Patent Law

Prof. Roger Ford
Wednesday, March 30, 2016
Class 17 — Patentable subject matter II:
laws of nature and abstract ideas

Recap

Recap

- → Overview of patentable subject matter
- → Products of nature

Today's agenda

Today's agenda

- → Laws of nature
- → Abstract ideas
- → A unified framework

Laws of nature

→ Treating Crohn's disease with

6-thioguanine

6-thioguanine

6-thioguanine
(oral administration)

Mayo v. Prometheus

Treating Crohn's disease with

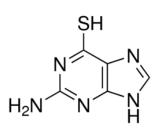
6-thioguanine

CH₃S

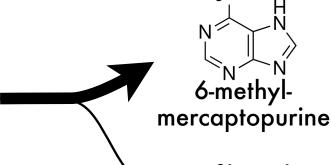
6-methylmercaptopurine

6-thioguanine
(oral administration)

→ Treating Crohn's disease with 6-thioguanine CH₃S



6-thioguanine (oral administration)



filtered by kidneys

(12) United States Patent

(10) Patent No.: US 6,355,623 B2 (45) Date of Patent: *Mar. 12, 2002

METHOD OF TREATING IBDICTORN'S DISEASE AND RELATED CONDITIONS WHEREIN DRUG METABOLITE LEVELS IN HOST BLOOD CELLS DETERMINE SUBSEQUENT DOSAGE

ntors: Ernest G. Seidman, Côte St. Luc; Yves Théorêt, Montreal, both of (CA)

(73) Assignce: Hopital-Sainte-Justine, Montreal (CA)

(*) Notice: This patent issued on a continued pros-ceution application filed under 37 CFR 1.53(d), and is subject to the twenty year patent term provisions of 35 U.S.C. 154(a)(2).

Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: 09/288,344

(22) Filed: Apr. 8, 1999

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5,733,915 A * 3/1998 Sandborn FOREIGN PATENT DOCUMENTS

96/30021 10/1996 OTHER PUBLICATIONS

orn, "Azathioprine: State of the Art in Inflammatory Disease," Scand. Journal Gastroenterology, 5), Supplement 1), 92–99 (1998); Chemical 48, 128(21), p. 8, Abstract No. 252417j (May 25,

is alceles, Jr. G. Worker Index. 11th Edition, Merck Calbway, NJ, 1989, only p. 916 supplied, see entry statioprine, "
et al. (eds.), The Merck Manual of Diagonesis and of 10th Edition, Merck & Co., Rabway, NJ, 1992, 232–330, 828–828 and 839–845 supplied." International Computer Stationary of the Computer Stationary

et al., "Therapeutic Drug Monitoring of Azathio-6-Mercaptopurine Metabolites in Crohn Disease," vian Journal of Gastroenterology, 2001(1), 72–76.

Andersen et al., "Pharmacokinetics, doss adjustments, and 6-mercaptopurine/methotrecate drug interactions in two patients with histopurine methyltradersea delicione," Acta Pacidiar, 87:108-111.

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Catton et al., "6-Mercapiopurine pharmacokinetics and blood lymphocyte subpopulations in patients with Crobin's disease treated with azathioprine," Gastroentend. Clin. Bod., 22:1604–167 (1998) betailboilers Pharmacokinetics of Chan et al., "Anathioprine Metales Need and 16-Thiogenaire Nucleotides in Renal Transplant Patience," J. Clin. Pharmacol., 30:358–363 (1990).
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Monte, 21:231–237 (1999).
Monte, 21:231–237 (1999).
Gastroenterology, 89:362–360 (1994), (Mat., 1994).
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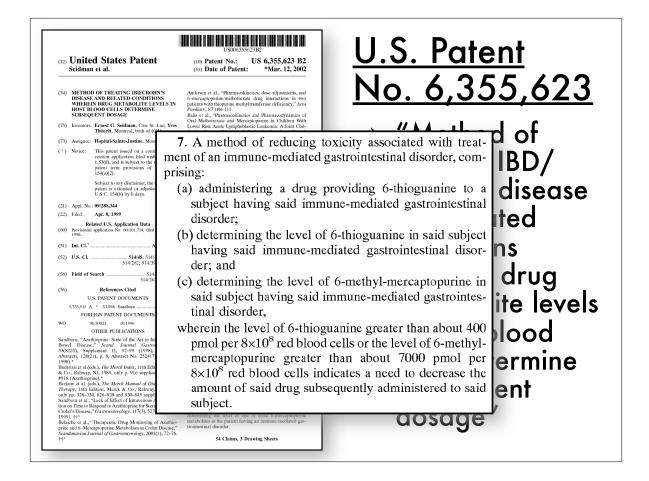
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ABSTRACT

