: 05/21/2015  
 Art Unit: 3625 (in parent)  
 Examiner: Garg, Y.C. (in parent)  
 Conf. No.: \_\_\_\_\_

Page 2 of 25

U.S. PATENT DOCUMENTS

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Document</u> <u>Number</u>	<u>Publication</u> <u>Date</u>	<u>Name of Patentee</u> <u>or Applicant</u>	<u>Filing Date</u> <u>(if appropriate)</u>
_____	30	5848396	12/08/1998	Gerace	
_____	31	5850442	12/15/1998	Muftic	
_____	32	5860068	01/12/1999	Cook	
_____	33	5862325	01/19/1999	Reed et al.	
_____	34	5870717	02/09/1999	Wiecha	
_____	35	5878219	03/02/1999	Vance, Jr. et al.	
_____	36	5884033	03/16/1999	Duvall et al.	
_____	37	5884045	03/16/1999	Kurihara	
_____	38	5890171	03/30/1999	Blumer et al.	
_____	39	5890175	03/30/1999	Wong et al.	
_____	40	5893091	04/06/1999	Hunt et al.	
_____	41	5894554	04/13/1999	Lowery et al.	
_____	42	5895468	04/20/1999	Whitmyer, Jr.	
_____	43	5897622	04/27/1999	Blinn et al.	
_____	44	5898836	04/27/1999	Freivald et al.	
_____	45	5907830	05/25/1999	Engel et al.	
_____	46	5913040	06/15/1999	Rakavy et al.	
_____	47	5913202	06/15/1999	Motoyama	
_____	48	5915243	06/22/1999	Smolen	
_____	49	5918239	06/29/1999	Allen et al.	
_____	50	5926798	07/20/1999	Carter	
_____	51	5930765	07/27/1999	Martin	
_____	52	5930777	07/27/1999	Barber	
_____	53	5933811	08/03/1999	Angles et al.	
_____	54	5937392	08/10/1999	Alberts	
_____	55	5940834	08/17/1999	Pinard et al.	
_____	56	5940843	08/17/1999	Zucknovich et al.	
_____	57	5948061	09/07/1999	Merriman et al.	
_____	58	5956709	09/21/1999	Xue	

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Date Considered: \_\_\_\_\_

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**Form PTO-1449 (Modified)**  
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**Information Disclosure Statement**

Serial No.: \_\_\_\_\_  
 First Inventor: Ross, D. Delano, Jr.  
 Filed: 05/21/2015  
 Art Unit: 3625 (in parent)  
 Examiner: Garg, Y.C. (in parent)  
 Conf. No.: \_\_\_\_\_

Page 3 of 25

U.S. PATENT DOCUMENTS

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Document</u> <u>Number</u>	<u>Publication</u> <u>Date</u>	<u>Name of Patentee</u> <u>or Applicant</u>	<u>Filing Date</u> <u>(if appropriate)</u>
_____	59	5963915	10/05/1999	Kirsch	
_____	60	5970472	10/19/1999	Allsop et al.	
_____	61	5978766	11/02/1999	Luciw	
_____	62	5918010	06/29/1999	Appleman et al.	
_____	63	5983227	11/09/1999	Nazem et al.	
_____	64	5983270	11/09/1999	Abraham et al.	
_____	65	5987498	11/16/1999	Athing et al.	
_____	66	5991735	11/23/1999	Gerace	
_____	67	5991740	11/23/1999	Messer	
_____	68	6012098	01/04/2000	Bayeh et al.	
_____	69	6014638	01/11/2000	Burge et al.	
_____	70	6016494	01/18/2000	Isensee et al.	
_____	71	6016504	01/18/2000	Arnold, et al.	
_____	72	6023714	02/08/2000	Hill et al.	
_____	73	6029141	02/22/2000	Bezos et al.	
_____	74	6032130	02/29/2000	Alloul et al.	
_____	75	6035281	03/07/2000	Crosskey et al.	
_____	76	6073124	06/06/2000	Krishnan, et al.	
_____	77	6128655	10/03/2000	Fields et al.	
_____	78	6141006	10/31/2000	Knowlton et al.	
_____	79	6141666	10/31/2000	Tobin	
_____	80	6151601	11/21/2000	Papierniak et al.	
_____	81	6209007	03/27/2001	Kelley et al.	
_____	82	6230173	05/08/2001	Ferrel et al.	
_____	83	6247047	06/12/2001	Wolff	
_____	84	6249773	06/19/2001	Allard et al.	
_____	85	6253188	06/26/2001	Witek et al.	
_____	86	6330575	12/11/2001	Moore et al.	
_____	87	6345239	02/05/2002	Bowman-Amuah	

