

## PATENT COOPERATION TREATY

## PCT

## INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 21366-185	<b>FOR FURTHER ACTION</b>	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. PCT/US 17/58894	International filing date ( <i>day/month/year</i> ) 27 October 2017 (27.10.2017)	(Earliest) Priority Date ( <i>day/month/year</i> ) 01 November 2016 (01.11.2016)
Applicant YEXT, INC.		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 5 sheets.

It is also accompanied by a copy of each prior art document cited in this report.

## 1. Basis of the report

a. With regard to the **language**, the international search was carried out on the basis of:

the international application in the language in which it was filed.

a translation of the international application into \_\_\_\_\_ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

b.  This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6bis(a)).

c.  With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.

2.  **Certain claims were found unsearchable** (see Box No. II).

3.  **Unity of invention is lacking** (see Box No. III).

4. With regard to the **title**,

the text is approved as submitted by the applicant.

the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,

the text is approved as submitted by the applicant.

the text has been established, according to Rule 38.2, by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the **drawings**,

a. the figure of the **drawings** to be published with the abstract is Figure No. 1

as suggested by the applicant.

as selected by this Authority, because the applicant failed to suggest a figure.

as selected by this Authority, because this figure better characterizes the invention.

b.  none of the figures is to be published with the abstract.

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**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.:  
1-20

- 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.

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## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 17/30 (2017.01)

CPC - G06F 17/30864, G06F 17/30867, G06Q 30/02, G06F 17/30675, G06F 17/30696

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)

See Search History Document

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

See Search History Document

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

See Search History Document

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2016/0162928 A1 (ALI) 09 June 2016 (09.06.2016), entire document, especially abstract and para [0080]-[0090], [0101], [0121]-[0122], [0158], [0184]-[0185], [0194], [0354], [0358], [0363], [0415], claim 1.	1-20
A	US 2016/0267377 A1 (STAPLES, INC.) 15 September 2016 (15.09.2016), entire document.	1-20
A	US 2016/0217522 A1 (RARE MILE TECHNOLOGIES, INC.) 28 July 2016 (28.07.2016), entire document.	1-20
A	US 2016/0180413 A1 (ABBYY DEVELOPMENT LLC) 23 June 2016 (23.06.2016), entire document.	1-20

 Further documents are listed in the continuation of Box C. See patent family annex.

* 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

19 February 2018 (19.02.2018)

Date of mailing of the international search report

01 MAR 2018

Name and mailing address of the ISA/US

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## INTERNATIONAL SEARCH REPORT

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

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.

Group I: Claims 1-20, directed to transmitting a reviewing object to a client device for posting an online review of a location of a merchant.

Group II: Claims 21-40, directed to creating and utilizing a dynamic redirection container for an online review associated with a merchant.

Group III: Claim 41-44, directed to determining an optimal site of a plurality of sites to distribute a review of a merchant.

The groups of inventions listed above 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 is receive an indication to generate an online review for a client device associated with a location of a merchant; responsive to receiving the indication, determine one or more weighted event factors associated with the merchant; select one or more distribution parameters specified by a merchant system based on the weighted event factors for the merchant; identify an online third party review site based on the distribution parameters; and cause the online third party site to transmit a reviewing object to the client device for posting the online review of the location of the merchant, not required by Group II-III.

The special technical feature of the Group II invention is create a dynamic redirection container for an online review associated with a merchant; transmit the dynamic message container to a client device of a user at the physical location; receive confirmation from the client device that the dynamic redirection container is activated by the user; identify one or more weighted event factors associated with a plurality of sites based on the received confirmation and distribution parameters specified by a merchant system for the merchant; and redirect, in accordance with the weighted event factors, the client device to at least one site of the plurality of sites as being associated with the dynamic redirection container, not required by Group I or III.

The special technical feature of the Group III invention is determining, by the processing device, an optimal site of the plurality of sites to distribute the review of the merchant based on the weighted event factors; and transmitting, by the processing device, a dynamic communication object to the user to redirect the client device to the optimal site, not required by Group I-II.

Groups I-III share the technical features of, in various combination, an online review associated with a merchant; identifying/determining one or more weighted event factors; parameters specified by a merchant.

However, these shared technical features fail to represent a contribution over the prior art of US 2016/0162928 A1 (Ali), which discloses an online review associated with a merchant (para [0080], [0100], [0122] - "review management system (RMS) 10 is a reviews and ratings system that can be accessed by a user directly or indirectly (via a website, for example) in a network such as the Internet"; "the review management system 10 can allow websites (e.g., website 14) to share, disseminate and contribute review content by utilizing a central application that implements review and ratings functionality"; "examples of website types include but are not limited to: a 'retailer' --sells electronic products"); identifying/determining one or more weighted event factors (para [0354], [0358], [0415] - "RMS 10 may utilize one or more rules to weight each vote. For example, the RMS 10 may weight votes based on the vote's OWS REP or OWS DR profile"; "if a QCS allows weighting the contribution to the QCS for individual factors, then the QS of said QCS can specify the weighting for the various parameters"); parameters specified by a merchant (para [0158], [0184] - "website administrator 52 selects website types for the website. Examples of website types are Retailer, Classified Ads or Informational. The selectable website types can be added when configuring the review management system"; "WSICS may influence the prioritization and/or filtering of review content that will be distributed to the website")

Groups I-II share the technical features of, in various combination, a memory to store profile data for one or more merchants; a processing device; an online review associated with a merchant; identifying/determining one or more weighted event factors; distribution parameters specified by a merchant.

However, these shared technical features fail to represent a contribution over the prior art of Ali, which discloses a memory to store profile data for one or more merchants (para [0185], [0194], claim 1 - "an advertiser selects one or more partner definition criteria. This declares the "Who I Am" of the advertiser"; "the partner definition criteria 2204 includes a type list selected as "Retailer" and "Portal." The partner definition criteria 2204 also includes an item catalog subset that includes "Digital Cameras," "Camcorders," and "MP3 Players" within an "Electronics" category"); a processing device (claim 1 - "A computer to store and interact with the review management system, a review management system having a database that is accessible over an electronic network"); an online review associated with a merchant (para [0080], [0100], [0122]); identifying/determining one or more weighted event factors (para [0354], [0358], [0415]); distribution parameters specified by a merchant (para [0158], [0184]).

(See next extra sheet)

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In continuation of previous extra sheet:

Groups II-III share the technical features of, in various combination, an online review associated with a merchant; identifying/determining one or more weighted event factors; parameters specified by a merchant; utilizing a dynamic communication/messaging object/container for redirecting a client device to at least one site.

However, these shared technical features fail to represent a contribution over the prior art of Ali, which discloses an online review associated with a merchant (para [0080], [0100], [0122]); identifying/determining one or more weighted event factors (para [0354], [0358], [0415]); parameters specified by a merchant (para [0158], [0184]); utilizing a dynamic communication/messaging object/container for redirecting a client device to at least one site (para [0121], [0166], [0369] - "the web client (WC) sends a web request to RMS and RMS may access the target URL of the advertisement of the AHL and send a redirect command to the WC so that the target URL is accessed by the WC for display of a ADVWD to the user").

Thus, the inventions listed as Groups I-III lack unity of invention because they do not share a same or corresponding special technical feature providing a contribution over the prior art.