'682 Patent

U.S. Patent   Jun. 29, 2004   Sheet 1 of 14   **US 6,757,682 B1**

Figure 1

Spiegel

U.S. Patent   Oct. 15, 2002   Sheet 3 of 12   US 6,466,918 B1

FIG. 2

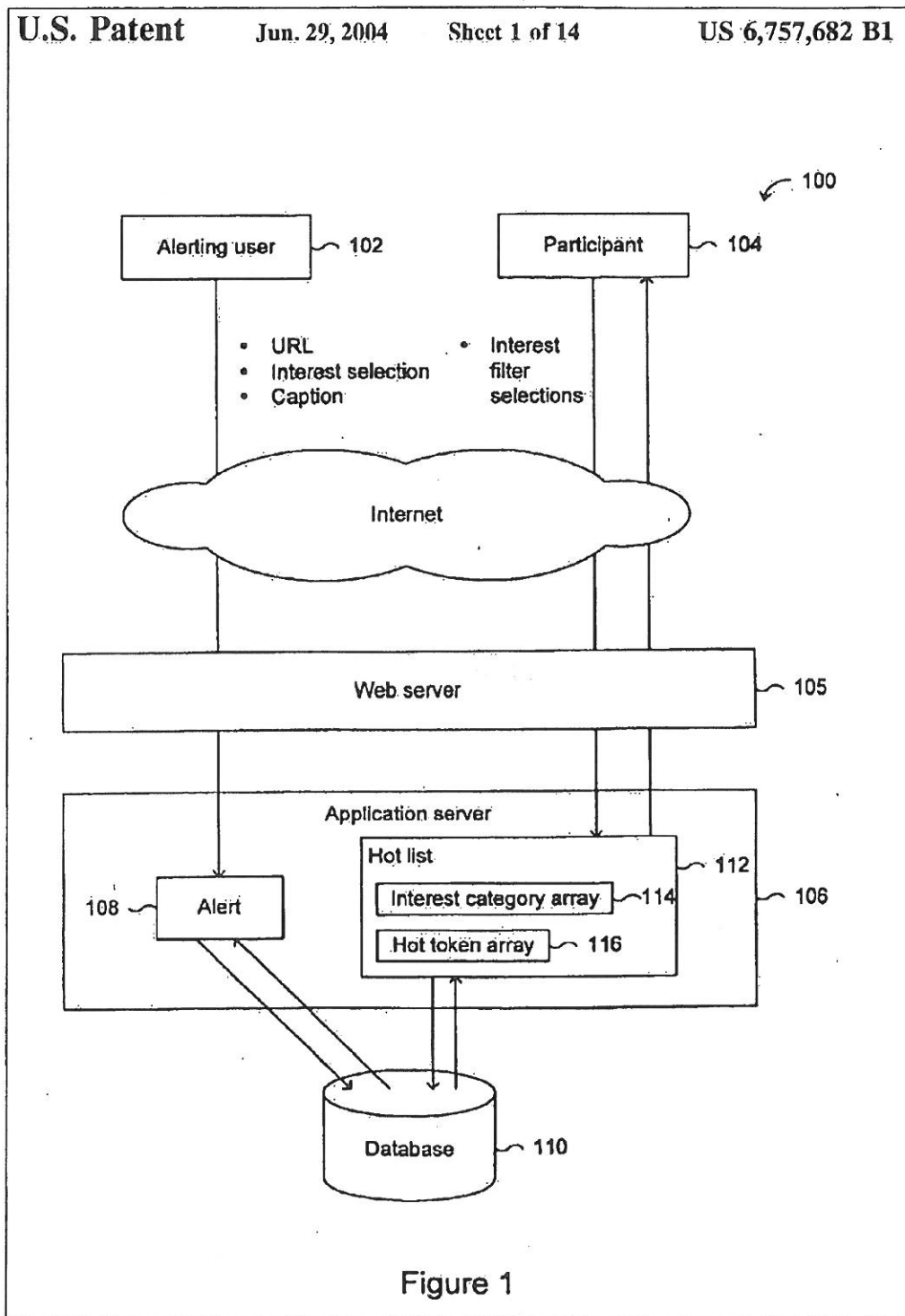Control Number: 95/001,576   Page 20

Art Unit: 3992

Reasons for Not Adopting Proposed Rejections (D)-(E) over Spiegel

First, 3PR treats **Spiegel** and **Bezos** as a single prior art reference because

Spiegel incorporates by reference the provisional application (60/128,557) to which

Bezos claims priority. For the reader's convenience, 3PR's arguments as to this issue

are reproduced below. (*Request, pg. 63*)

---

1. CLAIMS 1-13, 16-17, AND 20 ARE ANTICIPATED BY SPIEGEL

Spiegel discloses a system for identifying and notifying users of popular items within an on-line system. Spiegel is closely related to the system disclosed in Bezos; both patents purport to describe aspects of Amazon.com (the assignee of both patents) and Spiegel explicitly incorporates by reference the disclosures of Bezos. *See* Spiegel, Col. 10, lines 52-58.[3] Spiegel and Bezos are therefore treated as a single prior art reference for purposes of anticipation under § 102 as authorized by the MPEP:

> Instead of repeating some information contained in another document, an application may attempt to incorporate the content of another document or part thereof by reference to the document in the text of the specification. The information incorporated is as much a part of the application as filed as if the text was repeated in the application, and should be treated as part of the text of the application as filed.

---

[3] Spiegel specifically incorporates by reference the disclosures of the Bezos provisional application, U.S. Provisional Application No. 60/128,557, filed April 9, 1999, not the issued Bezos patent. *See* Spiegel, Col. 10, lines 52-58. This distinction is of no significance because, as explained in Section V.A above, the disclosures of the issued Bezos patent were also disclosed in the earlier-filed provisional application.

Consequently, for the reasons set forth above for not adopting the anticipation

rejection over **Bezos** are incorporated here because 3PR relies on the teachings of

Bezos that are allegedly incorporated by reference through **Spiegel's** references to

Bezos' provisional application (*60/128,557*) to anticipate the claims.

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In addition, 3PR argues that **Spiegel** provides an alternative technique to **Bezos** for adjusting the 'intensity value' associated with indications by other users, such as purchases. (*Request, pg. 64*)

> Spiegel is cited in this Request because it provides an alternative technique (in addition to the one disclosed in Bezos) for determining and adjusting the "intensity value" associated with indications by other users, such as purchases. This alternative technique also anticipates, under the broadest reasonable construction, the requirement recited in all independent claims of determining "**an intensity value to be associated with the indication,**" and "**adjusting the intensity value based on a characteristic for the item provided by the source.**" All other elements of claims 1-13, 16-17, and 20 are fully disclosed in by the incorporated Bezos reference as explained above.

