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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
18/807,150	08/16/2024	Zach Bolton		2354

128548 7590 07/31/2025

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EXAMINER
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ART UNIT	PAPER NUMBER
3622	

MAIL DATE	DELIVERY MODE
07/31/2025	PAPER

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

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

Office Action Summary	Application No. 18/807,150	Applicant(s) Bolton, Zach	
	Examiner MARIE P BRADY	Art Unit 3622	AIA (First Inventor to File) Status Yes

-- 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 2 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 8/16/2024.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

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

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

Disposition of Claims*

5) ☑ Claim(s) 1-26 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 1-26 is/are rejected.

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

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

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

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

11)☑ The drawing(s) filed on 8/16/2024 is/are: a)☐ accepted or b)☑ objected to by the Examiner.

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

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

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

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

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

Attachment(s)

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

2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

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

4) ☐ Other: _____.

Notice of Pre-AIA or AIA Status

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

Status of the Claims

2. This is Non-Final first action on the merits for the application filed on 8/16/2024. Claims 1-26 are pending and addressed below.

Information Disclosure Statement

3. The listing of references in the specification is not a proper information disclosure statement. 37 CFR 1.98(b) requires a list of all patents, publications, or other information submitted for consideration by the Office, and MPEP § 609.04(a) states, "the list may not be incorporated into the specification but must be submitted in a separate paper." Therefore, unless the references have been cited by the examiner on form PTO-892, they have not been considered.

Drawings

4. The drawings dated 8/16 2024 are objected to because many of the drawings are difficult to read. The drawings are not of sufficient quality to permit examination. Accordingly, replacement drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to this Office action. The replacement sheet(s) should be labeled “Replacement Sheet” in the page header (as per 37 CFR 1.84(c)) so as not to obstruct any portion of the drawing figures. If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The requirement for corrected drawings will not be held in abeyance.

Claim Objections

5. **Claims 3, 7, and 16** are objected to because of the following informalities:

a. **Claim 3** recites, “a 2-way SMS”. Acronyms must be defined in plain terminology within the claim before the acronym can be used. The acronym "SMS" is not defined anywhere in the specification. The examiner interprets the acronym “SMS” as meaning “Short Message Service” as known in the art.

b. **Claim 7** recites, “API”. Acronyms must be defined in plain terminology within the claim before the acronym can be used. The acronym "API" is defined in [0092] of the specification as “Application Programming Interface”. Examiner will interpret API as such.

c. **Claim 16** recites, “a vCard”. Abbreviations must be defined in plain terminology within the claim before the acronym can be used. The abbreviation "vCARD" is not defined anywhere in the specification. The examiner interprets the abbreviation “vCard” as “virtual card” as known in the art.

d. Appropriate correction is required.

Claim Rejections - 35 USC § 112

6. The following is a quotation of 35 U.S.C. 112(b):
(b) CONCLUSION.—The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the inventor or a joint inventor regards as the invention.

The following is a quotation of 35 U.S.C. 112 (pre-AIA), second paragraph:
The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

7. **Claims 2, 5, 6, 9, 10, 11, and 19-26** are rejected under 35 U.S.C. 112(b) or 35 U.S.C. 112 (pre-AIA), second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor (or

for applications subject to pre-AIA 35 U.S.C. 112, the applicant), regards as the invention.

8. **Claim 2** recites, "the wallet app content. There is insufficient antecedent basis for this limitation in the claim. Therefore, claim 2 is indefinite. For purpose of examination, this limitation will be interpreted as "wallet app content". Examiner suggests amending as such.

9. **Claims 5, 6, and 10** are also rejected because of their dependencies on claim 2.

10. **Claim 6** recites, "the campaign items". Claim 6 depends on claim 5 and claim 5 recites, "one or more campaign items", which could be interpreted as one campaign item", it is unclear to which "the campaign items" claim 6 is referring. Therefore, claim 6 is indefinite. For purpose of examination, this limitation will be interpreted as "the one or more campaign items". Examiner suggests amending as such.

11. **Claim 9** recites "depicted on the map". It is unclear to which "the map" claim 9 is referring since claim 8 on which it depends recites, "a custom geographic or location map". Therefore, claim 9 is indefinite. For purpose of examination, this limitation will be interpreted as "the custom geographic or location map". Examiner suggests amending as such.

12. **Claim 11** recites, "the clients content, triggers, and users." It is unclear what is meant by "the clients content, triggers, and users." Is this limitation supposed to recite, ""the client's content, triggers, and users" or "the clients' content, triggers, and users" or "content, triggers, and users of the client". Therefore, claim 11 is indefinite. For purpose of examination, this limitation will be interpreted as "content, triggers, and users of the client". Examiner suggests amending as such.

13. **Claim 19** recites, "the custom wallet app content. There is insufficient antecedent basis for this limitation in the claim. Therefore, claim 19 is indefinite. For purpose of examination, this limitation will be interpreted as "custom wallet app content". Examiner suggests amending as such.

14. **Claim 19** recites, "further comprising at least one sensor, wherein information from the sensor is incorporated into the custom wallet app content." There is insufficient antecedent basis for the limitation "the sensor" in the claim because the claim also recites "at least one sensor" which could be interpreted as two sensors. As such, it is unclear to which "the sensor" claim 19 is referring. For purpose of examination, this limitation will be interpreted as "further comprising at least one sensor, wherein information from the at least one sensor is incorporated into the custom wallet app content." Examiner suggests amending as such.

15. **Claim 20** is rejected based on its dependency on claim 19.

