UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/398,600	02/16/2012	Judith H. Bank	SVL920110080US2/IBMP077-C	7616

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MOLLBORN PATENTS, INC.
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EXAMINER
GILLS, KURTIS

ART UNIT	PAPER NUMBER
3683	

NOTIFICATION DATE	DELIVERY MODE
09/04/2013	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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<table>
<tr>
<td rowspan="2">Office Action Summary</td>
<td>Application No.
13/398,600</td>
<td>Applicant(s)
BANK ET AL.</td>
<td></td>
</tr>
<tr>
<td>Examiner
KURTIS GILLS</td>
<td>Art Unit
3683</td>
<td></td>
</tr>
</table>

-- 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 <u>3</u> 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 <u>25 May 2013</u>.

2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.

3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

5) ☒ Claim(s) <u>1-8</u> is/are pending in the application.

     5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☒ Claim(s) <u>1-8</u> is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

10) ☐ The specification is objected to by the Examiner.

11) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.

     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

12) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

     a) ☐ All   b) ☐ Some * c) ☐ None of:

         1. ☐ Certified copies of the priority documents have been received.

         2. ☐ Certified copies of the priority documents have been received in Application No. _____.

         3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

     * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
     Paper No(s)/Mail Date _____.

4) ☐ Interview Summary (PTO-413)
     Paper No(s)/Mail Date. _____ .

5) ☐ Notice of Informal Patent Application

6) ☐ Other: _____.

DETAILED ACTION

Notice to Applicant

1.   In response to the Appeal Brief communication received on 05/25/2013, the following is

a **Non-Final Office Action** for Application No. 13/398600.

2.   Applicant's arguments, see Appeal Brief, filed 05/25/2013, with respect to Brave and

Shenoy references have been fully considered and are persuasive.   The Brave and Shenoy

references of the Final Office Action filed 10/25/2012 have been withdrawn and a new grounds

of rejection is placed herein.

3.   In view of the Appeal Brief filed on 05/25/2013, PROSECUTION IS HEREBY

REOPENED. Applicant's options are set forth below.

        To avoid abandonment of the application, appellant must exercise one of the following

two options:

        (1) file a reply under 37 CFR 1.111 (if this Office action is non-final) or a reply under 37

CFR 1.113 (if this Office action is final); or,

        (2) initiate a new appeal by filing a notice of appeal under 37 CFR 41.31 followed by an

appeal brief under 37 CFR 41.37. The previously paid notice of appeal fee and appeal brief fee

can be applied to the new appeal. If, however, the appeal fees set forth in 37 CFR 41.20 have

been increased since they were previously paid, then appellant must pay the difference between

the increased fees and the amount previously paid.

A Supervisory Patent Examiner (SPE) has approved of reopening prosecution by signing below:

/Peter Choi/
Supervisory Patent Examiner, Art Unit 3683

Status of Claims

4. Claims 1-8 are pending.

Priority

5. As required by **M.P.E.P. 201.14(c)**, acknowledgement is made of applicant's claim for priority based on: 13398600, filed 02/16/2012 is a continuation of 13348909, filed 01/12/2012.

Response to Amendments

6. Applicants' amendments as previously filed have been fully considered.

Response to Arguments

7. Applicant's arguments filed 05/25/2013 have been fully considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 101

8. 35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claims 1-8 are rejected under 35 U.S.C. 101 as directed to non-statutory subject matter.

As per claims 1-8, based upon consideration of all of the relevant factors with respect to the claim as a whole, claims 1-8 are held to claim an abstract idea, and is/are therefore rejected as ineligible subject matter under 35 U.S.C. 101. The rationale for this finding is explained below.

