

To: Intellectual Property Law
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Subject: Request for Patentability Review
IDR Number.: (leave blank)
Submission Type: New Submission
IDR Prepared By: David Mohler
Country of Origin: USA
Date of Idea Conception: February 19,2010
Date: 4/11/2010

Has there been a Provisional or other prior filings on this idea? No
If yes, please enter information into Section G of this Form.

NOTES:

1. Please try to limit your completed submission to four or five pages maximum.
2. Please copy your supervisor when submitting this form.
3. Please complete all sections of the submission form. **Incomplete submissions will be returned.**
4. This form is password protected. Please make entries in the grey boxes and via the drop down lists provided. Cut and paste style edits work within the grey boxes only.
5. It is Avaya policy to consult with an Intellectual Property Law & Management associate early in the patent submission process.
6. If this is a resubmission, please embolden the text that has been added, or was changed, since the original submission.

A. INVENTION TITLE: Please propose a short descriptive title for your idea.

Application Store

B. "INVENTOR(S)": Please enter the following information for each inventor.

Inventor	Inventor's Full <u>Legal</u> Name Including Initial (not nickname or preferred name)	AVAYA HRID	Phone	Email	Supervisor's Name
1	Christopher Ricci	20056135	+1 (908) 953-3488	cricci@avaya.com	William LaSalle
2					
3					
4					
5					

The following information is required for entering into our database and for the formal documents submitted to the U.S. Patent & Trademark Office:

Inventor	Home Address including City, Country, Zip/Postal Code	County	Citizenship
1	2 Black Swan Lane, Cherry Hills Village, CO USA 80113	Arapahoe	USA
2			
3			
4			
5			

(Notes: Only associates materially contributing to the idea should be included. The final list of inventors will be determined by the IP attorney.)

C. BUSINESS UNIT:CAO

(Notes: If more than one contributor from different business teams exists, the business team with the greatest number of contributors should be listed. In case of a tie, select the business team most aligned with the idea. If you are part of a sales team, please select the business most closely aligned with the technology.)

D. TECHNOLOGY: Applications *(Note: Please see definitions below.)*

E. PRODUCT OR PROGRAM: If the invention was developed for a specific product or program, please indicate which one and when it was, or will be, released? Also indicate whether the invention has Beta, EI or GA dates. If this invention is a joint development with a third-party, or funded by a third-party, please identify that party. If the idea has been, or will be, disclosed or released outside of Avaya (e.g., trade shows, vendors, customers, publications, etc.) indicate when, how and to whom? If so, indicate whether a non-disclosure agreement exists between the parties.

While intended to protect the application store concept for project Mojo and more specifically the legal applications being developed, this concept could be applied generically to any application store.

F. PROBLEM: What overall problem(s) does the proposed invention solve or what purpose does it serve? *(Note: Please be specific, spell out acronyms and provide enough layman level detail to fully explain the problem.)*

While stores that sell applications to the public are well known, there are several problems with the current stores. One problem is that when a customer accesses a store where there are many applications, the customer can be overwhelmed by the number of applications. More specifically, the customer may not be able to locate the applications of the sort most interesting or applicable to that customer or their enterprise.

Another problem is that more than one customer from an enterprise may need to be able to buy applications. This can result in a very large number of accounts for different members of a single enterprise. This can be problematic to both the enterprise buying the applications and the seller wishing to collect demographic data on their customers.

Still another problem is that most applications stores allow any application resident there to be purchased or licensed and downloaded by the requesting customer, without regard to the rules of the enterprise that the user is a member of.

Another problem with current application stores is that if a customer wants to request the ability to download a new application, many enterprises have a complex application approval processes that are not policy based or centrally coordinated.

It would be advantageous for the customer and the customer's enterprise to know that the application store that they have accessed is specific to their enterprise.

It would also be advantageous if the applications listed in the enterprise specific store are compatible with the devices, environment or other infrastructure possessed by the enterprise. It may also be advantageous to list, speak or display the applications by device, systems or other infrastructure for organizational or presentation purposes.