Examiner: \_\_\_\_\_

Date Considered: \_\_\_\_\_

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

**Form PTO-1449 (Modified)**  
**List of Patents and Publications For**  
**Information Disclosure Statement**

Serial No.: \_\_\_\_\_  
 First Inventor: Ross, D. Delano, Jr.  
 Filed: 05/21/2015  
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 Examiner: Garg, Y.C. (in parent)  
 Conf. No.: \_\_\_\_\_

Page 4 of 25

U.S. PATENT DOCUMENTS

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Document</u> <u>Number</u>	<u>Publication</u> <u>Date</u>	<u>Name of Patentee</u> <u>or Applicant</u>	<u>Filing Date</u> <u>(if appropriate)</u>
_____	88	6490567	12/03/2002	Gregory	
_____	89	6564320	05/13/2003	de Silva et al.	
_____	90	6572662	06/03/2003	Manohar et al.	
_____	91	6615259	09/02/2003	Nguyen et al.	
_____	92	6629135	09/30/2003	Ross et al.	
_____	93	6763343	07/13/2004	Brooke et al.	
_____	94	6886013	04/26/2005	Beranek	
_____	95	7058597	06/06/2006	Ronning et al.	
_____	96	7337133	02/26/2008	Bezos et al.	
_____	97	7565308	07/21/2009	Bollay	
_____	98	7930207	04/19/2011	Merriman et al.	
_____	99	8046255	10/25/2011	Bistriceanu et al.	
_____	100	20020065772	05/30/2002	Saliba et al.	
_____	101	20020194337	12/19/2002	Knight et al.	
_____	102	20040042432	03/04/2004	Riazi et al.	
_____	103	20040117442	06/17/2004	Thielen	
_____	104	20040165007	08/26/2004	Shafron	
_____	105	20080201488	08/21/2008	Kenner et al.	

FOREIGN PATENT DOCUMENTS

<u>Examiner</u> <u>Initials</u>	<u>Country Code-</u> <u>Number</u>	<u>Publication</u> <u>Date</u>	<u>Name of Patentee</u>	<u>Translation</u> <u>Yes / No</u>
_____	106 WO 99/46709	09/16/1999	Voorhees et al.	No

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 Examiner: Garg, Y.C. (in parent)  
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Page 5 of 25

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Page 6 of 25

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Page 7 of 25

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Page 8 of 25

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Page 9 of 25

OTHER ART

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Page 12 of 25

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 Conf. No.: \_\_\_\_\_

Page 13 of 25

OTHER ART

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 Examiner: Garg, Y.C. (in parent)  
 Conf. No.: \_\_\_\_\_

Page 15 of 25

OTHER ART

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Author Title Date Pertinent Pages Etc.</u>
_____	304	"Arrow Publishing Software Store"; www.digitalriver.com; May 14, 1998.
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_____	306	"Net Nanny Software Store"; www.digitalriver.com; April 14, 1998.
_____	307	"Sunbow International, Inc Software Store"; www.digitalriver.com; March 14, 1998.
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_____	309	"Adaptec, Inc. Software Store"; www.digitalriver.com; July 21, 1998.
_____	310	"Valley of Fire Software Online Store"; www.digitalriver.com; December 22, 1999.
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_____	313	"Peach System Software Store; MVP SOFTWARE, INC."; www.digitalriver.com; March 14, 1998.
_____	314	"Olympus America Inc. Software Store"; www.digitalriver.com; June 22, 1998.
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_____	317	"RBC, Inc. Software Store"; www.digitalriver.com; May 11, 1998.
_____	318	"Welcome to QRS Music, Inc. Electronic ordering"; www.digitalriver.com; March 14, 1998.
_____	319	"Welcome To Global Majic Software, Inc. Electronic ordering"; www3.digitalriver.com; August 11, 1998.
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 Examiner: Garg, Y.C. (in parent)  
 Conf. No.: \_\_\_\_\_