3PR sets forth the disclosures of **Spiegel** that allegedly provide an alternative technique to **Bezos** for adjusting the 'intensity value' associated with indications by other users, such as purchases. (*Request, pg. 65*)

> Spiegel also discloses the element of "**adjusting the intensity value based on a characteristic for the item provided by the source**" (under its broadest reasonable construction). Spiegel explains that when a user purchases an item, searches for it, adds the item to its shopping cart or provides a rating, the Spiegel "intensity value" associated with that indication is adjusted in accordance with how significant the action is within the system. "For example, actual purchases are preferably given more weight than merely placing an item in a shopping cart." Spiegel, Col. 13, lines 42-43. An example is provided in Table 7, which shows some actions (such as "Purchase") being given greater numerical significance than other actions:

TABLE 7	
Purchase	10
Click-through	1
Search	3
Rating	8
Shopping Cart	7

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Spiegel, like **Bezos**, discloses adjusting the intensity value (*product count value*) when a user purchases an item or provides a rating for it. **Spiegel** additionally discloses that the intensity value (*product count value*) will be adjusted by click-through, search, and shopping cart events for the item. However, like **Bezos**, **Spiegel** discloses these values are adjusted based on a characteristic for the item provided by the user, which is not the claimed source.

Since **Spiegel** adjusts the intensity value (*product count value*) based on a characteristic (*click through, search, or addition to the shopping cart*) of an item (*book*) provided by the user, it does not anticipate adjusting the intensity value based on a characteristic provided by the source. For this additional reason, proposed anticipation rejection (D) is not adopted.

Also, proposed rejection (E) is not adopted because it does not set forth a prima facie case of obviousness as required by *Graham* v. *John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966). The factual inquiries set forth in *Graham* v. *John Deere Co* that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1.   Determining the scope and contents of the prior art.
2.   Ascertaining the differences between the prior art and the claims at issue.
3.   Resolving the level of ordinary skill in the pertinent art.
4.   Considering objective evidence present in the application indicating obviousness or nonobviousness.

However, 3PR does not ascertain the differences between **Spiegel** and the claims at issue. (*Request, pgs. 68-69*) Although 3PR has proposed obviousness rejection (E) as an alternative to the anticipation rejection (D), proposed obviousness rejection

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(E) must nonetheless set forth a prima facie case of obviousness by addressing the

factual inquires as required by *Graham v. John Deere Co.* Consequently, proposed

rejections (D)-(E) are not adopted because they do not establish a prima facie case of

obviousness because they do not ascertain the differences between **Spiegel** and the

claims at issue.

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RUCKER: Proposed Rejection (F)

20.   The Request indicates that **3PR** considers:

    (F)   **Claims 1-13, 16-17, and 20** are anticipated by **Rucker**.

21.   For the reader's convenience, *figure 1* of the **'682 patent** and *figure 1* of **Rucker**,

which is the prior art network used by the invention of **Rucker**, are provided for

comparison.

