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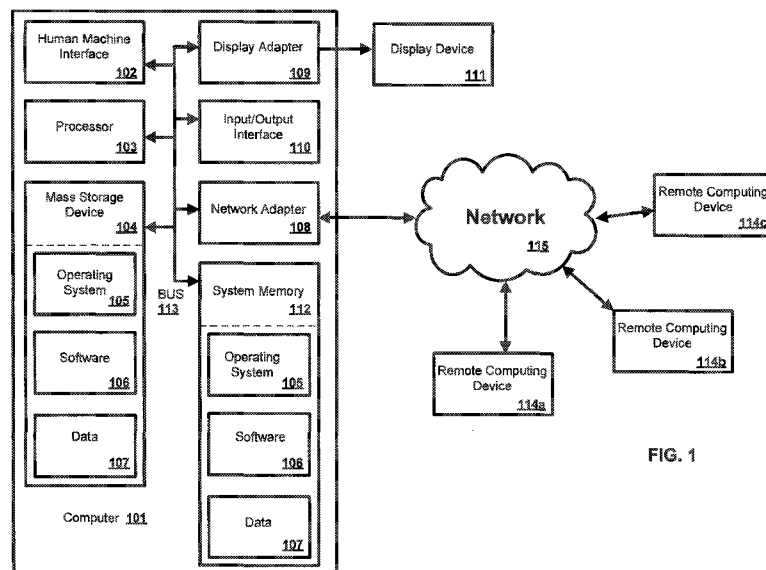


FIG. 1

(57) Abstract: This disclosure relates to methods and systems for delivering content. In one aspect, a method is disclosed that receives a request for content from a requestor and searches for a trigger in the response to that request. In response to identifying a trigger in the content, the method inserts content that is individualized for the requestor into the response.

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A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06F 15/16 (2014.01) USPC - 715/744 According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) IPC (8) - G06F 15/16 (2014.01) USPC - 715/744 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC - 705/26.81, 715/234, 707/E17.116, 707/999.01, 709/217, 706/48 (See Keywords below) Electronic data base consulted during the international search (name of data base and, where practicable; search terms used) Thomsoninnovation.com; Patbase; Google Scholar; Google Patents; Gogole.com; Freepatentsonline; ProQuest Dialog Search Terms: HTML, XML, markup, webpage, request, retrieve, intercept, scan, search, look, parse, analyze, trigger, tag, interest, predefined, replace, insert, add, substitute, swap, personalize, customize, individualize, content,		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 2008/0306816 A1 (MATTHYS et al.), 11 December 2008 (11.12.2008), entire document, especially Abstract; para [0017], [0019], [0045], [0051], [0093]-[0094], [0096]	1-6 ----- 7
X	US 2011/178973 A1 (LOPEZ et al.), 21 July 2011 (21.07.2011), entire document, especially Abstract; para [0016], [0020], [0026], [0034]	1
Y	US 2007/0271156 A1 (SARUSI et al.), 22 November 2007 (22.11.2007), entire document, especially Abstract; para [0111]-[0113]	7
Y	US 2001/0054012 A1 (NAYYAR), 20 December 2001 (20.12.2001), entire document, especially Abstract; para [0009], [0020]-[0022]	7
A	US 2010/0318426 A1 (GRANT et al.), 16 December 2010 (16.12.2010), entire document	1-7
A	US 2005/0204276 A1 (HOSEA et al.), 15 September 2005 (15.09.2005), entire document	1-7
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/>		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family		
Date of the actual completion of the international search 27 May 2014 (27.05.2014)		Date of mailing of the international search report 13 JUN 2014
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201		Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

INTERNATIONAL SEARCH REPORT

International application No. **07/004615** 13-06-2014

PCT/US 13/64615

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:
This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I: Claims 1-7 are directed to a method for delivering conditionally individualized content to a requestor.

Group II: Claims 8-20 are directed to a method and system for identifying a source of a requested content and delivering the content from the source.

-----See Continuation in Supplemental Box (Page 8) -----

1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:
1-7

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

~~3/06/13 15:00:2014~~
International application No.

PCT/US 13/64615

Continuation of:

Box III Observations where unity of invention is lacking

The inventions listed as Groups I and II do not relate to a single inventive concept under PCT Rule 13.1 because under PCT Rule 13.2 they lack the same or corresponding technical features for the following reasons:

Special Technical Features

Group I includes the special technical feature of searching for a trigger in the response; and in response to identifying a trigger in the response, inserting content individualized for the requestor into the response, not required in the method or system of group II.

Group II includes the special technical feature a load balancer comprising an association between information pertaining to a request and each of the plurality of servers, the load balancer, in response to receiving a request, identifies the information pertaining to the request, and directs the request to the server associated with the information pertaining to the request and delivering content from the source to the requestor, not required in the method of group I.

Common Technical Features

Groups I and II share the technical features of a method for delivering content, comprising: receiving a request for content from a requestor and delivering content in a response to the requestor. However, these shared technical features fail to make a contribution over the prior art of US 7,827,170 B1 to Horling et al. (hereinafter 'Horling'), which discloses a method for delivering content, comprising (col 4, ln 20-30 -receive a set of personalized search results, a user from the client 103 (for example) submits a search request to the information server 106); receiving a request for content from a requestor (col 4, ln 28-40 - Within the information server 106, the front end server 120 is configured to handle search requests from the clients) and delivering content in a response to the requestor (Abstract, col 4, ln 20-40).

Accordingly, Groups I-II lack unity under PCT Rule 13 because they do not share a same or corresponding special technical feature providing a contribution over prior art.