As may be apparent to one schooled in these arts, there are other related problems that can be solved by the invention described below.

No known prior application stores offer these improvements either in combination or aggregate.

G. EXISTING SOLUTIONS / PRIOR ART/RELATED APPLICATIONS & PATENTS:

1. How have others, either inside of Avaya or outside, addressed the problem(s) in the past?
See background and prior solutions under section F "Problem" above.

2. List any known products, or combination of products, currently available to solve the same problem(s).
What is the present commercial practice?
See background and prior solutions under section F "Problem" above.

3. In what way(s) do the presently available solutions fall short of fully solving the problem?
See background and prior solutions under section F "Problem" above.

4. Conduct key word searches using Google and list relevant prior art material found? *(Suggestions: Good searches will usually require an iterative approach to find the best search word(s). Avoid terms that are Avaya specific. When looking at patents, concentrate on the Background and Detailed Description portions, and ignore the claims, which are the numbered paragraphs at the end.)*

A large number of prior art searches were conducted with both public search engines like Google, Google Scholar, and Google Patents. In addition, private search tools such as internal databases, Delphion and other tools were used. The following keywords and phrases were used in these searches.

- 1) Application Store
- 2) Branded Application Store
- 3) Company Specific Application Store
- 4) Unified Application Store
- 5) Coordinated Application Store
- 6) Application Store with IT Approved Offerings
- 7) Application Store with Equipment Compatible Offerings
- 8) Application Store with a Single Enterprise Account Number
- 9) Application Store with the Ability to Request IT Approval
- 10) Application Store with Default Enterprise Settings

5.0 Please list the title or preferably the 6 digit IDR number for any submissions, pending applications and/or granted patents that you created individually, or together with other inventors, that are closely related to this invention.

None

5.1 Please list the title or preferably the 6 digit IDR number for any provisional or other prior filings on this idea.

None

5.2 Please list the title or preferably the 6 digit IDR number for any submissions, pending applications and/or granted patents that Avaya holds and you are aware of that would be an important reference with regard to this filing.

None

H. BRIEF DESCRIPTION OF PROPOSED INVENTION:

How does your idea solve the problem defined above? Please include details about how your idea is implemented and how it works?

What is proposed is an online store, a phone accessible store, or any other electronic store that allows a user to download applications in an enterprise specific way.

The application store would have a variety of modules and administered features interacting to provide the novel features.

One module is a login and authentication module. This module allows members of an enterprise to access the applications specific to their enterprise and locks them out of other enterprises application stores.

Another module is a presentation module. It can at a minimum offer a store generic to the type of enterprise that the customer is a member of. If such a generic module is accessed often enough by members of a single company, the vendor can offer to administer a branded, structured store for that company. More specifically, the presentation module can be a branded, structured store specific to a single company. The presentation module can be driven by the devices, systems and/or other infrastructure that the company has purchased. Further, it can be driven by the company's IT guidelines with regard to the security, compatibility and/or other factors. It can be driven by license agreements, purchase orders, account limits and other input from the financial module below.

Still another module is a financial module. It enforces licensing, financial agreements (purchase orders, credit limits, etc.), and other financial constraints that have been agreed to between the supplier and the customer. It allows changes in the underlying financial agreements, the ability for an enterprise customer to request the ability to

purchase something that falls outside of the agreed to limits and have the request directed to the correct members of the supplier and customer's financial organization to allow processing of the request.

A fourth module is a systems or infrastructure module. This module can accept input from previous purchases to update the infrastructure of record for the customer's enterprise. This input could be in a variety of forms and can be manually and/or automatically entered. As different infrastructure is added, the applications available through the branded store specific to that one company would be revised as appropriate.

A fifth module is a communications module. For identifying qualifying members of a specific enterprise, the seller's store would have to communicate in a secure manner, such as a VPN Tunnel with a database on a customer server such as a buyer's list, company directory, or the like.

A sixth module is an overall coordination module that links the other four modules at a control level.

These modules work together to provide the novel features described below.