22.   Proposed rejection (F) is not adopted for the reasons set forth below.
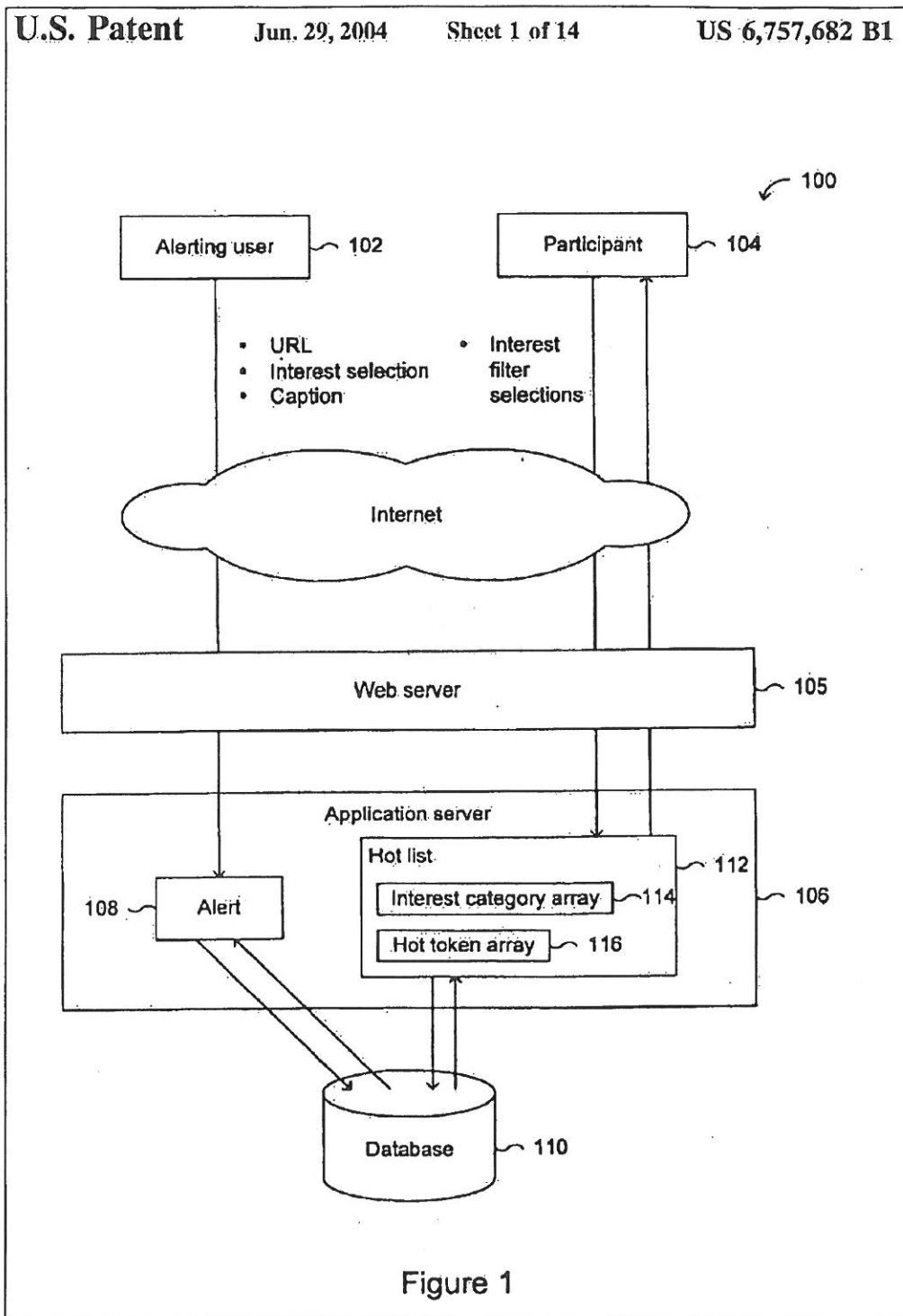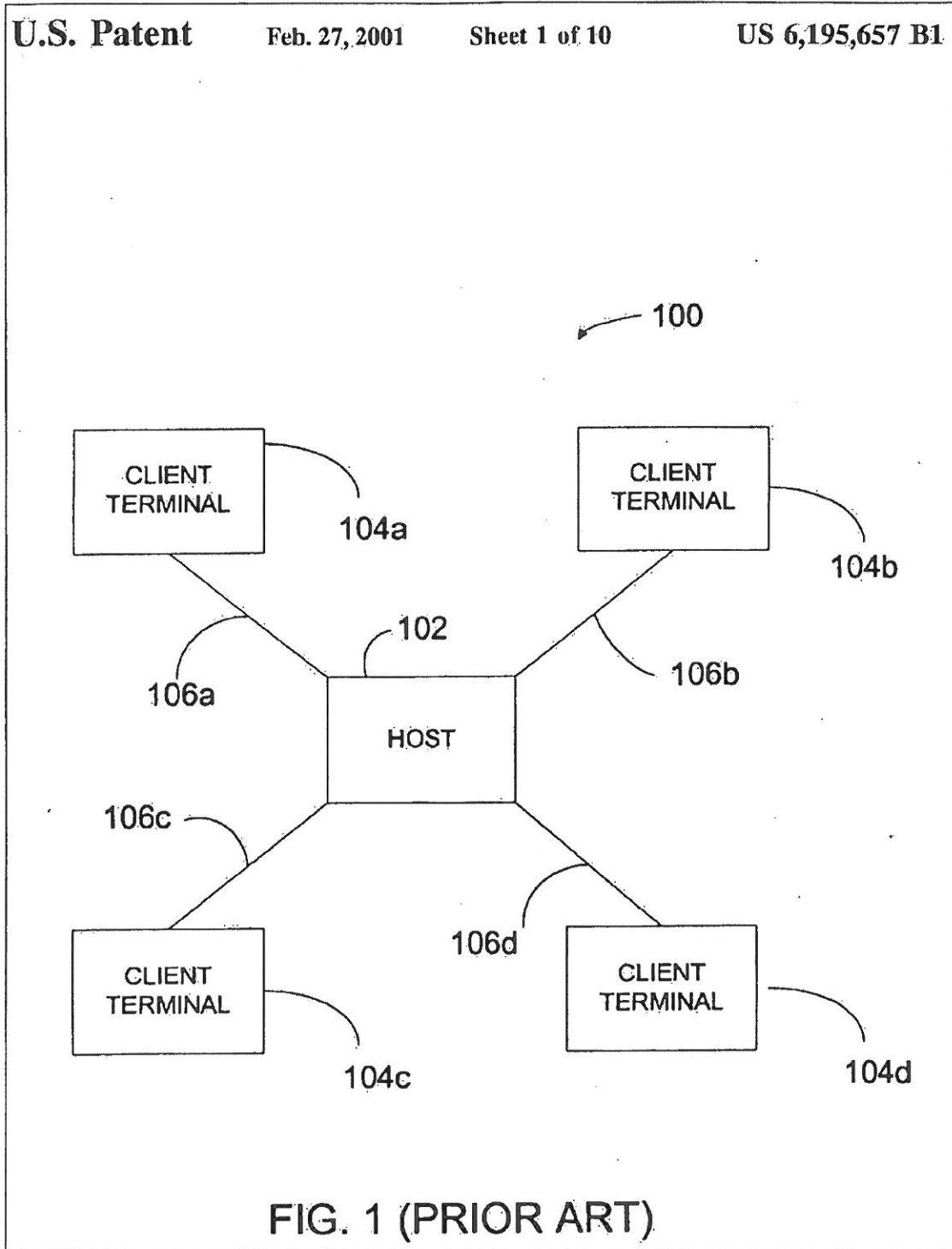
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~ 100

| Alerting user | ~ 102 | | Participant | ~ 104 |

- URL
- Interest selection
- Caption

- Interest filter selections

Internet

| Web server | ~ 105 |

Application server

Hot list	~ 112	~ 106
Interest category array	~114
Hot token array	~ 116

108 ~ | Alert |

| Database | ~ 110 |

Figure 1

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Rucker

U.S. Patent   Feb. 27, 2001   Sheet 1 of 10   US 6,195,657 B1

FIG. 1 (PRIOR ART)

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Reasons for Not Adopting Proposed Rejection (F) over Rucker

First, **Rucker** does not anticipate receiving *in real time from a source other than*

the participant an indication that the item is of current interest. 3PR argues **Rucker's**

host processing station is configured to receive from one or more other users an

indication that an item is of current interest. 3PR also argues the indication that the item

is of current interest is received by the recommendation system.

For the reader's convenience, 3PR's argument as to this issue is reproduced

below. (*Request, pg. 73*)

> **a computer configured to receive in real time from a source other than the participant an indication that the item is of current interest;**
>
> Rucker discloses a computer (e.g., host processing station 102) configured to receive in real time from a source other than the participant (e.g., one or more other users) an indication that the item is of current interest, giving this claim language its broadest reasonable construction. *See* Rucker, Col. 3, lines 43-46 ("As shown here [in Fig 2], host processing station 102 includes I/O controller 204 to interface between client terminals 104x via links 106x and a processor 206.") (emphasis added).
>
> Rucker discloses that the indication of interest is received by the recommendation system when another user creates and submits a category of interest containing one or more documents ("information objects"). Rucker refers to this other user (or source) as the "originating user" and refers to the user submitted category containing the document as the "originating category":
>
>> Each recommended information object delivered to the target user was submitted to the recommendation system by one or more "originating users". For each originating user the information object was submitted in the context of a particular category, referred to as the "originating category". As well as delivering recommended information objects, at step 408 the recommendation system will additionally deliver identifiers of the originating categories and originating users.
>
> Rucker, Col. 5, line 65-Col. 6, line 2 (emphasis added).

