

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: 8719101

Confirmation No.: 9031

Serial No.: 90/015,262

Examiner: CAMPBELL, JOSHUA D

Filed: July 27, 2023

Art Unit: 3992

For: SYSTEM AND METHOD OF ON-LINE ADVERTISING

AMENDMENT IN RESPONSE TO FINAL OFFICE ACTION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

Madam:

In response to the Final Office Action dated March 14, 2024, Applicant respectfully requests non-entry of the amendment filed on July 26, 2024, and entry of the following amendments and remarks.

Notification of Concurrent Proceedings

United States Patent No. 8,719,101 was at issue in the following litigations, all of which have concluded:

- Adnexus Incorporated, LLC v. Amazon.com, Inc, Case No. 6:23-cv-00148 (W.D. Tex.);
- Adnexus Incorporated, LLC v. eBay Inc., Case No. 6:23-cv-00149 (W.D. Tex.);
- Adnexus Incorporated, LLC v. Google, LLC f/k/a Google Inc., Case No. 6:23-cv-00150 (W.D. Tex.);
- Adnexus Incorporated, LLC v. LinkedIn Corporation, Case No. 6:23-cv-00151 (W.D. Tex.).

United States Patent No. 8,719,101 is also at issue in the following litigations, which are currently pending:

- Adnexus Incorporated, LLC v. LinkedIn Corporation, Case No. 5:23-cv-05102 (N.D. Cal.);
- Adnexus Incorporated, LLC v. Meta Platforms, Inc. f/ka/ Facebook, Inc., Case No. 6:23- cv-00152 (W.D. Tex.).