The claims recite receiving keywords, performing a search, displaying on a display of a computing device matching keyword pairs, and performing a sales-oriented operation, all of which fail to impose a meaningful limit on the scope of the claims. Thus, there is no recitation of a machine, either express or inherent. Hence, this factor weighs against eligibility. The computing device is apparent in the displaying step and the receiving a selection step. However, the computing device does not render the claim statutory since the computing device in relation to said displaying and receiving a selection steps is nominal recitation. Further, the computing device is merely a machine on which the method operates, i.e. it does not perform any actions on its own. Hence, for the claims to be considered statutory, the computing device needs to be associated with a significant limitation.

Additionally, the claims lack a transformation of subject matter into a different state or thing and thus the claims remain an abstract idea.

There is no clear indication that the method is not directed to an abstract idea relating to generation of sales leads using customer problem reports. The instant application as claimed is a general concept that is disembodied since the method is not tied to a particular machine. As such, the methods of claims 1-8 do not meet the requirements of 35 U.S.C. 101 and are considered non statutory.

To assist in qualifying as a statutory process under § 101, the claim may positively recite the machine to which it is tied (e.g. by identifying the apparatus that accomplishes the method steps), or positively recite the subject matter that is being transformed (e.g. by identifying the material that is being changed to a different state). The use of a particular machine or transformation of an article should impose meaningful limits on the claim's scope to impart patent-eligibility—as such, nominal recitations of structure in an otherwise ineligible method may fail to make the method a statutory process. *See Bilski*, 545 F.3d at 957; *Benson*, 409 U.S. at 71-72. Also, incidental physical limitations such as insignificant extra-solution activity and field of use limitations are not sufficient to convert an otherwise ineligible process into a statutory one. See Flook, 437 U.S. at 590.

Claim Rejections - 35 USC § 103

9.   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.

Claims 1-8 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Abelow** (US Pre-Grant Publication No: US 20070043632 A1) hereinafter referred to as Abelow in view of **Mikurak** (US Pre-Grant Publication No: US 20120089410 A1) hereinafter referred to as Mikurak.

Abelow teaches:

Claim 1. A computer-implemented method for generating sales leads in a sales lead generation engine ([¶0538] Non-intrusive sales leads: Is the product or some of its features used so much that the customer needs more units? If so, who wants help in expanding capacity, and what are their needs? [¶0688] In an evolutionary mode, the users of these customized filters could make their choices and identities known to the VLR Servers from which they download their filter patterns. By doing so, the VLRs would serve as even more types of repositories for vendors who provide additional material that meets the needs of those buyers (whether the material is a TV show, a medical monitor that could work in several ways, or a software product). Such systems could enable customers to use their combined preferences and purchasing goals to guide vendors in more self-conscious ways than are possible today, to receive the market outcomes that consumers would rather have. Such customer-directed marketplace repositories provide clear metrics on the size and scope of particular market segments and specific customer objectives, along with identifying specific purchasers who want to be contacted with improved products and services.), *comprising:*

receiving by the sales lead generation engine one or more keywords describing one or more aspects of a product ([¶0447] Similarly, it will help lower costs and raise the comprehension by recipients if the format for presenting the Defined Customer Desires (DCD) is automated and standardized. While many formats are possible, two reporting formats have been designed for rapid reading and comprehension. Turning to the illustration in FIG. 14, the first format includes the number and name of the probe 430 and the precise wording of that probe 432. A quantitative section provides the Customer responses in the most comprehensible numeric formats, including the choices the Customers could select for their answer 434

(including "no answer" as a reply), the percentage of the Customers who replied with each

choice 436 and the exact number of Customers who replied with each choice 438. A graphic

section provides a graph of the Customer replies 440 that includes a percentage or numerical

scale appropriate for the replies 442, a clear and simple graphic display of the Customer replies

444 and clear labels 446 that match the choices reported in the numeric section 434. A text

section provides the Customer's text replies 448, including the precise wording of the probe

which produced those replies 450. The Customer replies 452 should be sorted and segregated to

fit the choices in the numeric section 434 and the graph labels in the graph section 446 so that the

reader can understand the problems and concerns of each group of Customer responses 452. This

ranking should include the text comments from Customers who did not respond to any other

portion(s) of the probe 454.);

performing by the sales lead generation engine a search using the received one or more

keywords in a collection of problem reports to identify matching keywords in the problem reports

([¶0447] Similarly, it will help lower costs and raise the comprehension by recipients if the

format for presenting the Defined Customer Desires (DCD) is automated and standardized.