Page 16 of 25

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
_____	328	"WinSite Software Store"; www.digitalriver.com; February 4, 1998.
_____	329	"Apple Mountain Software Store"; www.digitalriver.com; April 10, 1998.
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_____	331	"M. Casco Associates Software Store"; www.digitalriver.com; May 26, 1998.
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_____	334	"Matchup Sports Software Store"; www.digitalriver.com; May 6, 1998.
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 Conf. No.: \_\_\_\_\_

Page 17 of 25

OTHER ART

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_____	357	<u>M2 PRESSWIRE</u> ; January 3, 1996. "Data Broadcasting Real-time Stock Market Quote Service Begins; \$29.95 Monthly
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_____	360	Information; <u>PR Newswire</u> ; June 10, 1996.
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_____	364	ASPAliance.com Sample Book Chapters, Chapter 1: Foundation Concepts; Taken from "Cascading Style Sheets: Seperating Content from Presentation"; Glasshaus; believed first published April 1, 2004.
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 Conf. No.: \_\_\_\_\_

Page 18 of 25

OTHER ART

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Author Title Date Pertinent Pages Etc.</u>
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_____	389	Dogac et al.; "An Electronic Marketplace Architecture"; Idea Group Publishing; 1999.
_____	390	Claim Construction ORDER; Civil Action No. 2:06-CV-00042 (DF); November 21, 2011.
_____	391	ORDER on Defendants' Rule 72 Objections and Motion for Reconsideration; Civil Action No. 2:06-CV-00042 (DF); February 21, 2012.
_____	392	Defendants' Amended Invalidity Contentions Pursuant to Local Rule 3-6; Civil Action No. 2-06CV-42 (DF); February 6, 2012.

Examiner: \_\_\_\_\_ Date Considered: \_\_\_\_\_

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_____	393	Claim Charts from Defendants' Amended Invalidity Contentions; Civil Action No. 2-06CV-42 (DF), comparing claims of Ross et al. U.S. Patent 6,629,135 to various references; February 6, 2012.
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_____	395	Claim Charts from Defendants' Amended Invalidity Contentions; Civil Action No. 2-06CV-42 (DF), comparing claims of Ross et al. U.S. Patent 7,818,399 to various references; February 6, 2012.
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_____	397	Archived web pages at www.wilsonweb.com; February 7, 1998.
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_____	405	"The CDnow Story", pages 172-176, referring to history in November 1994, March 1997, and "early in 1998."
_____	406	Screen image from Barry's Temple of Godzilla: www.godzillatemple.com, showing CDnow.com; September 24, 1998.
_____	407	Screen image from rollingstone.com, showing links to CDnow, September 24, 1998.
_____	408	Halper, Mark; Archived web page at www.businessweek.com, dated June 15, 1997, showing "Cyberstorefronts for Rookies"; October 12, 2008.
_____	409	Archived web page at www.fredericks.com; July 21, 1997.
_____	410	Pages from Publishers Weekly, U.S. Copyright Office, and Phoenix Public Library, showing publication of Edwards' "Making Money in Cyberspace"; August 10, 1998.
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 Conf. No.: \_\_\_\_\_

Page 20 of 25

OTHER ART

<u>Examiner</u> <u>Initials</u>	<u>Item</u>	<u>Author Title Date Pertinent Pages Etc.</u>
_____	412	Archived web page at www.thespaceshop.com; December 12, 1998.
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_____	415	Trademark Electronic Search System (TESS) record of MARKETPLACEMCI; Reg. No. 1,940,267, filed August 19, 1994.
_____	416	Messmer, E.; "MCI opens electronic mall on 'Net"; Network World; April 3, 1995.
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_____	429	Wikipedia page for RTML, <a href="http://en.wikipedia.org/wiki/RTML">http://en.wikipedia.org/wiki/RTML</a> , April 4, 2011.
_____	430	"Digital River: Plumbing the Web"; The Digital River Review; February 1998.
_____	431	Web pages from www3.digitalriver.com; May 1998.
_____	432	Web pages from www.sdcorp.com with related source code; May 14, 1998
_____	433	Breimhurst, Henry; "Digital River plans an IPO this year"; CityBusiness; April 24, 1998.

