

## PATENT COOPERATION TREATY

From the  
INTERNATIONAL SEARCHING AUTHORITY

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# PCT

WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

Date of mailing  
(day/month/year)

01 MAR 2018

Applicant's or agent's file reference  
21366-185

**FOR FURTHER ACTION**

See paragraph 2 below

International application No.

PCT/US 17/58894

International filing date (day/month/year)

27 October 2017 (27.10.2017)

Priority date (day/month/year)

01 November 2016 (01.11.2016)

International Patent Classification (IPC) or both national classification and IPC

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

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

Applicant YEXT, INC.

1. This opinion contains indications relating to the following items:

- Box No. I Basis of the opinion
- Box No. II Priority
- Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- Box No. IV Lack of unity of invention
- Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step and industrial applicability; citations and explanations supporting such statement
- Box No. VI Certain documents cited
- Box No. VII Certain defects in the international application
- Box No. VIII Certain observations on the international application

2. FURTHER ACTION

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

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. 571-273-8300	Date of completion of this opinion  19 February 2018 (19.02.2018)	Authorized officer  Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774
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WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/US 17/58894

## Box No. 1 Basis of this opinion

1. With regard to the **language**, this opinion has been established 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)).
2.  This opinion has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43*bis*.1(a)).
3.  With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, this opinion has been established on the basis of a sequence listing:
  - a.  forming part of the international application as filed:
    - in the form of an Annex C/ST.25 text file.
    - on paper or in the form of an image file.
  - b.  furnished together with the international application under PCT Rule 13*ter*.1(a) for the purposes of international search only in the form of an Annex C/ST.25 text file.
  - c.  furnished subsequent to the international filing date for the purposes of international search only:
    - in the form of an Annex C/ST.25 text file (Rule 13*ter*.1(a)).
    - on paper or in the form of an image file (Rule 13*ter*.1(b) and Administrative Instructions, Section 713).
4.  In addition, in the case that more than one version or copy of a sequence listing has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that forming part of the application as filed or does not go beyond the application as filed, as appropriate, were furnished.
5. Additional comments:

WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/US 17/58894

## Box No. IV Lack of unity of invention

1.  In response to the invitation (Form PCT/ISA/206) to pay additional fees the applicant has, within the applicable time limit:
- paid additional fees.
  - paid additional fees under protest and, where applicable, the protest fee.
  - paid additional fees under protest but the applicable protest fee was not paid.
  - not paid additional fees.
2.  This Authority found that the requirement of unity of invention is not complied with and chose not to invite the applicant to pay additional fees.

3. This Authority considers that the requirement of unity of invention in accordance with Rule 13.1, 13.2 and 13.3 is

- complied with.
- not complied with for the following reasons:

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: Claims 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 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.

(See Continuation Box)

4. Consequently, this opinion has been established in respect of the following parts of the international application:
- all parts.
  - the parts relating to claims Nos. 1-20

WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/US 17/58894

Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	None	YES
	Claims	1-20	NO
Inventive step (IS)	Claims	None	YES
	Claims	1-20	NO
Industrial applicability (IA)	Claims	1-20	YES
	Claims	None	NO

2. Citations and explanations:

Claims 1-20 lack novelty under PCT Article 33(2) as being anticipated by US 2016/0162928 A1 (Ali).

As to claim 1, Ali teaches a system comprising: 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"); and 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"), operatively coupled to the memory, to: receive an indication to generate an online review for a client device associated with a location of a merchant (para [0080]-[0090], [0122], [0363] - "user 26 can employ a web client 28 to access the website web document 18 and display the information contained therein. The 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 provide a plurality of useful functionalities for a user, one or more websites, one or more advertisers, etc"; "allowing a user to generate, navigate and read reviews for one or more items"; "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. The review management system 10 provides instructions and necessary implementation code that allow websites to implement a reviews application interface on one or more of their website web documents"; "the WSA can select one or more website types that describe the website 14. Some examples of website types include but are not limited to: a 'retailer'--sells electronic products"; responsive to receiving the indication, determine one or more weighted event factors associated with the merchant (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"); select one or more distribution parameters specified by a merchant system (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") based on the weighted event factors for the merchant (para [0354], [0358], [0415]); identify an online third party review site based on the distribution parameters (para [0085]-[0086], [0088] - "there may be external systems or locations not specifically identified in this document that receive content distributed from the RMS 10. As described herein, such locations or systems are referred to as distribution destination"; "an external entity is a party that interacts or has a relevancy with RMS. Examples of external entities are a website, a user, an advertiser and a provider (e.g., a manufacturer, a service provider, etc.) enrolled in the RMS"); 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 (para [0080]-[0090], [0101], [0121]-[0122], [0363] - "the user 26 is able to view real-time review data through the website web document 18 via the web client 28. The user 26 can also add and manage content and other interactions with the review management system 10 via member websites"; "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").

