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### DETAILED ACTION

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

#### *Response to Arguments*

2. Applicant's arguments filed 16 September 2014 have been fully considered but they are not persuasive.

#### **Claims 1, 2, 4-12 and 14-25 rejected under 35 USC 103**

3. Regarding claims 1, 2, 4-6, 8-12, and 14-25 rejected under 35 USC 103(a) as being unpatentable over Moody (US 2008/0294727) "Moody 727" in view of Moody (US 2003/0167310) "Moody 310", applicant argues that the cited prior art does not teach the claim element: "display the new incoming electronic message in an inbox together with any message thread not flagged as silenced, while silencing any further notifications pertaining to receipt of the new incoming electronic message." The examiner respectfully disagrees.

With respect to the claim element: "display the new incoming electronic message in an inbox together with any message thread not flagged as silenced, while silencing any further notifications pertaining to receipt of the new incoming electronic message" the examiner submits that Moody 727 and Moody 310, when taken in combination, teach within the scope of the claim. Moody 727 teaches, as is known in the art, an e-mail inbox used for storing incoming messages that belong to an existing message thread [0025-6]. Message threads can be marked as flagged for creating/not creating a

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message alert for the user ([0031]). It is therefore established that Moody 727 clearly teaches the ability to silence message thread notifications. The ability to "display [a] new incoming electronic message in an inbox with any message thread not flagged as silenced" is considered an obvious variation by what is already known in the art. It is submitted that Moody 310 shows an alternative to the storage in an inbox and bulk folder as taught by Moody '727. Moody '310 teaches the step to display the new incoming electronic message in an inbox together with any message thread not flagged as silenced ([0109] incoming messages of all types of categories (i.e. ones that cause a user notification ([0110, 0113], audio/visual cue) including urgent and approvals are displayed alongside common mail including memos and newsletters are interleaved into a single main mail inbox).

It is therefore submitted that Moody 727 and Moody 310 teach within the scope of the argued claim element.

### ***Claim Rejections - 35 USC § 103***

4. The following is a quotation of pre-AIA 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1, 2, 4-6, 8-12, 14-16, and 18-26 rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Moody '727 (US 2008/0294727) in view of Moody '310 (US 2003/0167310).

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6. Regarding claim 1, Moody teaches a communication system configured to silence notifications for incoming electronic messages, the system comprising a data processor, media readable by the data processor and a communications subsystem:

the communication subsystem adapted for receiving the incoming electronic messages (Fig. 3, B1; p. 2, para. 0025, a new email message is received at the email message system); and

the non-transitory media readable by the data processor comprising coded program instructions adapted to cause the processor to:

determine that a new incoming electronic message is associated with a message thread (Fig. 3, B2; p. 2, para. 0026, determine that an incoming message belongs to an existing message thread);

determine that the message thread has been flagged as silenced (Fig. 3, B4, Never Notify; p. 2, para. 0031);

override a currently-enabled notification setting to prevent a receipt notification pertaining to new incoming electronic messages associated with the message thread from being activated (Fig. 3, Never Notify or conditional notification; p. 2, para. 0028, notification is overridden if a certain condition does not exist; p. 2, para. 0031, if value = "never notify," then user is not notified).

Moody '727 does not teach display the new incoming electronic message in an inbox together with any message thread not flagged as silenced.

Moody '310 teaches the step to display the new incoming electronic message in an inbox together with any message thread not flagged as silenced ([0109] incoming

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