(51) International Patent Classification:
G06F 17/30 (2006.01)

(21) International Application Number:
PCT/IB201 5/055 112

(22) International Filing Date:
6 July 2015 (06.07.2015)

(25) Filing Language:
English

(26) Publication Language:
English

(30) Priority Data:
14/328,630 10 July 2014 (10.07.2014) US
14/458,347 13 August 2014 (13.08.2014) US
14/478,132 5 September 2014 (05.09.2014) US
14/490,820 19 September 2014 (19.09.2014) US
14/561,164 10 October 2014 (16.10.2014) US
14/600,123 20 January 2015 (20.01.2015) US

(71) Applicant: MYMOJO CORPORATION [US/US]; 4901 LBJ Freeway, Suite 200, Dallas, Texas 75244 (US).

(72) Inventors: ECKERD, John; 1801 Provinne Ctr., McKinney, Texas 75070 (US). BENJAMIN, Michael; 2306 Wheaton Trail, Cedar Park, Texas 78613 (US).

(54) Title: APPARATUS AND APPLICATION SERVER FOR PROVIDING A SERVICE TO A USER

(57) Abstract: An apparatus in a client computer (31) that interacts with a website server (35) to provide a service to a user. The apparatus receives from the website server, in any order, a plurality of Document Object Model, DOM, modules comprising Hypertext Markup Language, HTML, markup code and functional code. The apparatus separates each module into a module template (36) comprising elements of HTML markup code that include tags to be replaced with data and a module Driver (37) comprising an identifier, ID, tag and functional code controlling the operation of the module Driver. Execution of tire Driver functional code attaches event listeners to the elements in the module template (36), and populates tire ID tag with an internal identifier for the module, thereby creating a unique ID attribute for the Driver, which enables the Driver to operate independent of other drivers executing simultaneously on the client computer.
Published: (88) Date of publication of the international search report:

— with international search report (Art. 21(3))

— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

<table>
<thead>
<tr>
<th>IPC(8)</th>
<th>CPC</th>
<th>IPC(8)</th>
<th>CPC</th>
<th>IPC(8)</th>
<th>CPC</th>
<th>IPC(8)</th>
<th>CPC</th>
<th>IPC(8)</th>
<th>CPC</th>
</tr>
</thead>
</table>

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)

<table>
<thead>
<tr>
<th>IPC(8)</th>
<th>CPC</th>
<th>IPC(8)</th>
<th>CPC</th>
<th>IPC(8)</th>
<th>CPC</th>
<th>IPC(8)</th>
<th>CPC</th>
<th>IPC(8)</th>
<th>CPC</th>
</tr>
</thead>
</table>

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

| CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC | IPC(8) | CPC |
| G06F17/3089 | G06F17/30899 | G06Q30/02 | G06Q30/0207 | G06Q30/0239 | G06Q30/0242 | G06Q30/0255 | G06Q30/0256 | G06Q30/0267 | G06Q30/0269 | H04L7/02 | H04L7/42 | (2015.10) |

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Orbif, Google Patents, Google Scholar, Google.
Search terms used: computer, client, browser, network, application server, module, code, HTML, DOM, functional, display, driver, template, identification, ID, tags, discount, purchase, merchant, celebrity, endorsement, event listener, variable, link, social network

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 8,397,212 B2 (CHIUWA) 12 March 2013 (12.03.2013) entire document</td>
<td>1-22</td>
</tr>
<tr>
<td>A</td>
<td>US 201 1/0191417 A1 (RATHOD) 04 August 201 1 (04.08.201 1) entire document</td>
<td>1-22</td>
</tr>
<tr>
<td>A</td>
<td>US 2006/0047780 A1 (PATNUDE) 02 March 2006 (02.03.2006) entire document</td>
<td>1-22</td>
</tr>
</tbody>
</table>

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
- "Z" document member of the same patent family

Date of the actual completion of the international search

Date of mailing of the international search report

26 November 2015

3 DEC 2015

Name and mailing address of the ISA/
Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 751-273-8300

Authorized officer
Blaine Copenheaver
PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774