

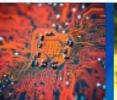


Class 3: How to File for a Patent

TVE2 IP Series

Thursday, May 2, 2013

Russell Jeide & Scott Cromar



















TVE2 Intellectual Property (IP) Series

- Class 1: "What intellectual property is, and why it may be important to your startup"
- Class 2: "How to enter the patent world strategically and economically"
- Class 3: "How to file for a patent"
- Class 4: "The meaning of patent infringement and patent litigation"
- Class 5: "How to use copyrights, trademarks, and trade secrets to your advantage"
- Class 6: TBA (probably continuation of Class 5)



Russell Jeide

- Patent Attorney for 12 years
- Partner at Knobbe Martens
- B.S. Electronics Engineering Technology
- Specializes in patent prosecution, legal opinion work, and licensing
- Experience in telecommunication systems, computer architecture, computer software, Internet business methods, and mechanical devices





Scott Cromar

- Patent Agent for 3 years; Patent Attorney for 1
- Associate at Knobbe Martens
- B.S. Electrical Engineering;
 M.S. Electrical and Computer
 Engineering
- Specializes in IP counseling and patent preparation and prosecution
- Experience with software, computers, electronics, and semiconductors





Disclaimer

- This presentation is for information purposes only and does not constitute legal advice.
- This presentation does not establish any form of attorney-client relationship.



Today:

- Prior Art Searching
- Types of Patents
 - Utility vs. Design
 - Provisional vs. Non-provisional
- Application Timeline & Costs
- Preparing & Filing the Documents
- After Filing
- Considerations for Hiring an Attorney



Prior Art Searching



Prior Art Searching

- No obligation to conduct search
- Benefits:
 - Evaluate available scope of protection before filing
 - Write more focused patent application
 - Potentially strengthen validity of patent
 - Learn about patents you may infringe
- Administer carefully to avoid damaging communications



Searching Resources

- patft.uspto.gov
- patents.google.com
- freepatentsonline.com
- espacenet.com
- Patentlens.net





Types of Searches

- Patentability
- Landscape
- "Risk of Liability"



Patentability Search

- When useful: When you are thinking of filing a patent application on a specific idea and you want a brief overview of other patents, patent applications, and articles that may disclose the same (or very similar) idea.
- What will you gain: You'll have an idea of whether your idea is new or if someone else has already publicly disclosed the idea. You'll also see if others have disclosed ideas somewhat similar to yours such that you may want to focus your patent application on the benefits and advantages that distinguish your idea from the other similar ideas.



Landscape Search

- When useful: When you are planning on going into a new area and would like to know about the general patent landscape.
- What will you gain: You'll receive a listing of issued patents and patent publications in the general field you specified. This can let you know (a) who are the big players IP-wise in this field, (b) how populated is the field already with patents and patent applications, (c) what are the problems being addressed in the various patents, and (d) does there seem to be room for you to move in?



"Risk of Liability" Search

- When useful: When you are getting serious about developing/launching a new product and you would like to understand the risk of infringing someone else's existing patents.
- What will you gain: You'll receive an overview of existing issued U.S. patents, and specifically of their claims, which are close to your subject matter and might cover your new product. Thus, you may have an opportunity to (a) determine that there is a low risk of liability, or, if need be, (b) revise your plans according to what the search results revealed and/or (c) further research potential weaknesses in the existing issued patents identified by the search.



Types of Patents



Review: What is a Patent?

- Right to exclude others from practicing your invention
 - Not a right to use, make, or sell
 - You may still infringe others' patents
- Two types:
 - **Utility Patent**: protect functionality (how it works)
 - **Design Patent**: protect ornamental appearance



Review: Utility vs. Design Patents

- Utility
 - Protection for <u>functionality</u>, how something works
 - Last for 20 years from data of priority (usually the filing date)
- Design
 - Protect <u>ornamental appearance</u> of an industrial article
 - Lasts 14 years (soon to be 15 years)
- Examples



Review: Provisional vs. Non-provisional

PROVISIONAL	REGULAR (NON-PROVISIONAL)
• Not published	 Published unless request for non-publication is filed with application
• Expires after 12 months	 Remain pending until reviewed by the PTO
 Cannot become a patent 	• Can become a patent
 No formatting guidelines 	Strict formatting
 Claims not required 	Claims required
Contributors identified	• Inventors identified based on claims



Requirements for Patentability

- Patentable subject matter
 - "process, machine, manufacture, or composition of matter, or any new and useful improvement thereof"
 - Anything under the sun made by man
- Novel and non-obvious in view of prior art
- Enablement
- Best Mode
- Utility



Ownership of Patents

- The **inventors** are the presumptive owners of a patent
 - Inventors are those who contributed to <u>conception</u> of the invention, not merely <u>reduction to practice</u>
- Be Aware:
 - Written assignment
 - Employee hired to invent
 - Fiduciary duty to assign inventions



Application Timeline & Costs



When Should the Application Be Filed

- For protection in the United States
 - Best Case: Before Disclosure
 - Backup: Within 1 year of disclosure (but rights may already be lost in certain circumstances)
- For protection in most foreign countries
 - Before **any** public disclosure
- No requirement that a product or prototype be developed
- A nondisclosure agreement (NDA) should be used when possible