16. **Claim 21** recites, "the wallet app content. There is insufficient antecedent basis for this limitation in the claim. Therefore, claim 21 is indefinite. For purpose of examination, this limitation will be interpreted as "wallet app content". Examiner suggests amending as such.

17. **Claim 22** recites, "wherein the client of the platform is the owner or operator of the plurality of storage units...enrolling the tenants as users of the platform and assigning the user a unique user identifier; linking the user identifier to at least one gate; configuring the at least one gate to open when the mobile device of the tenant is placed in proximity to the Near Field Communication tag." There is insufficient antecedent basis for the underlined limitations in the claim. Therefore, claim 22 is indefinite. For

purpose of examination, this limitation will be interpreted as "wherein the client of the platform is an owner or operator of the plurality of storage units...enrolling tenants as users of the platform and assigning a user of the users a unique user identifier; linking the unique user identifier to at least one gate; configuring the at least one gate to open when a mobile device of a tenant of the tenants is placed in proximity to the Near Field Communication tag." Examiner suggests amending as such.

18. **Claims 23 and 24** are rejected based on their dependencies on claim 22.

19. **Claim 25** recites, "the wallet app content". There is insufficient antecedent basis for this limitation in the claim. Therefore, claim 25 is indefinite. For purpose of examination, this limitation will be interpreted as "wallet app content". Examiner suggests amending as such.

20. **Claim 25** recites, "customized locations of interest for each user identified on the map...wherein the trigger when activated by the user initiates a display of the map on the user's mobile device with the locations of interest of the user highlighted." Since the first part of the claim recites "for each user", it is unclear to which "the user", the latter part of the claim is referring. Therefore, claim 25 is indefinite. For purpose of examination, this limitation will be interpreted as "customized locations of interest for each user identified on the map...wherein the trigger when activated by a user initiates a display of the map on the user's mobile device with the locations of interest of the user highlighted." Examiner suggests amending as such.

21. **Claim 26** is rejected based on its dependency on claim 25.

Claim Rejections - 35 USC § 101

22. 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.

23. **Claims 1-21** are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

24. Step 1: The claims do not fall within at least one of the four categories of patent eligible subject matter because claim 1 does not fall within at least one of the four categories of patent eligible subject matter because "a client interface", "a set of creation tools", "one or more triggers", ,and "a linker" of claim 1 can be interpreted as software per se. **Claims 2-21** were also included because of their dependencies on claim 1.

25. Although claims **1-21** fail to fall under one of the four statutory categories, the claims could potentially be amended. When a claims fails to fall under at least one of the four statutory categories and it appears from Applicant's disclosure that the claim could be amended to be directed to a statutory category, it should be determined whether the claim wholly embraces a judicially recognized exception, which includes laws of nature, physical phenomena, and abstract idea, or is a particular practical application of the judicial exception. See MPEP 2106 I and II.

26. Assuming that claims 1-21 are amended to recite a statutory category, then claims 1-26 would be rejected under 35 U.S.C. 101 because claims 1-26 are directed to a judicial exception without significantly more. As such, claims 1-21 will be included in the 101 rejection below.

27. **Claims 1-26** are rejected under 35 U.S.C. 101 because the claimed invention is directed to an abstract idea without significantly more.

28. Step 2A, Prong 1: Claim 1 recites, "A client-user interaction platform for allowing a client to interact with one or more storage unit users associated with the client through *a mobile device* having an operating system and an operating system wallet application, the platform comprising: *a client interface* that is accessible by one or more managers selected by the client; a set of creation tools provided through the platform that allow the client to create custom wallet app or other content; one or more triggers that are each associated with and accessible by at least one of the one or more users; a linker allowing the client to associate the one or more triggers with the wallet app or other content." These limitations, except for the italicized portions, under their broadest reasonable interpretations, recite certain methods of organizing human activity because they are directed to human behaviors.

29. Step 2A, Prong 2: This judicial exception is not integrated into a practical application. In particular, the claims recite the additional element of "a mobile device". This additional element is a generic computing element performing generic computer functions such that it amounts to no more than mere instructions to apply the exception using a computer. Accordingly, this additional element does not integrate the abstract idea into a practical application because it does do not impose any meaningful limits on practicing the abstract idea. Claim 1 is directed to an abstract idea.

30. Step 2B: Claim 1 does not include additional elements that are sufficient to amount to significantly more than the judicial exception. As discussed above with respect to integration of the abstract idea into a practical application the additional

element of "a mobile device" is a generic computing elements as supported by at least paragraph 0111 of the specification. This additional element is a generic computing element performing generic computer functions such that it amounts to no more than mere instructions to apply the exception using a computer. Therefore, claim 1 is not patent eligible.

31. Dependent claims 2-26, when analyzed as a whole, are held to be patent ineligible under 35 U.S.C. §101 because the additional recited limitations fail to establish that the claims are not directed to the same abstract idea of claim 1 without significantly more.

32. Claim 2 recites, "The client-user interaction platform of claim 1, further comprising a tracker that logs user interactions with the one or more triggers or with the wallet app content." The tracker is an additional element that is a generic computing element and does not integrate the abstract idea into a practical application and is not significantly more than the abstract idea.

33. Claim 3 recites, "The client-user interaction platform of claim 1, wherein the one or more triggers is at least one of *a Bluetooth beacon, a Quick Response Code, a 2-way SMS, a Near Field Communication tag*, a geographical location, and a trackable link." All of the italicized limitations are generic computing elements that do not integrate the abstract idea into a practical application and are not significantly more than the abstract idea.

34. Claim 4 recites, "The client-user interaction platform of claim 1, wherein the set of creation tools comprises at least one of a wallet pass builder, a landing page builder, and an email template builder." These are also generic computing elements.