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　　　3PR argues the claimed 'computer' is the host processing station *#102*. As such,

in order to meet this claim limitation **Rucker** must disclose that the computer (*host*

processing station) is configured to receive in <u>real time</u> from a source (*originating user*)

other than the participant (*target user)* an indication (*via the creation and submission of a*

category of interest by another user) that an item (*document*) is of current interest (*submitted*

in the originating category). Since proposed rejection (F) does not address the claim

limitation of *receiving in real-time*, it does set forth a prima facie case of anticipation. As

such, proposed rejection (F) does not address this claim limitation, the proposed

rejection is not adopted.

　　　Second, **Rucker** does not anticipate *adjusting the intensity value based on a*

characteristic for the item <u>provided by the source</u> in combination with the other features

of the claims. 3PR argues the claimed *<u>intensity value</u>* is met by the disclosed <u>match</u>

<u>count</u> for the category. 3PR further argues the claimed *<u>intensity weight value</u>* is met by

the disclosed <u>total matching categories</u> and the claimed *<u>characteristic for the item</u>* is met

by the disclosed <u>relevance rating</u>.

　　　For the reader's convenience, 3PR's arguments as to this issue are reproduced

below. (*Request, pgs. 76-77*)

Rucker, Col. 13, lines 1-14 (emphasis added). For purposes of this Request, therefore, the
Rucker **"intensity value"** can be represented by the match count associated with the category
submitted by the originating user.

　　　The Rucker **"intensity weight value,"** giving the claim language its broadest reasonable
construction, can comprise the total number of "matching categories" as computed at the end of
the process described Figure 8. In particular:

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> Rucker discloses "adjusting the intensity value based on a characteristic for the item provided by the source," under its broadest reasonable construction, through its ability to adjust the "match count" based on the relevance ratings provided by the originating user. In particular, the "match count" value is adjusted based on the difference between (a) the originating user's relevance rating for objects in the category and (b) the rating for those same objects provided by the "target user" (the user to whom recommendations will be provided):
>
>> An alternative to step 816 is to use the ratings for matching information objects, if supplied. In that case, the current information object will have a "target rating" as supplied by the target user, and it will also have an "other rating" as supplied by the originating user of the current category. The match count of the current category is then incremented by an amount proportional to the similarity between the target rating and the other rating. For instance, the absolute value of the difference between the target rating and the other rating integers could be calculated. Then the match count of the current category could be incremented by the result of subtracting that difference from 100.

3PR argues **Rucker** discloses adjusting the intensity value *(match count)* based on a characteristic *(relevance rating)* for the item *(document)* provided by the source *(originating user)*. This argument, however, is not persuasive because **Rucker** discloses the characteristic *(relevance rating)* is provided by the participant *(target user)*. (col. 12:11-32) Since the participant *(target user)* and not the source *(originating user)* is disclosed as providing the characteristic *(relevance rating)* for the item *(document)*, proposed anticipation rejection (F) is not adopted.

SHEENA: Proposed Rejections (G)-(H)

23.   The Request indicates that **3PR** considers:

   (G)   **Claims 1-5, 8-10, 16-17, and 20** are anticipated by **Sheena**.

   (H)   **Claims 6-7 and 11-13** are obvious over **Sheena** in view of **Bezos**.

24.   These proposed rejections are not adopted for the reasons set forth below.

25.   For the reader's convenience, *figure 1* of the **'682 patent** and *figure 5* of **Sheena**

are provided for comparison.