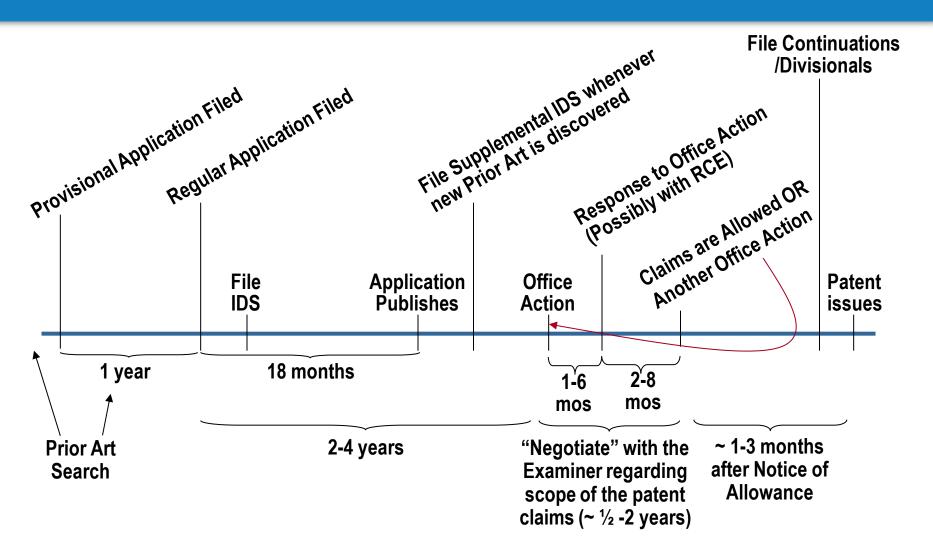


Tips for Filing – File Early!

- You can and should file a patent application as soon as you can describe a valuable invention.
- You don't need to develop a product or a prototype before filing.
- You can lose patent rights by waiting even when there is no deadline.
- When two inventors file for the same invention, the patent office usually awards the patent to the first to file.



U.S. Patent Prosecution Timeline





Foreign Priority

 Foreign patents must be filed within one year of U.S. filing date in order to claim "priority"



Duty of Disclosure

- File Information Disclosure Statement (IDS)
- Any material information known by:
 - Inventors;
 - Patent attorneys; and
 - People directing patent prosecution
- Any time during pendency
- Failure to disclose can result in unenforceable patent



Preparing and Filing the Documents



Application Components

- Specification
 - Title
 - Background
 - Summary
 - Brief Description of Drawings
 - Detailed Description
 - Claims
 - Abstract
- Figures/Drawings



Example: Title & Background (p. 1)

SEPHRA.003A PATENT

FOUNTAIN THAT FLOWS WITH FLUIDIC MATERIAL

Background of the Invention

Field of the Invention

[0001] The invention relates generally to a food dispensing apparatus, and more particularly to a fountain that flows with a fluidic material.

Description of the Related Art

[0002] Fondue machines typically include a bowl shaped container for holding and heating chocolate. The container is heated by a heating element to melt the chocolate. Fruit, or other food items, may then be dipped into the container of the fondue machine.

[0003] In recent years, fondue machines have taken on alternate configurations. For example, Design & Réalisation Inc. in Montreal, Canada markets a chocolate fountain that moves melted chocolate so that it flows over a number of tiers like a fountain. Figure 1 is a diagram illustrating a prior art chocolate fountain 100, such as the fountain marketed by Design & Réalisation Inc. As shown in Figure 1, the chocolate fountain 100 includes a container 110 configured to hold and melt chocolate. A hollow barrel 120 is mounted in the center of the container 110 and provides a pathway for melted chocolate to be moved upward, through its hollow center, to the top of the fountain. An auger including a spiral flight extending around the length of the auger is mounted within the hollow barrel 120. The auger



Example: Summary (p. 3)

Summary of the Invention

[0009] In one embodiment, an apparatus comprises a basin having a bottom surface and an outer side surrounding the bottom surface, the basin being configured to contain a fluidic material within the basin, a high thermal conductivity enclosure substantially encasing a heating element, wherein the enclosure is in contact with the bottom surface of the basin and is configured to substantially evenly heat the bottom surface of the basin, a cylinder having a top end and a bottom end, wherein the bottom end is attached to the bottom surface of the basin so that the cylinder extends substantially perpendicular from the bottom surface, an auger having a spiral flight comprising a plurality of revolutions protruding along a length of the auger, wherein the auger is disposed within the cylinder, a tier removably attached to the cylinder and having an upper surface and a lower surface, and a source of rotation coupled to the auger and configured to rotate the auger inside the cylinder, wherein the spiral flight supports the fluidic material as the auger rotates, moving the fluidic material upwardly to the top end of the cylinder.