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 Conf. No.: \_\_\_\_\_

Page 21 of 25

OTHER ART

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_____	434	Archived web pages at www.viaweb.com; "Press Quotes"; June 6, 1997.
_____	435	Archived web pages at www.austads.com with related source code; May 20, 1998.
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_____	446	Expert Report of Peter Kent Regarding Invalidity of the '135, '572, and '399 Patents; Civil Action No. 2-06CV-42 (DF); May 18, 2012.
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_____	452	Online Decision Strategies presentation to Syntellect Interactive Communications; 1996.
_____	453	Screenshots from a video clip dated March 31, 2012, of a Digital River employee showing certain archived webpages from www.ffg.com (December 31, 1996) and www.miramarsys.com (November 11, 1996) and reconstructions of pages served by Digital River for ForeFront and Miramar Systems, Inc.

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OTHER ART

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_____	454	Screenshots from a video clip dated March 15, 2012, of a Digital River employee showing certain archived webpages from www.digfrontiers.com (November 2, 1996) and reconstructions of pages served by Digital River for Digital Frontiers.
_____	455	"Firm does placement"; St. Paul Pioneer Press; Tuesday, April 28, 1998.
_____	456	Output files of Web Whacker software used in the DR Secure Sales System; allegedly used with respect to certain 1996 websites; cited in Defendants' Amended Invalidity Contentions Pursuant to Local Rule 3-6; Civil Action No. 2-06CV-42 (DF); February 6, 2012.
_____	457	Archived webpage at http://ego.net/; December 22, 1997.
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_____	471	"Netscape and The Sabre Group Launch Innovative Travel Booking Service on Netscape Netcenter; Travelocity Featured as Exclusive Travel Partner for Netcenter's Marketplace"; January 26, 1998.
_____	472	Yahoo! Media Relations press release, "Yahoo! and the Sabre Group Team Up to Bring Users Travel Booking Services"; November 10, 1997.
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OTHER ART

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_____	474	MEMORANDUM OPINION AND ORDER on Defendants' Renewed Motions for Judgment as a Matter of Law, and Digital River, Inc.'s Motion for New Trial; Civil Action No. 2:06-CV-00042 (DF); June 20, 2013.
_____	475	MEMORANDUM OPINION AND ORDER on DDR Holdings, LLC's Motion for Entry of Judgment; Civil Action No. 2:06-CV-00042 (DF); June 20, 2013.
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_____	477	Keech, Ellen S.; "Infonautics provides the Atlanta Journal and Constitution with full service archives"; PR Newswire, New York; February 25, 1997; hereinafter Infonautics was extracted from Proquest database on June 25, 2012.
_____	478	Joint Claim Construction and Prehearing Statement; Civil Action No. 2:06-CV-00042 (DF); filed September 9, 2011.
_____	479	Definitions of "hyperlink" and "link" from: Barron's Dictionary of Computer and Internet Terms; 7th Ed.; 2000; pp. 227, 273.
_____	480	Definition of "look and feel" from: PCMag.com encyclopedia; 2010.
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_____	484	JACOBS, MARCIA A.; "Microsoft Details Merchant Plans"; CommunicationsWeek; February 26, 1996.
_____	485	"Now Software redefines calendar and address book publishing on the World Wide Web; New products enable Atlantic Records, Wall Street Journal, Sports Illustrated, and other top Web sites to publish 'State-of-the-Art' calendars and address books"; Business Wire; April 8, 1996.
_____	486	"Microsoft Makes It Simple to Sell on the Web; Release of Merchant Server Expected to Ignite Internet Commerce"; Microsoft Corporation; October 30, 1996.
_____	487	ARDEN, RONALD K.; "Safe Internet Shopping with Microsoft Merchant System"; WindowsITPro.com; October 31, 1996.
_____	488	ASFAR, ROY; "Supersite makes browsing easier"; Computer Reseller News; pg. 359; November 11, 1996.
_____	489	SPRING, GREG; "Warner CityWeb seeks online affiliates"; Electronic Media; January 6, 1997.

