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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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Patent No.	:	8,719,101
Reexamination Control No.	:	90/015,262
Confirmation No.	:	9031
Attorney Docket No.	:	ADN101
Title	:	System and method of on-line advertising
Reexam Office Action	:	March 14, 2024
Examiner	:	CAMPBELL, JOSHUA D
Art Unit	:	3992

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Mail Stop Ex Parte Reexam  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Response to Final Office Action**

Sir,

In response to the Office Action dated March 14, 2024, the Patent Owner submits the following response:

- A **Notification of Concurrent Proceedings** begins on Page 2 of this paper.
- **Amendments to the Claims** begin at Page 3 of this paper.
- **Remarks** begin on Page 10 of this paper.

DO NOT ENTER: /J.D.C/

05/17/2024