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Declarations under Rule 4.17:

[Continued on next page]

(54) Title: OPTIMIZING CONTENT USING A DECISION ENGINE SYSTEM

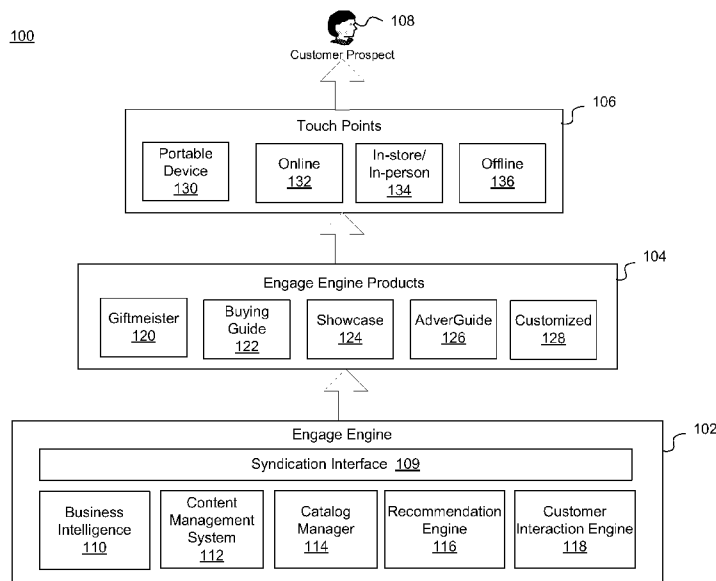


FIG. 1

(57) Abstract: Content provided by a decision engine system is described. Content, stored in a server system, is provided to a plurality of display units at a plurality of touch point devices. One or more features are determined to optimize the content provided to the plurality of display units. The content is updated syndicated across the plurality of display units at the plurality of touch point devices based on the determination.



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- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(Hi))
- 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))

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8 March 2012

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

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US201 1/042415

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F1 5/16 (201 2.01)

USPC - 705/14

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; G06F 13/00; G06Q 50/00; A63F 13/00 (2012.01)

USPC - 705/14, 705/14.55, 705/14.73, 705/14.54; 709/224; 463/42; 717/173

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

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

Patbase, Google Patent, Google Scholar,

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 6,477,575 B1 (KOEPEL et al) 05 November 2002 (05.11.2002) entire document	1-23 --- 31
X -- Y	US 2003/0046361 A1 (KIRSCH et al) 06 March 2003 (06.03.2003) entire document	24-30, 32-42 --- 31
A	US 7,668,950 B2 (HOROWITZ et al) 23 February 2010 (23.02.2010) entire document	1-42
A	US 6,434,614 B1 (BLUMENAU) 13 August 2002 (13.08.2002) entire document	1-42
A	US 2010/0162139 A1 (BEEBE et al) 24 June 2010 (24.06.2010) entire document	1-42

H Further documents are listed in the continuation of Box C. 1

* 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 05 January 2012	Date of mailing of the international search report 13 JAN 2012
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: Blaine R. Copenheaver PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2011/042415

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. **IE!** 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 No. III:

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 1-23, drawn to a computer-implemented method and decision engine system for updating content syndicated across a plurality of display units at a plurality of touch point devices based on one or more features to optimize of the content provided to the plurality of display units.

Group II, claims 24-42, drawn to a computer-implemented method and server system for a virtualized queuing process of traceable links including assigning a destination link from a plurality of destination links to a selected traceable link of a predetermined group of traceable links; and resetting the selected traceable link of the predetermined group of traceable links, wherein the resetting provides a next selection of the traceable link of the predetermined group of traceable links to assign another destination link to the same traceable link.

The inventions listed as Groups I-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 special technical features for the following reasons: the special technical feature of the Group I invention: a decision engine system for updating content syndicated across a plurality of display units at a plurality of touch point devices based on one or more features to optimize of the content provided to the plurality of display units as claimed therein is not present in the invention of Group II. The special technical feature of the Group II invention: a virtualized queuing process of traceable links including assigning a destination link from a plurality of destination links to a selected traceable link of a predetermined group of traceable links; and resetting the selected traceable link of the predetermined group of traceable links, wherein the resetting provides a next selection of the traceable link of the predetermined group of traceable links to assign another destination link to the same traceable link as claimed therein is not present in the invention of Groups I.

Groups I and II lack unity of invention because even though the inventions of these groups require the technical feature of a computer implemented system and method comprising: on a server system having one or more processor and memory storing programs to be executed by the one or more processors; providing content and determining one or more features to optimize and update the content provided to display units with touch displays, this technical feature is not a special technical feature as it does not make a contribution over the prior art in view of US 2010/0162139 A1 (BEEBE et al) 24 June 2010 (24.06.2010) para. [0018], [0025], [0035], [0039], [0040].

Since none of the special technical features of the Group I or II inventions are found in more than one of the inventions, unity of invention is lacking.