Examiner: \_\_\_\_\_ Date Considered: \_\_\_\_\_

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

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
_____	490	"About Vicinity Corporation/Infinet and Vicinity Announce Partnership to Provide Vicinity's Premier Local Content and Services to Infinet's Newspaper Customers Nationwide"; archived webpages at www.vicinity.com; February 4, 1997.
_____	491	"Customer Management on the Internet - Building a Community of Customers"; The Ragens; April 1997.
_____	492	"Microsoft Internet Commerce Strategy: A Foundation for Doing Business on the Internet"; Microsoft Corporation; May 1997.
_____	493	PEREIRA, PEDRO; "Online ordering takes off"; Computer Reseller News; May 5, 1997.
_____	494	BLAKE, PAUL; "Unobscured objects of desire"; Information World Review; September 30, 1997.
_____	495	"World Media Network Launches Shopping Network"; Worldwide Videotex Update; October 1997.
_____	496	CHRONISTER, KRISTIAN; "Is Agentics the sourcing solution? - Co. to introduce new approach to online purchasing dilemma"; Electronic Buyers' News 1087; December 8, 1997.
_____	497	"Kicking Tires, Virtually, Via Cars.com"; Newsbytes; December 17, 1997.
_____	498	Be Free Technology; archived webpage from wee.befree.com; January 24, 1998.
_____	499	Be Free Sites; archived webpage from www.befree.com; January 24, 1998.
_____	500	"Be Free Affiliate Management Service Chosen By Electronic Newsstand, Inc.; archived webpage from www.befree.com; January 24, 1998.
_____	501	"The Daily News Surges Toward \$100,000 in New Annual Revenues Using AdOne Online Classified Ad Solution"; Ad-One Classified Network; archived webpage from www.adone.com; February 4, 1998.
_____	502	PC Order - Who We Are/Web Storefront 3.0; archived webpages from www.pccorder.com; February 18, 1998.
_____	503	"DataMark's Books Now Division to Provide Virtual Bookstores for ElectricVillage's Network of Radio Station Web Sites"; Business Wire; April 7, 1998.
_____	504	"The Opportunity: Affiliate Networks: A Revolution in Retail"; archived webpage from www.befree.com; May 12, 1998.
_____	505	KUCHINSKAS, SUSAN; "Floating A Website"; Web Review - Cross-Training For Web Teams; May 29, 1998.
_____	506	"LinkShare Corporation Launches Software to Link Merchants to Internet's Most Advanced Affiliate Program"; PR Newswire; August 10, 1998.

Examiner: \_\_\_\_\_ Date Considered: \_\_\_\_\_

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

Form PTO-1449 (Modified)  
List of Patents and Publications For  
Information Disclosure Statement

Serial No.: \_\_\_\_\_  
First Inventor: Ross, D. Delano, Jr.  
Filed: 05/21/2015  
Art Unit: 3625 (in parent)  
Examiner: Garg, Y.C. (in parent)  
Conf. No.: \_\_\_\_\_

Page 25 of 25

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
_____	507	"NewsEdge for Extranets Program Lets Customers 'News Enable' Web Sites, Private Networks; NewsEdge; September 1, 1998.
_____	508	"Mecklermedia's Internet.com Enhances No-Cost Internet News Affiliate Program With News Harvester 3.0"; Mecklermedia; September 3, 1998.
_____	509	OPINION and JUDGMENT; DDR Holdings, LLC v. Hotels.com, L.P.; U.S. Court of Appeals for the Federal Circuit, Case Number 2013-1505; December 5, 2014.

Examiner: \_\_\_\_\_ Date Considered: \_\_\_\_\_

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ross, D. Delano Jr. et al. Art Unit : 3625 \*  
Serial No. : \_\_\_\_\_ Examiner : Garg, Yogesh C. \*  
Filing Date : 05/21/2015 \* *In parent application S.N. 13/970,515*  
Title : Methods of expanding commercial opportunities for internet  
websites through coordinated offsite marketing

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

Filed via EFS-Web – May 21, 2015

**PRELIMINARY AMENDMENT**

Dear Sir:

Applicant requests entry of the following amendments as part of this continuation application.

- **Amendments to the Specification** begin on page 2.
- **Amendments to the Claims** begin on page 3.
- **Remarks** begin on page 4.



## Amendments

### IN THE SPECIFICATION:

Please amend the first paragraph on page 1 as follows:

#### CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of application Serial No. 13/970,515, filed August 19, 2013, which is a continuation of application Serial No. 12/906,979, filed October 18, 2010, now U.S. Patent 8,515,825, which is a continuation of application Serial No. 11/343,464, filed January 30, 2006, now U.S. Patent 7,818,399, which is a continuation of application Serial No. 10/461,997, filed June 11, 2003, now U.S. Patent 6,993,572, which is a continuation of application Serial No. 09/398,268, filed September 17, 1999, now U.S. Patent 6,629,135, which claims the benefit of application Serial No. 60/100,697, filed September 17, 1998, which applications are hereby incorporated by reference.