35. Claim 5 is further limiting the content and is part of the same abstract idea s claim 1.

36. Claim 6 recites, "The client-user interaction platform of claim 5, wherein the campaign items are at least one of an email, SMS, or push notification scheduled to a marketing strategy that adapts to user preferences, behaviors, and engagement patterns." This further limiting the campaign items and are part of the same abstract idea as claim 1. An email, SMS, or push notification are generic computing elements.

37. Claim 7recites "7. The client-user interaction platform of claim 1, further comprising a wallet pass API mapper." An API mapper is an additional element that is a generic computing element that does not integrate the abstract idea into a practical application and is not significantly more than the abstract idea.

38. Claim 8 recites, "The client-user interaction platform of claim 1, further comprising a map tool that allows the client to create a custom geographic or location map." A map tool also recites an abstract idea because it can be done using pen and paper.

39. Claim 9 recites, "9. The client-user interaction platform of claim 8, wherein at least one of the one or more triggers is depicted on the map." This limitation also recites an abstract idea because it can be done using a pen and paper.

40. Claim 10 recites, "10. The client-user interaction platform of claim 2 further comprising a graphical depiction of the logged interactions." This limitation also recites an abstract idea because it can be done using a pen and paper.

41. Claim 11 recites, "11. The client-user interaction platform of claim 1 further comprising a dashboard summarizing the clients content, triggers, and users." This limitation also recites an abstract idea because it can be done using a pen and paper.

42. Claim 12 recites, "12. The client-user interaction platform of claim 1, wherein the client has a plurality of locations, and wherein the content is customized to at least one of the plurality of locations." This is also part of the same abstract idea as claim 1.

43. Claim 13 recites, "13. The client-user interaction platform of claim 4, wherein the wallet pass builder comprises at least one wallet pass template." This limitation also recites an abstract idea because it can be done using a pen and paper.

44. Claim 14 recites, "14. The client-user interaction platform of claim 13, wherein the at least one wallet pass template is selected from the group consisting of a generic pass, a storage pass, a loyalty pass, a coupon pass, a member pass, an event ticket pass, a store pass, and a transit pass." This limitation also recites an abstract idea because it can be done using a pen and paper.

45. Claim 15 recites, "15. The client-user interaction platform of claim 4, wherein the landing page builder comprises at least one landing page template." This limitation also recites an abstract idea because it can be done using a pen and paper.

46. Claim 16 recites, "16. The client-user interaction platform of claim 15, wherein the at least one landing page template is selected from the group consisting of redirection

page, a registration page, a payment page, a social media link, an issue reporting page, a photo gallery, an audio link, a vCard, a social media react page, a rate and review page, a feedback page, a video, an email us page, a text us page, a wifi login page, a business page, a maps page, an iFrame page, and a multiple links page." These limitations can either be done using a pen and paper or additional elements that are generic computing elements.

47. Claim 17 recites, "17. The client-user interaction platform of claim 4, wherein the email template builder comprises at least one email template." This limitation also recites an abstract idea because it can be done using a pen and paper.

48. Claim 18 recites, "18. The client-user interaction platform of claim 17, wherein the at least one email template is selected from the group consisting of at least one of a holiday email, a basic announcement email, a basic letter email, a birthday email, a newsletter email, a special offer email, and a sign up email." This limitation also recites an abstract idea because it can be done using a pen and paper.

49. Claim 19 recites, "19. The client-user interaction platform of claim 1 further comprising at least one sensor, wherein information from the sensor is incorporated into the custom wallet app content." The sensor is an additional element that is a generic computing element.

50. Claim 20 recites, "20. The client-user interaction platform of claim 19, wherein the at least one sensor is at least one of a motion sensor, a humidity sensor, a temperature sensor, and a water sensor." Each sensor is an additional element that is a generic computing element.

51. Claim 21 recites, "21. The client-user interaction platform of claim 1, wherein the client is a storage facility, the one or more triggers are *Near Field Communication tags* and wherein the wallet app content allows gate access to a user." This limitation is part of the same abstract idea as claim 1. The additional element of "Near Field Communication Tags" are additional elements that are generic computing elements.

52. Claim 22 recites, "22. A method of managing a plurality of storage units, each storage unit leased by a tenant, the method comprising the acts of: providing the platform of claim 1, wherein the client of the platform is the owner or operator of the plurality of storage units, and wherein one of the one or more triggers is a first trigger and wherein the first trigger is a *Near Field Communication tag*; enrolling the tenants as users of the platform and assigning the user a unique user identifier; linking the user identifier to at least one gate; *configuring the at least one gate to open when the mobile device of the tenant is placed in proximity to the Near Field Communication tag*." The enrolling, assigning, and linking steps recite certain methods of organizing human activity. The additional elements of "*near field communication tag"* and *configuring the at least one gate to open when the mobile device of the tenant is placed in proximity to the Near Field Communication tag"* are a generic computing elements that do not integrate the abstract into a practical application and are not significantly more.

53. Claim 23 recites, "23. The method of claim 22, wherein at least one of the one or more triggers is a second trigger, and wherein the second trigger is an *Near Field Communication tag* or Quick Response Code, the method further comprising: enrolling staff of the client as users of the platform and logging staff activation of the second trigger." The enrolling and logging steps recite certain methods of organizing human

activity. The additional element of "*near field communication tag*" is a generic computing element that does not integrate the abstract into a practical application and is not significantly more.

54. Claim 24 recites, "24. The method of claim 23 further comprising allowing staff to attach images to a log record of activation of the second trigger." The step of allowing recites an abstract idea.