As to claim 8, Ali teaches a method comprising: receiving, by a processing device, an indication to generate an online review for a client device associated with a location of a merchant (para [0080]-[0090], [0122], [0363]); responsive to receiving the indication, determining, by the processing device, one or more weighted event factors associated with the merchant (para [0354], [0358], [0415]); selecting, by the processing device, one or more distribution parameters specified by a merchant system (para [0158], [0184]) based on the weighted event factors for the merchant (para [0354], [0358], [0415]); identifying, by the processing device, an online third party review site based on the distribution parameters (para [0085]-[0086], [0088]); and causing, by the processing device, 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 (para [0080]-[0090], [0101], [0121]-[0122], [0363]).

As to claim 15, Ali teaches a non-transitory computer-readable medium comprising instructions that, when executed by a processing device, cause the processing device to: receive, by the processing device, an indication to generate an online review for a client device associated with a location of a merchant (para [0080]-[0090], [0122], [0363]); responsive to receiving the indication, determine one or more weighted event factors associated with the merchant (para [0354], [0358], [0415]); select one or more distribution parameters specified by a merchant system (para [0158], [0184]) based on the weighted event factors for the merchant (para [0354], [0358], [0415]); identify an online third party review site based on the distribution parameters (para [0085]-[0086], [0088]); 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 (para [0080]-[0090], [0101], [0121]-[0122], [0363]).

(See Continuation Box)

WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/US 17/58894

## Supplemental Box

In case the space in any of the preceding boxes is not sufficient.

Continuation of:

Box No. IV Lack of unity of invention:

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]).

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.

WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITYInternational application No.  
PCT/US 17/58894

## Supplemental Box

In case the space in any of the preceding boxes is not sufficient.

Continuation of:  
Box V.2. Citations and explanations:

As to claims 2, 9 and 16, Ali further teaches wherein the transmitted reviewing object is further to cause (and wherein the transmitting further comprising causing) the client device to be redirected the online site (para [0121], [0166], [0369]).

As to claims 3, 10 and 17, Ali further teaches wherein the distribution parameters indicate a determined time period and number of electronic communications to transmit of the location during the determined time period (para [0163]-[0166], [0178]-[0179], [0210], [0240]).

As to claims 4, 11 and 18, Ali further teaches wherein the electronic communications comprises email communications (para [0109]-[0110], [0130]).

As to claims 5, 12 and 19, Ali further teaches wherein the electronic communications comprises text communications (para [0109]-[0110], [0130], [0268]).

As to claims 6 and 13, Ali further teaches wherein the processing device is further to determine (and further comprising determining) that the weighted event factor for the online site meets a recency time indicator of reviews for the location associated with the merchant (para [0093]-[0096], [0202]-[0203], [0368], [0415]-[0427]).

As to claims 7 and 20, Ali further teaches wherein the processing device is further to: receive review data based on the reviewing object that is posted by the client device for the location; and update the distribution parameters based on the review data to identify the online third party review site (para [0080]-[0090], [0101], [0121]-[0122], [0158], [0184], [0363], [0368]-[0369]).

As to claim 14, Ali further teaches further comprising: receiving review data based on the reviewing object that is posted by the client device for the location; and updating the distribution parameters based on the review data to identify the online third party review site (para [0080]-[0090], [0101], [0121]-[0122], [0158], [0184], [0363], [0368]-[0369]).

Claims 1-20 have industrial applicability as defined by PCT Article 33(4) because the subject matter can be made or used in industry.