(27)
The present invention provides a method of optimizing therapeutic efficacy and reducing toxicity associated with 6-mecaptopouries drug treatment of an immun-mediated gastrointestinal disorder such as inflammatory bowel disease. The method of the invention includes the step of determining the level of one or more 6-mecaptopurine methodises in the national toxic and immune-mediated gastrointesting the series of the

U.S. Patent No. 6,355,623

→ "Method of treating IBD/ Crohn's disease and related conditions wherein drug metabolite levels in host blood cells determine subsequent dosage"



→ History

- In Bilski, the Supreme Court says the "machine or transformation" test is just one clue to patentability
- Federal Circuit continues to rely heavily on that test
- Federal Circuit upholds Prometheus patent: "administering" and "determining" steps are transformative

- → History
 - Supreme Court takes case
 - Most people expect Court to affirm Federal Circuit
 - Instead, the Supreme Court reverses unanimously

- → What's the rule in this case?
 - The new test for patentability

- → What's the rule in this case?
 - The new test for patentability
 - Look at the claim and see if it sets forth a natural law
 - If so, look at the claim without the natural law and see if there's an <u>inventive concept</u>
 - This is our new two-step framework

Mayo v. Prometheus

→ Step 1: Does the claim set forth a natural law?

- → Step 1: Does the claim set forth a natural law?
 - "[T]he relation itself exists in principle apart from any human action" and is "a consequence of ... entirely natural processes" (page 4)

Mayo v. Prometheus

→ Step 2: Do the other elements add an inventive concept?

- → Step 2: Do the other elements add an inventive concept?
 - "[A]ssurance that the process is more than a drafting effort designed to monopolize the law of nature itself" (page 4)
 - Additional steps can't "consist of wellunderstood, routine, conventional activity" (page 6)
 - "[O]rdered combination" can't add more than what is already present (page 6)

- → Step 2: Do the other elements add an inventive concept?
 - Note: this brings novelty out of § 102 and into the § 101 inquiry
 - This is a common critique of these cases
 - Idea: If the only new thing in your patent is a natural law, it's not patentable

- \rightarrow Diehr (1981) versus Flook (1978)
 - · For a long time, Diehr was interpreted as basically overturning Flook

OCTOBER TERM, 1977

PARKER, ACTING COMMISSIONER OF PATENTS AND TRADEMARKS v. FLOOK

CERTIORARI TO THE COURT OF CUSTOMS AND PATENT APPEALS

No. 77-642. Argued April 25, 1978—Decided June 22, 1978

Respondent's method for updating alarm limits during catalytic conversion processes, in which the only novel feature is a mathematical formula, held not patentable under § 101 of the Patent Act. The identification of a limited category of useful, though conventional, postsolution applications of such a formula does not make the method eligible for patent protection, since assuming the formula to be within prior art, as it must be, O'Reilly v. Morse, 15 How. 62, respondent's application contains no patentable invention. The chemical processes involved in catalytic conversion are well known, as are the monitoring of process variables, the use of alarm limits to trigger alarms, the notion that alarm limit values must be recomputed and readjusted, and the use of computers for "automatic process monitoring." Pp. 588-596.

STEVENS, J., delivered the opinion of the Court, in which Brennan. WHITE, MARSHALL, BLACKMUN, and POWELL, JJ., joined. STEWART, J., filed a dissenting opinion, in which Burger, C. J., and Rehnquist, J.,

Deputy Solicitor General Wallace argued the cause for petitioner. On the briefs were Solicitor General McCree, Assistant Attorney General Shenefield, Richard H. Stern, Joseph F. Nakamura, and Jere W. Sears.

