

'910 Patent - Amendment A

**PATENT**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:	)	
	)	Group Art Unit: 2129
Owen et al.	)	
	)	Examiner: Holmes, Michael B.
Application No. 11/768,836	)	
	)	Atty. Docket No.
Filed: 06/26/2007	)	SVIPGP019C
	)	
For: DECISION-MAKING SYSTEM,	)	Date: 03/09/2009
METHOD AND COMPUTER	)	
PROGRAM PRODUCT	)	
_____	)	

**AMENDMENT A**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Examiner:

In response to the Office Action mailed 09/09/2008, please enter the following amendments believed to place the claims in condition for allowance.

IN THE CLAIMS

Amended claims follow:

1.-15. (Cancelled)

16. (New) A computer program product embodied on a tangible computer readable medium, comprising:

an application capable of performing logic related to decision-making, the application including at least one application that is a real estate-related application, a medical-related application, a corporate-related application, a product supply-related application, a service supply-related application, or a financial-related application;

computer code for retrieving first information from a database, per the application;

computer code for receiving second information from a user utilizing a user interface, per the application;

computer code for processing the first information and the second information utilizing the logic;

computer code for generating at least one of: a tornado diagram, a decision sensitivity display, a decision hierarchy display, an influence diagram, or a potential feasible hybrid theme.

17. (New) The computer program product as recited in claim 16, wherein at least a portion of the computer code is carried out using universal modules capable of interfacing with different applications adapted for applying the universal modules differently.

18. (New) The computer program product as recited in claim 16, wherein the logic is performed in real-time.

19. (New) The computer program product as recited in claim 16, wherein the first information is retrieved via a network.
20. (New) The computer program product as recited in claim 19, wherein the network is the Internet.
21. (New) The computer program product as recited in claim 16, wherein the second information is received via a network.
22. (New) The computer program product as recited in claim 16, wherein the generating is based on the processing.
23. (New) The computer program product as recited in claim 16, wherein the logic is industry-independent.
24. (New) The computer program product as recited in claim 16, wherein the logic is performed by a collaborative decision platform.
25. (New) The computer program product as recited in claim 16, wherein at least a portion of the computer code is carried out using universal modules capable of interfacing with different applications adapted for applying the universal modules to different business sectors.
26. (New) The computer program product as recited in claim 25, wherein the business sector includes at least one of a real estate-related business sector, medical-related business sector, corporate-related business sector, and financial-related business sector.
27. (New) The computer program product as recited in claim 25, wherein the universal modules include at least one of a framing module, an alternatives module, an analysis module, or a connection module.

28. (New) The computer program product as recited in claim 27, wherein the universal modules include the framing module.
29. (New) The computer program product as recited in claim 27, wherein the universal modules include the alternatives module.
30. (New) The computer program product as recited in claim 27, wherein the universal modules include the analysis module.
31. (New) The computer program product as recited in claim 27, wherein the universal modules include the connection module.
32. (New) The computer program product as recited in claim 16, wherein the universal modules include a framing module, an alternatives module, an analysis module, and a connection module.
33. (New) The computer program product as recited in claim 25, wherein the logic relates to which products or services are suitable for a business.
34. (New) The computer program product as recited in claim 16, wherein the logic relates to customer relationship management.
35. (New) The computer program product as recited in claim 34, wherein the customer includes a business.
36. (New) The computer program product as recited in claim 16, and further comprising computer code for identifying a strategy.
37. (New) The computer program product as recited in claim 16, and further comprising computer code for assessing uncertainties for analysis purposes.

38. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating at least two of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.
39. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating at least three of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.
40. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating at least four of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.
41. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating the tornado diagram.
42. (New) The computer program product as recited in claim 41, wherein the tornado diagram identifies sources of risk.
43. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating the decision sensitivity display.
44. (New) The computer program product as recited in claim 43, wherein the decision sensitivity display includes a decision sensitivity table.
45. (New) The computer program product as recited in claim 43, wherein the decision sensitivity display includes a decision sensitivity chart.

46. (New) The computer program product as recited in claim 43, wherein the decision sensitivity display shows at least one value associated with a first strategy and at least one value associated with a second strategy.

47. (New) The computer program product as recited in claim 43, wherein the decision sensitivity display compares at least one value associated with a strategy.

48. (New) The computer program product as recited in claim 43, wherein the decision sensitivity display identifies sources of value.

49. (New) The computer program product as recited in claim 43, wherein the decision sensitivity display identifies sources of value for each of a plurality of strategies.

50. (New) The computer program product as recited in claim 43, wherein the decision sensitivity display identifies at least one aspect associated with at least one strategy.

51. (New) The computer program product as recited in claim 50, wherein the at least one aspect is associated with value.

52. (New) The computer program product as recited in claim 50, wherein the at least one strategy is pre-defined.

53. (New) The computer program product as recited in claim 50, wherein the at least one strategy is user-defined.

54. (New) The computer program product as recited in claim 53, wherein the at least one strategy is capable of being provided a strategy name.