55. Claim 25 recites, "25. A method of facilitating visits to a storage unit site, the method comprising the acts of: providing the platform of claim 1, wherein the wallet app content comprises a map and customized locations of interest for each user identified on the map; *providing a printout of the map at the site and a trigger on or near the printout, wherein the trigger when activated by the user initiates a display of the map on the user's mobile device with the locations of interest of the user highlighted.*" These are additional elements that are generic computing elements and do not integrate the abstract idea into a practical application and is not significantly more.

56. Claim 26 recites, "26. The method of facilitating visits to a site of claim 25, wherein the trigger is an Near Field Communication tag, Quick Response Code, geofence, or Bluetooth beacon." These are additional elements that are generic computing elements and do not integrate the abstract idea into a practical application and is not significantly more.

57. As such, when claims 1-26 are considered individually, as a whole, or in combinations, the claims are not patent eligible.

Claim Rejections - 35 USC § 103

58. In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis (i.e., changing from AIA to pre-AIA) for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

59. The following is a quotation of 35 U.S.C. 103 which forms the basis for all obviousness rejections set forth in this Office action:

> A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102, if the differences between the claimed invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made.

60. **Claims 1-5, 8, and 13-22** is/are rejected under 35 U.S.C. 103 as being unpatentable over **Hirsch (WO2012154347),** in view of **Lim (P. G. Pub. No. 2022/0318785).**

Regarding claim 1, Hirsch teaches

1. A client-user interaction platform for allowing a client to interact with one or more storage unit users associated with the client through a mobile device having an operating system and an operating system wallet application, the platform comprising ([0148] "In certain embodiments, the mobile development and deployment platform [client-user interaction platform] may include a notifications manager that allows developers to create, modify and send notifications to end users

and/or that is responsible for managing, retrieving, and displaying such notifications." Examiner notes that "for allowing... is intended use and given little patentable weight.):

a client interface ([0079] "For example, the web based service may be in the form of a graphical interface, such as a website, that presents and allows developers to interact with, various web pages. In certain of these embodiments, developers can design, create and/or modify a mobile app by defining (e.g., selecting, creating, customizing and/or uploading) various application components, such as app-types and modules, design elements, such as layouts, themes and display options, and content elements, such as test, images, videos, sounds, songs, documents, and other similar data for the app.")

a set of creation tools provided through the platform that allow the client to create custom wallet app or other content ([0022] "The web based service may present users with an intuitive, user-friendly, graphical user interface that assists users with, and guides users through, the process of developing and deploying mobile applications. In accordance with certain embodiments, users can design, create, customize and modify mobile apps by specifying the particular features, content, and layout of a desired mobile application. In certain of these embodiments, the user may select, combine and customize various predefined and user-uploaded components, including modules, app-types, themes, templates, settings and content.");

one or more triggers that are each associated with and accessible by at least one of the one or more users ([0219] "In certain of these embodiments, the mobile app may display this selection to the end user in a separate window, such as an order processing pop-up window. If the end user selects to receive a QR code confirmation,

the QR code [trigger] may be displayed to the end user on the display of the mobile device." See also [0222].);

a linker allowing the client to associate the one or more triggers with the wallet app or other content ([0190] "In addition to specifying the location of the link, the developer may be prompted to select, input and/or upload various other information for the links, such as a name, description, and/or icon image. After adding and/or updating the link, flow returns to step 685. Once the developer has finished adding and/or editing the links for the links module, at step 687 the developer's inputs and selections for the links module are then saved and/or updated for the mobile app in a similar manner to that described in connection with FIG. 9.").

Hirsch discusses client interface that is accessible to users selected by the client (see above) and that the developer or client creates a list of employees (see [0216]) and distribute the mobile app to end users (see [0085]) but not specifically

that is accessible by one or more managers selected by the client.

However, Lim teaches

that is accessible by one or more managers selected by the client ([0086] "In another embodiment, such facilitated verification may involve the user's accessing a remote kiosk or smartphone app to virtually interact with an agent[manager] that facilitates the identity verification, or to interact with a self-guided verification user interface, such as a website or smartphone app.") [0007] "In this disclosure, "user" and "client" are used interchangeably to refer to the MIC user as a user or client or agent or worker in the physical access context." Since a user can be a worker or agent [manager], the client interface is accessible to one or more manager. See also [0125].).

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify who can access the client interface of Hirsch by adding that is accessible by one or more managers selected by the client, as taught by Lim, in order to facilitate identity verification (Lim, [0085]).

Regarding claim 2, Hirsch teaches

2. The client-user interaction platform of claim 1, further comprising a tracker that logs user interactions with the one or more triggers or with the wallet app content

([0125] "As discussed in more detail in connection with FIG. 5 below, in certain embodiments, this table may be used to keep track of various statistics for an app, such as the number of times it is launched or updated, when each update occurred and/or the particular end user/s associated with each update.").

Regarding claim 3, Hirsch teaches

3. The client-user interaction platform of claim 1, wherein the one or more triggers is at least one of a Bluetooth beacon, a Quick Response Code, a 2-way SMS, a Near Field Communication tag, a geographical location, and a trackable link

([0222] "As shown in FIG. 36, the coupon module may display a QR code or similar code, such as QR coupon code 764, associated with a coupon, which the end user may present at a physical store in connection with making a purchase.").

