



UNITED STATES PATENT AND TRADEMARK OFFICE

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

| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|--|-------------|----------------------|------------------------|------------------|
| 11/734,294 | 04/12/2007 | Sihem Amer Yahia | 12729-243 (Y02108US00) | 9765 |
| 56020 | 7590 | 04/04/2016 | EXAMINER | |
| BGL/Yahoo! Overture P.O. BOX 10395 CHICAGO, IL 60610 | | | DURAN, ARTHUR D | |
| | | | ART UNIT | PAPER NUMBER |
| | | | 3622 | |
| | | | MAIL DATE | DELIVERY MODE |
| | | | 04/04/2016 | PAPER |

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.

| | | | |
|------------------------------|--------------------------------------|-------------------------------------|--|
| Office Action Summary | Application No. 11/734,294 | Applicant(s) YAHIA ET AL. | |
| | Examiner ARTHUR DURAN | Art Unit 3622 | AIA (First Inventor to File) Status 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 11/19/2014.
☐ 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) 1-3,5-9,13-17,19-21,24,27 and 32-39 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) 1-3, 5-9, 13-17, 19-21, 24, 27, 32-39 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 or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

- 10) ☐ The specification is objected to by the Examiner.
- 11) ☐ The drawing(s) filed on _____ 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)
- 3) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____

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

DETAILED ACTION

Claims 1-3, 5-9, 13-17, 19-21, 24, 27, 32-39 have been examined.

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 11/19/2014 has been entered.

Response to Arguments

Applicant's arguments with respect to the claims have been considered but are moot in view of the grounds of rejection. Note the new citations and motivation to the same 103 prior art of Zinn in view of Gottfurcht in view of Schiavi. Also, note the following.

On 11/19/2014, Applicant amended the independent claims 1, 13 (where the underline is the amended part):

“defining a plurality of domains, each domain of the plurality of domains
identifying a predefined user intent of a plurality of possible user intents;...

matching the query to the domain of the plurality of domains based the
predefined user intent, wherein the matching is performed by a computer system;”.

Applicant also amended independent claim 19:

“defining a plurality of domains, each domain identifying a predefined search scenario from a plurality of predefined search scenarios;

receiving bids from advertisers on a domain of the plurality of domains identifying a predefined search scenario to place an advertisement in an advertisement slot on a web page resulting from the predefined search scenario;

matching the query to the domain of the plurality of domains based the predefined search scenario, wherein the matching is performed by a computer system;”.

Applicant’s Specification at the following places of the PG_Pub version was found helpful for understanding these features:

“[0023] The query engine 12 is also in communication with the advertisement engine 16 allowing the query engine 12 to tightly integrate advertisements with the user query and search results. To more effectively select appropriate advertisements that match the user's interest and query intent, the query engine 12 is configured to further analyze the text query 20 and generate a more sophisticated translated query 30. The query intent may be better categorized by defining a number of domains that model typical search scenarios. Typical scenarios may include looking for a hotel room, searching for a plane flight, shopping for a product, or similar scenarios.

[0044] The architecture described also incorporates the ability to bid on a combination of domain, fields and terms. As described above, the domain may identify a predefined query intent, such as a search for a hotel, insurance, or a laptop. Further,

fields may be predefined to more specifically identify the desired product or service.

The fields may correspond to the general and domain specific predicates.

[0048] Two query scenarios are provided with regard to the bids provided in Table 1 above. The first query scenario is for a text query "Dell Laptop Black 30 GB Multimedia Speakers" and the second query scenario is for the text "Apple Laptop Black Multimedia Speakers". During query processing, certain of the text items may be analyzed to identify the domain, for example Domain: Laptop."

Hence, Examiner interprets that Applicant's amended features can be interpreted as receiving a keyword query, determining what domain/category/type/class/intent/scenario/grouping that query belongs to, determining if an advertiser bid on that domain/category/type/class/intent/scenario/grouping, and then displaying the appropriate ad based on the bidding.

And, Zinn discloses defining a plurality of domains, each domain identifying a predefined scenario from a plurality of predefined scenarios (Zinn grouping and classifying keywords ([28, 46, 8, 9]);

receiving bids from advertisers identifying a search to place an advertisement in an advertisement slot on a web page resulting from the search (Figs. 1, 2; [30, 32, 36, 37, 49]);

matching the query to the search and bid parameters based on the predefined search and bid parameters, wherein the matching is performed by a computer system (Figs. 1, 2; [30, 32, 36, 37, 49]).

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.