For clarity, the distinguishing novel features over other application stores are:

- **Company specific.** When a customer accesses the store it may be preconfigured to a certain enterprise. It can be tailored with regard to the devices, systems and/or other infrastructure that the purchasing enterprise possesses. It can also be tailored with regard to any other parameter specific to the purchasing enterprise. If no enterprise specific configuration exists, the application store can go to one or more generic default stores. The defaults may be a variety of generic configurations that are presented to the user based on answering some qualifying questions. The user could access an enterprise specific application store by entering the name of their enterprise or by presenting the user with a specific store such as [Store.Mojo.com/my_company](#).
- **Accounts.** An account on the store would either be created in the default Seller's store ([store.mojo.com](#)) which would then allow customization. For larger entities, the credit card, purchase order or other account number would be an Avaya customer number and any purchases would be billed in accordance with standard billing practices. To verify who is allowed to create an account, there would either be a system tied to the company's personnel system or a manual verification process. This would allow tracking by either the selling or buying party of purchases or purchase requests.
- **Licensing.** The company store reflects only those apps that IT has allowed and pre-approved. Thus, it has all of the licenses the company has paid for and others that it is willing to pay for if a user wants them. It may or may not have free applications or others. Again, for larger entities, this could be a separate server maintained internally by the company's IT department. Note that if the [store.mojo.com/my_company](#) has prepaid licenses, coordination with Avaya's license manager must be included (Avaya WebLM) when someone brings it up on their machine. This coordination would limit what is available based on what is installed. A variation is that applications that are deemed to be consistent with security parameters of the enterprise, whether licensed or not, would be made available to the user from the enterprise.
- **Company branded.** Thus, logging in shows the company logo. The site could be made reconfigurable too, such that it has a different look. The look might be grouped by products, services or other infrastructure possessed by the enterprise. There are other ways of presenting the information in an enterprise specific manner.
- **Other applications.** If the company allows for presentation of applications that are not pre-approved, then the user may only request a download and then await IT approval. That is, an application could be bought on credit card, PO or could be a free download, without having an IT approval. However, IT could reserve the right to approve or disapprove the purchase and download. The system could maintain a list of prior approvals to speed the process. The approvals could also be level based, assuming again that the store is tied with the personnel system. If the application is not on the list and IT requires preapproval, then app download wait until IT approves the app for use. In the alternative app can be downloaded but not installed w/o IT approval. The approval could be done through an email process or an HTML pop up on the designated approvers computer.

I. COMPARISON: Please identify the advantages and basic differences of your proposed solution over previous solutions.

See background and prior solutions under section F "Problem" above and see also the brief description of the proposed invention under section H above.

J. NOVELTY: Please provide a **one-sentence** description of what distinguishes your idea from the prior art. This is a statement of what is new, and not a business case.

An application store coordinated with the purchasing enterprise's environment, IT approval, account billing, licensing, and other attributes.

K. DETECTION OF USE:

1. How difficult would it be to detect others' use of this idea? **Readily Detectable - via documentation only**

2. What would be required in terms of cost, equipment and time to detect use by others?

Such an application store would be very likely for the vendor to advertise and market. One could detect use via advertising/marketing documentation.

L. ECONOMIC IMPACT:

What is the annual sales volume or revenue across the industry for the products and/or services that this idea applies to? How likely is it for others to want to adopt the idea? Please specify whether this market potential is domestic or international, and where international list the largest consuming countries. *(For Example, if an idea relates to wireless handsets, what are the annual sales in units or dollars for this market. Use of "Google" searches with the technology name followed by string "market value" is usually a good first place to find such information. Reiterative searches may be necessary to find the information.)*

The economic impact could be significant in that the invention opens the door for a unique Avaya store that provides software as a service, a high-margin business. It also provides a new channel for Avaya to convey its products and services.

We are recommending foreign filing in EU (GB, DE) & KR.