Regarding claim 4, Hirsch teaches

4. The client-user interaction platform of claim 1, wherein the set of creation tools comprises at least one of a wallet pass builder, a landing page builder, and an email template builder ([0185] "In certain embodiments, developers may include an HTML module [landing page builder], such as to create and modify simple HTML content (e.g., a webpage) to be included in the mobile app. As shown in FIG. 21, at step 676, the developer may select an option to add an HTML module to an app or edit an existing HTML module." [0091] "In certain embodiments, the modules may be associated with certain functionality and features that may be included in the app (e.g., contacts, image viewer, map function, email function [email template builder], messaging function, etc.)..

Regarding claim 5, Hirsch teaches

5. The client-user interaction platform of claim 2, wherein the wallet app content comprises one or more campaign items ([0146] "The advertisements [campaign items] or other supplementary content that is inserted into the apps may be based on various characteristics associated with the app and/or the end user, such as the application's type, components or content, aggregated demographic data for the end user, selections or input from made by the developer and/or geographic or temporal information.").

Regarding claim 8, Hirsch teaches

8. The client-user interaction platform of claim 1, further comprising a map tool that allows the client to create a custom geographic or location map ([0091] and [0161]).

Regarding claim 13, Hirsch teaches

13. The client-user interaction platform of claim 4, wherein the wallet pass builder comprises at least one wallet pass template ([0130] "In certain embodiments, the mobile development platform may provide developers with the ability to create custom templates, or other components, for use with mobile applications developed through the platform. In certain of these embodiments, a developer may begin with a "blank" template and/or be guided through various steps associated with the creation of a custom template for an application component, design element, content element, or other application data, such as by being presented with various options, settings, layouts, themes, content, features, or functionalities that can be included or associated with the custom template.").

Regarding claim 14, Hirsch teaches

14. The client-user interaction platform of claim 13, wherein the at least one wallet pass template is selected from the group consisting of a generic pass, a storage pass, a loyalty pass, a coupon pass ([0220] "FIG. 35 is a flow diagram illustrating a process for customizing a coupons module for inclusion in a mobile app developed through the mobile development and distribution platform, according to certain embodiments. In certain embodiments, developers may include a coupons module,

such as to create, customize and modify coupons, rewards or the like to end users through the mobile app. As shown in FIG. 35, at step 754, the developer may select an option to add a coupons module to an app or edit an existing coupons module."), a member pass, an event ticket pass, a store pass, and a transit pass.

Regarding claim 15, Hirsch teaches

15. The client-user interaction platform of claim 4, wherein the landing page builder comprises at least one landing page template ([0185] "In certain embodiments, developers may include an HTML module [landing page builder]." [0105] "In certain embodiments, in addition to, or instead of, selecting a predefined application component or design element, the developer may be allowed to create or upload custom components or elements for inclusion in the mobile app, such as by creating a template for a custom component in a similar manner to that described in connection with FIG. 4." See also [0130].).

Regarding claim 16, Hirsch teaches

16. The client-user interaction platform of claim 15, wherein the at least one landing page template is selected from the group consisting of redirection page, a registration page, a payment page, a social media link, an issue reporting page, a photo gallery, an audio link, a vCard, a social media react page, a rate and review page, a feedback page, a video, an email us page, a text us page, a wifi login page, a business page, a maps page, an iFrame page, and a multiple links page ([0163], [0190], [0231],).

Regarding claim 17, Hirsch teaches

17. The client-user interaction platform of claim 4, wherein the email template builder comprises at least one email template ([0164] "As another example, in response to the end user selecting the email address, the contacts module may launch a preexisting email application on the mobile device and/or open a new email message [basic letter email] with the displayed email address pre-filled in the 'To' field.").

Regarding claim 18, Hirsch teaches

18. The client-user interaction platform of claim 17, wherein the at least one email template is selected from the group consisting of at least one of a holiday email, a basic announcement email, a basic letter email, a birthday email, a newsletter email, a special offer email, and a sign up email ([0164] "As another example, in response to the end user selecting the email address, the contacts module may launch a preexisting email application on the mobile device and/or open a new email message [basic letter email] with the displayed email address pre-filled in the 'To' field.").

Regarding claim 19, Hirsch teaches

19. The client-user interaction platform of claim 1 further comprising at least one sensor, wherein information from the sensor is incorporated into the custom wallet app content ([0121] "As discussed in connection with FIGS. 2-3 and 5, each type of module may be associated with certain features and functionality provided to end users through the app...Other modules may represent features and functions that

are specific to a particular (or only a few) mobile device categories, types or models, such as touch-screen functionality or other specific forms of user inputs, video cameras, compass, gyroscope and other sensors, Bluetooth, etc.").

Regarding claim 20, Hirsch teaches

20. The client-user interaction platform of claim 19, wherein the at least one sensor is at least one of a motion sensor, a humidity sensor, a temperature sensor, and a water sensor ([0121] "gyroscope [motion sensor] and other sensors").

Regarding claim 21, Hirsch does not specifically teach

21. The client-user interaction platform of claim 1, wherein the client is a storage facility, the one or more triggers are Near Field Communication tags and wherein the wallet app content allows gate access to a user.

However, Lim teaches

wherein the client is a storage facility ([0169] "The secured storage cases may involve requests to gain access to restricted areas, including but not limited to locked package rooms and secured equipment storage areas [storage units]."), **the one or more triggers are Near Field Communication tags** ([0171] "At the time of access, the user presents the MIC at the restricted area touchpoint. The touchpoint has a dialog with the user via the UMD of the user, which is locally and securely linked, in an embodiment, via Bluetooth, RFID, near-field communications, or the like.") **and wherein the wallet app content allows gate access to a user** ([0072] "The user scans the QR code using the UMD, and the UMD sets itself to operate in UMD mode (

e.g., launching the UMD app for interacting with the touchpoint RPS 130)." [0075] "FIG. 1C is a flow diagram illustrating an embodiment of a process 180 for pre-staging user information. In step 182, the UMD 110 establishes communication (e.g., via a local secure connection) with the touchpoint RPS 130 at the entrance or security checkpoint 126 which is connected via a local network 121 with a reader which may be an at-distance reader 124, based on (i) the user's express permission on the UMD, (ii) automatic connection for the pre-opted-in UMD, or (iii) a mutual authentication consent procedure using digital certificates or keys between the UMD 110 and the RPS 130." [0064] explains that the RSP is for a gate system. So the use of the app allows gate access to the user.).