55. (New) The computer program product as recited in claim 53, wherein the at least one strategy is capable of being defined by a plurality of selections.

56. (New) The computer program product as recited in claim 53, wherein the at least one strategy is capable of being defined by an amount of stock purchase.

57. (New) The computer program product as recited in claim 53, wherein the at least one strategy is capable of being defined by a selection of a plurality of alternatives.

58. (New) The computer program product as recited in claim 53, wherein the at least one strategy is capable of being modified.

59. (New) The computer program product as recited in claim 58, wherein a range associated with the at least one strategy is capable of being modified.

60. (New) The computer program product as recited in claim 50, wherein the at least one strategy is a stock purchase strategy.

61. (New) The computer program product as recited in claim 43, wherein the decision sensitivity display identifies at least one aspect associated with a plurality of strategies.

62. (New) The computer program product as recited in claim 43, wherein the at least one application is the financial-related application.

63. (New) The computer program product as recited in claim 62, and further comprising code for displaying a stock ticker.

64. (New) The computer program product as recited in claim 43, wherein the decision sensitivity display shows at least one profit-related value associated with a first strategy and at least one profit-related value associated with a second strategy.

65. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating the decision hierarchy display.

66. (New) The computer program product as recited in claim 65, wherein the decision hierarchy display identifies decisions that are within a scope of a decision making process.
67. (New) The computer program product as recited in claim 65, wherein the decision hierarchy display identifies at least one decision associated with at least one strategy.
68. (New) The computer program product as recited in claim 67, wherein the at least one strategy is pre-defined.
69. (New) The computer program product as recited in claim 67, wherein the at least one strategy is user-defined.
70. (New) The computer program product as recited in claim 69, wherein the at least one strategy is capable of being provided a strategy name.
71. (New) The computer program product as recited in claim 69, wherein the at least one strategy is capable of being defined by a plurality of selections.
72. (New) The computer program product as recited in claim 69, wherein the at least one strategy is capable of being defined by an amount of stock purchase.
73. (New) The computer program product as recited in claim 69, wherein the at least one strategy is capable of being defined by a selection of a plurality of alternatives.
74. (New) The computer program product as recited in claim 69, wherein the at least one strategy is capable of being modified.
75. (New) The computer program product as recited in claim 74, wherein a range associated with the at least one strategy is capable of being modified.



76. (New) The computer program product as recited in claim 67, wherein the at least one strategy is a stock purchase strategy.

77. (New) The computer program product as recited in claim 65, wherein the decision hierarchy display includes at least one of policies, decisions, or tactics.

78. (New) The computer program product as recited in claim 65, wherein the decision hierarchy display includes at least two of: policies, decisions, and tactics.

79. (New) The computer program product as recited in claim 65, wherein the decision hierarchy display includes: policies, decisions, and tactics.

80. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating the decision sensitivity display.

81. (New) The computer program product as recited in claim 80, wherein the decision sensitivity display includes a decision sensitivity table.

82. (New) The computer program product as recited in claim 80, wherein the decision sensitivity display includes a decision sensitivity chart.

83. (New) The computer program product as recited in claim 80, wherein the decision sensitivity display shows at least one value associated with a first strategy and at least one value associated with a second strategy.

84. (New) The computer program product as recited in claim 80, wherein the decision sensitivity display compares at least one value associated with a strategy.

85. (New) The computer program product as recited in claim 80, wherein the decision sensitivity display identifies sources of value.

86. (New) The computer program product as recited in claim 80, wherein the at least one application is the financial-related application.

87. (New) The computer program product as recited in claim 80, and further comprising code for displaying a stock ticker.

88. (New) The computer program product as recited in claim 43, wherein the computer code for generating includes computer code for generating the potential hybrid theme.

89. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating the influence diagram.

90. (New) The computer program product as recited in claim 89, wherein the influence diagram includes an information directory.

91. (New) The computer program product as recited in claim 89, wherein the influence diagram identifies a plurality of uncertainties.

92. (New) The computer program product as recited in claim 89, wherein the influence diagram identifies a plurality of risks.

93. (New) The computer program product as recited in claim 89, wherein the influence diagram identifies decisions and a plurality of values that are important to a user.

94. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating the potential feasible hybrid theme.
95. (New) The computer program product as recited in claim 94, wherein the computer code for generating includes computer code for generating a plurality of the potential feasible hybrid themes.
96. (New) The computer program product as recited in claim 94, wherein the potential feasible hybrid theme includes a hybrid strategy.
97. (New) The computer program product as recited in claim 96, wherein the hybrid strategy combines a plurality of alternative strategies.
98. (New) The computer program product as recited in claim 97, wherein at least one of the plurality alternative strategies is pre-defined.
99. (New) The computer program product as recited in claim 94, wherein the potential feasible hybrid theme is associated with at least one strategy.
100. (New) The computer program product as recited in claim 99, wherein the at least one strategy is pre-defined.
101. (New) The computer program product as recited in claim 99, wherein the at least one strategy is user-defined.
102. (New) The computer program product as recited in claim 101, wherein the at least one strategy is capable of being provided a strategy name.
103. (New) The computer program product as recited in claim 101, wherein the at least one strategy is capable of being defined by a plurality of selections.