D. Dennis Allegretti argued the cause for respondent. With him on the brief were Charles G. Call, Edward W. Remus, and Frank J. Uxa, Jr.*

*John S. Voorhees and Kenneth E. Krosin filed a brief for the Computer Business Equipment Manufacturers Assn. as amicus curiae urging reversal. Briefs of amici curiae urging affirmance were filed by Carol A. Cohen for Applied Data Research, Inc.; and by Morton C. Jacobs and David Cohen for the Association of Data Processing Service Organizations.

Briefs of amici curiae were filed by James W. Geriak for the American

<u>Parker v. Flook</u>

→ In re Application of Flook

OCTOBER TERM, 1977

Syllabus

437 U.S.

PARKER, ACTING COMMISSIONER OF PATENTS AND TRADEMARKS v. FLOOK

CERTIORARI TO THE COURT OF CUSTOMS AND PATENT APPEALS

<u>Parker v. Flook</u>

Claim 1 of the patent describes the method as follows:

"1. A method for updating the value of at least one alarm limit on at least one process variable involved in a process comprising the catalytic chemical conversion of hydrocarbons wherein said alarm limit has a current value of

Bo+K

"wherein Bo is the current alarm base and K is a predetermined alarm offset which comprises:

- "(1) Determining the present value of said process variable, said present value being defined as PVL;
- "(2) Determining a new alarm base B₁, using the following equation:

$$B_1 = B_0(1.0 - F) + PVL(F)$$

"where F is a predetermined number greater than zero and less than 1.0:

- "(3) Determining an updated alarm limit which is defined as R. + K and thereafter
- "(4) Adjusting said alarm limit to said updated alarm limit value." App. 63A

blication

ant Attorney General Sh Nakamura, and Jere W. D. Dennis Allegretti a

No. 77-642. Argued A

Respondent's method for upo

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him on the brief were Ch Frank J. Uxa, Jr.* *John S. Voorhees and Ker

Business Equipment Manufac Briefs of amici curiae urg for Applied Data Research, Cohen for the Association of

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101 SUPREME COURT REPORTER

450 U.S. 173

450 U.S. 175, 67 L.Ed.2d 155 Sidney A. DIAMOND, Commissioner of

James R. DIEHR, II and Theodore A. Lutton. No. 79-1112.

> Argued Oct. 14, 1980. Decided March 3, 1981.

recognize that storage, distribution, and sales are "subsequent process[es]," and we find the regulations reasonable. 26 CFR § 1.618-4(d)(3)(iii) [11890] (storage and distribution); §§ 1.613-4(d)(3)(iv) and 1.613-5(c)(4)(ii) (sales). These regulations allow a different treatment only for sales expenses. See supra, at 1045. Respondent, who bore the burden of proof in the Tax Court, made no showing to warrant treating sales expenses as anything but nonmining costs.³²

include all processes up to the introduction of the kiln feed into the kiln, "but not ... any subsequent process." The regulations recognize that storage, distribution, and

IV
[7] In sum, the Treasury Regulations defining first marketable product, and those prescribing the treatment of the cost of bags, bagging, storage, distribution, and sales, dictate the result in this case. To be sure, the proportionate profits method can only approximate gross income from mining. The Commissioner does not contend that the method does more than approximate. But an approximation must suffice absent an actual gross income from mining, and respondent concedes that the proportionate profits method is a reasonable means of approximating. The method also its did not seek the Commissioner's approval of any other method. Accordingly, respondent must apply the method as prescribed by the Commissioner.

The judgment of the Court of Appeals is

The judgment of the Court of Appeals is

It is so ordered.