Example: Brief Desc. of Drawings (p. 8)

Brief Description of the Drawings

- [0023] Figure 1 is a side elevation view of a prior art chocolate fountain.
- [0024] Figure 2 is a cross-sectional side view of a chocolate fountain having features that reduce cleaning time and improve performance
- [0025] Figure 3 is a cross-sectional side elevation view of a single structure crown.
- [0026] Figure 4A is a cross-sectional side elevation view of a tier that may be attached to the cylinder to direct the flow of the melting chocolate.
- [0027] Figure 4B is a cross-sectional side view of a cylinder including score marks indicating the recommended positions for placing the tiers.
- [0028] Figure 5 is a pictoral flow diagram illustrating the assembly of a tier using a flanging, or riveting, process.
- [0029] Figure 6 is a side view of the auger, including a central shaft and a spiral flight.
- [0030] Figure 7 is a cross-sectional side elevation view of another embodiment of a chocolate fountain.
 - [0031] Figure 8 is a cross sectional side elevation view of an exemplary tier that



Example: Detailed Description (p. 9)

Detailed Description of Preferred Embodiments

[0035] Embodiments of the invention will now be described with reference to the accompanying Figures, wherein like numerals refer to like elements throughout. The terminology used in the description presented herein is not intended to be interpreted in any limited or restrictive manner, simply because it is being utilized in conjunction with a detailed description of certain specific embodiments of the invention. Furthermore, embodiments of the invention may include several novel features, no single one of which is solely responsible for its desirable attributes or which is essential to practicing the inventions herein described.

[0036] Figure 2 is a cross-sectional side view of an improved fountain 200 having features that address the disadvantages discussed above with respect to the prior art. The improved fountain 200 advantageously has reduced cleaning requirements, improved performance, and simpler set-up. In one embodiment, the fountain 200 flows with melted chocolate and is therefore referred to as a chocolate fountain 200. However, while reference is made herein to the use of chocolate in the fountain 200, the systems and methods described herein are not limited to the use of chocolate. Accordingly, references made herein to a chocolate fountain do not limit the fountain to use with chocolate. In particular, any other fluidic material which a user wishes to circulate through the fountain 200 may be used instead of chocolate. For example, other confectionery items, such as caramel, toffee, taffy, or marshmallows; dairy products, such as cheese; or flavorings, such as mint or fruit, may be



Example: Abstract (p. 28)

FOUNTAIN THAT FLOWS WITH FLUIDIC MATERIAL

Abstract of the Disclosure

A fountain for heating and distributing fluidic material is manufactured using various processes and materials so that the fountain is more easily cleaned and sanitized, has improved performance, and is easier to assemble. In one embodiment, the chocolate fountain includes a heating element encased in an aluminum enclosure. A basin containing chocolate is heated by contact with the aluminum enclosure. Because the aluminum enclosure has a relatively high thermal conductivity, the basin is heating substantially uniformly, thus reducing the occurrence of hot spots. Additionally, a plastic auger having a spiral flight rotates and lifts the melted chocolate upward to a top end of cylinder that houses the auger. The use of a plastic auger advantageously eliminates welding artifacts on the auger, such as burrs and pits, on which melted chocolate may accumulate. Accordingly, the plastic auger is easy to clean. A smaller chocolate fountain that may advantageously be more suitable for home use is also described herein.



Claims

- Numbered paragraphs which define scope of protection
- For non-provisional app must include at least 1!
- Example Types
 - Apparatus
 - System
 - Method



Example: Claims (p. 21)

WHAT IS CLAIMED IS:

An apparatus comprising:

a basin having a bottom surface and an outer side surrounding said bottom surface, said basin being configured to contain a fluidic material within said basin;

a high thermal conductivity enclosure substantially encasing a heating element, wherein said enclosure is in contact with said bottom surface of said basin and is configured to substantially evenly heat said bottom surface of said basin;

a cylinder having a top end and a bottom end, wherein said bottom end is attached to said bottom surface of said basin so that said cylinder extends substantially perpendicular from said bottom surface;

an auger having a spiral flight comprising a plurality of revolutions protruding along a length of said auger, wherein said auger is disposed within said cylinder;

a tier removably attached to said cylinder and having an upper surface and a

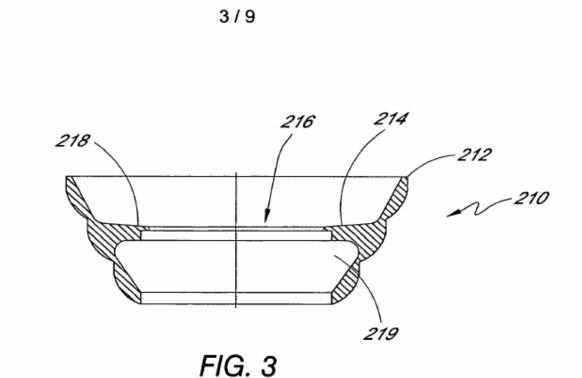


Figures/Drawings

- Block diagrams
- Schematics
- Structural illustrations
- Flow charts
- Screen shots

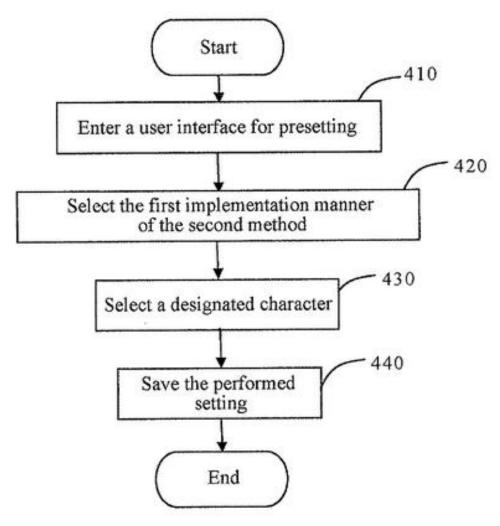


Example: Structural Figure





Example: Block Diagram Figure





Filing: Provisional Application

- Required for Filing Date
 - Written Description & Necessary Drawings
- To Make Complete
 - Fee (\$130 or \$260)
 - Cover Sheet (inventors, title, corr. address)
- Optional
 - Formal Drawings
 - Claims
 - Assignment