26.   Proposed rejections (G)-(H) are not adopted for the reasons set forth below.

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Figure 1

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Sheena

U.S. Patent   Apr. 11, 2000   Sheet 5 of 5   6,049,777

FIG. 5
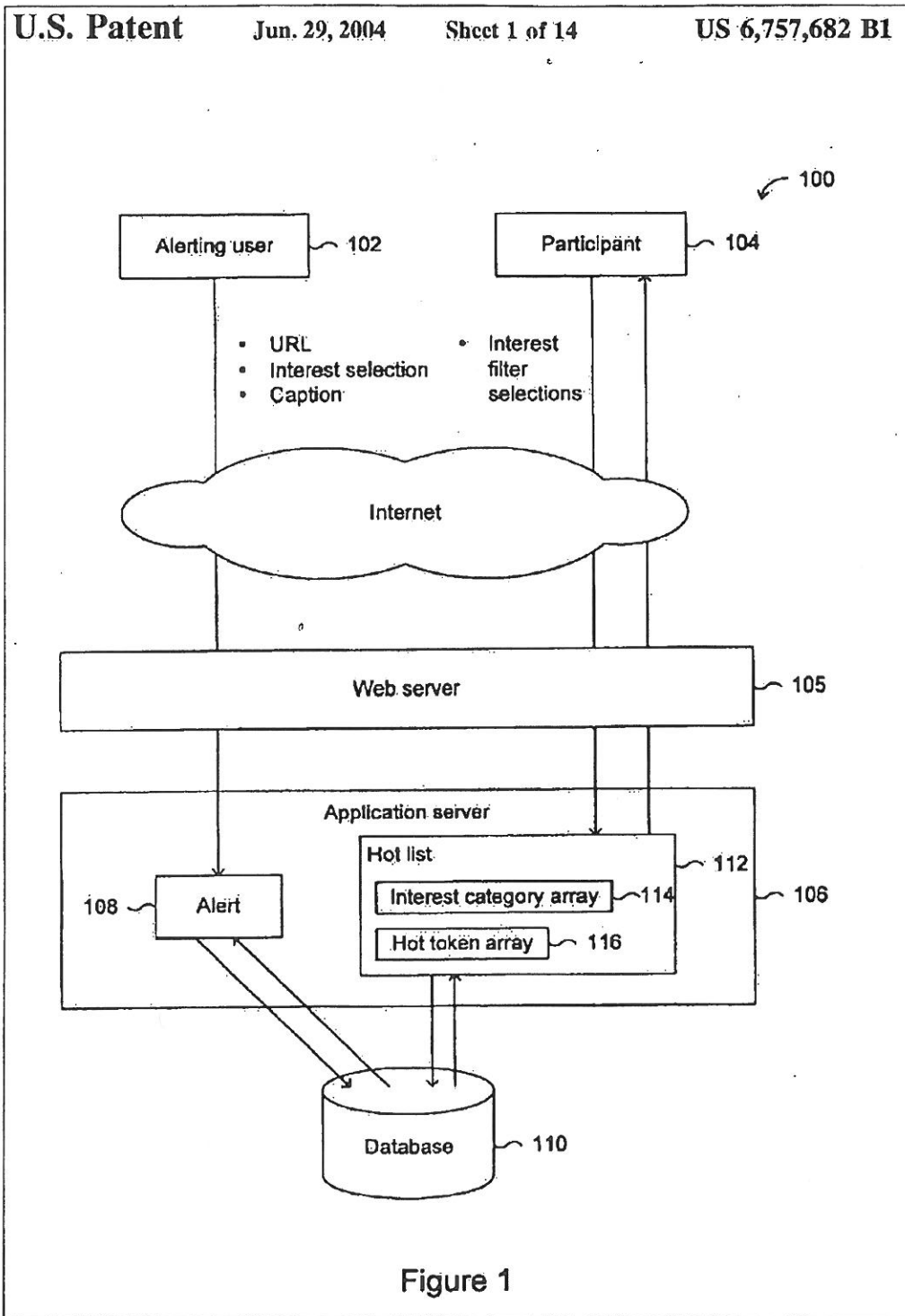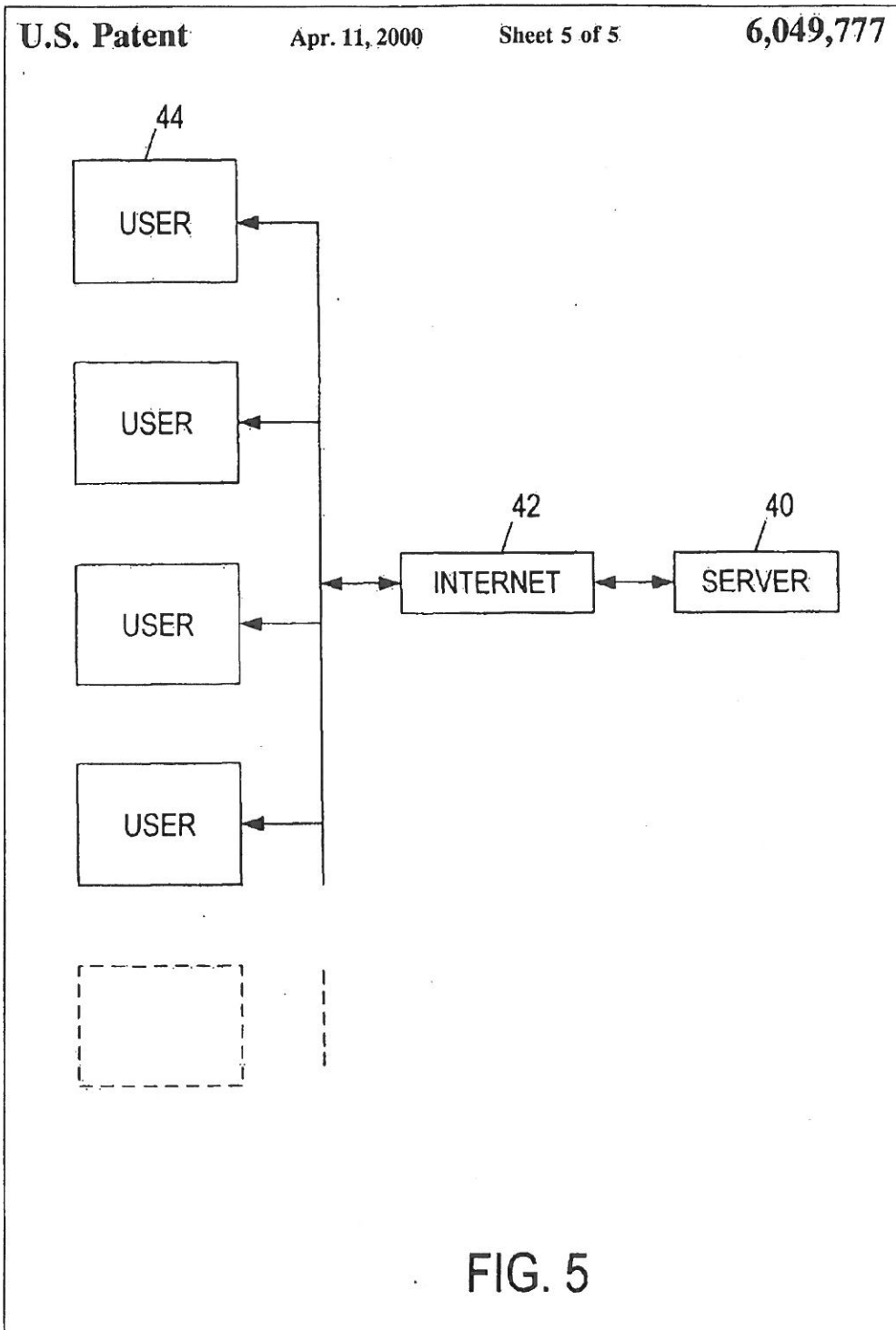
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Reasons for Not Adopting Proposed Rejections (G)-(H) over Sheena

First, **Sheena** does not anticipate receiving *from a source other than the participant an indication that the item is of current interest*. 3PR argues **Sheena** discloses disseminating to a participant (*user*) an indication (*recommendation*) that an item (*e.g. webpage*) accessible by the participant (*user*) via a network (*Internet*) is of current interest (*by giving more weight to newer ratings than older ratings from other users*). Further, for the reader's convenience 3PR's argument as to this claim limitation is reproduced below. (*Request, pg. 111*)

---

1. **A system for disseminating to a participant an indication that an item accessible by the participant via a network is of current interest, comprising:**

Sheena discloses a system for disseminating to a participant an indication (e.g., recommendation) that an item accessible by the participant (e.g., user) via a network (e.g., the Internet) is of current interest. *See* Sheena, Col. 25, lines 57-59 ("An apparatus may be provided to recommend items to a user. The apparatus, as shown in FIG. 4 has a memory element 12 for storing user and item profiles.") (emphasis added).

The system disclosed in Sheena recommends items of "current interest" by giving more weight to newer recommendations than to older recommendations. *See* Sheena, Col. 13, lines 51-54. ("In this embodiment, the additional information may indicate that a rating is possibly invalid or old, and could result in that rating being weighted less than other ratings.") (emphasis added).

