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NOTICE OF ALLOWANCE AND FEE(S) DUE

94884 7590 12/21/2023
McCarter & English, LLP
Attn: James Smedley
1600 Market St.
Suite 3900
Philadelphia, PA 19103

EXAMINER

EZEWOKE, MICHAEL I

ART UNIT PAPER NUMBER

3682

DATE MAILED: 12/21/2023

Table with 5 columns: APPLICATION NO., FILING DATE, FIRST NAMED INVENTOR, ATTORNEY DOCKET NO., CONFIRMATION NO.
18/141,501 05/01/2023 Robert James Mark Hain 138467-00203 3554

TITLE OF INVENTION: SYSTEM AND METHOD FOR REWARD VIDEO VIEWING

Table with 7 columns: APPLN. TYPE, ENTITY STATUS, ISSUE FEE DUE, PUBLICATION FEE DUE, PREV. PAID ISSUE FEE, TOTAL FEE(S) DUE, DATE DUE
nonprovisional SMALL \$480 \$0.00 \$0.00 \$480 03/21/2024

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the ENTITY STATUS shown above. If the ENTITY STATUS is shown as SMALL or MICRO, verify whether entitlement to that entity status still applies.

If the ENTITY STATUS is the same as shown above, pay the TOTAL FEE(S) DUE shown above.

If the ENTITY STATUS is changed from that shown above, on PART B - FEE(S) TRANSMITTAL, complete section number 5 titled "Change in Entity Status (from status indicated above)".

For purposes of this notice, small entity fees are 40% the amount of undiscounted fees, and micro entity fees are 20% the amount of undiscounted fees.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Maintenance fees are due in utility patents issuing on applications filed on or after Dec. 12, 1980. It is patentee's responsibility to ensure timely payment of maintenance fees when due. More information is available at www.uspto.gov/PatentMaintenanceFees.

**PART B - FEE(S) TRANSMITTAL**

Complete and send this form, together with applicable fee(s), by mail or fax, or via the USPTO patent electronic filing system.

By mail, send to: **Mail Stop ISSUE FEE**  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, Virginia 22313-1450

By fax, send to: (571)-273-2885

**INSTRUCTIONS:** This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications. **Because electronic patent issuance may occur shortly after issue fee payment, any desired continuing application should preferably be filed prior to payment of this issue fee in order not to jeopardize copendency.**

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

94884                      7590                      12/21/2023

**McCarter & English, LLP**  
 Attn: James Smedley  
 1600 Market St.  
 Suite 3900  
 Philadelphia, PA 19103

**Certificate of Mailing or Transmission**

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being transmitted to the USPTO via the USPTO patent electronic filing system or by facsimile to (571) 273-2885, on the date below.

(Typed or printed name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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18/141,501                      05/01/2023                      Robert James Mark Hain                      138467-00203                      3554

TITLE OF INVENTION: SYSTEM AND METHOD FOR REWARD VIDEO VIEWING

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
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nonprovisional                      SMALL                      \$480                      \$0.00                      \$0.00                      \$480                      03/21/2024

EXAMINER	ART UNIT	CLASS-SUBCLASS
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EZEWOKO, MICHAEL I                      3682                      705-014390

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

Change of correspondence address (or Change of Correspondence Address form PTO/AIA/122 or PTO/SB/122) attached.

"Fee Address" indication (or "Fee Address" Indication form PTO/AIA/47 or PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

- (1) The names of up to 3 registered patent attorneys or agents OR, alternatively, 1 \_\_\_\_\_
- (2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. 2 \_\_\_\_\_
- 3 \_\_\_\_\_

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document must have been previously recorded, or filed for recordation, as set forth in 37 CFR 3.11 and 37 CFR 3.81(a). Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE                      (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) :  Individual  Corporation or other private group entity  Government

4a. Fees submitted:  Issue Fee     Publication Fee (if required)

4b. Method of Payment: (Please first reapply any previously paid fee shown above)

Electronic Payment via the USPTO patent electronic filing system     Enclosed check     Non-electronic payment by credit card (Attach form PTO-2038)