Filing: Non-provisional Application

- Required for Filing Date
 - Description & Claims (Spec), Drawings
- To Make Complete
 - Declaration
 - $\text{Fees} (\sim \$730 \text{ or } \sim \$1,600)$
 - Application Data Sheet (ADS) (inventors, priority)
- Optional
 - Assignment



USPTO Forms

 http://www.uspto. gov/forms/aia_for ms.jsp

AI	
Appeal	
AIA/31	Notice of Appeal
AIA/32	Request for Oral Hearing Before the Patent Trial and Appeal Board
AIA/33	Pre-Appeal Brief Request for Review (<u>more information</u>)
Application Data	Sheet
AIA/14	Application Data Sheet (37 CFR 1.76) (instructions [DOC])
Certificate of Ma	iling/Transmission
SB/92	Certificate of Mailing under 37 CFR 1.8
SB/97	Certificate of Transmission under 37 CFR 1.8
Customer Numbe	er
SB/124	Request for Customer Number Data Change
SB/125	Request for Customer Number
Express Abandor	ı ıment
AIA/24	Express Abandonment Under 37 CFR 1.138
AIA/24A	Petition for Express Abandonment to Avoid Publication under 37 CFR 1.138(c)
AIA/24B	Petition for Express Abandonment to Obtain a Refund
Extended Missing	 g Parts Pilot Program
AIA/421	Certification and Request for Extended Missing Parts Pilot Program
Fees	<u> </u>
PTO-2038	Credit Card Payment Form and Instructions
SB/06	Patent Application Fee Determination Record
SB/07	Multiple Dependent Claim Fee Calculation Sheet
<u>SB/15A</u>	Certification of Micro Entity Status - Gross Income Basis (Gross Income Limit) (Who may sign the SB/15A and SB/15B?)
SB/15B	Certification of Micro Entity Status - Institution of Higher Education Basis (Who may sign the SB/15A and SB/15B?)
SB/17	Fee Transmittal
SB/17i	Processing Fee Under 37 CFR 1.17(i) Transmittal
AIA/17p	Petition Fee Under 37 CFR 1.17(f), (g) & (h) Transmittal
SB/45	Maintenance Fee Transmittal (to learn how to assert a change in small entity status when filing this form, please click <u>here</u>)
SB/56	Reissue Application Fee Transmittal
SB/91	Deposit Account Order Form
Information Disc	losure Statement
SB08a	Information Disclosure Statement by Applicant [page 1]
<u>SB08b</u>	Information Disclosure Statement by Applicant [page 2]
SB08a - EFS-Web	Information Disclosure Statement by Applicant [page 1] - EFS-Web auto-load version (instructions [DOC])
SB09	Certification and Request for Consideration of an Information Disclosure Statement Filed After Payment of the Issue Fee Under the QPIDS Pilot Program (more information)



Provisional App. Cover Sheet

Doc Code: TR.PROV Document Description: Provisional Cover Sheet (SB16)						
PTO/SB/16 (11-08) Approved for use through 05/31/2015. OMB 0651-0032 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE 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						
Provisional Application for Patent Cover Sheet This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53(c)						
Inventor(s)						
Inventor 1	Inventor 1 Remove					
Given Name	Middle Name	Family Name	City	State	Country ;	
All Inventors Must Be Listed – Additional Inventor Information blocks may be generated within this form by selecting the Add button.						
Title of Invention						
Attorney Docket Number (if applicable)						
Correspondence Address						
Direct all correspondence to (select one):						
The address corresponding to Customer Number Firm or Individual Name						
Customer Number						



Application Data Sheet (ADS)

PTO/AIA/14 (03-13) Approved for use through 01/31/2014. OMB 0651-0032 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE 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 Attorney Docket Number **Application Data Sheet 37 CFR 1.76** Application Number Title of Invention 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: Remove Inventor Legal Name Suffix Prefix **Given Name** Middle Name **Family Name** Residence Information (Select One)

US Residency Non US Residency Active US Military Service City State/Province Country of Residence Mailing Address of Inventor: Address 1 Address 2



Declaration

PTO/AIA/01 (06-12)

Approved for use through 01/31/2014. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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							
As the below named inventor, I hereby declare that:							
This declara	I he attached application of						
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.							



Information Disclosure Statement (IDS)

Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Filed

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	
	Filing Date	
	First Named Inventor	
	Art Unit	
	Examiner Name	
	Attorney Docket Number	

U.S.PATENTS Remove							
Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	
	1						
If you wish to add additional U.S. Patent citation information please click the Add button.							
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Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant	



Assignment

Application No.: 00/000000 Filing Date: January 1, 2012

Docket Number: 000.000

Page 1 of 3

ASSIGNMENT

WHEREAS, John Doe, residing at Irvine, California, (individual(s) hereinafter "ASSIGNOR") invented certain new and useful improvements, technology, inventions, developments, ideas, ornamental design or discoveries related to Invention Name (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States has been prepared for filing (identified above) with the United States Patent and Trademark Office (hereinafter the "Application");

AND WHEREAS, Corporation, a Corporation, with its principal place of business at 100 Marketplace, Irvine, <u>California</u> (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Application and the Work:

Application Information

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby acknowledges that ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto said ASSIGNEE, successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work including all provisional applications relating



Assignment, cont.