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> a computer configured to receive in real time from a source other than the participant an indication that the item is of current interest;
>
> Sheena discloses a computer (e.g., server 40) configured to receive in real time from a source other than the participant (e.g., other users) an indication that the item is of current interest (e.g., entry of a rating for the item), giving the claim language its broadest reasonable construction. *See* Sheena, Col. 26, lines 14-16 ("In some embodiments a receiving means is included in the apparatus (not shown in FIG. 4). Receiving means is any device which receives ratings for items from users.") These indications can be received at the time the other users select a rating:
>
> > Ratings for items which are received from users can be of any form that allows users to record subjective impressions of items based on their experience of the item. Ratings can be received from users singularly or in batches, and may be received from any number of users simultaneously.
>
> Sheena, Col. 4, lines 21-23, 37-39 (emphasis added).

3PR argues that **Sheena** discloses a computer (*server #40*) is configured to receive in real time from a source (*e.g. other users*) other than the participant (user), an indication that the item is of current interest (*e.g. entry rating for the item*). The crux of the issue here is whether the '*indication that the item is of current interest*' is received from the other users or the server.

3PR's argument is not persuasive because whether the item is of current interest, i.e. warrants recommendation to the participant (*user*), is not assessed until the ratings provided by other users are received by the server from the other users because the server stores the user profiles and associates items with the ratings given to those items by the user. (*col.7:43-47*) Whether the item is of current interest is determined by the server which calculates a similarity factor that represents the degree of correlation between any two users with respect to a set of items. (*fig. 1, #104*) Thus, the server

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makes the determination as to whether the item will be recommended to the user and

as such, **Sheena** does not anticipate receiving from a source *(other users)* other than the

participant *(user)* an indication *(recommendation)* that the item is of current interest

because the other users do not determine whether the item is of current interest to the

user. For at least this reason, proposed anticipation rejection (G) is not adopted.

Second, **Sheena** does not anticipate receiving *in real time from a source other*

than the participant an indication that the item is of current interest. 3PR relies on

Sheena's disclosure that "ratings can be received from users singularly or in batches,

and may be received from any number of users simultaneously" to meet the claim

limitation of receiving *in real time from a source other than the participant an indication*

that the item is of current interest. (*Request, pg. 111*)

However, this argument is not persuasive because receiving ratings from multiple

users simultaneously is not a disclosure as to receiving *in real time from a source other*

than the participant an indication that the item is of current interest. For this additional

reason, proposed rejection (G) is not adopted.

Also, proposed rejection (H) is not adopted because it does not set forth a prima

facie case of obviousness as required by *Graham* v. *John Deere Co.*, 383 U.S. 1, 148

USPQ 459 (1966). The factual inquiries set forth in *Graham* v. *John Deere Co* that are

applied for establishing a background for determining obviousness under 35

U.S.C. 103(a) are summarized as follows:

    1.   Determining the scope and contents of the prior art.
    2.   Ascertaining the differences between the prior art and the claims at issue.
    3.   Resolving the level of ordinary skill in the pertinent art.

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      4.   Considering objective evidence present in the application indicating obviousness or nonobviousness.

However, 3PR does not ascertain the differences between **Sheena** and the claims at issue. (*Request, pgs. 123-125*) Consequently, proposed rejection (H) is not adopted because it does not establish a prima facie case of obviousness because it does not ascertain the differences between **Sheena** and the claims at issue.

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ROSE: Proposed Rejections (I)-(K)

27.   The Request indicates that **3PR** considers:

(I)   **Claims 1-5, 8, 17, and 20** are anticipated by **Rose**.

(J)   **Claims 6-7, 9-13, and 16** are obvious over **Rose** in view of **Bezos**.

(K)   **Claims 9-10 and 16** are obvious over **Rose** in view of **Sheena**.

28.   These proposed rejections are not adopted for the reasons set forth below.

29.   For the reader's convenience, *figure 1* of the **'682 patent** and *figures 1-2* of **Rose**

are provided for comparison.