The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. \_\_\_\_\_

5. Change in Entity Status (from status indicated above)

Applicant certifying micro entity status. See 37 CFR 1.29

Applicant asserting small entity status. See 37 CFR 1.27

Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Typed or printed name \_\_\_\_\_ Registration No. \_\_\_\_\_



UNITED STATES PATENT AND TRADEMARK OFFICE

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Table with columns: APPLICATION NO., FILING DATE, FIRST NAMED INVENTOR, ATTORNEY DOCKET NO., CONFIRMATION NO., EXAMINER, ART UNIT, PAPER NUMBER. Includes application details for Robert James Mark Hain and examiner EZEWOKE, MICHAEL I.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(Applications filed on or after May 29, 2000)

The Office has discontinued providing a Patent Term Adjustment (PTA) calculation with the Notice of Allowance.

Section 1(h)(2) of the AIA Technical Corrections Act amended 35 U.S.C. 154(b)(3)(B)(i) to eliminate the requirement that the Office provide a patent term adjustment determination with the notice of allowance. See Revisions to Patent Term Adjustment, 78 Fed. Reg. 19416, 19417 (Apr. 1, 2013). Therefore, the Office is no longer providing an initial patent term adjustment determination with the notice of allowance. The Office will continue to provide a patent term adjustment determination with the Issue Notification Letter that is mailed to applicant approximately three weeks prior to the issue date of the patent, and will include the patent term adjustment on the patent. Any request for reconsideration of the patent term adjustment determination (or reinstatement of patent term adjustment) should follow the process outlined in 37 CFR 1.705.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

## OMB Clearance and PRA Burden Statement for PTOL-85 Part B

The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain Office of Management and Budget approval before requesting most types of information from the public. When OMB approves an agency request to collect information from the public, OMB (i) provides a valid OMB Control Number and expiration date for the agency to display on the instrument that will be used to collect the information and (ii) requires the agency to inform the public about the OMB Control Number's legal significance in accordance with 5 CFR 1320.5(b).

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. 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 30 minutes 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, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.** 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.

### Privacy Act Statement

**The Privacy Act of 1974 (P.L. 93-579)** requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. The United States Patent and Trademark Office (USPTO) collects the information in this record under authority of 35 U.S.C. 2. The USPTO's system of records is used to manage all applicant and owner information including name, citizenship, residence, post office address, and other information with respect to inventors and their legal representatives pertaining to the applicant's/owner's activities in connection with the invention for which a patent is sought or has been granted. The applicable Privacy Act System of Records Notice for the information collected in this form is COMMERCE/PAT-TM-7 Patent Application Files, available in the Federal Register at 78 FR 19243 (March 29, 2013).

<https://www.govinfo.gov/content/pkg/FR-2013-03-29/pdf/2013-07341.pdf>

Routine uses of the information in this record may include disclosure to:

- 1) law enforcement, in the event that the system of records indicates a violation or potential violation of law;
- 2) a federal, state, local, or international agency, in response to its request;
- 3) a contractor of the USPTO having need for the information in order to perform a contract;
- 4) the Department of Justice for determination of whether the Freedom of Information Act (FOIA) requires disclosure of the record;
- 5) a Member of Congress submitting a request involving an individual to whom the record pertains, when the individual has requested the Member's assistance with respect to the subject matter of the record;
- 6) a court, magistrate, or administrative tribunal, in the course of presenting evidence, including disclosures to opposing counsel in the course of settlement negotiations;
- 7) the Administrator, General Services Administration (GSA), or their designee, during an inspection of records conducted by GSA under authority of 44 U.S.C. 2904 and 2906, in accordance with the GSA regulations and any other relevant (i.e., GSA or Commerce) directive, where such disclosure shall not be used to make determinations about individuals;
- 8) another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c));
- 9) the Office of Personnel Management (OPM) for personnel research purposes; and
- 10) the Office of Management and Budget (OMB) for legislative coordination and clearance.

If you do not furnish the information requested on this form, the USPTO may not be able to process and/or examine your submission, which may result in termination of proceedings, abandonment of the application, and/or expiration of the patent.