Application No.: 00/000000 Filing Date: January 1, 2012	Docket Number: 000.000 Page 2 of 3				
Legal Name of inventor:					
Signature:	Date:				
STATE OF CALIFORNIA COUNTY OF	Signature before a Notary is desirable but not required.				
On, before me,					
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.					
WITNESS my hand and official	seal.				
[SFAL]	Notary Signature				



Before Filing

- Make sure the application has everything that you want in it
- Cannot add to or change the description after filing (although you can change the claims)
- Determine inventorship
- Convert all files to .pdf
- Prepare to pay fees with credit card
- File electronically at www.uspto.gov











International Protection

Employee Locator

Contact Patents

Tools

- Inventors Assistance Center (IAC)
- Electronic Filing System (EFS-Web)
- Patent Application Information Retrieval (PAIR)
- USPTO Patent Full-Text and Image Database (PatFT) and Application Full-Text and Image Database (AppFT)
- <u>Publication Site for Issued and</u>
 Published Sequences (PSIPS)
- <u>Electronic Patent Assignment System</u>
 (EPAS)
- Assignments on the Web for Patents (AOTW-P)
- Official Gazette (Patents)
- Federal Register Notices (Patents)

Popular Links

- Organizational Charts
- Attorneys & Agents
- Forms

Resources



Search for a patent, search patent owners (assignments), and our attorney database.



Check the filing status of your patent application.



Submit your patent application or other related items.



Read information for independent inventors.



Pay your patent maintenance fees and get patent bibliographic data.



Read about the USPTO's procedures for accelerating the examination of your patent application.



Contact Patents at the USPTO, individual technology centers, the ombudsman, and search for a USPTO employee.

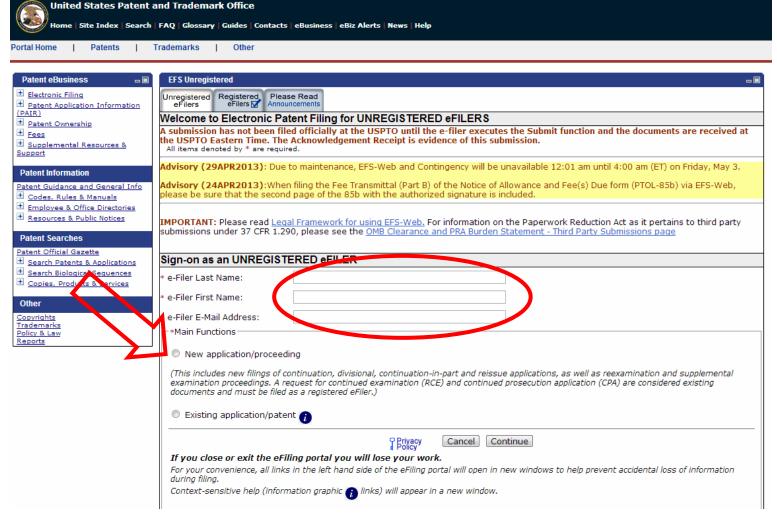
Patent Examiner Technical Training Program

The USPTO has instituted a Patent Examiner Technical Training Program which formalizes the process for seeking public