IN THE CLAIMS:

Please amend the claims as follows:

1. (Original) A process of creating and displaying Internet web pages comprising:

(a) computer storing indicia describing the appearance of a set of one or more visually perceptible elements, which elements are displayed, along with primary content, on web browsers accessing a first web page, and which set of elements suggest a source of the first web page; and

(b) using the computer-stored indicia to cause the display of a second web page on web browsers of computer users who indicate interest in a buying opportunity by following a selectable navigation link from the first web page leading to the second web page;

(c) wherein said second web page contains the set of visually perceptible elements along with content describing at least one commerce object;

(d) wherein the second web page apart from the commerce objects has a distinctive overall appearance corresponding to a distinctive overall appearance of the first web page apart from its primary content;

(e) wherein a first owner controls the primary content of the first web page and a second owner controls the content of the second web page and the information displayed on the second web page about the commerce object;

(f) wherein said at least one commerce object pertains to an opportunity to purchase an offering of a merchant, which is neither the first nor the second owner; and

(g) wherein the first and second owners have contracted with each other to share revenue generated as a result of computer users purchasing from the merchant as a result of visiting the second web page.

2. (Original) The process of claim 1 wherein computer storing indicia comprises computer storing indicia describing the appearance of a set of elements that

suggests a source of the first web page by being consistent across a set of web pages, including the first web page, which set constitutes some or all of a website of the first owner.

3. (Original) The process of claim 1 wherein computer-storing indicia comprises storing HTML code and images.

4. (Original) The process of claim 1 wherein the set of visually perceptible elements derived from the indicia comprises the appearance of the top and left side of the first web page.

5. (Original) The process of claim 1 wherein the set of visually perceptible elements derived from the indicia comprises the appearance of the header and footer of the first web page.

6. (Original) The process of claim 1 wherein the set of visually perceptible elements includes a set of navigational links, used on the first web page, each of which links, when activated, causes a browser to display a select page of a website of the first owner.

7. (Original) The process of claim 1 wherein the set of visually perceptible elements includes a logo identifying the first owner.

8. (Original) The process of claim 1 wherein the set of visually perceptible elements includes all of the following:

- (a) a logo identifying the first owner;
- (b) a color scheme used on the first web page;
- (c) a page layout used on the first web page; and
- (d) a set of navigational links, used on the first web page, each of which links, when activated causes a browser to display a select page of a website of the first owner.

9. (Original) The process of claim 1 wherein causing the display of the second web page comprises causing the display of the second web page on browsers of computer users who click the link.

10. (Original) The process of claim 9 wherein causing the display of the second web page comprises causing said display without any action by the computer user other than clicking the link.

11. (Original) The process of claim 1 wherein the commerce object is a catalog having a multitude of merchant offerings and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.

12. (Original) The process of claim 1 wherein the commerce object is a set of product categories and wherein the second web page further comprises a display accepting input of search parameters that can be used to search for products within the product categories.

13. (Original) The process of claim 1 wherein the second web page apart from the commerce objects has a distinctive overall appearance essentially matching the distinctive overall appearance of the first web page apart from its primary content.

14. (Original) The process of claim 1 wherein the merchant offerings is a type of goods.

15. (Original) The process of claim 1 wherein having a contract providing for sharing of revenue comprises having a contract that provides for the second owner to pay a commission to the first owner on account of purchases of merchant offerings on the second web page by computer users who followed the link from the first web page to the second web page.

16. (Original) The process of claim 1 further comprising directing computer users' web browsers to one or more third web pages providing a checkout procedure that includes collection of payment information, in response to the computer users' selection of the commerce object, indicating a desire to purchase the merchant's offering to which the commerce object on the second web page pertains.

17. (Original) The process of claim 16 wherein the one or more third web pages, apart from information displayed about the checkout procedure, have an overall appearance corresponding to an overall appearance of the first web page apart from its primary content.

18. (Original) The process of claim 1 further comprising forwarding to the merchant order information relating to computer users who select the commerce object on the second web page, indicating a desire to purchase the merchant's offering to which the commerce object pertains.