<b>Notice of Allowability</b>	<b>Application No.</b> 18/141,501	<b>Applicant(s)</b> Hain et al.	
	<b>Examiner</b> MICHAEL I EZEWOKO	<b>Art Unit</b> 3682	<b>AIA (FITF) Status</b> Yes

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to 02/09/2022.  
 A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on \_\_\_\_\_.
2.  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.
3.  The allowed claim(s) is/are 1,3-15 and 17-21 . As a result of the allowed claim(s), 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](http://www.uspto.gov/patents/init_events/pph/index.jsp) or send an inquiry to [PPHfeedback@uspto.gov](mailto:PPHfeedback@uspto.gov).
4.  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)).

\* Certified copies not received: \_\_\_\_\_ .

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5.  CORRECTED DRAWINGS (as "replacement sheets") must be submitted.  
 including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_ .  
**Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

- |   |  |
|---|--|
| 1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                       | 5. <input checked="" type="checkbox"/> Examiner's Amendment/Comment                  |
| 2. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),<br>Paper No./Mail Date _____.          | 6. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| 3. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit<br>of Biological Material _____. | 7. <input type="checkbox"/> Other _____.   |
| 4. <input checked="" type="checkbox"/> Interview Summary (PTO-413),<br>Paper No./Mail Date. <u>20231215</u> .     |  |

/MICHAEL I EZEWOKO/  
Primary Examiner, Art Unit 3682

***Notice of Pre-AIA or AIA Status***

The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

**DETAILED ACTION**

This action is in response to communications filed on **05-01-2023**.

This application is a CON of 18/054,988 11/14/2022 PAT 11676171 18/054,988 is a CON of 16/199,813 11/26/2018 PAT 11526904 FOREIGN APPLICATIONS.

Claims **1, 3-4, 13, 15, 18, and 21** have been amended by **EXAMINER'S AMENDMENT**; Claims **2, 7, 10, and 16-17** have been cancelled by **EXAMINER'S AMENDMENT**.

### USC § 101 Analysis

Claim(s) **1, 13, 18**, and dependent claim(s) **3-12, 14-15, 17, and 19-21**, is/are directed to a technical solution to a technical problem associated with controlling rewarded viewing by employing authentication mechanisms including WebSocket technology, specifically,

“provide an application programming interface configured to provide WebSocket client user authentication including single sign-on authentication in a silent mode to a user authentication mechanism used by the user; [[and]]

determine an amount of the video content viewed by the user based on the processor executing processor-executable program instructions of the rewarded viewing module, wherein determining the viewed amount of the video content includes encoding and decoding a plurality of unique identifiers in a plurality of video frames of the video content and confirming said plurality of video frames of the video content were viewed;

determine whether the viewed amount of the video content meets a threshold for assigning rewards based on comparing a first data based on the processor executing the processor-executable program instructions of the rewarded viewing module with a second data of a promotional campaign; and determine a promotional campaign real-time availability for the web page”.

Thus, based on the aforementioned analysis, the aforementioned claims **are patent eligible**.

**35 USC § 103**

Closest prior art of record, **Yehezkel** (US 2014/0089068) in view of **Bedi** (US 8,719,855) and **Wetzer** (US 8,819,726), are withdrawn from consideration pursuant to Allowable Subject Matter.

***Examiner's Amendment***

Authorization for this examiner's amendment, was given in an Examiner-Initiated Interview with Applicant representative **Alex Korona**<sup>1</sup>, culminating in authorization of Examiner Amendments provided on **13 December 2023** as attached.

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

--- Claims **1, 3-4, 13, 15, 18, and 21** have been amended by **EXAMINER'S AMENDMENT**; Claims **2, 7, 10, and 16-17** have been cancelled by **EXAMINER'S AMENDMENT** ---

**PLEASE SEE ATTACHED OA Appendix for Examiner Amendment**

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<sup>1</sup> Reg. No **73842**



**Allowable Subject Matter**

Claims **1, 3-15, and 17-21** are allowed.