30.   Proposed rejections (I)-(K) are not adopted for the reasons set forth below.

'682 Patent
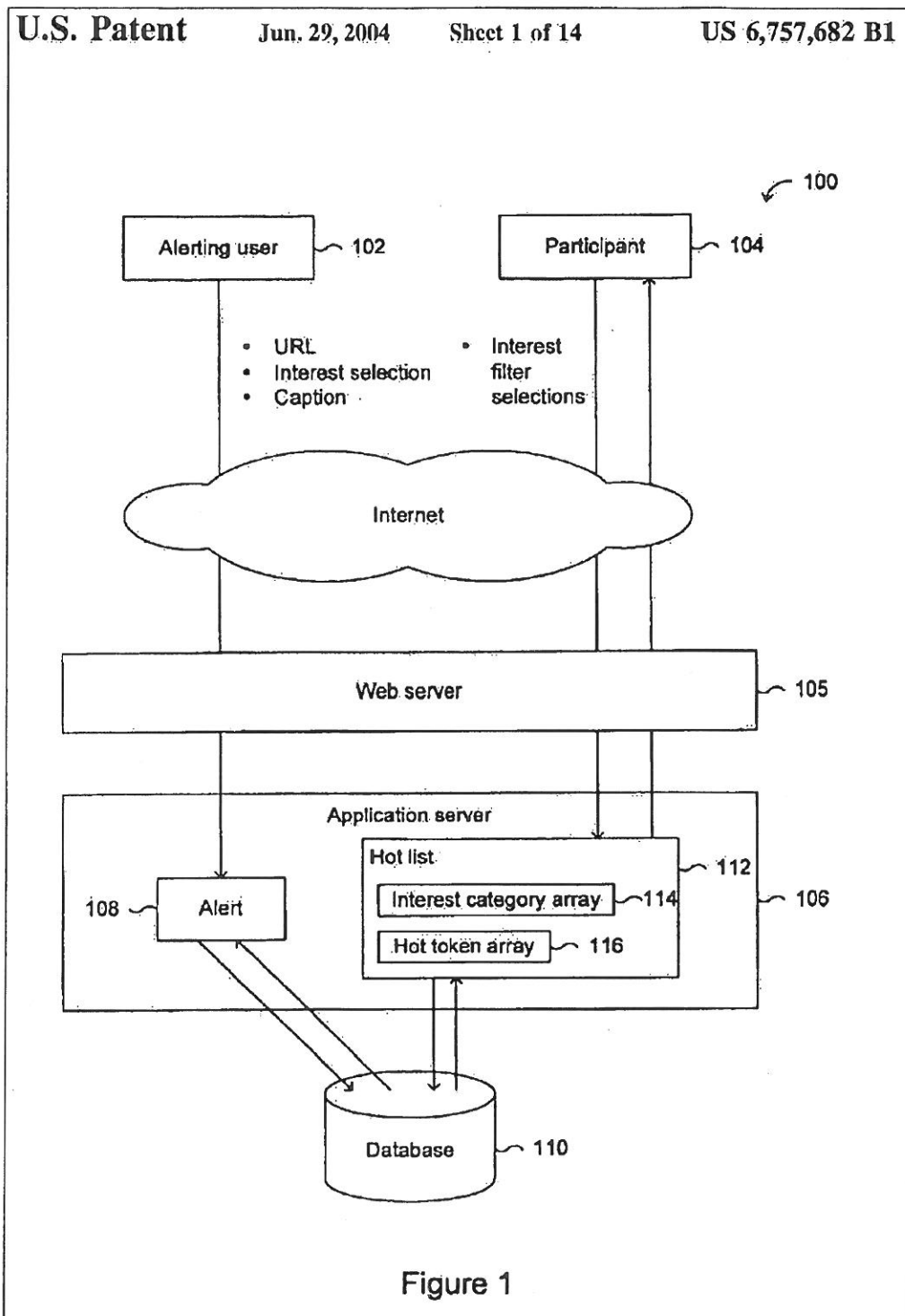
Figure 1

Rose

U.S. Patent   Mar. 3, 1998   Sheet 1 of 4   **5,724,567**
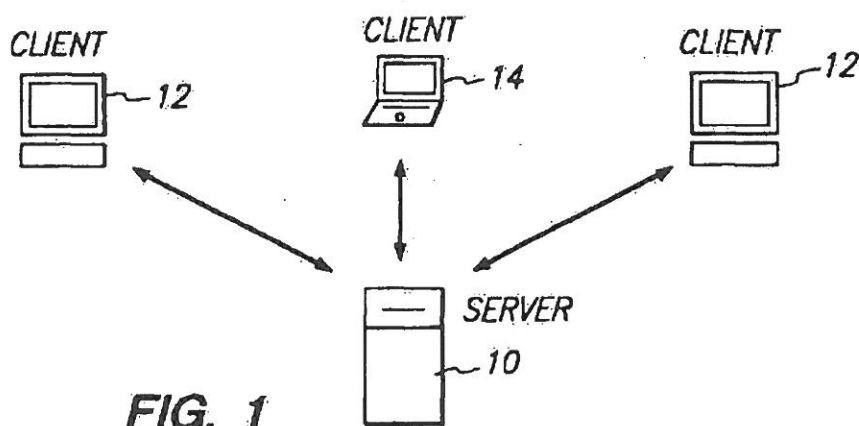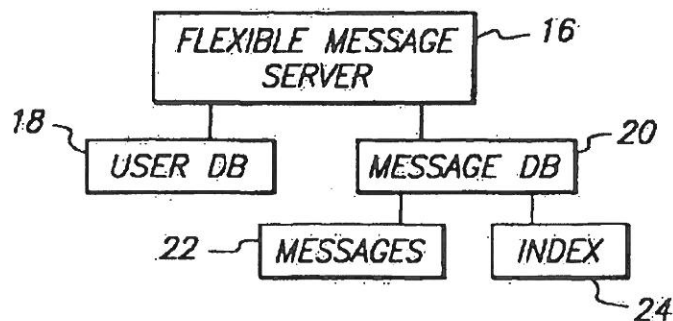
CLIENT
~12

CLIENT
~14

CLIENT
~12

SERVER
~10

FIG. 1

FLEXIBLE MESSAGE SERVER ~16

18 ~ USER DB

MESSAGE DB ~20

22 ~ MESSAGES

INDEX
~24

FIG. 2

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Reasons for Not Adopting Proposed Rejections (I)-(J) over Rose

3PR's proposed rejection over **Rose** addresses the claim limitations as follows.

(*Request, pgs. 125-138*)

Rose discloses a system with a computer readable medium and its method of

operation comprising:

- a computer (*server #10*) configured to

  - receive from a source (*other users*) other than the participant (*user*)

  - an indication (*ratings such as thumbs-up/down*) that the item (*document*) is of
    current interest (*relevant to the user's interest*).

  - process the indication; (*entry of a rating for the item*)

  - determine an intensity value (*rank; col.7:40*)

    - to be associated with the indication (*rating*)

      (*The rank is determined according to the prediction score which is a function of
      the correlation R_{ji} of the ratings of users i and k col.7:15-20*)

    - an intensity weight value (*degree of correlation*)

      (*The degree of correlation R_{ji} is a measure of the correlation between the various
      user's interests in commonly retrieved messages. col.7:1-3 and 15-20*)

  - adjusting the intensity value (*rank*)

    (*The prediction is computed for each document to be presented to the user and the
    resulting scores are then ranked to determine the order of presentation. col.7:38-40*)

    - based on a characteristic (V_{kj}) for the item (*document*) provided by the
      source (*other users*)

      (*The 'characteristic is V_{kj} which is the weight indicating the feedback of user k on
      document j; col. 7:22*)

    - inform the participant (*user*) that the item (*document*) is of current interest
      (*relevant to the user's interest*); and

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- a database (*message database*) associated with the computer (*server*) configured to store data (*index*) relating to the item (*document*).

   (*The message database is a global, unstructured database which provides access to all of the stored messages supplied by and to users of the database. The message database has associated with it an index which provides a representation of each of the stored messages, e.g. its title. col.4:7-14*)

Rose, however, does not anticipate or make obvious **claims 1-3** for the following reasons. First, **Rose** does not anticipate or make obvious *a system/computer program product/method for disseminating to a participant an indication that an item accessible by the participant via a network is of current interest* in combination with the other features of the claims. The proposed rejections over **Rose** would require the participant (*user*) to disseminate the indication (*rating*). The indication (*rating*), however, is not disseminated to the participant (*user*). Rather, it is the participant (*user*) that provides (*i.e. disseminates*) the indication (*rating*) to computer (*server*). For at least the reason that **Rose** does not disclose or make obvious a system/computer program/method for disseminating to the participant (*user*) an indication (*rating*), the proposed rejections over **Rose** are not adopted.