104. (New) The computer program product as recited in claim 101, wherein the at least one strategy is capable of being defined by an amount of stock purchase.

105. (New) The computer program product as recited in claim 101, wherein the at least one strategy is capable of being defined by a selection of a plurality of alternatives.

106. (New) The computer program product as recited in claim 101, wherein the at least one strategy is capable of being modified.

107. (New) The computer program product as recited in claim 106, wherein a range associated with the at least one strategy is capable of being modified.

108. (New) The computer program product as recited in claim 99, wherein the at least one strategy is a stock purchase strategy.

109. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating the decision sensitivity display; the decision sensitivity display capable of showing at least one value associated with a first strategy and at least one value associated with a second strategy; the at least one first strategy including a pre-defined stock-related strategy and the at least one second strategy including a user-defined stock-related strategy; the second strategy capable of being: provided a strategy name by a user, defined by a selection of a plurality of alternatives, and further modified.

110. (New) The computer program product as recited in claim 109, wherein the computer code for generating includes computer code for generating the decision hierarchy display, the decision hierarchy display identifying at least one decision associated with the second strategy.

111. (New) The computer program product as recited in claim 16, wherein the at least one application is the corporate-related application.

112. (New) The computer program product as recited in claim 16, wherein the at least one application is the real estate-related application.

113. (New) The computer program product as recited in claim 16, wherein the at least one application is the medical-related application.

114. (New) The computer program product as recited in claim 16, wherein the at least one application is the product supply-related application.

115. (New) The computer program product as recited in claim 16, wherein the at least one application is the service supply-related application.

116. (New) The computer program product as recited in claim 16, wherein the at least one application is the financial-related application.

117. (New) The computer program product as recited in claim 16, and further comprising computer code for allowing a user to modify at least one of the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

118. (New) The computer program product as recited in claim 16, wherein the logic is related to a business-to-business transaction.

119. (New) The computer program product as recited in claim 16, wherein the computer code for generating includes computer code for generating at least four of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

120. (New) The computer program product as recited in claim 109, wherein the decision sensitivity display is capable of showing the at least one value associated with the first strategy simultaneously with the at least one value associated with the second strategy.

121. (New) The computer program product as recited in claim 16, wherein the at least one application is the product supply-related application and the product supply-related application relates to marketing at least one product.

122. (New) The computer program product as recited in claim 16, wherein the at least one application is the service supply-related application and the service supply-related application relates to marketing at least one service.

123. (New) The computer program product as recited in claim 16, wherein the at least one application is the corporate-related application and the corporate-related application relates to marketing.

124. (New) The computer program product as recited in claim 16, wherein logic supports the decision-making.

125. (New) A computer program product embodied on a tangible computer readable medium, comprising:

an application capable of performing logic related to decision-making, the application being a real estate-related application, a medical-related application, a corporate-related application, a product supply-related application, a service supply-related application, or a financial-related application;

computer code for retrieving first information from a database, per the application;

computer code for receiving second information from a user utilizing a user interface, per the application;

computer code for processing the first information and the second information;

computer code for generating at least one of: a tornado diagram, a decision sensitivity display, a decision hierarchy display, an influence diagram, or a potential feasible hybrid theme.

126. (New) The computer program product as recited in claim 125, wherein at least a portion of the computer code is carried out using universal modules capable of interfacing with different applications adapted for applying the universal modules differently.

127. (New) The computer program product as recited in claim 125, wherein the logic is performed in real-time.

128. (New) The computer program product as recited in claim 125, wherein the first information is retrieved via a network.

129. (New) The computer program product as recited in claim 128, wherein the network is the Internet.

130. (New) The computer program product as recited in claim 125, wherein the second information is received via a network.

131. (New) The computer program product as recited in claim 125, wherein the generating is based on the processing.

132. (New) The computer program product as recited in claim 125, wherein the logic is industry-independent.

133. (New) The computer program product as recited in claim 125, wherein the logic is performed by a collaborative decision platform.

134. (New) The computer program product as recited in claim 125, wherein at least a portion of the computer code is carried out using universal modules capable of interfacing with different applications adapted for applying the universal modules to different business sectors.

135. (New) The computer program product as recited in claim 134, wherein the business sector includes at least one of a real estate-related business sector, medical-related business sector, corporate-related business sector, and financial-related business sector.

136. (New) The computer program product as recited in claim 134, wherein the universal modules include at least one of a framing module, an alternatives module, an analysis module, or a connection module.

137. (New) The computer program product as recited in claim 136, wherein the universal modules include the framing module.

138. (New) The computer program product as recited in claim 136, wherein the universal modules include the alternatives module.

139. (New) The computer program product as recited in claim 136, wherein the universal modules include the analysis module.

140. (New) The computer program product as recited in claim 136, wherein the universal modules include the connection module.