The following is an examiner's statement of reasons for allowance:

While closest prior art of record, **Yehezkel** (US 2014/0089068) in view of **Bedi** (US 8,719,855) and **Wetzer** (US 8,819,726) disclose rewarding users for viewing content and employing WebSocket technology, **they do not specifically** disclose "... **WebSocket ... authentication**" and "**... determining ... includ[ing] encoding and decoding...**" *of the complete claims as listed below, when considered as a whole,* including:

"provide an application programming interface configured to provide WebSocket client user authentication including single sign-on authentication in a silent mode to a user authentication mechanism used by the user; [[and]]

determine an amount of the video content viewed by the user based on the processor executing processor-executable program instructions of the rewarded viewing module, wherein determining the viewed amount of the video content includes encoding and decoding a plurality of unique identifiers in a plurality of video frames of the video content and confirming said plurality of video frames of the video content were viewed;

determine whether the viewed amount of the video content meets a threshold for assigning rewards based on comparing a first data based on the processor executing the processor-executable program instructions of the rewarded viewing module with a second data of a promotional campaign; and

determine a promotional campaign real-time availability for the web page".

These uniquely distinct features render the claim(s) 1 allowable.

Therefore, claims **1, 13, 18**, and dependent claim(s) **3-12, 14-15, 17, and 19-21** are allowable based on the same rationale as the claim(s) from which they depend.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

Prior art below made of record and **NOT relied upon** is considered pertinent to applicant's disclosure including information well-known to one of ordinary skill in the art: **Chen** (US 2017/0270551): encouraging watch, read or listening to (collectively referred to as "access") content and compensating said access; **Marcus** (US 9,099,152): sharing royalties and other rewards in exchange for consumption of content.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL EZEWOKE whose telephone number is (571)272-7850. The examiner can normally be reached on Monday - Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Waseem Ashraf can be reached on (571) 270-3948. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public

PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>.

Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/MICHAEL I EZEWOKO/  
Primary Examiner, Art Unit 3682

<b><i>Examiner-Initiated Interview Summary</i></b>	<b>Application No.</b> 18/141,501	<b>Applicant(s)</b> Hain et al.		
	<b>Examiner</b> MICHAEL I EZEWOKO	<b>Art Unit</b> 3682	<b>AIA (First Inventor to File) Status</b> Yes	<b>Page</b>  1 of 1

<b>All Participants</b> (applicant, applicants representative, PTO personnel)	<b>Title</b>	<b>Type</b>
MICHAEL I EZEWOKO	Primary Examiner	Telephonic
Alex Korona	Attorney of Record	

**Date of Interview:** 13 December 2023

**Issues Discussed:**

**Proposed Amendment(s)**

Authorization for examiner's amendment, was given in an Examiner-Initiated Interview with Applicant representative **Alex Korona** , culminating in authorization of Examiner Amendments provided as attached

Attachment

/MICHAEL I EZEWOKO/ Primary Examiner, Art Unit 3682	
<p><b>Applicant is reminded that a complete written statement as to the substance of the interview must be made of record in the application file. It is the applicants responsibility to provide the written statement, unless the interview was initiated by the Examiner and the Examiner has indicated that a written summary will be provided. See MPEP 713.04</b></p> <p>Please further see:          MPEP 713.04          Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews, paragraph (b)          37 CFR § 1.2 Business to be transacted in writing</p>	

**Applicant recordation instructions:** It is not necessary for applicant to provide a separate record of the substance of interview.

**Examiner recordation instructions:** Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

**Notice of References Cited**

Application/Control No.  
18/141,501

Applicant(s)/Patent Under  
Reexamination  
Hain et al.

Examiner  
MICHAEL I EZEWOKO

Art Unit  
3682

Page 1 of 1

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	Name	CPC Classification	US Classification
*	A	US-20140089068-A1	2014-03-27	Yehezkel; Shlomo	G06Q50/01	705/14.19
*	B	US-8719855-B2	2014-05-06	Bedi; Paramjit Singh	G06Q30/0241	725/23
*	C	US-20200005349-A1	2020-01-02	Brody; Scott	G06Q30/0245	1/1
*	D	US-20170270551-A1	2017-09-21	Chen; Haifeng	G06Q50/01	1/1
*	E	US-9099152-B2	2015-08-04	Marcus; Dwight	H04N21/4182	1/1
*	F	US-8819726-B2	2014-08-26	Wetzer; Michael	H04N21/25816	725/35
	G					
	H					
	I					
	J					
	K					
	L					
	M					

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date YYYY-MM-DD	Country	Name	CPC Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in YYYY-MM-DD format are publication dates. Classifications may be US or foreign.