Second, **Rose** does not anticipate *receiving in real-time...that the item is of current interest* in combination with the other features in the claim. For the reader's convenience 3PR's argument as to this claim limitation is reproduced below. (*Request, pg. 130*)

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receiving in real time from a source other than the participant an indication that the item is of current interest;

As explained above with respect to claim 1, Rose discloses receiving in real time (e.g., at the time the user selects a rating) from a source other than the participant (e.g., other users) an indication that the item is of current interest (e.g., entry of a 'thumbs-up' or 'thumbs-down' rating for the item), giving the claim language its broadest reasonable construction:

> Located to the right of this information are two icons which permit the user to indicate his or her interest in that particular message. If the user found the message to be of interest, a 'thumbs-up' icon 38 can be selected. Alternatively, if the message was of little or no interest to the user, a 'thumbs-down' icon 40 can be selected. When either of these two icons is selected, the indication provided thereby is forwarded to the server 10 where it is used to update the user profile.

Rose, Col. 5, lines 26-34 (emphasis added).

Rose discloses a computer configured to receive these indications. *See* Rose, Col. 3, lines 43-46 ("The illustrated architecture comprises a client-server arrangement, in which a database of information is stored at a server computer 10 and is accessible through various client computers 12, 14.") (emphasis added).

Rose discloses that indications are received in real time. *See* Rose, Col. 9, lines 36-38 ("The frequency with which rankings are recomputed can also be varied as desired. For example, it can be continual, e.g., each time a user votes on a message.").

3PR argues that at the time the user selects the rating, the system of **Rose** receives this selection in 'real-time'. This argument is not persuasive because a disclosure of a mere 'selection' of a rating would not be understood by one of ordinary skill in the art (e.g. a network engineer) as receiving the selection in 'real-time' because a selection of a rating is not *necessarily* received in 'real-time'. For at least this additional reason, the proposed anticipation rejection over **Rose** is not adopted.

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Also, proposed rejections (J)-(K) are not adopted because they do not set forth a

prima facie case of obviousness as required by *Graham* v. *John Deere Co.*, 383 U.S. 1,

148 USPQ 459 (1966). The factual inquiries set forth in *Graham* v. *John Deere Co* that

are applied for establishing a background for determining obviousness under 35

U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

However, 3PR does not ascertain the differences between **Rose** and the claims

at issue. (*Request, pgs. 140-145*) Consequently, proposed rejections (J)-(K) are not

adopted because they do not establish a prima facie case of obviousness because they

do not ascertain the differences between **Rose** and the claims at issue.

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Conclusion

31.   All correspondence relating to this *inter partes* reexamination proceeding should

be directed:

    By Mail to: Mail Stop *Inter Partes* Reexam
                  Attn: Central Reexamination Unit
                  Commissioner for Patents
                  United States Patent & Trademark Office
                  P.O. Box 1450
                  Alexandria, VA 22313-1450

    By FAX to: (571) 273-9900
                  Central Reexamination Unit

    By hand: Customer Service Window
                  Randolph Building
                  401 Dulany Street
                  Alexandria, VA 22314

32.   Registered users of EFS-Web may alternatively submit such correspondence via

the electronic filing system EFS-Web, at:

https://sportal.uspto.gov/authenticate/authenticateuserlocalepf.html.

EFS-Web offers the benefit of quick submission to the particular area of the

Office that needs to act on the correspondence. Also, EFS-Web submissions are "soft

scanned" (i.e., electronically uploaded) directly into the official file for the reexamination

proceeding, which offers parties the opportunity to review the content of their

submissions after the "soft scanning" process is complete.

33.   Extensions of time under 37 CFR 1.136(a) will not be permitted in these

proceedings because the provisions of 37 CFR 1.136 apply only to "an applicant" and

not to parties in a reexamination proceeding. Additionally, 35 U.S.C. 314(c) requires

that *inter partes* reexamination proceedings "will be conducted with special dispatch"

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(37 CFR 1.937). Patent Owner extensions of time in *inter partes* reexamination

proceedings are provided for in 37 CFR 1.956. Extensions of time are not available for

third party requester comments, because a comment period of 30 days from service of

patent owner's response is set by statute. 35 U.S.C. 314(b)(3).

34.   The patent owner is reminded of the continuing responsibility under 37 CFR

1.985(a) to apprise the Office of any litigation activity, or other concurrent proceeding,

involving this patent throughout the course of this reexamination proceeding. The third

party requester is also reminded of the ability to similarly apprise the Office of any such

activity or proceeding throughout the course of this reexamination proceeding. See

MPEP §2686 and 2686.04.

35.   Any inquiry concerning this communication or earlier communications from the

examiner, or as to the status of this proceeding, should be directed to the Central

Reexamination Unit at telephone number (571) 272-7705.

     Signed:

     /Deandra M. Hughes/
     Primary Examiner, CRU 3992

     Conferees:

     /CL/
     ESK

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet | 1 | of | 2

Complete if Known

Application Number	957/001,579
Filing Date	May 16. 2011
First Named Inventor	Michael Naimark
Art Unit	3992
Examiner Name	Deandra M. Hughes
Attorney Docket Number	20192.0002.IP682

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.¹	Document Number — Number-Kind Code² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
/DMH/	E	US- 5,724,567	3/3/1998	Rose et al.	
/DMH/	D	US- 6,049,777	4/11/2000	Sheena et al.	
/DMH/	C	US- 6,195,657 B1	2/27/2001	Rucker et al.	
/DMH/	B	US- 6,466,918 B1	10/15/2002	Spiegel et al.	
/DMH/	F	US- 6,681,369 B2	1/20/2004	Meunier et al.	
/DMH/	A	US- 7,082,407 B1	7/25/2006	Bezos et al.	
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.¹	Foreign Patent Document — Country Code³ Number⁴ Kind Code⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T⁶

Examiner Signature	/Deandra M. Hughes/	Date Considered	May 14, 2011

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.

Substitute for form 1449/PTO	Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT *(Use as many sheets as necessary)*	Application Number	95/001,576
	Filing Date	Mar. 16, 2011
	First Named Inventor	Michael Naimark
	Art Unit	3992
	Examiner Name	Deandra M. Hughes
Sheet 2 of 2	Attorney Docket Number	20192.0002.IP682

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
/DMH/	A1	Provisional U.S. Patent Application No. 60/128,557, filed April 4, 1999.	

Examiner Signature	/Deandra M. Hughes/	Date Considered	May 14, 2011

*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.

[1] Applicant's unique citation designation number (optional). [2] Applicant is to place a check mark here if English language Translation is attached.
This collection of information is required by 37 CFR 1.98. 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 2 hours 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, 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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