Respondent relies upon decisions which hold that an integrated miner-manufacturer may al-locate sales expenses between mining and non-mining costs. E.g., United States v. California Portland Cement Co., 413 F.24, at 170-172. These cases were decided before the issuance in 1972 of Treas. Regs. §§, 16.31-4(d)(3)(v) and 1.613-5(c)(4)(ii). Prior to 1972, no regulations answered the question whether selling ex-nasswered the question whether selling ex-

Patent applicant appealed from decision of Patent and Trademark Office Board of Appeals, Serial No. 602,463, rejecting claims for process for curing synthetic rub-ber. The Court of Customs and Patent Appeals, Rich, J., 602 F.2d 982, reversed. Certiorari was granted. The Supreme Court, Mr. Justice Rehnquist, held that: (1) although by itself a mathematical formula is not subject to patent protection, when a claim containing such formula implements or applies it in a structure or process which considered as a whole is performing a function designed to be protected by the patent laws the claim constitutes patentable subject matter; (2) subject process constituted patentable subject matter notwithstanding that in several of its steps it included use of a mathematical formula and a programmed digital computer, as process involved trans-formation of uncured synthetic rubber into formation of uncured synthetic rubber into a different state or thing and solved an industry problem of "undercure" and "overcure"; and (3) fact that by themselves one more steps might not be novel or independently eligible for patent protection was irrelevant to issue of whether the claims as

penses were nonmining costs or allocable between mining and nonmining costs. The 1972 regulations assume, on the basis of the statutory definition of 'mining,' that they are nonmining costs. Nonetheless, the integrated minermanufacturer may show otherwise.

23. See supra, at 1041, and n. 6.

<u>Diamond v.</u>

In re Application of Diehr

Diamond v.

include all processes up to the introduction of the kiln feed into the kiln, "but not . . . any subsequent process." The regulations recognize that storage, distribution, and sales are "subsequent process[es]." and we find the regulations reasonable. 26 CFR § 1.613-4(d)(3)(iii) [11980] (storage and distribution); §§ 1.613-4(d)(3)(iv) and 1.613-5(c)(4)(ii) (sales). These regulations allow a different treatment only for sales expenses. See supra, at 1045. Respondent, who bore the burden of proof in the Tax Court, made no showing to warrant treating sales expenses as anything but nonmining costs. ³²

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The judgment of the Court of Appeals is

It is so ordered.



"1. A method of operating a rubber-molding press for precision molded compounds with the aid of a digital computer, comprising:

"providing said computer with a data base for said press including at least,

"natural logarithm conversion data (ln),

"the activation energy constant (C) unique to each batch of said compound being molded,

"a constant (x) dependent upon the geometry of the particular mold of the press,

"initiating an interval timer in said computer upon the closure of the press for monitoring the elapsed time of said closure,

"constantly determining the temperature (Z) of the mold at a location closely adjacent to the mold cavity in the press during molding,

"constantly providing the computer with the

"repetitively calculating in the computer, at frequent intervals during each cure, the Arrhenius equation for reaction time during the cure, which is

" $\ln v = CZ + x$

"where v is the total required cure time, "repetitively comparing in the computer at said frequent intervals during the cure each said calculation of the total required cure time calculated with the Arrhenius equation and said elapsed time, and

"opening the press automatically when a said comparison indicates equivalence.

re plication Diehr

- \rightarrow Diehr (1981) versus Flook (1978)
 - So what's the difference?

- → Diehr (1981) versus Flook (1978)
 - So what's the difference?
 - Diehr: "the additional steps of the process integrated the equation into the process as a whole" and were "an inventive application of the formula" (page 7)
 - Flook: "doing nothing other than" providing a new formula, with other, conventional steps (page 7)

Mayo v. Prometheus

→ What policy concerns drive the Court?

- → What policy concerns drive the Court?
 - Laws of nature, natural phenomena, abstract ideas: all have preemptive effect
 - Are the basic building blocks of scientific inquiry
 - Are too broad, and would block too much other work

- → Back to the patent bargain
 - Inventor contributes invention to society
 - Society gives limited monopoly
 - But here the monopoly is, the Court thinks, too great a cost

→ Is this argument persuasive?

- → Is this argument persuasive?
 - Scientific principles are really valuable – maybe we want to encourage people to discover them
 - And the monopoly is limited
 - And, this is a narrow law!
 - But maybe it's impossible to avoid a scientific law once you know it exists

→ What about the claim in Rosaire?