141. (New) The computer program product as recited in claim 125, wherein the universal modules include a framing module, an alternatives module, an analysis module, and a connection module.



142. (New) The computer program product as recited in claim 134, wherein the logic relates to which products or services are suitable for a business.

143. (New) The computer program product as recited in claim 125, wherein the logic relates to customer relationship management.

144. (New) The computer program product as recited in claim 143, wherein the customer includes a business.

145. (New) The computer program product as recited in claim 125, and further comprising computer code for identifying a strategy.

146. (New) The computer program product as recited in claim 125, and further comprising computer code for assessing uncertainties for analysis purposes.

147. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating at least two of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

148. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating at least three of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

149. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating at least four of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

150. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating the tornado diagram.

151. (New) The computer program product as recited in claim 150, wherein the tornado diagram identifies sources of risk.

152. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating the decision sensitivity display.

153. (New) The computer program product as recited in claim 152, wherein the decision sensitivity display includes a decision sensitivity table.

154. (New) The computer program product as recited in claim 152, wherein the decision sensitivity display includes a decision sensitivity chart.

155. (New) The computer program product as recited in claim 152, wherein the decision sensitivity display shows at least one value associated with a first strategy and at least one value associated with a second strategy.

156. (New) The computer program product as recited in claim 152, wherein the decision sensitivity display compares at least one value associated with a strategy.

157. (New) The computer program product as recited in claim 152, wherein the decision sensitivity display identifies sources of value.

158. (New) The computer program product as recited in claim 152, wherein the decision sensitivity display identifies sources of value for each of a plurality of strategies.

159. (New) The computer program product as recited in claim 152, wherein the decision sensitivity display identifies at least one aspect associated with at least one strategy.
160. (New) The computer program product as recited in claim 159, wherein the at least one aspect is associated with value.
161. (New) The computer program product as recited in claim 159, wherein the at least one strategy is pre-defined.
162. (New) The computer program product as recited in claim 159, wherein the at least one strategy is user-defined.
163. (New) The computer program product as recited in claim 162, wherein the at least one strategy is capable of being provided a strategy name.
164. (New) The computer program product as recited in claim 162, wherein the at least one strategy is capable of being defined by a plurality of selections.
165. (New) The computer program product as recited in claim 162, wherein the at least one strategy is capable of being defined by an amount of stock purchase.
166. (New) The computer program product as recited in claim 162, wherein the at least one strategy is capable of being defined by a selection of a plurality of alternatives.
167. (New) The computer program product as recited in claim 162, wherein the at least one strategy is capable of being modified.
168. (New) The computer program product as recited in claim 167, wherein a range associated with the at least one strategy is capable of being modified.

169. (New) The computer program product as recited in claim 159, wherein the at least one strategy is a stock purchase strategy.

170. (New) The computer program product as recited in claim 152, wherein the decision sensitivity display identifies at least one aspect associated with a plurality of strategies.

171. (New) The computer program product as recited in claim 152, wherein the application is the financial-related application.

172. (New) The computer program product as recited in claim 171, and further comprising code for displaying a stock ticker.

173. (New) The computer program product as recited in claim 152, wherein the decision sensitivity display shows at least one profit-related value associated with a first strategy and at least one profit-related value associated with a second strategy.

174. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating the decision hierarchy display.

175. (New) The computer program product as recited in claim 174, wherein the decision hierarchy display identifies decisions that are within a scope of a decision making process.

176. (New) The computer program product as recited in claim 174, wherein the decision hierarchy display identifies at least one decision associated with at least one strategy.

177. (New) The computer program product as recited in claim 176, wherein the at least one strategy is pre-defined.

178. (New) The computer program product as recited in claim 176, wherein the at least one strategy is user-defined.

179. (New) The computer program product as recited in claim 178, wherein the at least one strategy is capable of being provided a strategy name.

180. (New) The computer program product as recited in claim 178, wherein the at least one strategy is capable of being defined by a plurality of selections.

181. (New) The computer program product as recited in claim 178, wherein the at least one strategy is capable of being defined by an amount of stock purchase.

182. (New) The computer program product as recited in claim 178, wherein the at least one strategy is capable of being defined by a selection of a plurality of alternatives.

183. (New) The computer program product as recited in claim 178, wherein the at least one strategy is capable of being modified.

184. (New) The computer program product as recited in claim 183, wherein a range associated with the at least one strategy is capable of being modified.

185. (New) The computer program product as recited in claim 176, wherein the at least one strategy is a stock purchase strategy.

186. (New) The computer program product as recited in claim 174, wherein the decision hierarchy display includes at least one of policies, decisions, or tactics.

187. (New) The computer program product as recited in claim 174, wherein the decision hierarchy display includes at least two of: policies, decisions, and tactics.