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platform of Hirsch by adding a wherein the client is a storage facility, the one or more triggers are Near Field Communication tags and wherein the wallet app content allows gate access to a user, as taught by Lim, in order to restricted gate access without requiring the presence of a representative (Lim, [0004]).

Regarding claim 22, Hirsch does not specifically teach

22. A method of managing a plurality of storage units, each storage unit leased by a tenant, the method comprising the acts of: providing the platform of claim 1, wherein the client of the platform is the owner or operator of the plurality of storage units, and wherein one of the one or more triggers is a first trigger and wherein the first trigger is a Near Field Communication tag; enrolling the tenants

as users of the platform and assigning the user a unique user identifier; linking the user identifier to at least one gate; configuring the at least one gate to open when the mobile device of the tenant is placed in proximity to the Near Field Communication tag.

However, Lim teaches

22. A method of managing a plurality of storage units ([0169] "The secured storage cases may involve requests to gain access to restricted areas, including but not limited to locked package rooms and secured equipment storage areas [storage units]." [0170] "In some embodiments, the provider having the RPS provider system 130 is a property management service responsible for securing tenants' personal properties including deliveries."),

each storage unit leased by a tenant ([0169] "In another embodiment, the user is a commercial tenant seeking entrance to a locked package room."),

the method comprising the acts of: providing the platform of claim 1 (see claim 1 above),

wherein the client of the platform is the owner or operator of the plurality of storage units, and wherein one of the one or more triggers is a first trigger and wherein the first trigger is a Near Field Communication tag ([0057] "The device that is to receive the MIC information is held by a provider such as a real estate agent or a property owner or a contractor or some other realtor entity in the real estate context, which is a relying party that will rely on the information yielded via the MIC.");

enrolling the tenants as users of the platform and assigning the user a unique user identifier ([0043] "The environment addresses various considerations, including:

ID enrollment and proofing, regarding how the user's identity is proofed upon initial enrollment." See also [0075].);

linking the user identifier to at least one gate ([0171] "At the time of access, the user presents the MIC at the restricted area touchpoint. The touchpoint has a dialog with the user via the UMD of the user, which is locally and securely linked, in an embodiment, via Bluetooth, RFID, near-field communications, or the like. In some embodiments, the touchpoint is a reader connected to a digital lock to the access point [gate] of the restricted area.");

configuring the at least one gate to open when the mobile device of the tenant is placed in proximity to the Near Field Communication tag ([0061] and [0067]).

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platform of Hirsch by adding a method of managing a plurality of storage units, each storage unit leased by a tenant, the method comprising the acts of: providing the platform of claim 1, wherein the client of the platform is the owner or operator of the plurality of storage units, and wherein one of the one or more triggers is a first trigger and wherein the first trigger is a Near Field Communication tag; enrolling the tenants as users of the platform and assigning the user a unique user identifier; linking the user identifier to at least one gate; configuring the at least one gate to open when the mobile device of the tenant is placed in proximity to the Near Field Communication tag, as taught by Lim, in order to allow gate access to the user.

61. **Claim 6** is rejected under 35 U.S.C. 103 as being unpatentable over **Hirsch (WO2012154347),** in view of **Lim (P. G. Pub. No. 2022/0318785),** in further view of **Sami (P. G. Pub. No. 2024/0394502).**

Regarding claim 6, Hirsch sends push notifications in [0148] and discusses selecting advertisements based on various characteristics and user information in [0026], Lim sends notifications in [0131]. Hirsch and Lim do not specifically teach

wherein the campaign items are at least one of an email, SMS, or push notification scheduled to a marketing strategy that adapts to user preferences, behaviors, and engagement patterns.

However, Sami teaches

wherein the campaign items are at least one of an email, SMS, or push notification ([0087] "In various embodiments, marketing actions module 502 may be configured with means to recommend, select, or perform various marketing actions, such as creating an email campaign, creating a social media campaign, generating a list of leads, etc.")

scheduled to a marketing strategy that adapts to user preferences, behaviors, and engagement patterns ([0060] "preferences of user", [0089] "Such customer data may include, by way of examples and not as limitations, the location of the customer, customer preferences and past behavior relevant to the marketing actions, past transactions with the customer [engagement], etc.").

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platforms of Hirsch and Lim by

adding wherein the campaign items are at least one of an email, SMS, or push notification scheduled to a marketing strategy that adapts to user preferences, behaviors, and engagement patterns, as taught by Sami, in order to deliver highly targeted and personalized advertisements using behavioral analysis and pattern recognition (Sami, [0002]).

62. **Claim 7** is rejected under 35 U.S.C. 103 as being unpatentable over **Hirsch (WO2012154347),** in view of **Lim (P. G. Pub. No. 2022/0318785),** in further view of **Jain (P. G. Pub. No. 2019/0384617).**

Regarding claim 7, Hirsch and Lim do not specifically teach

comprising a wallet pass API mapper.