## Ezewoko, Michael

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**From:** Korona, Alex <akorona@mccarter.com>  
**Sent:** Wednesday, December 13, 2023 12:50 PM  
**To:** Ezewoko, Michael  
**Subject:** RE: App. No. 18/141,501 - Attorney Docket 138467-00203  
**Attachments:** 18-141,501 - Examiner's Amendment for entry - Final.docx

CAUTION: This email has originated from a source outside of USPTO. **PLEASE CONSIDER THE SOURCE** before responding, clicking on links, or opening attachments.

Examiner Ezewoko,

Per our discussion yesterday, please find attached the amended claims for entry via examiner's amendment.

I will be filing a terminal disclaimer with respect to US Pat. Nos. 11,676,171 and 11,526,904.

Please let me know of any questions.

Thank you.

Attorney Docket Number: 138467-00203

EXAMINER'S AMENDMENT FOR ENTRY

1. **(Currently Amended)** A system for determining rewards of a web page containing a video player providing video content to a user, comprising:

a rewarded viewing video distribution module, comprising computer-executable code stored in non-volatile memory;

a processor; and

a rewarded viewing module, comprising computer-executable code stored in non-volatile memory;

wherein the rewarded viewing video distribution module, the processor, and the rewarded viewing module are configured to:

provide an application programming interface configured to provide WebSocket client user authentication including single sign-on authentication in a silent mode to a user authentication mechanism used by the user; [[and]]

determine an amount of the video content viewed by the user based on the processor executing processor-executable program instructions of the rewarded viewing module, wherein determining the viewed amount of the video content includes encoding and decoding a plurality of unique identifiers in a plurality of video frames of the video content and confirming said plurality of video frames of the video content were viewed;

determine whether the viewed amount of the video content meets a threshold for assigning rewards based on comparing a first data based on the processor executing the processor-executable program instructions of the rewarded viewing module with a second data of a promotional campaign; and

determine a promotional campaign real-time availability for the web page.

2. **(Canceled)**

3. **(Currently Amended)** The system of claim 1, wherein the rewarded viewing video distribution module, the processor, and the rewarded viewing module are further configured to:

~~determine whether the viewed amount of the video content meets a threshold for assigning rewards based on comparing a first data based on the processor executing the processor-executable program instructions of the rewarded viewing module with a second data of a promotional campaign; and~~

assign rewards of the promotional campaign to the user based on the first data.

4. **(Currently Amended)** The system of claim 1, wherein the rewarded viewing video distribution module, the processor, and the rewarded viewing module are further configured to add accounting information to the video content;

wherein [[the ]]determining the viewed amount of the video content is based on the accounting information.

5. **(Original)** The system of claim 4, wherein the rewarded viewing video distribution module, the processor, and the rewarded viewing module are further configured to send an electronic message including the video content having the accounting information.

6. **(Original)** The system of claim 1, wherein the rewarded viewing module is embedded in the web page using a software development kit.

7. **(Original)** The system of claim 1, wherein determining the viewed amount of the video content viewed by the user includes determining a percentage of the video content viewed by the user.

8. **(Original)** The system of claim 1, wherein assigning rewards of the promotional campaigns database to the user based on the first data includes assigning rewards of the promotional



campaigns database to the user based on a percentage of content viewed when the predetermined threshold is met.

9. **(Original)** The system of claim 1, wherein the rewarded viewing video distribution module, the processor, and the rewarded viewing module are further configured to automatically provide the user with a marketplace credit to spend the rewards.

10. **(Original)** The system of claim 1, wherein determining the promotional campaign real-time availability for the web page includes determining the promotional campaign real-time availability for a web domain of the web page.

