

# NEWS

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## **Ameranth Receives Notice of Allowance for Major New Patent for its 21<sup>st</sup> Century Communications™ Web/Wireless Synchronization Inventions**

*'New patent allowance further confirms the validity and strength of Ameranth's Patents'*

February 3, 2012, San Diego, CA — Ameranth, Inc. announced today that it has received a 'Notice of Allowance' from the United States Patent Office for a new, strategic patent containing 18 new patent claims further protecting its 21<sup>st</sup> Century Communications™ Web/Wireless Synchronization Inventions. Lead inventor, Keith R. McNally (Ameranth's co-founder and President) led the prosecution of this new patent allowance, which is a confirmation of the visionary conceptualization of these breakthrough wireless/web/internet data synchronization inventions. Ameranth's patents are now integral to modern hospitality computer/internet/wireless based systems, which are seamlessly integrated with social media services and with other third-party software/web/internet applications.

This new patent was approved following an extraordinarily comprehensive and thorough review conducted by the United States Patent Office. The extensive Patent Office review (inclusive of multiple Supervisory Patent Examiners - SPE's) considered nearly 200 separate references (including references identified by Ameranth, the Patent Office and third parties). As a result, this new strategic patent allowance confirms the non-obviousness and novelty of the Ameranth family of data synchronization patents.

"We are excited to secure this new patent after such a long and thorough review within the U.S. Patent Office," stated Vern Yates, Ameranth's Chairman and Chief Executive Officer. "While the process was long and extremely comprehensive, we were confident that the end result would be the patent allowance that we have now achieved, thus substantiating the visionary nature of Ameranth's inventions. This new patent confirms that the scope of our hospitality data synchronization patents includes ticketing, reservations, payment processing via mobile devices and smart phones, seamless point-of-sale system integration and much more."

Ameranth's pioneering web/wireless data synchronization inventions have been previously patented (U.S. Patent Nos. 6,384,850; 6,871,325; 6,982,733 - with an additional patent application beyond this new allowance still pending), have been widely adopted and deployed, and are now essential to the modern wireless/web hospitality enterprise. The explosive growth of the use of smart phones, social/affinity group networking, wireless

networks and related technologies now make the use and licensing of Ameranth's patents essential to achieve a totally synchronized system, *i.e.*, the 21<sup>st</sup> Century Communications™ system invented in 1998 by Ameranth's visionary inventors. Modern hospitality information technology systems performing functions such as online/mobile ordering, reservations, ticketing, payment processing and related functionality require the use of Ameranth's patented inventions for synchronized operation. Ameranth has active patent infringement lawsuits against numerous infringing defendants; including Seamless, GrubHub, Exit41, PAR, QuikOrder, OpenTable, TicketMob/Laughstub and the three largest pizza chains - Papa John's, Domino's and Pizza Hut.

The adoption of Ameranth's technology by industry leaders and the wide acclaim received by Ameranth for its technological innovations are just some of the many confirmations of the breakthrough aspects of Ameranth's inventions. Ameranth has received twelve different technology awards (three with "end customer" partners) and has been widely recognized as a hospitality wireless/internet technology leader by almost all major national and hospitality print publications, *e.g.*, The Wall Street Journal, The New York Times, USA Today, and many others. Ameranth was personally nominated by Bill Gates, the Founder of Microsoft, for the prestigious Computerworld Honors Award that Ameranth received in 2001 for its breakthrough synchronized reservations/ticketing system with the Improv Comedy Theatres. In his nomination, Mr. Gates described Ameranth as "one of the leading pioneers of information technology for the betterment of mankind."

#### **About Ameranth, Inc.:**

Ameranth, Inc. (<http://www.ameranth.com>) is a recognized leader in the hospitality technology market, having been featured in the *Wall Street Journal*, *New York Times*, *Chicago Sun Times*, *USA Today*, *Business Week*, *US News & World Report*, *Nation's Restaurant News*, *Hospitality Technology*, *TIME*, *CNNfn*, *San Diego Union Tribune*, and numerous other prestigious publications. Ameranth has also been awarded or participated in twelve technology/"best product" awards.

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