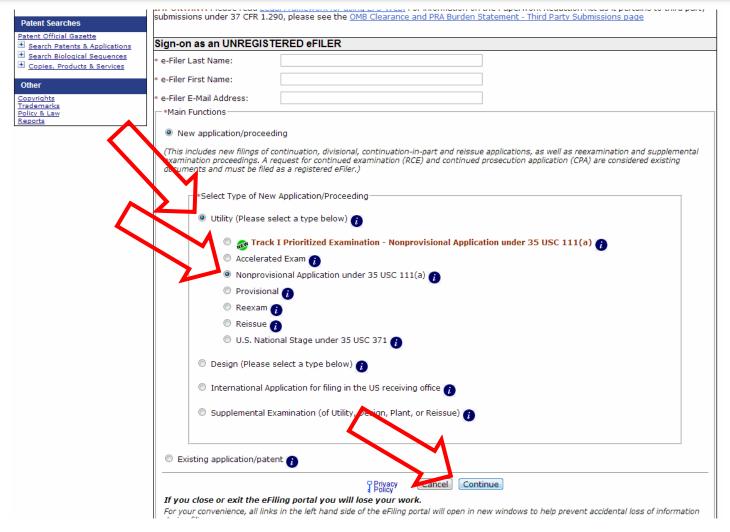




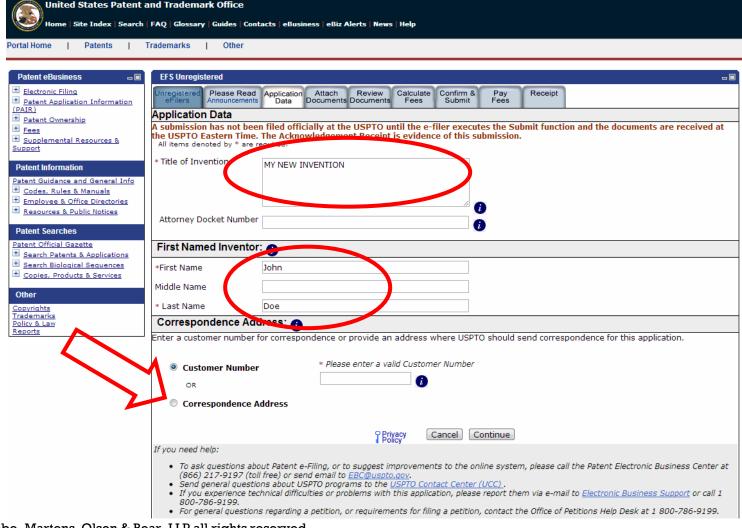




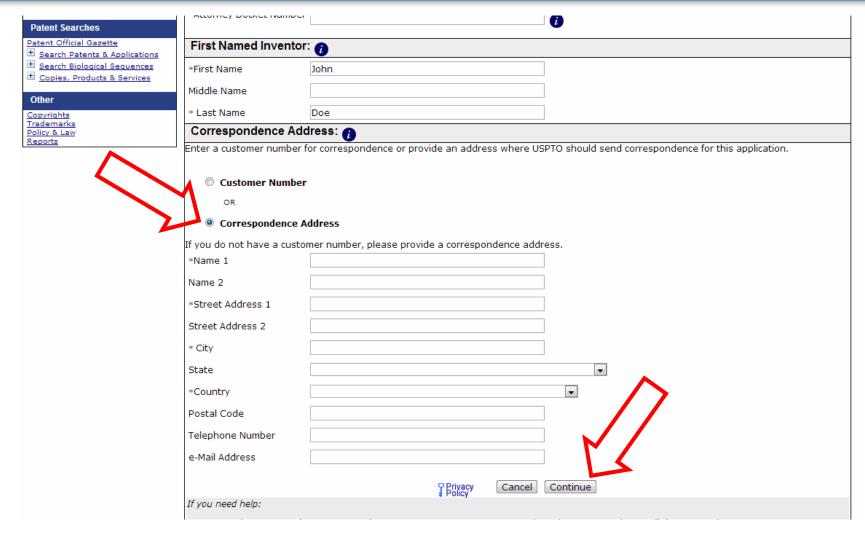




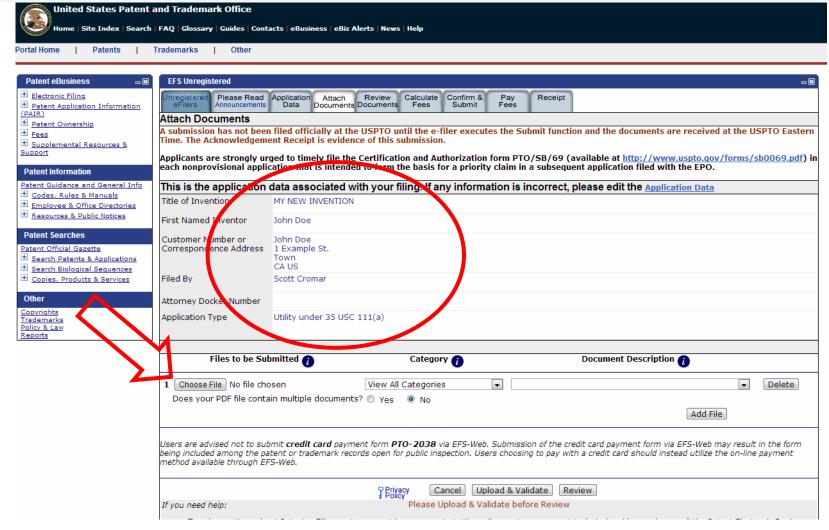




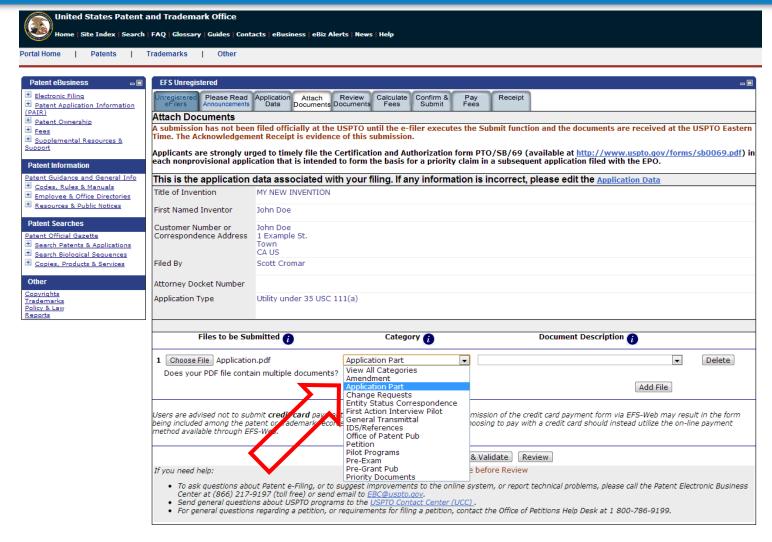




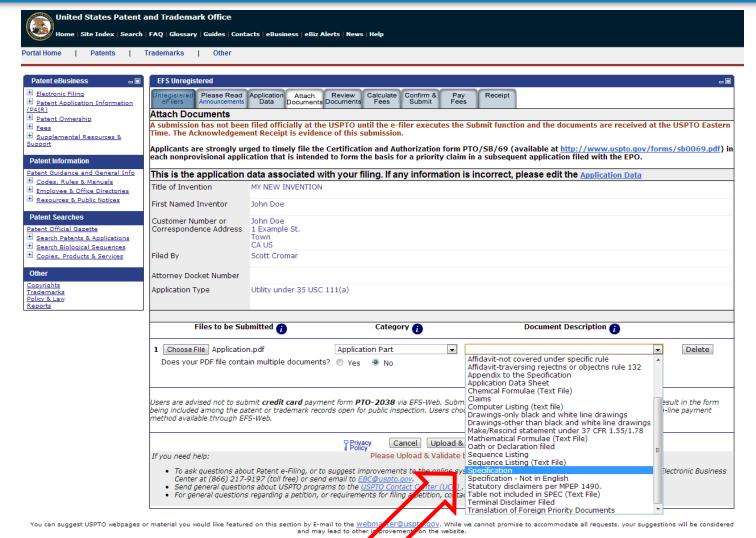




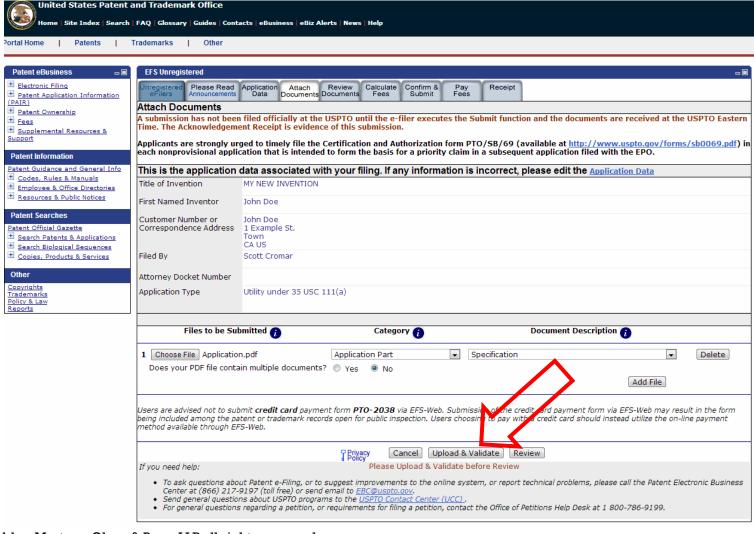




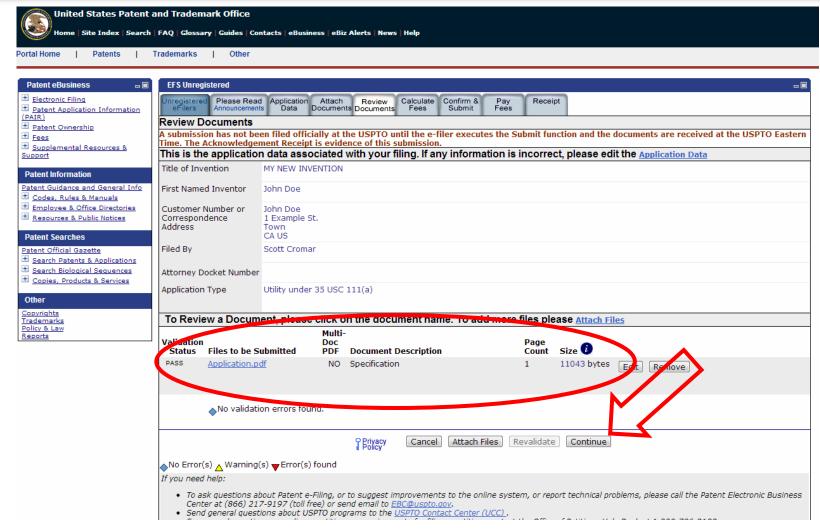




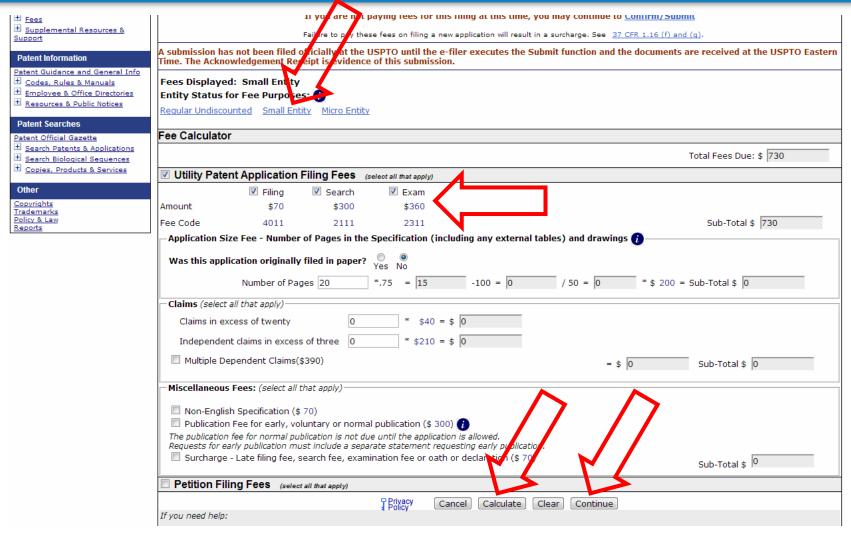




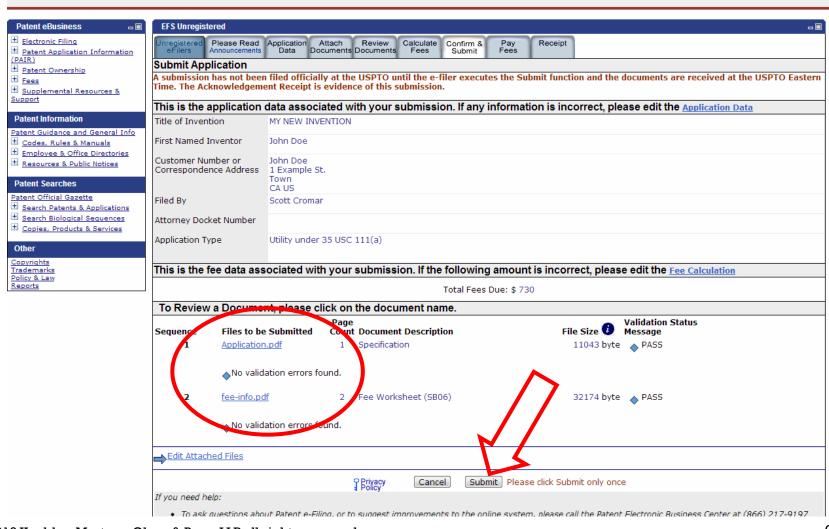














- Then you may pay the fees with a credit card
 - May elect to pay fees later
- Download electronic filing acknowledgment
- Will get a filing date as long as you include specification, drawings, and at least one claim
- My receive Notice of Missing Parts if problem with declaration or fee payment



- Other docs you may wish to file:
 - Micro Entity Statement
 - Declaration
 - Assignment
 - Information Disclosure Statement (IDS)
 - Disclose any prior art references that may be material to patentability



After Filing



Office Actions

- Identifies specific rejections or objections to claims or specification based on formalities or prior art
- 3-6 month period for reply
- Argue and/or amend claims



Office Actions

	Application No.	Applicant(s)				
055 - 4 - 4 0	10/619,938	BECK ET AL.				
Office Action Summary	Examiner	Art Unit	.			
	Brent S. Stace	2161				
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 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 24 M.	ay 2007.		Ì			