19. (Original) The process of claim 1 wherein:

(a) computer storing indicia comprises computer storing HTML code and images describing the appearance of a set of elements that suggests a source of the first web page by being consistent across a set of web pages, including the first web page, which set constitutes some or all of a website of the first owner;

(b) causing the display of the second web page comprises causing the display of the second web page on browsers of computer users who click the link;

(c) the second web page apart from the commerce objects has a distinctive overall appearance essentially matching the distinctive overall appearance of the first web page apart from its primary content;

(d) the commerce object is a catalog having a multitude of merchant offerings;

(e) the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog; and

(f) having a contract providing for sharing of revenue comprises having a contract that provides for the second owner to pay the first owner on account of purchases of merchant offerings on the second web page by computer users who followed the link from the first web page to the second web page.

20. (Original) The process of claim 19 wherein the commerce object is a set of product categories and wherein the second web page further comprises a display accepting input of search parameters that can be used to search for products within the product categories.

Claims 21-70 (Cancelled).

Remarks

The amendments to the specification are being made to update only the related applications section and hence do not contain any "new matter."

Applicant cancels all but twenty claims filed in the parent application to avoid excess claims fees and plans to file a supplemental Preliminary Amendment as soon as possible to present new claims for prosecution in this application.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,  
DDR HOLDINGS, LLC  
by its attorney

Dated: May 21, 2015

/Louis J. Hoffman/  
Louis J. Hoffman  
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.  
14301 North 87th Street, Suite 312  
Scottsdale, Arizona 85260  
(480) 948-3295

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<b>NONPUBLICATION REQUEST UNDER 35 U.S.C. 122(b)(2)(B)(i)</b>	First Named Inventor	Ross, D. Delano, Jr.
	Title	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
	Attorney Docket Number	23-CON5

I hereby 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.

I hereby request that the attached application not be published under 35 U.S.C. 122(b).

/Louis J. Hoffman/

05/21/2015

\_\_\_\_\_  
Signature\_\_\_\_\_  
Date

Louis J. Hoffman

38,918

\_\_\_\_\_  
Typed or printed name\_\_\_\_\_  
Registration Number, if applicable

(480) 948-3295

\_\_\_\_\_  
Telephone Number

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

This collection of information is required by 37 CFR 1.213(a). 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 6 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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NOTE: This form is to be submitted with the Power of Attorney by Applicant form (PTO/AIA/82B) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5, unless the application number and filing date are identified in the Power of Attorney by Applicant form. If neither form PTO/AIA/82A nor form PTO/AIA82B identifies the application to which the Power of Attorney is directed, the Power of Attorney will not be recognized in the application.

Application Number	14/____,____
Filing Date	05/21/2015
First Named Inventor	D. Delano Ross, Jr.
Title	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
Art Unit	3625 (in parent app.)
Examiner Name	Garg, Yogesh C. (in parent app.)
Attorney Docket Number	23-CON5

**SIGNATURE of Applicant or Patent Practitioner**

Signature	/Louis J. Hoffman/	Date (Optional)	05/21/2015
Name	Louis J. Hoffman	Registration Number	38918
Title (if Applicant is a juristic entity)			
Applicant Name (if Applicant is a juristic entity)	DDR Holdings, LLC		

**NOTE:** This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. If more than one applicant, use multiple forms.

\*Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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## POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

<b>Application Number</b>	<b>Filing Date</b>
13/970,515	08/19/2013

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)

I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above: 26362

OR  
 I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

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I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

DDR Holdings, LLC

- Inventor or Joint Inventor (title not required below)
- Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)
- Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)
- Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

**SIGNATURE of Applicant for Patent**

The undersigned (whose title is supplied below) is authorized to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

Signature	Date (Optional)	August <u>20</u> , 2013
Name	Daniel D. Ross	
Title	Managing Director - DDR Holdings, LLC	

