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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	08/19/2016	EXAMINER	
BGL/Yahoo! Overture P.O. BOX 10395 CHICAGO, IL 60610			DURAN, ARTHUR D	
			ART UNIT	PAPER NUMBER
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			08/19/2016	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 8/4/16.
☐ 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5a) Of the above claim(s) ____ is/are withdrawn from consideration.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.

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 103 rejection with the addition of the Loftus prior art. Also, note the following.

On 8/4/2016, 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, each domain having plurality of general predicates that relate to the plurality of domains;
receiving bids from advertisers on a domain of the plurality of domains;
matching the query to the domain of the plurality of domains based the predefined user intent, assigning a first set of keywords in the query to at least one general predicate of the plurality of predicates, assigning a second set of keywords in the query to domain specific predicates that are associated specifically with the domain,
wherein the matching is performed by a computer system;”.

And, Applicant's 8/4/16 Remarks address these amended features.

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, in regards to the new features of each domain having general predicates and domain specific predicates, Examiner found these parts of the Applicant's Spec helpful (Applicant's Figs. 3, 4 and the following from Applicant's Spec):

"[0025] Once a domain has been selected, the keywords may be analyzed to identify known predicates for a particular domain. Predicates are descriptive terms that further identify the product or service being sought by the user. Some predicates are general predicates that may apply to all domains, for example the quantity or price of the product or service. Other predicates are domain specific predicates and fall into specific predefined categories for a particular domain. Referring to the "New York hotel August 23" text query example, once the domain is identified as the hotel domain, certain categories may be predefined that further identify the hotel stay sought, including for example the city, date, cost, etc. Accordingly, one possible format for the translated query may be provided below:

[0026] This concept is further illustrated graphically in FIG. 3. Block 310 represents the text query "New York Hotel August 3". The translated query is denoted by block 312. The domain is denoted by block 314 and is identified as the hotel domain. The keywords "New York", "Hotel", and "August 3" are also included in the translated query as noted by block 316. General predicates 318 may be identified from the text query or keywords including the date of stay "Aug. 3, 2006", the quantity (which may default to 1 for the hotel domain, could be identified by a phrase such as "2

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