However, Jain teaches

further comprising a wallet pass API mapper ([0024] "The method 400 is implemented, in at least one example, by the system 100 of FIG. 1 to identify API endpoint patterns in an API usage log and generate modified API endpoints. For example, the server 105 implementing any one or more of the data store 110, the log analyzer 115, the API modification candidate generator 120, and/or the mapping generator 125 may implement the method 400. In another example, the server 105 and any one or more other systems or devices including, or implementing, any one or more of the data store 110, the log analyzer 115, the API modification candidate generator 120, and/or the mapping generator 125 may implement the method 400.").

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platforms of Hirsch and Lim by adding further comprising a wallet pass API mapper, as taught by Jain, in order to identify endpoint patterns (Jain [0024]).

63. **Claims 9-12** are rejected under 35 U.S.C. 103 as being unpatentable over **Hirsch (WO2012154347),** in view of **Lim (P. G. Pub. No. 2022/0318785),** in further view of **Schmidt (P. G. Pub. No. 2022/0051514).**

Regarding claim 9, Hirsch and Lim do not specifically teach

wherein at least one of the one or more triggers is depicted on the map.

However, Schmidt teaches

wherein at least one of the one or more triggers is depicted on the map ([0104] and Fig. 10 shows map with triggers (QR code) depicted on it.).

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platforms of Hirsch and Lim by adding wherein at least one of the one or more triggers is depicted on the map, as taught by Schmidt, in order to support the contact-less procurement and provision of diverse kinds of valuable services to park guests and visitors (Schmidt, [0104]).

Regarding claim 10, Hirsch and Lim do not specifically teach

further comprising a graphical depiction of the logged interactions.

However, Schmidt teaches

further comprising a graphical depiction of the logged interactions ([0261] "As shown FIG. 15, the facility ride management system server 351 is configured ad programming for automatically managing the rides and attractions maintained and operating at the ride sites within the facility and supporting an API for access to the database system 12, including (i) receiving and processing guest passenger boarding passes issued for specific rides, train and cart assignments, and (iii) seat assignments optionally, and (ii) maintaining logs, records and reports regarding the date and timing of guests boarding and un-boarding ride trains and carts, which and when trains are running on the ride tracks, as well as which and when specific trains are stopped and allowing the boarding and/or un-boarding of guest passengers and the like." Fig. 15B shows a graphical depiction. See also [0114].).

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platforms of Hirsch and Lim by adding wherein at least one of the one or more triggers is depicted on the map, as taught by Schmidt, in order to manage interactions (Schmidt, [0261]).

Regarding claim 11, Hirsch and Lim do not specifically teach

further comprising a dashboard summarizing the clients content, triggers, and users.

However, Schmidt teaches

further comprising a dashboard summarizing the clients content, triggers, and users ([0263] "FIG. 15A shows a table (i.e. schema) used to create data records stored in a local database 315 maintained within the locker system 150 maintaining the various

locker records for the storage locker identified by its locker #, and containing data records such as, for example: locker #; locker cabinet#; locker size; locker status (e.g. available; rented; out of order); Track ID (e.g. regular, medium, or fast); interior digital camera system(s) (FOVI=Y/N; FOV2=Y/N); content status of locker interior space (i.e. empty/full); door status (i.e. opened or closed); IP Address for locker; rental transaction identifier (i.e. unique code assigned to rental transaction by rental server); guest PIN (i.e. 4 digits) stored by specific guest; Device (phone) ID assigned to phone scanning the locker #; Device (Phone) ID (e.g. electronic cookie or digital token generated and stored in cache memory of the phone (e.g. randomly generated number for the rental transaction, or code generated based on MAC address and/or other phone identifier).").

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platforms of Hirsch and Lim by adding further comprising a dashboard summarizing the clients content, triggers, and users, as taught by Schmidt, in order to manage interactions (Schmidt, [0261]).

Regarding claim 12, Hirsch teaches

wherein the client has a plurality of locations ([0216] "According to certain embodiments, the developer may use a menu or list module to create various menus or lists, such as a restaurant or bar menu, list of products and services, list of employees, list of business or store locations [plurality of locations], etc."),

Hirsch and Lim do not specifically teach

and wherein the content is customized to at least one of the plurality of locations.

However, Schmidt teaches

wherein the content is customized to at least one of the plurality of locations ([0524] "Also the GPS-tracking wireless platform of the present invention described herein can also enable vendors and service providers to provide and deliver specific goods and/or services to the guests at their current location in the amusement park, and even send notifications, directions and digital mobile facility maps on the mobile phones of guest visitors to facilitate service delivery while guests are freely moving around the park or other environment.").

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platforms of Hirsch and Lim by adding wherein the content is customized to at least one of the plurality of locations, as taught by Schmidt, in order to facilitate service delivery (Schmidt, [0524]).

64. **Claims 23 and 24** are rejected under 35 U.S.C. 103 as being unpatentable over **Hirsch (WO2012154347),** in view of **Lim (P. G. Pub. No. 2022/0318785),** in further view of **Jeong (KR20220000972).**

Regarding claim 23, Hirsch discusses QR codes in [0222] but not specifically **wherein at least one of the one or more triggers is a second trigger, and wherein the second trigger is an Near Field Communication tag or Quick Response Code, the method further comprising: enrolling staff of the client as users of the platform and logging staff activation of the second trigger**.

However, Lim teaches

wherein at least one of the one or more triggers is a second trigger, and wherein the second trigger is an Near Field Communication tag or Quick Response Code, the method further comprising ([0065] "A QR code may be used to establish the dialog between the UMD 110 and the RPS 130. In an embodiment, the entrance or security checkpoint RPS 130 presents a QR code which the UMD 110 scans."):

enrolling staff of the client as users of the platform ([0007] "In this disclosure, "user" and "client" are used interchangeably to refer to the MIC user as a user or client or agent or worker in the physical access context." Since a user can be a worker or agent [staff], the enrolling step described in [0043] and [0075] apply to staff.)and logging staff activation of the second trigger.