188. (New) The computer program product as recited in claim 174, wherein the decision hierarchy display includes: policies, decisions, and tactics.
189. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating the decision sensitivity display.
190. (New) The computer program product as recited in claim 189, wherein the decision sensitivity display includes a decision sensitivity table.
191. (New) The computer program product as recited in claim 189, wherein the decision sensitivity display includes a decision sensitivity chart.
192. (New) The computer program product as recited in claim 189, wherein the decision sensitivity display shows at least one value associated with a first strategy and at least one value associated with a second strategy.
193. (New) The computer program product as recited in claim 189, wherein the decision sensitivity display compares at least one value associated with a strategy.
194. (New) The computer program product as recited in claim 189, wherein the decision sensitivity display identifies sources of value.
195. (New) The computer program product as recited in claim 189, wherein the application is the financial-related application.
196. (New) The computer program product as recited in claim 189, and further comprising code for displaying a stock ticker.

197. (New) The computer program product as recited in claim 152, wherein the computer code for generating includes computer code for generating the potential hybrid theme.

198. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating the influence diagram.

199. (New) The computer program product as recited in claim 198, wherein the influence diagram includes an information directory.

200. (New) The computer program product as recited in claim 198, wherein the influence diagram identifies a plurality of uncertainties.

201. (New) The computer program product as recited in claim 198, wherein the influence diagram identifies a plurality of risks.

202. (New) The computer program product as recited in claim 198, wherein the influence diagram identifies decisions and a plurality of values that are important to a user.

203. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating the potential feasible hybrid theme.

204. (New) The computer program product as recited in claim 203, wherein the computer code for generating includes computer code for generating a plurality of the potential feasible hybrid themes.

205. (New) The computer program product as recited in claim 203, wherein the potential feasible hybrid theme includes a hybrid strategy.

206. (New) The computer program product as recited in claim 205, wherein the hybrid strategy combines a plurality of alternative strategies.

207. (New) The computer program product as recited in claim 206, wherein at least one of the plurality alternative strategies is pre-defined.

208. (New) The computer program product as recited in claim 203, wherein the potential feasible hybrid theme is associated with at least one strategy.

209. (New) The computer program product as recited in claim 208, wherein the at least one strategy is pre-defined.

210. (New) The computer program product as recited in claim 208, wherein the at least one strategy is user-defined.

211. (New) The computer program product as recited in claim 210, wherein the at least one strategy is capable of being provided a strategy name.

212. (New) The computer program product as recited in claim 210, wherein the at least one strategy is capable of being defined by a plurality of selections.

213. (New) The computer program product as recited in claim 210, wherein the at least one strategy is capable of being defined by an amount of stock purchase.

214. (New) The computer program product as recited in claim 210, wherein the at least one strategy is capable of being defined by a selection of a plurality of alternatives.

215. (New) The computer program product as recited in claim 210, wherein the at least one strategy is capable of being modified.



216. (New) The computer program product as recited in claim 215, wherein a range associated with the at least one strategy is capable of being modified.

217. (New) The computer program product as recited in claim 208, wherein the at least one strategy is a stock purchase strategy.

218. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating the decision sensitivity display; the decision sensitivity display capable of showing at least one value associated with a first strategy and at least one value associated with a second strategy; the at least one first strategy including a pre-defined stock-related strategy and the at least one second strategy including a user-defined stock-related strategy; the second strategy capable of being: provided a strategy name by a user, defined by a selection of a plurality of alternatives, and further modified.

219. (New) The computer program product as recited in claim 218, wherein the computer code for generating includes computer code for generating the decision hierarchy display, the decision hierarchy display identifying at least one decision associated with the second strategy.

220. (New) The computer program product as recited in claim 125, wherein the application is the corporate-related application.

221. (New) The computer program product as recited in claim 125, wherein the application is the real estate-related application.

222. (New) The computer program product as recited in claim 125, wherein the application is the medical-related application.

223. (New) The computer program product as recited in claim 125, wherein the application is the product supply-related application.

224. (New) The computer program product as recited in claim 125, wherein the application is the service supply-related application.
225. (New) The computer program product as recited in claim 125, wherein the application is the financial-related application.
226. (New) The computer program product as recited in claim 125, and further comprising computer code for allowing a user to modify at least one of the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.
227. (New) The computer program product as recited in claim 125, wherein the logic is related to a business-to-business transaction.
228. (New) The computer program product as recited in claim 125, wherein the computer code for generating includes computer code for generating at least four of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.
229. (New) The computer program product as recited in claim 218, wherein the decision sensitivity display is capable of showing the at least one value associated with the first strategy simultaneously with the at least one value associated with the second strategy.
230. (New) The computer program product as recited in claim 125, wherein the application is the product supply-related application and the product supply-related application relates to marketing at least one product.

