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Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

[Continued on next page]

(54) Title: AUTOMATIC CONVERSATION TECHNIQUES

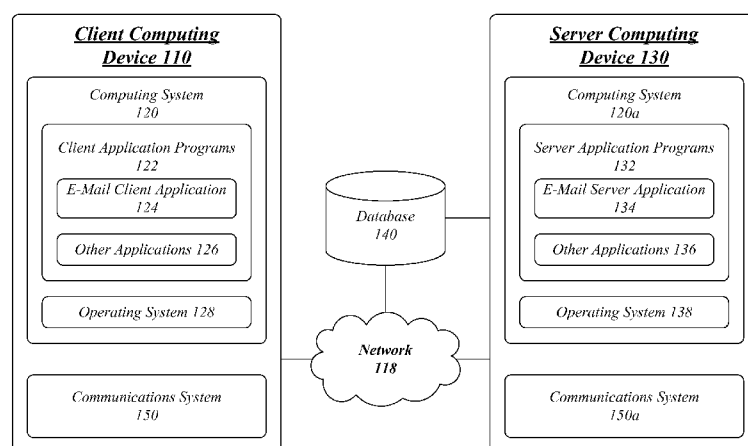
Operating Environment 100

FIG. 1

(57) Abstract: Automatic conversation techniques are described. An apparatus may comprise a computing device having an incoming message module operative to receive an incoming message, a conversation identification module communicatively coupled to the incoming message module, the conversation identification module operative to determine the incoming message is part of a conversation thread, and associate the incoming message with the conversation thread by setting a conversation identifier property of the incoming message to a conversation identifier for the conversation thread, and a conversation manager module communicatively coupled to the conversation identification module, the conversation manager module operative to determine a conversation rule is associated with the conversation thread, and apply the conversation rule to the incoming message. Other embodiments are described and claimed.

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