While many formats are possible, two reporting formats have been designed for rapid reading

and comprehension. Turning to the illustration in FIG. 14, the first format includes the number

and name of the probe 430 and the precise wording of that probe 432. A quantitative section

provides the Customer responses in the most comprehensible numeric formats, including the

choices the Customers could select for their answer 434 (including "no answer" as a reply), the

percentage of the Customers who replied with each choice 436 and the exact number of

Customers who replied with each choice 438. A graphic section provides a graph of the

Customer replies 440 that includes a percentage or numerical scale appropriate for the replies 442, a clear and simple graphic display of the Customer replies 444 and clear labels 446 that match the choices reported in the numeric section 434. A text section provides the Customer's text replies 448, including the precise wording of the probe which produced those replies 450. The Customer replies 452 should be sorted and segregated to fit the choices in the numeric section 434 and the graph labels in the graph section 446 so that the reader can understand the problems and concerns of each group of Customer responses 452. This ranking should include the text comments from Customers who did not respond to any other portion(s) of the probe 454. Fig. 14 Step 452 matches keywords in the problem reports in Step 434 to form a group of comments that give positive or negative context associated with the associated keyword.);

displaying on a display of a computing device matching keyword pairs resulting from the search, along with a context in which the keywords occur (Fig. 14 Step 452 matches keywords in the problem reports in Step 434 to form a group of comments that give a positive or negative context associated with the keyword.);

receiving a selection of one or more matching keyword pairs from a user of the computing device ([¶0414] At the vendor, user data is stored in one or more databases. Automated reports provide information on demand (see FIG. 4). This reporting system is both canned (pre-written), customized and extensible for support by outside professionals. The basic system is like an EIS (executive information system) which provides high-level summaries (sorted, for example, from the most serious to the least serious problems). User may select items to "drill down" and see details of actual user experiences FIG. 25 906, 908, 910 or any of these detail levels of data may be displayed on-screen automatically. Reports can also be varied in

many ways, such as displaying data over time to show which problems have been solved and which have not; such as sorting user suggestions by those who have particular problems (e.g., by the most valuable customers) by the severity of the problem(s) in each category; etc. Because some user messages are urgent, this database should pass messages to the vendor's e-mail system or to some system of alerts for appropriate responses. Because the message types are tagged during user interactions, they could automatically identify (whether for automated routing or notification) the appropriate group for response (such as problems for customer support, leads for sales, transactions for order entry, etc.). The messages could also be combined with other information prior to distribution or notification (such as sorting sales leads by zip code for distribution to the correct sales people, adding full customer contact and contract information to requests for support or service, etc.).)*; and*

performing by the sales lead generation engine a sales-oriented operation with respect to a customer associated with a problem report related to a selected matching keyword pair ([¶0414] At the vendor, user data is stored in one or more databases. Automated reports provide information on demand (see FIG. 4). This reporting system is both canned (pre-written), customized and extensible for support by outside professionals. The basic system is like an EIS (executive information system) which provides high-level summaries (sorted, for example, from the most serious to the least serious problems). User may select items to "drill down" and see details of actual user experiences FIG. 25 906, 908, 910 or any of these detail levels of data may be displayed on-screen automatically. Reports can also be varied in many ways, such as displaying data over time to show which problems have been solved and which have not; such as sorting user suggestions by those who have particular problems (e.g., by the most valuable

customers) by the severity of the problem(s) in each category; etc. Because some user messages are urgent, this database should pass messages to the vendor's e-mail system or to some system of alerts for appropriate responses. Because the message types are tagged during user interactions, they could automatically identify (whether for automated routing or notification) the appropriate group for response (such as problems for customer support, leads for sales, transactions for order entry, etc.). The messages could also be combined with other information prior to distribution or notification (such as sorting sales leads by zip code for distribution to the correct sales people, adding full customer contact and contract information to requests for support or service, etc.).).