**NOTE:** Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.

Total of **1** forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

## Electronic Patent Application Fee Transmittal

<b>Application Number:</b>				
<b>Filing Date:</b>				
<b>Title of Invention:</b>	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing			
<b>First Named Inventor/Applicant Name:</b>	D. Delano Ross, Jr.			
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz			
<b>Attorney Docket Number:</b>	23-CON5			
Filed as Large Entity				
<b>Filing Fees for Utility under 35 USC 111(a)</b>				
<b>Description</b>	<b>Fee Code</b>	<b>Quantity</b>	<b>Amount</b>	<b>Sub-Total in USD(\$)</b>
<b>Basic Filing:</b>				
Utility application filing	1011	1	280	280
Utility Search Fee	1111	1	600	600
Utility Examination Fee	1311	1	720	720
<b>Pages:</b>				
<b>Claims:</b>				
<b>Miscellaneous-Filing:</b>				
<b>Petition:</b>				
<b>Patent-Appeals-and-Interference:</b>				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
<b>Post-Allowance-and-Post-Issuance:</b>				
<b>Extension-of-Time:</b>				
<b>Miscellaneous:</b>				
			<b>Total in USD (\$)</b>	<b>1600</b>

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	22419159
<b>Application Number:</b>	14719009
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5628
<b>Title of Invention:</b>	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
<b>First Named Inventor/Applicant Name:</b>	D. Delano Ross, Jr.
<b>Customer Number:</b>	26362
<b>Filer:</b>	Louis J. Hoffman/Donald Hertz
<b>Filer Authorized By:</b>	Louis J. Hoffman
<b>Attorney Docket Number:</b>	23-CON5
<b>Receipt Date:</b>	21-MAY-2015
<b>Filing Date:</b>	
<b>Time Stamp:</b>	17:41:37
<b>Application Type:</b>	Utility under 35 USC 111(a)

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1	Transmittal of New Application	15-05-21-DDR-CON5-app_trans.pdf	212184 ad338ab635b923e76ccc62c07239a8d519132cd1	no	1
<b>Warnings:</b>					
<b>Information:</b>					
2		Parent_Specification.pdf	2584167 7192472f98afb73f797fffd3d12bb9173c48036e4	yes	56
	<b>Multipart Description/PDF files in .zip description</b>				
	<b>Document Description</b>		<b>Start</b>	<b>End</b>	
	Specification		1	43	
	Claims		44	55	
	Abstract		56	56	
<b>Warnings:</b>					
<b>Information:</b>					
3	Drawings-only black and white line drawings	Drawings.pdf	1433172 269832416be0e259812ed90f92a351b8d72bdb7b	no	24
<b>Warnings:</b>					
<b>Information:</b>					
4	Oath or Declaration filed	Declarations-parent_copies.pdf	3877631 9978a2939b596746653621e44aab30226419a95f	no	5
<b>Warnings:</b>					
<b>Information:</b>					
5	Application Data Sheet	15-05-21-DDR-CON5-ADS.pdf	1562369 fb88d366f21f8a58970793dc483db24119bf57ef	no	8
<b>Warnings:</b>					
<b>Information:</b>					
6	Transmittal Letter	15-05-21-DDR-CON5-IDS_Cover.pdf	44545 abfd96fc70d77321cd92a428ebcd9de462cdc3ec	no	1

<b>Warnings:</b>					
<b>Information:</b>					
7	Information Disclosure Statement (IDS) Form (SB08)	15-05-21-DDR-CON5-FORM_1449.pdf	241326 abedc3c9e0ef67d20c58225df2716de3cc291c5	no	25
<b>Warnings:</b>					
<b>Information:</b>					
This is not an USPTO supplied IDS fillable form					
8	Preliminary Amendment	15-05-21-DDR-CON5-Prelim_Amend.pdf	70869 578a724cf6614c540de55c0cd781c3da94208bc8	no	8
<b>Warnings:</b>					
<b>Information:</b>					
9	Nonpublication request from applicant	15-05-21-DDR-CON5-nonpub_rqst.pdf	144286 30260aaa1a49aecde925f73bc5bf18911489ce7	no	1
<b>Warnings:</b>					
<b>Information:</b>					
10	Power of Attorney	15-05-21-DDR-CON5-POA.pdf	1305861 36813cb495cbf4925dd70ef6016466b9883323b0	no	2
<b>Warnings:</b>					
<b>Information:</b>					
11	Fee Worksheet (SB06)	fee-info.pdf	35106 4200b921a2a84344b931804bb8372934539f8acf	no	2
<b>Warnings:</b>					
<b>Information:</b>					
<b>Total Files Size (in bytes):</b>			11511516		

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**New Applications Under 35 U.S.C. 111**

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

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

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

**New International Application Filed with the USPTO as a Receiving Office**

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