M. RATING: Based on the Avaya Patent Priority Policy Chart below, what is the priority for this idea?

(Note: A rating of one should be reserved for exceptionally important and valuable ideas. For example if the idea is quite fundamental and likely to be adopted by most companies in a large, strategically important area. Supplemental or feature ideas will typically be rated a two.)

1. **"INVENTOR(S)" PRELIMINARY RATING: 2 = Important** *(Note: This can be either one "inventor's" view or a consensus of all of the "inventors".)*

2. **DIRECTOR'S PRELIMINARY RATING: 2 = Important**

Note: Please indicate Director's name here. N/A

N. ATTORNEY CONSULTED: Chris Ricci

O. STANDARDS USE: Is the idea of a type that could get incorporated into industry standards? If the answer to this question is yes, please identify the standard body and standard. Are there present plans to include the idea in an Avaya submission to a standards body?

N/A

P. ATTACHMENTS: Please list any diagrams, documents, emails, personal notes or presentations that apply to this idea. In the case of personal notes, please date them at the time of creation. Forward all of this related documentation with this submission. Please list the date the idea was conceived. List any related documents and/or witnesses to the conception of the idea.

N/A

No additional fields for input exist beyond this point.

Avaya Patent Priority Policy Chart

Note that the chart below is for use in filling in questions M1 and M2 above.

Rating	<i>Invention meets at least one of these criteria</i>
I	<ul style="list-style-type: none"> • Used in a standard (actual or de-facto) or is very likely to appear in a standards proposal <u>OR</u> • Fundamental concept, signal format/protocol or architecture for a system, device, product or service where no equally good alternatives exist in the marketplace <u>OR</u> • A visible feature of a present or imminent Avaya commercial service or product offering for which no equally good alternatives exist in the marketplace <u>OR</u> • Type of invention where the industry has historically evolved to use only one or two approaches and this invention has the potential to become one of those approaches <u>OR</u> • Major Product or service feature that is readily observable <u>OR</u> • Invention that is substantially more cost-effective than the known alternatives <u>OR</u> • Demonstrable history of others following Avaya's lead with respect to inventions like this <u>OR</u> • Invention is directed broadly toward solving an ongoing problem in the art that no one knew existed <u>OR</u> • Very large licensing revenue potential
II	<ul style="list-style-type: none"> • Fairly broad concept, signal format/protocol or architecture for a system, device, product or service where equally advantageous alternatives are known <u>OR</u> • A visible feature of a potential future Avaya commercial service or product offering for which some equally good alternatives exist in the marketplace <u>OR</u>
III	
IV	<ul style="list-style-type: none"> • Invention is somewhat more cost-effective than the known alternatives <u>OR</u> • Significant Licensing revenue potential
	<ul style="list-style-type: none"> • Equally cost-effective alternatives are known <u>and</u> detection requires significant product research or reverse engineering <u>OR</u> • Small licensing potential revenue impact under an optimistic scenario <u>OR</u> • Problem solved by the invention is transitory <u>OR</u> • Idea has questionable technical or commercial merit <u>OR</u> • Idea is not core to Avaya's business

Technology Category Chart

Note that the list below is for filling in question D above.

ACD/CCC – All contact center and predictive dialing related art except for IVR below

Applications – Those not captured elsewhere like Unified Messaging, etc.

Internet Protocol Convergence – All Internet Protocol related art

IVR – Interactive Voice Response – All IVR art

Manufacturing – Any art related to producing or assembling product

Messaging – Traditional Voice Messaging

Network Access Security – All art related to network access security, incl. IPSec/SSL VPNs, Network Access Control, etc.

Network Management – All art related to the applications specifically design to manage networks and network elements

Packet Switching and Routing – All art related to modular and stackable switches and routers

PBX – Traditional PBX or Key system art

Services – Art related to service or maintenance of product

Tel Set – Devices and Appliances except for mobile wireless devices and appliances

Unified Communications – Conferencing, Intelligent Personal Assistants, Schedule Integration, etc

Unified Messaging – Art related to multiple media messaging

Wireless – All art related to wireless, mobility, reach me and 802.11 WLAN