Abelow teaches a network of data processing-based and telecommunications-based apparatuses and systems are disclosed, including a product sub-system that interacts with a user, gathers information from the user, communicates the information to the product's vendor, and receives new pre-programmed interactions from the vendor for future interactions with the user (Abelow Abstract). For more explicit support in teaching *matching keyword pairs,* Mikurak teaches in the analogous art of system of manufacture for enhanced visibility during installation management in a network-based supply chain environment:

matching keyword pairs ([¶0730] With reference now to operation 5406 of FIG. 54, another embodiment of the electronic commerce component of the present invention is provided for facilitating a virtual shopping transaction by ascertaining needs of a user. A more detailed description is shown in FIG. 58. First, needs and requirements of a user are input by the user. Then the needs and requirements are analyzed in operation 5802. Available products are

reviewed in FIG. 5804 and placed on a list from which one or more items will be selected based on the user input. Next, in operation 5806, a solution is generated based on the requirements of the user after which the solution is displayed, as indicated in operation 5808. FIG. 59 provides an example of operation 5806. The items would be preassociated with keywords in operation 5900. In operation 5902, selection of items based on keyword taken from the user input may be performed. When a keyword input by the user matches a keyword associated with an item, the item is displayed in operation 5904. If no keywords match, the user's words could be analyzed using a thesaurus to find keyword matches in operation 5906. A payment is then accepted in exchange for the solution in operation 5810 of FIG. 58, as will be discussed in more detail below. It should be noted that in the present description, the solution includes either a product or a service, or both. [¶0845] Another aspect of the electronic commerce component of the present invention has the purpose of capturing interest in a product, service, or promotion. The invention sends leads, notices, and advertisements to sales effectiveness systems where the leads are displayed or disseminated to users. A database of the leads may be kept and updated as desired.).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the customer-based product design module of Abelow to include the system of manufacture for enhanced visibility during installation management in a network-based supply chain environment of Mikurak because the invention of Mikurak relates to software for interacting with a user over a network in order to increase visibility and more particularly to interacting with a client user in an e-Commerce environment in order to enhance visibility during installation management (Mikurak ¶0001). The combination would lead to an enhanced

customer-based product design module that includes the system of manufacture for enhanced

visibility during installation management in a network-based supply chain environment.

Abelow teaches:

Claim 2. The method of claim 1, wherein displaying matching keyword pairs includes:

displaying the matching keyword pairs and context side-by-side in list form ([¶0122] FIG. 14 is

an illustration of a recommended reporting format for Customer-Based Product Design Reports

(CB-PDR). [¶0447] Similarly, it will help lower costs and raise the comprehension by recipients

if the format for presenting the Defined Customer Desires (DCD) is automated and standardized.

While many formats are possible, two reporting formats have been designed for rapid reading

and comprehension. Turning to the illustration in FIG. 14, the first format includes the number

and name of the probe 430 and the precise wording of that probe 432. A quantitative section

provides the Customer responses in the most comprehensible numeric formats, including the

choices the Customers could select for their answer 434 (including "no answer" as a reply), the

percentage of the Customers who replied with each choice 436 and the exact number of

Customers who replied with each choice 438. A graphic section provides a graph of the

Customer replies 440 that includes a percentage or numerical scale appropriate for the replies

442, a clear and simple graphic display of the Customer replies 444 and clear labels 446 that

match the choices reported in the numeric section 434. A text section provides the Customer's

text replies 448, including the precise wording of the probe which produced those replies 450.