The method of detecting subterranean deposits from which leakage of emanations occur which comprises taking soil samples from selected points in a predetermined area,

confining the respective soil samples from air contamination,

removing said samples from confinement, and analyzing the samples with respect to gases contained in the samples directly related to said deposits.

- → What about the claim in Rosaire?
 - Step 1: Does it implicate a natural law?

→ What about the claim in Rosaire?

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- → What about the claim in Rosaire?
 - Step 1: Does it implicate a natural law?
 - Natural law: There is a correlation between soil that contains hydrocarbons and soil from areas with oil reserves

- → What about the claim in Rosaire?
 - Step 1: Does it implicate a natural law?
 - Step 2: If so, do the other elements add an inventive concept?

Mayo v. Prometheus

→ What about the claim in Rosaire?

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confining the respective soil samples from air contamination,

removing said samples from confinement, and analyzing the samples with respect to gases contained in the samples directly related to said deposits.

- → What about the claim in Rosaire?
 - Step 1: Does it implicate a natural law?
 - Step 2: If so, do the other elements add an inventive concept?
 - They add sampling, containing, removing, analyzing steps — standard procedure today; probably standard in 1940?

Ariosa v. Sequenom

- → The Federal Circuit's response to Mayo v. Prometheus
 - Discovery: cell-free fetal DNA (cffDNA) in maternal plasma and serum
 - Claims: methods for detecting and amplifying cffDNA and using it to diagnose fetal characteristics



| Minute Amounts of Serum or Plasma*, Mar. 1995; pp. 15. XP090121099. Database Mediline; US. National Library of Medicine (MLM); Bethesski, MD, US, Lo et al.; Presence of Fend 15. XP090121099. Database Mediline; US. National Library of Medicine (MLM); Bethesski, MD, US, Lo et al.; Presence of Fend 15. XP090121099. Database Mediline; US. National Library of Medicine (MLM); Bethesski, MD, US, Lo et al.; Presence of Fend 15. XP090121099. Database Mediline; US. National Library of Medicine (MLM); Bethesski, MD, US, Lo et al.; Presence of Fend 15. XP090121099. Database Mediline; US. National Library of Medicine (MLM); Bethesski, MD, US, Lo et al.; Presence of Fend 15. XP090121099. Database Mediline; US. National Library of Medicine; VS. National Lib

(57)

ABSTRACT

U.S. Patent No. 6,258,540

- → "Non-invasive prenatal diagnostics"
- \rightarrow Issued July 10, 2001

(12) United States Patent

(10) Patent No.: US 6,258,540 B1 (45) Date of Patent: Jul. 10, 2001

(54) NON-INVASIVE PRENATAL DIAGNOSIS (75) Inventors: Yuk-Ming Dennis Lo, Kowloon (CN); James Stephen Wainscoat, Oxford (GB)

(73) Assignee: Isis Innovation Limited, Oxford (GB)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: 09/380,696

PCT/GB98/ § 102(e) Date: Nov. 29, 199 (87) PCT Pub. No.: WO98/3947 PCT Pub. Date: Sep. 11, 19

Foreign Application Pr Mar. 4, 1997 (GB)

(58) Field of Search

FOREIGN PATENT DO

OTHER PUBLIC

Bischoff et al "Noninvasive Determination of Fetal RhD status swing fetal DNA in Maternal Serum and PCR" J. of the Society for spreacologic investigation, vol. 6, No. 2, pp. 64–69, Mar.—Apr. 2000. "
Journal of Immunological Methods, vol. 148, No. 1; Fowke et al.; "Cenetic Analysis of Human DNA Recowered From Minute Amounts of Serum or Plasma", Mar. 1995; pp. 45–51; XP004021069.
Databases Medline; US National Library of Medicine (NLM); Bethesda, MD, US; Lo et al.; "Presence of Fetal DNA in Maternal Plasma and Serum"; AN (NLM) 97420079; XP002070361; See also Lancet, Aug. 1997; 350 (0076) pp. 485–487; England.