2a) ☐ This action is FINAL . 2b) ☒ This action is non-final.						
3) 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						
4) Claim(s) 1-30,36-46 and 51 is/are pending in the	e application.					
4a) Of the above claim(s) is/are withdraw	n from consideration.		1			
5) Claim(s) is/are allowed.			,			
 Claim(s) <u>1-30,36-46 and 51</u> is/are rejected. 						
7) Claim(s) is/are objected to.			1			
8) Claim(s) are subject to restriction and/or	election requirement.					

10. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

11. Claims 36, 37, 40, and 42-44 are rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 6,571,236 (Ruppelt).

Claim 36 can be mapped to Ruppelt as follows: "A method of targeting an online site or document to a user based on the user's responses to questions, [Ruppelt, col. 1, lines 6-12 with Ruppelt, col. 2, lines 65-67 with Ruppelt, col. 3, lines 1-7 with Ruppelt, col. 3, lines 21-34 with Ruppelt, col. 4, lines 7-17] the method comprising:



Claim Rejections - 35 USC § 103

- 12. The following is a quotation of 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 negatived by the manner in which the invention was made.
- 13. Claims 1, 2, 4, 5, 10-12, 17, 18, and 30 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,571,236 (Ruppelt) in view of U.S. Patent No. 6,393,581 (Friedman et al.).