The Customer replies 452 should be sorted and segregated to fit the choices in the numeric

section 434 and the graph labels in the graph section 446 so that the reader can understand the

problems and concerns of each group of Customer responses 452. This ranking should include

the text comments from Customers who did not respond to any other portion(s) of the probe

454.).

Abelow teaches:

Claim 3. The method of claim 2, wherein displaying matching keyword pairs includes:

prioritizing the order in which the keyword pairs are displayed based on a customer opportunity

([¶0245] On the computer screen, one of the possible interfaces is illustrated in FIG. 21. In the

left window 782 the triggers 783 are listed. The right window 787 lists Development Interactions

788. On a menu 780 the views 784, 786 may be a drop-down list or any other means of selection

or access. The languages in which that particular Development Interaction is available may be

indicated, such as at the bottom 790. [¶0246] One window displays the trigger events in the

product 782--the points where the module can be programmed to wake up automatically during

use and run a stored (term for interaction) with users 783. The parameters may include

characteristics such as the trigger event's frequency (to fit the user's learning curve), its type

(error messages; menu commands; icons; buttons or other parts of the user interface; events

during use; etc.) and priority (high, medium and low, so the user can control how often dialogs

are run and when the user sets an infrequent priority, only high priority dialogs are run. Claim

60. A method, comprising: monitoring a trigger event on a client device; soliciting service

related information from a user's of the client device based on an occurrence of the trigger event

using an interface on the client device; storing the user's input information on the client device;

and sending the user's input to a server. Claim 61. The method of claim 60, further comprising:

forwarding the user's input based on a priority code attached to the user's input.).

Abelow teaches:

Claim 4. The method of claim 1, wherein the problem reports include one or more of: problem reports submitted by customers and listing problems with a particular product, and sales post mortem reports detailing why a sale did not go through ([¶0447] Similarly, it will help lower costs and raise the comprehension by recipients if the format for presenting the Defined Customer Desires (DCD) is automated and standardized. While many formats are possible, two reporting formats have been designed for rapid reading and comprehension. Turning to the illustration in FIG. 14, the first format includes the number and name of the probe 430 and the precise wording of that probe 432. A quantitative section provides the Customer responses in the most comprehensible numeric formats, including the choices the Customers could select for their answer 434 (including "no answer" as a reply), the percentage of the Customers who replied with each choice 436 and the exact number of Customers who replied with each choice 438. A graphic section provides a graph of the Customer replies 440 that includes a percentage or numerical scale appropriate for the replies 442, a clear and simple graphic display of the Customer replies 444 and clear labels 446 that match the choices reported in the numeric section 434. A text section provides the Customer's text replies 448, including the precise wording of the probe which produced those replies 450. The Customer replies 452 should be sorted and segregated to fit the choices in the numeric section 434 and the graph labels in the graph section 446 so that the reader can understand the problems and concerns of each group of Customer

responses 452. This ranking should include the text comments from Customers who did not

respond to any other portion(s) of the probe 454.).

        Abelow teaches the limitations of claim 1. For more explicit support in teaching

matching keyword pairs, Mikurak teaches in the analogous art of system of manufacture for

enhanced visibility during installation management in a network-based supply chain

environment:

        Claim 5. The method of claim 1 wherein the one or more keywords include: product

names, keywords related to product characteristics, and keywords related to pre-requisites for

being able to install and operate a product ([¶0730] With reference now to operation 5406 of

FIG. 54, another embodiment of the electronic commerce component of the present invention is

provided for facilitating a virtual shopping transaction by ascertaining needs of a user. A more

detailed description is shown in FIG. 58. First, needs and requirements of a user are input by the

user. Then the needs and requirements are analyzed in operation 5802. Available products are

reviewed in FIG. 5804 and placed on a list from which one or more items will be selected based

on the user input. Next, in operation 5806, a solution is generated based on the requirements of

the user after which the solution is displayed, as indicated in operation 5808. FIG. 59 provides an

example of operation 5806. The items would be preassociated with keywords in operation 5900.