U.S. Patent No. 6,258,540

→ "Non-invasive prenatal diagnostics"

25. A method for performing a prenatal diagnosis on a maternal blood sample, which method comprises

obtaining a non-cellular fraction of the blood sample amplifying a paternally inherited nucleic acid from the non-cellular fraction

and performing nucleic acid analysis on the amplified nucleic acid to detect paternally inherited fetal nucleic acid.

using fetal DNA obtained from ma Chemistry, vol. 46, pp. 301–302, Feb. 2000.

27 Claims, 4 Drawing Sheets

→ Step 1: Does the claim set forth a natural law?

Ariosa v. Sequenom

- → Step 1: Does the claim set forth a natural law?
 - Kind of?
 - Maybe "cffDNA exists in the noncellular fraction of maternal blood"?

- → Step 2: Do the other elements add an inventive concept?
 - Obtain non-cellular fraction of maternal blood
 - Amplify DNA
 - Run DNA analysis

Ariosa v. Sequenom

→ So what counts as an inventive element?

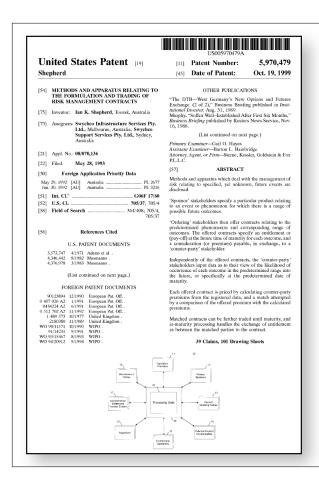
- → So what counts as an inventive element?
 - Court: these additional elements must themselves be new and useful basically, independently patentable
 - Here, "[t]he only subject matter new and useful as of the date of the application was the discovery of the presence of cffDNA in maternal plasma or serum" (supp. 5)

Ariosa v. Sequenom

- → Judge Linn's concurrence:
 - This is different from Mayo, and the Court should have been more limited there
 - "[D]octors were already performing in combination all of the claimed steps" in Mayo
 - Here, "no one was amplifying and detecting paternally-inherited cffDNA using the plasma or serum of pregnant mothers"
 - So what? What's the difference?

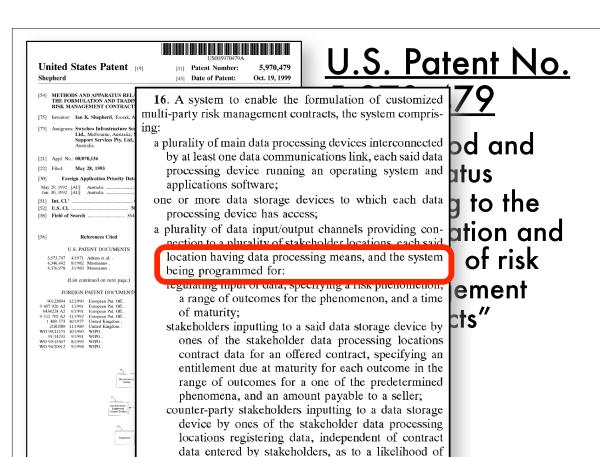
- → The concurrence: the Supreme Court screwed up
- → The en banc denial: the Supreme Court screwed up
 - "[I]t is unsound to have a rule that takes inventions of this nature out of the realm of patent-eligibility on grounds that they only claim a natural phenomenon plus conventional steps, or that they claim abstract concepts. But I agree that the panel did not err in its conclusion that under Supreme Court precedent it had no option other than to affirm the district court."
 Judge Lourie
- → Sequenom petitioned for cert. last week we'll see!

Abstract ideas



<u>U.S. Patent No.</u> 5,970,479

→ "Method and apparatus relating to the formulation and trading of risk management contracts"



occurrence of each outcome in the range of outcomes

→ What's the rule in this case?

Alice Corp. v. CLS Bank

- → What's the rule in this case?
 - Takes the Myriad framework (pp 4-5)
 - Look at the claim and see if it sets forth
 a natural law an abstract idea
 - If so, look at the claim without the natural law <u>abstract idea</u> and see if there's an <u>inventive concept</u>
 - This is our new now-unified two-step framework

→ How do we tell if something is an abstract idea?