For Claim 1, Ruppelt teaches: "A method of generating a search engine query for locating an online site in response to user responses to one or more questions, [Ruppelt, col. 1, lines 6-12 with Ruppelt, col. 2, lines 65-67 with Ruppelt, col. 3, lines 21-34 with Ruppelt, col. 4, lines 7-17] the method comprising:



Office Action Response

- Anticipation (35 U.S.C. § 102)
 - "for anticipation... the reference must teach every aspect of the claimed invention either explicitly or impliedly." M.P.E.P. 706.02
- Obviousness (35 U.S.C. § 103)
 - "references must ... suggest the claimed invention or the examiner must present a convincing line of reasoning as to why the artisan would have found the claimed invention to have been obvious in light of the teachings of the references" M.P.E.P. 706.02(j)
- Per statute: 6 months
- Shortened statutory period: 3 months
- Graduated extension fees required after 3 months.



Examiner Interviews

- For non-provisional applications, typically must wait until after first Office Action is received
- Telephonic or face-to-face
- Face-to-face interviews are typically more effective in
 - advancing patent applications towards issuance
 - Establishing relationship with Examiner
 - Examiner may be more cooperative during and after the Interview
- All applications may be interviewed
 - Especially important applications



Considerations for Hiring an Attorney



Hiring an Attorney

- Cost
- Technology and Complexity
- Status of Prosecution



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