In operation 5902, selection of items based on keyword taken from the user input may be

performed. When a keyword input by the user matches a keyword associated with an item, the

item is displayed in operation 5904. If no keywords match, the user's words could be analyzed

using a thesaurus to find keyword matches in operation 5906. A payment is then accepted in

exchange for the solution in operation 5810 of FIG. 58, as will be discussed in more detail below. It should be noted that in the present description, the solution includes either a product or a service, or both. [¶0845] Another aspect of the electronic commerce component of the present invention has the purpose of capturing interest in a product, service, or promotion. The invention sends leads, notices, and advertisements to sales effectiveness systems where the leads are displayed or disseminated to users. A database of the leads may be kept and updated as desired.).

The motivation to combine references is the same as seen in claim 1.

Abelow teaches:

Claim 6. The method of claim 1, wherein performing a sales-oriented operation includes: assigning one or more sales team members to the selected keyword pair; and updating a customer profile to ascertain that no other sales team member attempts to contact the customer with respect to a product associated with the selected keyword pair ([¶0414] At the vendor, user data is stored in one or more databases. Automated reports provide information on demand (see FIG. 4). This reporting system is both canned (pre-written), customized and extensible for support by outside professionals. The basic system is like an EIS (executive information system) which provides high-level summaries (sorted, for example, from the most serious to the least serious problems). User may select items to "drill down" and see details of actual user experiences FIG. 25 906, 908, 910 or any of these detail levels of data may be displayed on-screen automatically. Reports can also be varied in many ways, such as displaying data over time to show which problems have been solved and which have not; such as sorting user suggestions by those who have particular problems (e.g., by the most valuable customers) by the severity of

the problem(s) in each category; etc. Because some user messages are urgent, this database should pass messages to the vendor's e-mail system or to some system of alerts for appropriate responses. Because the message types are tagged during user interactions, they could automatically identify (whether for automated routing or notification) the appropriate group for response (such as problems for customer support, leads for sales, transactions for order entry, etc.). The messages could also be combined with other information prior to distribution or notification (such as sorting sales leads by zip code for distribution to the correct sales people, adding full customer contact and contract information to requests for support or service, etc.).).

Abelow teaches:

Claim 7. The method of claim 1, wherein the problem reports contain information about whether the customer submitting the problem report would like to be contacted regarding future product offers ([¶0364] Interactive communications like those described in the On-line Customer Support (OCS) feature may be extended to providing other services and to conducting transactions: [¶0365] Interactive services: For example, Customers may is request a variety of services such as scheduling a product maintenance appointment, requesting that another copy of the product's manual be sent, or asking to have a salesperson contact them about a possible future order [¶0366] Transactions: For example, Customers may conduct transactions such as placing orders for additional products, signing up for an annual service contract on the product, or ordering other products in the Vendor's product line.).

Abelow teaches:

Claim 8. The method of claim 1, further comprising: identifying trends and patterns
among a set of problem reports submitted by a customer; searching for similar trends and
patterns for other customers in the collection of problem reports; and in response to finding
similar trends and patterns, providing an alert to the user of the computing device ([¶0432] For
reporting, three options are illustrated in FIG. 13, with the first two being Employee Initiated
Reports (EIR) and the last being System Initiated Reports (SIR). The first is to choose a pre-
written report 402. If an employee chooses to run a pre-written report 402 a menu of available
reports is displayed 404. When the employee selects a report 404 there is an opportunity to
accept its defaults or to change its parameters 404. One range of selection parameters may focus
on the type of data to be included in the report, such as the specific Customer Directed Product
(CDP), Customer Design Instrument (CDI), product feature(s), groups of any of these, etc.
Another range of selection parameters may limit or focus the data selected in the first range, such
as the time period covered in the report, the countries or region of the world covered, the source
languages in which the data was reported, etc. After the appropriate parameters are entered 404
the report is run 406 and the finished report is displayed on the employee's screen or printed 406
as the employee chooses. If desired, the destination(s) of those reports may be external to the
company, and include third-party professionals, business partners, advertising agencies,
attorneys, product distributors, manufacturer's representatives (i.e., external sales forces),
retailers, trade associations, etc. With a compatible database(s) and analysis software, any of
those may be able to receive one or more data files to run their own analyses, which may include
merging the received data with data from other sources to generate comparison reports, trend
reports, forecasts, simulations, recommendations, etc. [¶0433] If an employee chooses to create a