Alice Corp. v. CLS Bank

- → How do we tell if something is an abstract idea?
 - "fundamental economic practice long prevalent in our system of commerce" (page 5)
 - "building block of the modern economy" (page 6)
 - <u>not</u> a "preexisting, fundamental truth that exists in principle apart from any human action" (page 6)

- → How do we tell if something is an abstract idea?
 - But the reality is, it's hard to know
 courts will be sorting this out for a while

(22) United States Patent Jones (12) United States Patent Jones (13) METHOD AND SYSTEM FOR PAYMENT OF INTELLECTUAL PROPERTY ROYALTIES BY INTERPOSED SPRONSON ON BEHALA FOR CONSIMER OVER A TELECOMMUNICATIONS NETWORK (75) Inventor: Dana Howard Jones, Rancho Palos Verdes, CA OLOS (13) Assignoe: Ultramercial, Inc., Palo Verdes, CA (16) Subject to any disclaimer, the term of this patient is extended or adjusted under 35 (13) L3S. C. 134(19) by 624 days. (21) Appl. No. 699867,181 (22) Filed: May 29, 2001 Related US. Application Data (16) Provisional application No. 690207,941, filed on May 27, 2000. (32) US. C. 134(19) by 624 days. (34) Property Publication Data (35) Prior Publication Data (36) Provisional application No. 690207,941, filed on May 27, 2000. (36) References Cited US. PUBLIC DOCUMENTS (36) References Cited US. PUBLIC DOCUMENTS (36) References Cited US. PUBLIC DOCUMENTS (35) STALSO A 31999 Hair (35) STALSO A 61998 Totaler (37) STALSO A 61998 Totaler

<u>U.S. Patent No.</u> 7,346,545

- "Method and system for payment of intellectual property royalties by interposed sponsor on behalf of consumer over a telecommunications network"
- → Federal Circuit: Ultramercial v. Hulu

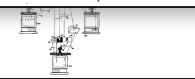
US007346545B2

(12) United States Patent Jones (10) Patent No.: US 7,346,545 B (45) Date of Patent: Mar. 18, 200

<u>U.S. Patent No.</u> 7346 545

- **8**. A method for distribution of products over the Internet via a facilitator, said method comprising the steps of:
- a first step of providing a product list on an Internet website, wherein at least some of the products are media products covered by intellectual property rights protection and are available for purchase, said media products being provided by content providers, wherein each said media product is comprised of at least one of text data, sound data, and video data;
- a second step of selecting a sponsor message to be associated with at least one of said media products, said sponsor message being selected from a plurality of sponsor messages, said second step including accessing an activity log to verify that the total number of times which the sponsor message has been previously presented is less than the number of transaction cycles contracted by the sponsor of the sponsor message;
- a third step of restricting general public access to said media products;
- a fourth step of offering to a consumer access to a requested media product available for purchase without charge to the consumer on the precondition that the

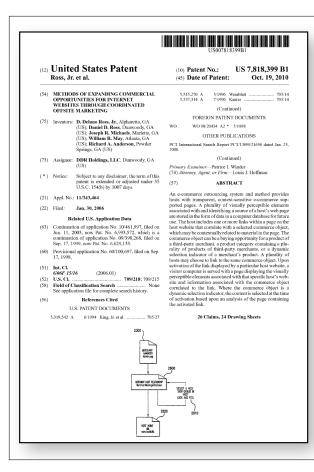
- consumer views the sponsor message;
- a fifth step of receiving from the consumer a request to view a sponsor message in response to said step of offering;
- a sixth step of facilitating the display of a sponsor message to the consumer in response to receiving the request:
- a seventh step of, if the sponsor message is not an interactive message, allowing said consumer access to said requested media product after said step of facilitating the display of said sponsor message;
- an eighth step of, if the sponsor message is an interactive message, presenting at least one query to the consumer and allowing said consumer access to said media product after receiving a response to said at least one query.
- a ninth step of recording the transaction event to the activity log, said ninth step including updating the total number of times the sponsor message has been presented; and
- a tenth step of receiving payment from the sponsor of the sponsor message displayed.