11. **(Original)** The system of claim 1, wherein encoding and decoding the plurality of unique identifiers in the plurality of video frames of the video content includes encoding and decoding a unique identifier of the plurality of unique identifiers in each video frame of the plurality of video frames.

12. **(Original)** The system of claim 11, wherein determining the viewed amount of the video content includes decoding the unique identifier from each video frame.

13. **(Currently Amended)** A method for determining rewards of a web page containing a video player providing video content to a user, comprising:

providing an interface configured to provide WebSocket client user authentication including single-sign-on authentication in a silent mode to a user authentication mechanism used by the user; [[adn]]

determining an amount of the video content viewed by the user based on a processor executing processor-executable program instructions of the rewarded viewing module, wherein

determining the viewed amount of the video content includes encoding and decoding a plurality of unique identifiers in a plurality of video frames of the video content;

determining whether the viewed amount of the video content meets a threshold for assigning rewards based on comparing a first data based on the processor executing the processor-executable program instructions of the rewarded viewing module with a second data of a promotional campaign; and

determining a promotional campaign real-time availability for the web page.

14. **(Original)** The method of claim 13, further comprising adding accounting information to the video content, wherein the determining the viewed amount of the video content is based on the accounting information.

15. **(Currently Amended)** The method of claim 13, further comprising:

~~determining whether the viewed amount of the video content meets a threshold for assigning rewards based on comparing a first data based on the processor executing the processor-executable program instructions of the rewarded viewing module with a second data of a promotional campaign;~~

~~assigning rewards of the promotional campaign to the user based on the first data; and~~

~~determining a promotional campaign real-time availability for the web page.~~

16. **(Canceled)**

17. **(Original)** The method of claim 13, further comprising the step of encoding a plurality of unique identifiers in a plurality of video frames of the video content to assist with determining whether the viewed amount of the video content meets a threshold for assigning rewards.

18. **(Currently Amended)** A system for determining rewards of a web page containing an OVP video player providing video content to a user, comprising:

a rewarded viewing video distribution module, comprising computer-executable code stored in non-volatile memory;

a processor; and

a rewarded viewing plugin configured to be embedded in the web page containing the OVP video player;

wherein the rewarded viewing video distribution module, the processor, and the rewarded viewing plugin are configured to:

determine an amount of the video content viewed by the user based on the processor executing processor-executable program instructions of the rewarded viewing plugin embedded in the OVP video player, wherein determining the viewed amount of the video content includes encoding and decoding a plurality of unique identifiers in a plurality of video frames of the video content;

determine whether the viewed amount of the video content meets a predetermined threshold for assigning rewards based on comparing a first data based on the processor executing the processor-executable program instructions of the rewarded viewing plugin with a second data of a promotional campaigns database;

determine a promotional campaign real-time availability for the web page; and

provide an interface configured to provide WebSocket client user authentication including single sign-on authentication in a silent mode to a user authentication mechanism used by the user.

19. **(Original)** The system of claim 18, wherein determining the viewed amount of the video content includes encoding a plurality of unique identifiers in a plurality of video frames of the video content.

20. **(Original)** The system of claim 18, wherein the rewarded viewing video distribution module, the processor, and the rewarded viewing plugin are further configured to add accounting information to the video content;

wherein the determining the viewed amount of the video content is based on the accounting information.

21. **(Currently Amended)** The system of claim 18, wherein the rewarded viewing video distribution module, the processor, and the rewarded viewing plugin are further configured to:

~~determine whether the viewed amount of the video content meets a predetermined threshold for assigning rewards based on comparing a first data based on the processor executing the processor executable program instructions of the rewarded viewing plugin with a second data of a promotional campaigns database;~~

assign rewards of the promotional campaigns database to the user based on the first data;  
and

~~determine a promotional campaign real-time availability for the web page;~~

~~provide an interface configured to provide WebSocket client user authentication including single sign-on authentication in a silent mode to a user authentication mechanism used by the user;~~  
and

display a rewards indicator in the OVP video player based on the first data.