custom or a new report 408 the database's report generator is run 410. If there are a number of report generators on the system, however, the employee may be presented with a menu of available choices 410. Once a report generator has been selected, the employee develops and tests the report 410. After the report is developed and tested 410 the report is saved 412 to the menu of available reports 404 or to the automated triggers 414 that run pre-written reports automatically. [¶0434] In addition, automated triggers may be set up to run and deliver System Initiated Reports (SIR) automatically 414. In this case, when a trigger (such as a date, time, number of records in the Aggregate Customer Desires (ACD) database, etc.) 414 is reached, the report appropriate for that trigger is read 416 (such as for a particular Customer Directed Product (CDP) or other report parameters as described above) and the report is run 416. After the report is run 418 it is automatically sent on-line to a pre-set delivery list 418 (such as via E-mail or other delivery means), or it is printed automatically for physical delivery to a delivery list 418. These delivery lists may be internal to a single location such as a corporate headquarters, it may be multi-location such as to appropriate managers throughout a multi-national corporation, it may include third-parties such as OEM or components suppliers who participate in designing future product improvements, etc. Interactive, Event-Driven Alerts and Reports [¶0435] To lower costs systematically, it is helpful to automate as much of the calculation and reporting of the Customer-Based Product Design Reports (CB-PDR) as possible. If a standard data file format is used, various types of pre-written or automated reports may be run (using either pre-packaged report generators or custom reporting software). Automating this reporting system lowers the cost, accelerates the turnaround and may provide on-demand reporting of Defined Customer Desires (DCD) in real-time from this Customer Design System (CDS). [¶0436] To provide

organizations and markets with expanded capabilities to respond to changing external and internal conditions, many types of performance objectives, individual requests, group requirements, etc., the invention provides for more than cost savings, however. [¶0437] The present invention also includes interactive, event-driven problem or report notification. These are (1) based on CB-PD Module interactions, (2) include the varied reporting approaches known as well as those described above, plus (3) users are notified of particular problems or prompted to run particular reports by dynamic alerts that are sent at pre-specified triggers to those responsible for solving particular types of problems, so those people are automatically informed when particular problems, opportunities or conditions occur. [¶0438] In such an interactive, event-driven system the triggers may be any condition measurable by the analysis system. These range from small problems (such as the frequency of errors while using a particular product feature), to important single issues (such as the occurrence of life-threatening alarm conditions during the use of a medical device), to customer-wide opportunities (such as the frequency of solvable user problems at a corporate customer who has made a major or volume purchase but not bought a maintenance contract), to market-wide product crises (such as why a new product launch is generating trial purchases but not repeat orders), etc.).

Conclusion

10.   The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US 7340411 B2	System and method for generating, capturing, and managing customer lead information over a computer network	Cook; Rachael L.
US 20120166287 A1	WANT ADVERTISEMENT BASED ONLINE MARKETPLACE	DE HAAFF; BRIAN D. et al.
US 20110015991 A1	KEYWORD SET AND TARGET AUDIENCE PROFILE GENERALIZATION TECHNIQUES	Fayyad; Usama M. et al.
US 20120253899 A1	TABLE APPROACH FOR DETERMINING QUALITY SCORES	Qin; Tao et al.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KURTIS GILLS whose telephone number is (571)270-3315. The examiner can normally be reached on M-F, 8am-5pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Peter Choi can be reached on 571-272-6971. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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