Ultramercial v. Hulu

"This ordered combination of steps recites an abstraction—an idea, having no particular concrete or tangible form. The process of receiving copyrighted media, selecting an ad, offering the media in exchange for watching the selected ad, displaying the ad, allowing the consumer access to the media, and receiving payment from the sponsor of the ad all describe an abstract idea, devoid of a concrete or tangible application. Although certain additional limitations, such as consulting an activity log, add a degree of particularity, the concept embodied by the majority of the limitations describes only the abstract idea of showing an advertisement before delivering free content."

Ultramercial v. Hulu, No. 2010-1544 (Fed. Cir. Nov. 14, 2014)



<u>U.S. Patent No.</u> <u>7,818,399</u>

- → "Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing"
- → Federal Circuit: DDR Holdings v. Hotels.com

(12) United States Patent Ross, Jr. et al. (30) Patent No.: US 7,818,399 B1 (45) Date of Patent: Oct. 19, 2010 (54) METHODS OF EXPANDING COMMERCIAL OPPORTUNITIES FOR INTERNET WEBSITES HIROCHIC COORDINATED OF STATE MARKETING (75) Inventors. Delano Ross, Jr. Alpharetta, GA (76) Inventors. Delano Ross, Jr. Alpharetta, GA

<u>U.S. Patent No.</u> 7,818,399

- 19. A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:
 - (a) a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages;
 - (i) wherein each of the first web pages belongs to one of a plurality of web page owners;
 - (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and
 - (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other:

- (b) a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to:
 - (i) receive from the web browser of a computer user a signal indicating activation of one of the links displayed by one of the first web pages;
 - (ii) automatically identify as the source page the one of the first web pages on which the link has been activated:
 - (iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and
 - (iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays: (A) information associated with the commerce object associated with the link that has been activated, and (B) the plurality of visually perceptible elements visually corresponding to the source page.



DDR Holdings v. Hotels.com "[T]he '399 patent's asserted claims do not recite a mathematical algorithm. Nor do they recite a fundamental economic or longstanding commercial practice. Although the claims address a business challenge (retaining website visitors), it is a challenge particular to the Internet. * * *

"[T]hese claims stand apart because they do not merely recite the performance of some business practice known from the pre-Internet world along with the requirement to perform it on the Internet. Instead, the claimed solution is **necessarily rooted in computer technology** in order to overcome a **problem specifically arising in the realm of computer networks**."

DDR Holdings v. Hotels.com, No. 2013-1505 (Fed. Cir. Dec. 5, 2014)

"The '399 patent's claims are different enough in substance from those in *Ultramercial* because they do not broadly and generically claim 'use of the Internet' to perform an abstract business practice (with insignificant added activity). Unlike the claims in *Ultramercial*, the claims at issue here specify how interactions with the Internet are manipulated to yield a desired result—a result that overrides the routine and conventional sequence of events ordinarily triggered by the click of a hyperlink. * * * When the limitations of the '399 patent's asserted claims are taken together as an ordered combination, the claims recite an invention that is not merely the routine or conventional use of the Internet."

DDR Holdings v. Hotels.com, No. 2013-1505 (Fed. Cir. Dec. 5, 2014)

- → Practical effect
 - Since Alice, many software and business-method patents have been invalidated under § 101
 - Many have been invalidated on motions to dismiss
 - Would you rather win on § 101 or § 102/103?

A unified framework

A unified framework

→ Before:

- 1. Does a patent claim a "process, machine, manufacture, or composition of matter"?
- 2. If so, does it fall within an exception for laws of nature, natural phenomena, or abstract ideas?

A unified framework

→ Before:

- 1. Does a patent claim a "process, machine, manufacture, or composition of matter"?
- 2. If so, does it fall within an exception for laws of nature, natural phenomena, or abstract ideas?

A unified framework

\rightarrow Now:

- 1. Does a patent claim a "process, machine, manufacture, or composition of matter"?
- 2. If so, does it set forth a law of nature, natural phenomenon, or abstract idea?
- 3. If so, do the other elements of the claim add an inventive concept?

Next time

Next time

→ Infringement: claim construction and literal infringement