231. (New) The computer program product as recited in claim 125, wherein the application is the service supply-related application and the service supply-related application relates to marketing at least one service.
232. (New) The computer program product as recited in claim 125, wherein the application is the corporate-related application and the s corporate -related application relates to marketing.
233. (New) The computer program product as recited in claim 125, wherein logic supports the decision-making.
234. (New) A method, comprising:  
    providing an application capable of performing logic related to decision-making, the application including at least one application that is a real estate-related application, a medical-related application, a corporate-related application, a product supply-related application, a service supply-related application, or a financial-related application;  
    retrieving first information from a database, per the application;  
    receiving second information from a user utilizing a user interface, per the application;  
    processing the first information and the second information utilizing the logic;  
    generating at least one of: a tornado diagram, a decision sensitivity display, a decision hierarchy display, an influence diagram, or a potential feasible hybrid theme.
235. (New) The method as recited in claim 234, wherein at least a portion of the method is carried out using universal modules capable of interfacing with different applications adapted for applying the universal modules differently.
236. (New) The method as recited in claim 234, wherein the logic is performed in real-time.

237. (New) The method as recited in claim 234, wherein the first information is retrieved via a network.
238. (New) The method as recited in claim 237, wherein the network is the Internet.
239. (New) The method as recited in claim 234, wherein the second information is received via a network.
240. (New) The method as recited in claim 234, wherein the generating is based on the processing.
241. (New) The method as recited in claim 234, wherein the logic is industry-independent.
242. (New) The method as recited in claim 234, wherein the logic is performed by a collaborative decision platform.
243. (New) The method as recited in claim 234, wherein at least a portion of the method is carried out using universal modules capable of interfacing with different applications adapted for applying the universal modules to different business sectors.
244. (New) The method as recited in claim 243, wherein the business sector includes at least one of a real estate-related business sector, medical-related business sector, corporate-related business sector, and financial-related business sector.
245. (New) The method as recited in claim 243, wherein the universal modules include at least one of a framing module, an alternatives module, an analysis module, or a connection module.
246. (New) The method as recited in claim 245, wherein the universal modules include the framing module.

247. (New) The method as recited in claim 245, wherein the universal modules include the alternatives module.

248. (New) The method as recited in claim 245, wherein the universal modules include the analysis module.

249. (New) The method as recited in claim 245, wherein the universal modules include the connection module.

250. (New) The method as recited in claim 234, wherein the universal modules include a framing module, an alternatives module, an analysis module, and a connection module.

251. (New) The method as recited in claim 243, wherein the logic relates to which products or services are suitable for a business.

252. (New) The method as recited in claim 234, wherein the logic relates to customer relationship management.

253. (New) The method as recited in claim 252, wherein the customer includes a business.

254. (New) The method as recited in claim 234, and further comprising identifying a strategy.

255. (New) The method as recited in claim 234, and further comprising assessing uncertainties for analysis purposes.

256. (New) The method as recited in claim 234, wherein the generating includes generating at least three of: the tornado diagram, the decision sensitivity display, the

decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

257. (New) The method as recited in claim 234, wherein the generating includes generating at least four of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

258. (New) The method as recited in claim 234, wherein the generating includes generating at least five of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

259. (New) The method as recited in claim 234, wherein the generating includes generating the tornado diagram.

260. (New) The method as recited in claim 259, wherein the tornado diagram identifies sources of risk.

261. (New) The method as recited in claim 234, wherein the generating includes generating the decision sensitivity display.

262. (New) The method as recited in claim 261, wherein the decision sensitivity display includes a decision sensitivity table.

263. (New) The method as recited in claim 261, wherein the decision sensitivity display includes a decision sensitivity chart.

264. (New) The method as recited in claim 261, wherein the decision sensitivity display shows at least one value associated with a first strategy and at least one value associated with a second strategy.

265. (New) The method as recited in claim 261, wherein the decision sensitivity display compares at least one value associated with a strategy.

266. (New) The method as recited in claim 261, wherein the decision sensitivity display identifies sources of value.

267. (New) The method as recited in claim 261, wherein the decision sensitivity display identifies sources of value for each of a plurality of strategies.

268. (New) The method as recited in claim 261, wherein the decision sensitivity display identifies at least one aspect associated with at least one strategy.

269. (New) The method as recited in claim 268, wherein the at least one aspect is associated with value.

270. (New) The method as recited in claim 268, wherein the at least one strategy is pre-defined.

271. (New) The method as recited in claim 268, wherein the at least one strategy is user-defined.

272. (New) The method as recited in claim 271, wherein the at least one strategy is capable of being provided a strategy name.

273. (New) The method as recited in claim 271, wherein the at least one strategy is capable of being defined by a plurality of selections.

274. (New) The method as recited in claim 271, wherein the at least one strategy is capable of being defined by an amount of stock purchase.

275. (New) The method as recited in claim 271, wherein the at least one strategy is capable of being defined by a selection of a plurality of alternatives.
276. (New) The method as recited in claim 271, wherein the at least one strategy is capable of being modified.
277. (New) The method as recited in claim 276, wherein a range associated with the at least one strategy is capable of being modified.
278. (New) The method as recited in claim 268, wherein the at least one strategy is a stock purchase strategy.
279. (New) The method as recited in claim 261, wherein the decision sensitivity display identifies at least one aspect associated with a plurality of strategies.
280. (New) The method as recited in claim 261, wherein the at least one application is the financial-related application.
281. (New) The method as recited in claim 280, and further comprising code for displaying a stock ticker.
282. (New) The method as recited in claim 261, wherein the decision sensitivity display shows at least one profit-related value associated with a first strategy and at least one profit-related value associated with a second strategy.
283. (New) The method as recited in claim 234, wherein the generating includes generating the decision hierarchy display.
284. (New) The method as recited in claim 283, wherein the decision hierarchy display identifies decisions that are within a scope of a decision making process.



