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(54) **Title:** CONFIGURING TAGS TO MONITOR OTHER WEBPAGE TAGS IN A TAG MANAGEMENT SYSTEM

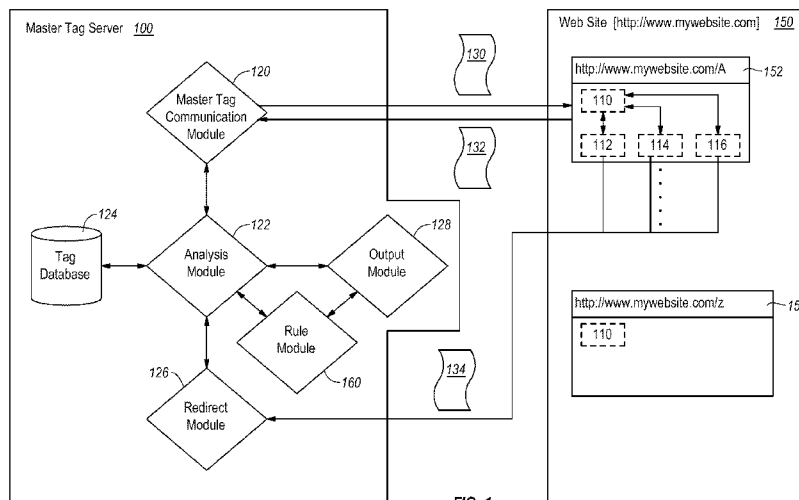


FIG. 1

(57) **Abstract:** Methods and systems allow for using a master tag to monitor and control other tags on a webpage can include identifying a webpage. The method can also include identifying, with a master tag embedded in the webpage, one or more characteristics of at least one other tag embedded within the webpage. Further, the method can include sending a report to a data store that identifies the one or more characteristics of the at least one other tag.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 14/25427

A. CLASSIFICATION OF SUBJECT MATTER
 IPC(8) - G06F 15/16 (2014.01)
 CPC - H04L 29/08072
 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)
 CPC: H04L 29/08072

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 USPC: 715/234 or 715/700 or 709/203 or 709/223 or 709/224
 IPC(8): G06F 15/16 (2014.01); CPC: H04L29/08072 or H04L29/06 or H04L29/0809 or H04L29/06047 or G06Q30/02

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 Patbase; Google (Scholar); tag, wrapper, inject, insert, page, site, website, webpage, monitor, track, prevent, executing, fire, run, master, primary, main, first

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 2009/0164884 A1 (Watson) 25 June 2009 (25.06.2009) entire document (especially para [0037], [0041]-[0045], [0049])	1, 2, 20 ----- 3-11
Y	US 2011/0271175 A1 (Lavi et al.) 03 November 2011 (03.11.2011) entire document (especially para [0024]-[0027], [0039]-[0048])	3-7, 12-19
Y	Daddy-o."Prevent Nested Execution of a Custom Tag" [online] published April 15, 2009 [Retrieved on] Retrieved from the Internet<URL: http://www.cfelements.com/2009/04/prevent-nested-execution-of-custom-tag.html> pg. 1	5-7, 12-19
Y	US 2011/0153796 A1 (Branson) 23 June 2011 (23.06.2011) para [0028]-[0029], [0051]-[0052]	8-11, 13-15
A	US 2011/0314092 A1 (Lunt et al.) 22 December 2011 (22.12.2011) para [0081]-[0086]	1-11, 20

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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
"E" earlier application or patent but published on or after the international filing date	"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
"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)	"&" document member of the same patent family
"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	

Date of the actual completion of the international search 10 September 2014 (10.09.2014)	Date of mailing of the international search report 07 OCT 2014
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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
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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 14/25427

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:

-- see extra sheet --

- 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.:

- 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.

Continuation of Box III: Observations where unity of invention is lacking:

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 1-11, 20 are drawn to a method/system comprising...identifying, with a master tag embedded in the webpage, one or more characteristics of at least one other tag embedded within the webpage; and sending a report to a data store of the one or more characteristics of the at least one other tag that were identified by the master tag.

Group II: Claims 12-19 are drawn to a method/system comprising ...upon executing a master tag embedded within source code of a webpage, creating a monitoring module based on instructions in the master tag, the monitoring module being used to execute the webpage in the context of one or more rules associated with the master tag; comparing the identified one or more characteristics to the one or more rules associated with the master tag; and manipulating execution of the at least one other tag through the created monitoring module, wherein the monitoring module changes an expected execution of the at least one other tag.

The inventions listed as Groups I through II do not relate to a single general 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

The special technical feature of Group I is a method/system comprising...identifying, with a master tag embedded in the webpage, one or more characteristics of at least one other tag embedded within the webpage; and sending a report to a data store of the one or more characteristics of the at least one other tag that were identified by the master tag, not required in any other group.

The special technical feature of Group II is a method/system comprising ...upon executing a master tag embedded within source code of a webpage, creating a monitoring module based on instructions in the master tag, the monitoring module being used to execute the webpage in the context of one or more rules associated with the master tag; comparing the identified one or more characteristics to the one or more rules associated with the master tag; and manipulating execution of the at least one other tag through the created monitoring module, wherein the monitoring module changes an expected execution of the at least one other tag, not required in any other group.

Common Technical Features:

Groups I and II share a technical features of using a master tag to monitor and control other tags on a webpage; identifying... one or more characteristics of at least one other tag within the webpage; and at least one other tag; and master tag embedded in the webpage. However, these shared technical features does not represent a contribution over the prior art:

US 2009/0164884 A1 (Watson) 25 June 2009 (25.06.2009)

Watson teaches using a master tag to monitor and control other tags on a webpage (e.g. The tag service 112 may keep track of and manage tags, para [0030]; e.g. a master report that is an aggregate report of the number of times a primary tag was called and the number of successful calls the primary tag made through each of the secondary tags, para [0041]; para [0045]) identifying... one or more characteristics of at least one other tag within the webpage (e.g. retrieve all of the secondary tags, configuration settings and conditional settings currently implemented on the website, para [0039]); and at least one other tag (e.g. secondary tags, para [0039]-[0041]); and master tag embedded in the webpage (e.g. a web page 605 having TagA 610, para [0049]).

Therefore, Groups I-II lack unity under PCT Rule 13 because they do not share a same or corresponding special technical feature.