Hirsch tracks various statistics in [0125] but Hirsch and Lim do not specifically teach **and logging staff activation of the second trigger.**

However Jeon teaches

and logging staff activation of the second trigger (Page 2 "when the facility inspector [staff] runs the facility inspection system app installed on his/her personal mobile phone and reads the QR code. When you select a facility, enter inspection details, take a photo, and then select the inspection completion button, the entered information is saved on the facility inspection system server, and the facility manager can access the facility inspection system server, log in to the facility management system, and check or print out the saved information. This is about a facility inspection and inspection history recording method management system using a QR code and facility inspection system app.")

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platforms of Hirsch and Lim by adding logging staff activation of the second trigger, as taught by Jeong, in order to record facility inspection (Jeong, p.2).

Regarding claim 24, Hirsch tracks various statistics in [0125] but Hirsch and Lim do not specifically teach

further comprising allowing staff to attach images to a log record of activation of the second trigger.

However, Jeong teaches

further comprising allowing staff to attach images to a log record of activation of the second trigger (Page 2 "when the facility inspector [staff] runs the facility inspection system app installed on his/her personal mobile phone and reads the QR code. When you select a facility, enter inspection details, take a photo, and then select the inspection completion button, the entered information is saved on the facility inspection system server, and the facility manager can access the facility inspection system server, log in to the facility management system, and check or print out the saved information. This is about a facility inspection and inspection history recording method management system using a QR code and facility inspection system app.").

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platforms of Hirsch and Lim by adding further comprising allowing staff to attach images to a log record of activation of the second trigger, as taught by Jeong, in order to record facility inspection (Jeong, p.2).

65. **Claims 25 and 26** are rejected under 35 U.S.C. 103 as being unpatentable over **Hirsch (WO2012154347),** in view of **Lim (P. G. Pub. No. 2022/0318785),** in further view of **Hladik (U.S. Patent 8,463,299).**

Regarding claim 25, Hirsch teaches

providing the platform of claim 1 (see claim 1);

wherein the wallet app content comprises a map ([0091] and [0161]).

Lim teaches

facilitating visits to a storage unit site ([0169] "The secured storage cases may involve requests to gain access to restricted areas, including but not limited to locked package rooms and secured equipment storage areas [storage units]." [0170] "In some embodiments, the provider having the RPS provider system 130 is a property management service responsible for securing tenants' personal properties including deliveries.").

Hirsch and Lim do not specifically teach

customized locations of interest for each user identified on the map; **providing a printout of the map at the site and a trigger on or near the printout,**

wherein the trigger when activated by the user initiates a display of the map on the user's mobile device with the locations of interest of the user highlighted.

However, Hladik teaches

customized locations of interest for each user identified on the map (Column 4 lines 41-49 "Digital version 124 stores digital versions of paper maps, indexed by bar

code. Content details 126 include a description of the geographic region encompassed by the map (used to position mobile 45 computing device 110 on the map digital version), compass reference points to orient the map in the display screen, and metadata such as a descriptive name of the map (for example, London city map) and information about attractions [customized locations of interests] illustrated on the map.");

providing a printout of the map at the site and a trigger on or near the printout (Column 4 lines 1-3, "In the preferred embodiment, imaging device 111 is a camera, which is used to take a photograph of a bar code [trigger] 152 included on a paper map 150."),

wherein the trigger when activated by the user initiates a display of the map on the user's mobile device with the locations of interest of the user highlighted (Column 4 lines 7-12, "Bar code 152 uniquely identifies the paper map. Mobile computing device 110 sends bar code 152 to mapping server computer 120, via network 130. Mapping server computer 120 uses information contained in bar code 152 to identify the map from a pool of maps stored at the server." Column 4 lines 22-32, "Imaging program 116 on mobile computing device 110 displays the digital version of paper map 150 that was received via network 130 from mapping server computer 120. After calculating the current location of mobile computing device 110, location calculating program 114 notifies imaging program 116 of this location, which then displays the current location of mobile computing device 110 with a graphical element, such as a dot, on the corresponding digital 30 version of the map on UI 118. This will help a user of mobile computing device 110 locate himself or herself on the map [location of interest] and in the region encompassed by the map.").

Therefore it would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to modify the platforms of Hirsch and Lim by adding customized locations of interest for each user identified on the map; providing a printout of the map at the site and a trigger on or near the printout,

wherein the trigger when activated by the user initiates a display of the map on the user's mobile device with the locations of interest of the user highlighted, as taught by Hladik, in order to help a user of mobile computing device locate himself or herself on the map and in the region encompassed by the map (Hladik, Column 4 lines 10-12).

Regarding claim 26, Hirsch teaches

26. The method of facilitating visits to a site of claim 25, wherein the trigger is an Near Field Communication tag, Quick Response Code, geofence, or Bluetooth beacon ([0219] "If the end user selects to receive a QR code confirmation, the QR code may be displayed to the end user on the display of the mobile device.").

Relevant Prior Art

66. Carter (U.S. Patent No. 11,756,357) discusses providing access to a space using a mobile device and near field communication.

Conclusion

67. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MARIE P. BRADY whose telephone number is (571)272-4855. The examiner can normally be reached Tues-Thurs 8:00 - 2:00 ET.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ilana Spar can be reached at (571)270-7537. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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/MARIE P BRADY/
Primary Examiner, Art Unit 3622