285. (New) The method as recited in claim 283, wherein the decision hierarchy display identifies at least one decision associated with at least one strategy.

286. (New) The method as recited in claim 285, wherein the at least one strategy is pre-defined.

287. (New) The method as recited in claim 285, wherein the at least one strategy is user-defined.

288. (New) The method as recited in claim 287, wherein the at least one strategy is capable of being provided a strategy name.

289. (New) The method as recited in claim 287, wherein the at least one strategy is capable of being defined by a plurality of selections.

290. (New) The method as recited in claim 287, wherein the at least one strategy is capable of being defined by an amount of stock purchase.

291. (New) The method as recited in claim 287, wherein the at least one strategy is capable of being defined by a selection of a plurality of alternatives.

292. (New) The method as recited in claim 287, wherein the at least one strategy is capable of being modified.

293. (New) The method as recited in claim 292, wherein a range associated with the at least one strategy is capable of being modified.

294. (New) The method as recited in claim 285, wherein the at least one strategy is a stock purchase strategy.

295. (New) The method as recited in claim 283, wherein the decision hierarchy display includes at least one of policies, decisions, or tactics.

296. (New) The method as recited in claim 283, wherein the decision hierarchy display includes at least two of: policies, decisions, and tactics.

297. (New) The method as recited in claim 283, wherein the decision hierarchy display includes: policies, decisions, and tactics.

298. (New) The method as recited in claim 234, wherein the generating includes generating the decision sensitivity display.

299. (New) The method as recited in claim 298, wherein the decision sensitivity display includes a decision sensitivity table.

300. (New) The method as recited in claim 298, wherein the decision sensitivity display includes a decision sensitivity chart.

301. (New) The method as recited in claim 298, wherein the decision sensitivity display shows at least one value associated with a first strategy and at least one value associated with a second strategy.

302. (New) The method as recited in claim 298, wherein the decision sensitivity display compares at least one value associated with a strategy.

303. (New) The method as recited in claim 298, wherein the decision sensitivity display identifies sources of value.

304. (New) The method as recited in claim 298, wherein the at least one application is the financial-related application.

305. (New) The method as recited in claim 298, and further displaying a stock ticker.
306. (New) The method as recited in claim 261, wherein the generating includes generating the potential hybrid theme.
307. (New) The method as recited in claim 234, wherein the generating includes generating the influence diagram.
308. (New) The method as recited in claim 307, wherein the influence diagram includes an information directory.
309. (New) The method as recited in claim 307, wherein the influence diagram identifies a plurality of uncertainties.
310. (New) The method as recited in claim 307, wherein the influence diagram identifies a plurality of risks.
311. (New) The method as recited in claim 307, wherein the influence diagram identifies decisions and a plurality of values that are important to a user.
312. (New) The method as recited in claim 234, wherein the generating includes generating the potential feasible hybrid theme.
313. (New) The method as recited in claim 312, wherein the generating includes generating a plurality of the potential feasible hybrid themes.
314. (New) The method as recited in claim 312, wherein the potential feasible hybrid theme includes a hybrid strategy.
315. (New) The method as recited in claim 314, wherein the hybrid strategy combines a plurality of alternative strategies.

316. (New) The method as recited in claim 315, wherein at least one of the plurality alternative strategies is pre-defined.

317. (New) The method as recited in claim 312, wherein the potential feasible hybrid theme is associated with at least one strategy.

318. (New) The method as recited in claim 317, wherein the at least one strategy is pre-defined.

319. (New) The method as recited in claim 317, wherein the at least one strategy is user-defined.

320. (New) The method as recited in claim 319, wherein the at least one strategy is capable of being provided a strategy name.

321. (New) The method as recited in claim 319, wherein the at least one strategy is capable of being defined by a plurality of selections.

322. (New) The method as recited in claim 319, wherein the at least one strategy is capable of being defined by an amount of stock purchase.

323. (New) The method as recited in claim 319, wherein the at least one strategy is capable of being defined by a selection of a plurality of alternatives.

324. (New) The method as recited in claim 319, wherein the at least one strategy is capable of being modified.

325. (New) The method as recited in claim 324, wherein a range associated with the at least one strategy is capable of being modified.

326. (New) The method as recited in claim 317, wherein the at least one strategy is a stock purchase strategy.

327. (New) The method as recited in claim 234, wherein the generating includes generating the decision sensitivity display; the decision sensitivity display capable of showing at least one value associated with a first strategy and at least one value associated with a second strategy; the at least one first strategy including a pre-defined stock-related strategy and the at least one second strategy including a user-defined stock-related strategy; the second strategy capable of being: provided a strategy name by a user, defined by a selection of a plurality of alternatives, and further modified.

328. (New) The method as recited in claim 327, wherein the generating includes generating the decision hierarchy display, the decision hierarchy display identifying at least one decision associated with the second strategy.

329. (New) The method as recited in claim 234, wherein the at least one application is the corporate-related application.

330. (New) The method as recited in claim 234, wherein the at least one application is the real estate-related application.

331. (New) The method as recited in claim 234, wherein the at least one application is the medical-related application.

332. (New) The method as recited in claim 234, wherein the at least one application is the product supply-related application.

333. (New) The method as recited in claim 234, wherein the at least one application is the service supply-related application.

334. (New) The method as recited in claim 234, wherein the at least one application is the financial-related application.

335. (New) The method as recited in claim 234, and further comprising allowing a user to modify at least one of the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

336. (New) The method as recited in claim 234, wherein the logic is related to a business-to-business transaction.

337. (New) The method as recited in claim 234, wherein the generating includes generating at least four of: the tornado diagram, the decision sensitivity display, the decision hierarchy display, the influence diagram, and the potential feasible hybrid theme.

338. (New) The method as recited in claim 327, wherein the decision sensitivity display is capable of showing the at least one value associated with the first strategy simultaneously with the at least one value associated with the second strategy.

339. (New) The method as recited in claim 234, wherein the at least one application is the product supply-related application and the product supply-related application relates to marketing at least one product.

340. (New) The method as recited in claim 234, wherein the at least one application is the service supply-related application and the service supply-related application relates to marketing at least one service.

341. (New) The method as recited in claim 234, wherein the at least one application is the corporate-related application and the s corporate -related application relates to marketing.

342. (New) The method as recited in claim 234, wherein logic supports the decision-making.

REMARKS

Per MPEP 609.02, applicant has not re-submitted any disclosures, references, etc. cited in any parent application. It assumed, however, that per such MPEP section, the Examiner has considered the same in connection with the instant application. If applicant's assumption is in error or the Examiner requires re-submission of any such references, etc., applicant requests that the Examiner contact the undersigned so that applicant can satisfy such request.

The Examiner has rejected claims under 35 U.S.C. 101 as being non-statutory subject matter. Applicant respectfully disagrees with such rejection. However, in the interest of expediting prosecution of the present application, applicant has amended the claims to further avoid such rejection. Specifically, applicant has amended each of the independent claims to require at least one application "that is a real estate-related application, a medical-related application, a corporate-related application, a product supply-related application, a service supply-related application, or a financial-related application," in the context claimed.

Applicant further makes note of the double patenting rejection. Such rejection is deemed overcome by virtue of the terminal disclaimer(s) submitted herewith.

Regarding ind. Claims 16, 125, and 234, applicant asserts that such claims are similar, but not necessarily identical to those recently issued in U.S. Patent No.: 7,499,898. See the exact language below:

16. (New) A computer program product embodied on a tangible computer readable medium, comprising:

an application capable of performing logic related to decision-making, the application including at least one application that is a real estate-related application, a medical-related application, a corporate-related application, a product supply-related application, a service supply-related application, or a financial-related application;



computer code for retrieving first information from a database, per the application;

computer code for receiving second information from a user utilizing a user interface, per the application;

computer code for processing the first information and the second information utilizing the logic;

computer code for generating at least one of: a tornado diagram, a decision sensitivity display, a decision hierarchy display, an influence diagram, or a potential feasible hybrid theme.

125. (New) A computer program product embodied on a tangible computer readable medium, comprising:

an application capable of performing logic related to decision-making, the application being a real estate-related application, a medical-related application, a corporate-related application, a product supply-related application, a service supply-related application, or a financial-related application;

computer code for retrieving first information from a database, per the application;

computer code for receiving second information from a user utilizing a user interface, per the application;

computer code for processing the first information and the second information;

computer code for generating at least one of: a tornado diagram, a decision sensitivity display, a decision hierarchy display, an influence diagram, or a potential feasible hybrid theme.

234. (New) A method, comprising:

providing an application capable of performing logic related to decision-making, the application including at least one application that is a real estate-related application, a medical-related application, a corporate-related application, a product supply-related application, a service supply-related application, or a financial-related application;

retrieving first information from a database, per the application;

receiving second information from a user utilizing a user interface, per the application;

processing the first information and the second information utilizing the logic; generating at least one of: a tornado diagram, a decision sensitivity display, a decision hierarchy display, an influence diagram, or a potential feasible hybrid theme.

Thus, all of the independent claims are deemed allowable. Moreover, the remaining dependent claims are further deemed allowable, in view of their dependence on such independent claims. It should be noted that no claims are intended to be construed under 35 U.S.C. 112, paragraph 6.

In the event a telephone conversation would expedite the prosecution of this application, the Examiner may reach the undersigned at (408) 505-5100. The Commissioner is authorized to charge any additional fees or credit any overpayment to Deposit Account No. 50-1351 (Order No. SVIPGP019C).

Respectfully submitted,  
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